WINNERS
of
"The Cash Box"
MUSIC
OPERATORS' POLL
1955

SIXTH ANNUAL CONVENTION...MAY 6-7-8...MORRISON HOTEL, CHICAGO, ILL.
It's no secret in the industry - RCA Victor presses most independent label hits. We supply the quick, complete and competitively priced services that this business demands. With more than 50 years of experience, the latest in equipment, and 3 plants - strategically located in the East, Midwest, and West - we're ready to service your every need. So, soon as you have a "hot one" - big or small - drop us a line or give us a call and see if RCA Victor doesn't help you get more "jack" out of the boxes.

RCA VICTOR CUSTOM RECORD SALES
155 East 24th Street, New York 10, New York - MUrray Hill 9-7200
410 N. Lake Shore Drive, Chicago 11, Ill. - Whitehall 5-2515
1916 N. Sycamore Avenue, Hollywood 28, Calif. - Hollywood 1-6771
1525 McGavock Street, Nashville 3, Tenn. - NAshville 5-6091

In Canada, call Record Department, RCA Victor Company, Ltd., 1001 Lenoir Street, Montreal, Quebec.
A LOT OF RECORDS!

Each year the members of the juke box and record industries gather together to discuss their mutual problems and it is at this time that both industries are reminded over and over again just how dependent they are upon each other.

It’s obvious, of course, that without records, juke boxes would have no product to sell, but it’s also obvious that without juke boxes, the record industry would not be what it is today.

There has probably been no greater impetus to the development and stabilizing of the record business than the more than half a million juke boxes which are located all over this nation. Although it’s been said time and time again, it’s necessary to keep emphasizing the point that 25% of all single records are bought by juke box operators, which means in simple figures that the juke box industry is responsible for purchasing over 50,000,000 records a year. That’s a lot of records.

The way to really see what this purchasing means is to imagine what the record business would be like without juke boxes. First we must find ourselves the record business would become smaller and smaller, until one day we would find that we have been left without a single record operator. This is a very real problem for those who are still in the juke box business, and it is a problem that must be faced.

Throughout the years, the juke box industry and the record industry have been growing together, for as juke boxes have increased in popularity and capacity, so has the record industry had to produce more to keep up with the demand.

The future looks like an expanding one. Juke boxes are achieving new capacity, new popularity, greater acceptance all the time. They are today the recognized purveyor of recorded music and as such they must continually be supplied with more records of all kinds to satisfy all tastes.

In the years to come, the juke box industry will continue to be the bellwether which leads the record business into new heights of prosperity.
THE NATION'S
TOP TEN
PLUS THE NEXT 25
JUKE BOX TUNES

The Top 25 Singles charts for the week ending May 12, 1956. The Cash Box is the Newspaper of the Record Industry. Published Weekly. To The Cash Box For Leading, Most Complete Records Through The Country.

HOT DIGGITY
PERRY COMO
VI-20-6427 (47-6427)—Perry Como

HEARTBREAK HOTEL
ELVIS PRESLEY
MO-935 (45-935)—Cadets
VI-20-6420 (47-6420)—Elvis Presley

POOR PEOPLE OF PARIS
LES BAXTER ORCH.
CA-3358 (F-3358)—Les Baxter
CA-3397 (F-3397)—Lawrence Welk
DE-29835 (9-29835)—Rust Morgan
LO-1628 (45-1628)—Winifred Atwell MG-12188 (K-12188)—Roger Roger
DE-29980 (4-21505)—Carl Perkins
VI-20-6450 (47-6450)—Pee Wee King

BLUE SUEDE SHOES
CARL PERKINS
CA-3377 (F-3377)—Bob Rushion
CO-21505 (45-21505)—Carl King & Strings
DE-29995 (9-29995)—Carl Perkins
DO-15456 (45-15456)—Jim Lewis
KL-4903 (45-4903)—Boyd Bennett MG-12197 (K-12197)—Sam Taylor
DE-29996 (4-21505)—Carl Perkins
VI-20-6450 (47-6450)—Pee Wee King

WHY DO FOOLS FALL IN LOVE
THE TEEN AGERS
DE-29932 (F-29932)—Gene Mann
DE-15448 (45-15448)—Gale Storm
GE-1002 (45-1002)—The Teen Agers MG-10709 (70790 x 45)—Diamonds

THE MAGIC TOUCH
PLATTERS
ME-70519 (70519a45)—Platters

A TEAR FELL
TERESA BREWER
AT-1086 (45-1086)—Ippy Joe Hunter VI-20-6482 (47-6482)—Teresa Brewer CA-41329 (F-41329)—Teresa Brewer

I'LL BE HOME
PAT BOONE
CA-4035 (45-4035)—Timplager
DO-15443 (45-15443)—Pat Boone

ROCK ISLAND LINE
LONNIE DONEGAN
CA-3277 (F-3277)—Lonnie Donegan
CO-61613 (45-61613)—Don Cornell
DE-12779 (45-12779)—Johnny Worth
KL-4918 (45-4918)—Gracie Jones LL-5019 (45-5019)—Bob McVay
DE-1055 (45-1055)—Lonnie Donegan ME-70831 (70831x45)—Les Dreesler

 LISBON ANTIGUA
NELSON RIDDLE
CA-3277 (F-3277)—Nelson Riddle
CO-40615 (45-40615)—Milt Miller
DE-1055 (45-1055)—Nat Dake
CA-51515 (45-51515)—Lawrence Welk

10) Only those records best suited for commercial use are reviewed by THE CASH BOX.
Bob Carroll

“RED CONFETTI, PINK BALLOONS AND TAMBOURINES”

c/w

“HANDWRITING ON THE WALL”

Bally 1006 (7-1006)

Jimmy Hilliard

and his orchestra

“VERANO AMOR”

c/w

“My ONE AND ONLY LOVE”

Bally 1007 (7-1007)

TO THE M.O.A’ers

Our sincere thanks for your help and spins...

Bally Records

“The home of living performance”

“It’s What’s in THE CASH BOX That Counts”
THE CAMERA SHANTY IN OLD SHANTY TOWN” (2:48) [M. Wiltsack ASCAP — Young, Siras, Little] Somethin’ Smith’s RCA light Somethin’ Smith’s. [A heart-warming song from the memorable Film Noir era.]

“MY BABY LEFT ME” (2:13) [Elvis Presley BMI — Crissup] ELVIS PRESLEY (RCA Victor 20-6450; 47-6450)

“The rock and roll field has supplied Dorothy Collins with two big songs that have sent her skyrocketing up the popularity ladder among record buyers — "My Boy — Flat Top" and "Seven Days." So it’s only natural that she stay with the same profitable sources for her next release, "The Treasure Of Love." The tune is one of the best fish-net-beating romances to come along in many months and is destined to be a real big seller. Dorothy’s interpretation is the best thing she’s done since she joined the label and could easily become her biggest hit. The lower lid, "He’s Got Me Hook, Line and Sinker," is a catchy little bouncer partly presented by the popular femme. Top half should attract stacks of coin.

THE CASE BOX

“The I WANT YOU, I NEED YOU, I LOVE YOU” (2:37) [Elvis Presley BMI — Nyes, Koloff]

MY BABY LEFT ME” (2:13) [Elvis Presley BMI — Crissup]

DOROTHY COLLINS

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THE TREASURE OF LOVE” (2:11) [Monument-Progressive BMI — Stallman, Shapire]

HE’S GOT ME HOOK, LINE AND SINKER” (2:37) [Reeve BMI]

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THE CASINO BEST BETS

1 “SIXTEEN CHICKS” Joe Clay

Vik 0231; JX 2021

5 “IN A SHANTY IN OLD SHANTY TOWN” Somethin’ Smith & The Red Heads... EPIC 1976; 5-9184

10 “CAT ON A HOT TIN ROOF” Dinah Washington... MERCURY 7058; 7058A

15 “MERRY-Go-ROUND Waltz”... MONORAC 1669; 45-1669

20 “HOLD ON!” Ralph Walsd Cummings... ARC-PARAMOUNT 9679; 95-9679

25 “FROM THIS MOMENT ON” Lena Horne... RCA Victor 20-6512; 47-6512

“Only those records best suited for commercial use are reviewed by THE CASINO”
HOT DIGGITY

...thank you operators!

perry como
HOT DIGGITY
(Dog Ziggity Boom)
b/w
JUKE BOX BABY

RCA Victor

GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

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

"HELLO, BABY" (2:18) (General ASCAP—Jaffe, Astaire Ruck) Fred Astaire makes his debut on Verve with a charming and easy-going up-tempo ballad. Smooth item that brings to mind the 1930s. Astaire has that unexplainable winning quality that gives a song a special meaning. Lovely side.

"THERE’S NO TIME LIKE THE PRESENT" (2:02) [General ASCAP—Ruck, Astaire] A more lively beat accompanies the star on this refreshing bounce ditty. Appealing.

CAROL RICHARDS

[ RCA Victor 20-6497; 47-6497] "FIRST ROW BALCONY" (2:34) [Raymond deform—Rah-DDI-ED Wa-WA-ed Richards, familiar to the public for her work on the Bob Crompton series of popular records for the young platter for teenagers. Here she tells the sad story about a folk who stood her up and commercial fish-boat. Could happen.

LOU MONTE

[ RCA Victor 20-6522; 47-6522] "I’VE BAKED A CAKE" (2:09) [Robert ASCAP—Merrill, Hoffman, Trace] Lou Monte, who’s done big things with Italian novelties, comes up with a wonderful new Italian melody version of a cut from the recent past. Colorful cut that should do well for the star. Strong take item.

"ASK YOUR HEART" (2:30) [Regent BMI—Engvik, Lauh] Lou gets serious on this one and chants a warm and delightful romance to a pleasant shuffle tempo. Pretty side.

PETE MARCHAL

(Melbo 103; 45-103) 

"MY LOVELY LOVE" (2:22) [Ray Maxwell BMI—Watta] Pete Marchal, familiar to the public for his work in the Marshall-Farrell comedy team, employs his singing talents on his first Melbo platter, and belts out a powerhouse rocker that the kids should like. Real wild singer. Could break.

"NICE AND COZY" (2:20) [Ray Maxwell BMI—Watta] Another rhythmic jolter with a crazy dance beat. Pete has a powerful voice that sells the tune.

MIGUEL LEGRAND ORCH.

(Columbia 42957; 45-42957) "SMILE" [Bourne ASCAP] — Chaplin Michel Legrand, one of the most influential arrangers, displays his mastery of music as he guides the orchestra through a beautiful and fascinating arrangement of an enchanting theme that has become a standard in just a few years. Lovely mood item.

"BONJOUR, PARIS" [Bourne ASCAP—Louisa] From the film "Mister La Callie" comes this sentimental blues instrumental. Whistling throughout creates a desired atmosphere of loneliness. Pretty piece.

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Ralph Waldo Cummings

"HOLD ON" (2:11) [Robt. Devere ASCAP—Gay] Tantalizingly different and familiar, folks for his Pall Mall commercials, hands in a strong side here as he sings a touching song of love. Could develop into a big hit. Charming item with sleeper qualities.

GUY LOMBARDO ORCH.

(Capitol 3411; F-3411) "CHARLESTON PARISIEN" (2:31) [Leeda ASCAP—Moulin] Guy Lombardo and the ork a de pickup job on a light-hearted bounce with a refreshing easy-going ricky-tick tempo. Contagious ditty that could make some noise for the gang. Strong instrumental item.

BILLY ECKSTEIN

(MGM 12237; K-12237) "MY FICKLE HEART" (2:56) [Ivan Mogull ASCAP—Allen, Stulman] A pretty hit with a rhythm backdrop by Nelson Riddle assists the rich Eckstein voice as he cruises through a pleasant ballad.

EARTHA KITT

(RCA Victor 20-6522; 47-6522) "THERE IS NO CURE FOR L’AMOUR" (2:43) [Shapiro-Bernstein ASCAP—Hoffman, Manning] A clever little novelty about love is potently belted across by Eartha Kitt with the aid of a chorus. Tune glides from a sultry tango tempo into a lively beat. Good side. Material is right up the thrumming alley.

"HONOLULU ROCK AND ROLL" (1:48) [Joy ASCAP—Hoffman, Manning] A tropical melody set to a rock and roll beat is the material offered here. Rhythmic piece of novelty matter. Two good sides for the jukes.

LINK WIVS

(Stevie 442; 45-442) "SIXTEEN CHICKS" (2:10) [Starrite BMI—Davis, Walker] Link Wivis follows the successful formulas employed by many country artists as he belts out a hard hitting rock and roll type of tune. Solid dance item that could take off. Good item for country and pop markets.

"CRAZY COWBOY ROCK" [Starrite BMI—David] Another hard hitting swinger with the “Blue Suede Shoes” style and sound.

―Only those records best suited for commercial use are reviewed by THE CASH BOX‖
“THANKS A MILLION—M.O.A. FOR MILLIONS OF PLAY..."

THE FOUR ACES

“LOVE IS A MANY-SPLENDORED THING”
Academy Award Winning Song of 1955 as recorded by THE FOUR ACES

going strong

“TO LOVE AGAIN”
(theme from the Columbia Picture “The Eddy Duchin Story”)
b/w
“Charlie Was A Boxer”
DECCA 29889

currently appearing in the MGM Technicolor Film

“MEET ME IN LAS VEGAS

Personal Mgr.
HERB KESSLER

DECCA RECORDS

“It’s WHAT’s in THE CASH BOX That Counts”
APLHA RECORD DISTRIBUTORS

JOHNNIE HALONKA

HARRY APOSTOLIS

Thanks Ops For Making Us . . .

Best By Test*

In The Southwest

See You In May—At The M.O.A.*

Ask Our Manufacturers.

Sid Talmadge

Bob Stern

JOE CLAY

(Vik 0213; 4X-0211)

JOHNIE RAY
( Capitol 10095; 4-0095)

"GOODBYE, AU REVOIR, ADIOS" (2-30) [George Paxton ASCAP—Gallo, Wayne] Johnnie Ray pulls out all the stops on this half-and-half, and belts out a wild and tormented rock and roll hit. Ray really gives the tune a swing and off.

"BECAUSE I LOVE YOU" (2-18) [Hollis Price—Price] A fluffy, fish-beat and a chorale group serve up the background for this hit. A well-voiced reading of another dramatic ballad.

LAWRENCE WELK ORCH.
(Coral 61644; 9-61644)

"ON THE STREET WHERE YOU LIVE" [Chappell ASCAP—Loewe, Lerner] One of the most beautiful of all the songs from "My Fair Lady" is pleasantly delivered to a smooth lifting tempo by TV favorite Lawrence Welk and his orchestra. Vocal soloist, Larry Deane has a rich and most pleasant voice.

"I COULDN'T HAVE DANCED ALL NIGHT" (2-09) [Chappell ASCAP—Loewe, Lerner] Alice-Lon and the Sparklers handle the vocal duties on this upright and lively ballad from the same Broadway musical hit, Excellent coupling for the families. This tune is making rounds and Welk's rendition should make an impression on his many fans.

JACK PLEIS ORCH.
(Duco 29920; 9-9920)

"ZIP-A-DEP DOO-DAH" (2-20) [Boy ASCAP—Rubel, Gilbert] A wonderful happy-go-lucky standard from the land of Disney, is delightfully revived by Jack Pleis' orchestra and chorus. A thoroughly refreshing dink that should make wonderful programming again. Good possibility to happen anew.

"LAVENDER BLUE" (2-41) [Boy ASCAP—Daniel, Mover] A great British oldie that topped the U.S. hit parade some years ago, is softly and smoothly presented by Pleis and the crew. Wonderful simplicity of this easy-going ditty makes it a charmer even today. Strong coupling.

THE BEAU BRUMMELS
(Vik 0208; 4X-0208)

"IN SELF DEFENSE" (2-17) [Chappell ASCAP—Thomas] The Beau Brummels come up with a strong side on their first Vik release. A very good delivery of an emotional fish-beat ballad. Boys have a commercial blend and should please the youngsters.

"I HAVEN'T THE HEART" (2-06) [Simon House BMI—Raleigh, Holt] The crew changes the pace and glides over a sentimental shuffle beat romance.

PERCY FAITH ORCH.
(Columbia 50696; 4-0096)

"THE RAIN IN SPAIN" (2-28) [Chappell ASCAP—Lerner, Loewe] A lush and pretty tango piece from the current Broadway smash hit "My Fair Lady". Warm and inviting, Latin beat opus.

"WITH A LITTLE BIT OF LUCK" (2-13) [Chappell ASCAP—Lerner, Loewe] Another pleasant item from the same show. An attractive military number with a high stepping march tempo.

LEN HORE

(Vik 0213; 4X-0211)

"SIXTEEN CHICKS" (1-58) [Starrite BMI—David, Walker] Vik introduces a thrilling newcomer with the currently popular rhythm and blues song singing a wild and exciting romp that ought to have the kids hopping. It's a hard-hitting side tailor-made for any teenage location. Could break out.

"DUCK TAIL" (2-38) [Starrite BMI—Grayzell] Lay off my duck tail (rather than blue suede shoes), says Clay. Another hard hitting teenage item.

WINNEFRED ATWELL & FRANK CHACKSFIELD O.

(London 1667; 45-1667)

"SPORT-AT-PRINCE" (2-91) [E. Marks BMI—Wayne] Winifred Atwell, residing atop the British best seller lists with her version of "Poor People", flies across the keyboard once again, dashing out a lively and pleasing version of another American pop hit. Pretty melody.

"STAR TIME" (2-25) [ASCAP—Rodgers] This stirring and lovely semi-classical type production item is the popular British commercial TV theme for the "Sunday Night At The Palladium" show. Pretty with a big impact on the heavy side. In U.S. it's unknown.

HELEN FORREST
(Capitol 3217; F-3217)

"I LOVE YOU MUCH TOO MUCH" (2-27) [Leeds ASCAP—Rays, Oskey, Towler] Capitol issues, single form two of the most beautiful pieces from Helen Forrest's latest LP, "Voice Of The Name Bands". This half is a stirring rendition of a superb standard. Lovely reading that could click once again.

"TAKING A CHANCE ON LOVE" (2-28) [Miller ASCAP—Duke, Fetter, LaFoux] Another standing favorite smoothly treated to a rhythm reading by the lark. Helen has a beautiful vocal quality.

LEN HORN

(RCA Victor 20-6512; 47-6512)

"FROM THIS MOMENT ON" (1-50) [J. B. Horne ASCAP—Porter] A great Cole Porter classic of more recent vintage is sensationally styled by the one and only Lena Horne. A thrilling up-beat swing rendition that drives. Thrush sells a tune as few can. Could step out.

"RUNNING, RUNNING, RUNNING" (2-08) [Peter Maurice ASCAP—Sigman, Carmi] A catchy presentation of a lovely Latin beat romantic affair. Pretty item tenderly styled.

FRED NORMAN ORCH.
(MGM 1221; K-1221)

"CHERRY COKE" (2-39) [Laertes ASCAP—Norman, Douglas] Fred Norman and his Orchestra gush through a free swinging instrumental jumper with a good dance tempo for the kids. Easy going rhythm piece.

"POST TIME" (2-54) [Laertes ASCAP—Norman, Jacob] Another catchly jumper. This melody is based on the familiar post town theme trumpeted at the race tracks.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Current Release
"GOODBYE, AU REVOIR, ADIOS"
b/w
"BECAUSE I LOVE YOU"
40695; 4-40695

Gratefully
Johnnie Ray

COLUMBIA RECORDS

Personal Management: BERNIE LANG

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

The Platters

The Cash Box, Music

Page 12

May 12, 1956

Vital Statistics—Paul Howard, one of the leading deejays in the Washington, D.C., area for the past nine years, has joined WCAE-Arlon, W. D. Lostie Johnson now does jazz at KFOX-L.A. 3:30 to 4:30 daily and KALI-L.A. 6-7 Mondays and Tuesdays.

John Adney (WCAO-Baltimore, Md.) lighting his first candle as MC of the two hour afternoon “600 Serenade” on May 18... Says Arnie “Woo Woo” Giesberg (WBOS-Boston, Mass.) “Jack McDermott does not have the only night show in Boston on Sunday night. ‘Night Train’ and I are on seven nights a week.”... Newport News and Norfolk, Va. audiences find nights passing very quickly with the aid of Ed Ivery of WGH... We hear lots of tales things about Dick Reynolds and his work to combat juvenile delinquency... Dick Drury (WHHH-Warren, O.) asks that those sending him records and promotion material send it to WHHH. Lots of mail has been arriving at WERE-Cleveland, but Dick is only at the latter station weekends... Harold Barlow, Hudson Records Company, tells us Dick Doty, (WHAM-Rochester, N. Y.) has been spinning “Hepes and Dreams” and will run a “Hepes and Dreams” contest... Art King (WBSM-New Bedford, Mass.) has launched a new show, “Sentimental Ballroom in which he features the top tunes of his other shows, standards from some new albums. It has turned into a tremendous audience draw—and just as important—has grabbed a “big” sponsor... Chicago deejays will participate in the “Disk Jockey Derby,” one of the major attractions of the 1956 harness racing season at Maywood Park. Slated for the first heat on Tuesday, May 1, were: Jim Mills (WAAF); Dan Serkin (WCF); Bob Carpenter (WAAP); Richard Stams (WLIB and WGER). The second, third and fourth heats will be raced by the Bob Carpenter (WAAP); Dick Coughlan (WGN); Jim Daris (WEDO); Dick Elliott (WHUF); Marty Faye (WAAP); Tony Ford (WGES); Dick Harley (WHFC) Jim Lounsbury (WGN); Paul Salier (WGN); Steve Schickel (WGN); Jack Stifvel (WLS); Spider Webb (WAAP)... Larry Carson (WWPG-Palm Beach, Fla.) is playing teen-age dances each day between 4-6 pm when the kids dance, sing and help him answer the phone... All the promotion men talking about Bob Horn’s (WHJ-Philadelphia) new pet, the baby lion. Latest is Walt Hofer. The cat is just finding its teeth and Horn is teaching it to bite plugs.

Ed Bonner (KXOK-St. Louis, Mo.) calls his publishing firm Rodeo... Ed Penner (WTAO-Boston) will fly 3000 miles to do a single four hour show for Boston recruits taking their basic training at Lackland Air Force Base, San Antonio, Texas. Ed will tape the entire show and will broadcast over WTAO on Monday, May 14.

Bill Hales’ feature picture “Rock Around the Clock” has created quite a stir in Des Moines, Iowa. Paramount Theater manager, Gene Moore, requested permission of the City Fathers to broadcast rock ‘n roll music from the movie store during the picture’s run. They ‘squibbed’ turned ‘em down. Don Bell, of KRNT, worked out a three way deal with the movie whereby he will be seen on signs in the theaters and in the picture during the previews preceding the picture run. In return, Bell plugs the picture on his “Disk Jockey Dance” on KRNT-TV each Saturday afternoon and at his “Rock ‘n Roll Teen Hop” at Val-Air Sunday evenings. He will have a jitterbug contest April 29th during which a $140 hi-fi record player will go to the winner.

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

THE TEN RECORDS

DisK JOckEYs PlAyed M ost M ost This Week

(plus the next ten)

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

1. HEARTBEAT HOTEL: Elvis Presley (RCA Victor)
2. MOONGLOW & THEME FROM PICNIC: (Decca)
3. HOT DIZZY: George Cates (Coral)
4. IVORY TOWER: (Deluxe)
5. POOR PEOPLE OF PARIS: Les Baxter (Capitol)
6. THE MAGIC TOUCH: Carl Perkins (Sun)
7. BLUE SUEDE SHOES: Richard Maltby (Capitol)
8. MAIN TITLE (MAN WITH THE GOLDEN ARM): (London)
9. ROCK ISLAND LINE: Lonnie Donegan (London)
10. STANDING ON THE CORNER: Four Lads (Columbia)

11) can you find it in your heart. 12) the happy whistler. 13) why do fools fall in love. 14) the wayward wind. 15) a tear fell. 16) too young to go steady. 17) no not much. 18) my little angel. 19) lison antigua. 20) mr. wonderful; long tall sally; walk hand in hand; without you; i'm in love again.

Frankie Lymon and The Teenagers

GEE 1012 "I WANT YOU TO BE MY GIRL" b/w "I'M NOT A KNOW IT ALL"

The Cleftones

GEE 1011 "LITTLE GIRL OF MINE" b/w "YOU'RE DRIVING ME MAD"

The Valentines

RAMA 196 "THE WOO WOO TRAIN" b/w "WHY"

Frankie Lymon and The Teenagers

GEE 1002 "WHY DO FOOLS FALL IN LOVE" b/w "PLEASE BE MINE"

FOUR HITS

On the most HOTTEN Label in the Rock 'N' Roll Field

GEE RECORDS

220 W. 42nd St. New York, N. Y.
R-O-C-K THE BOXES from COAST to COAST...

Bill Haley and his Comets

Currently on 45 day tour
Super Attractions
Heading the Big Rock n' Roll Show of 1956

THANKS
OPS FOR EVERYTHING
Bill & Gang

Current Juke Box Smash
R-O-C-K
and
SAINTS ROCK 'N ROLL
DECCA 29870

Press and Radio
Pine Associates . . . New York
Steve Schickel . . . Chicago
Nick Therry . . . Hollywood

Personal Director
James H. Ferguson
801 Barclay St.
Chester, Pa. Chester 2-3304

Promotion
Bob Hayes . . . Chicago
Jack Howard . . . Phila.

"It's What's in THE CASH BOX That Counts"
### The Cash Box
#### Disk Jockeys

<table>
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<th>Region</th>
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<td>East</td>
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<td>May 12, 1956</td>
<td>WMMW</td>
<td>Detroit</td>
<td>WMMW</td>
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#### Listings by Region

#### Top 10 Pops

1. **Bend/Atlanta, Ga.**
   - **1. I'm On Your Side** (The Hollies)
   - **2. Somebody's Fooling** (The Tokens)
   - **3. I'm Gonna Love Me Again** (The Platters)
   - **4. It's All Over Now** (The Band)
   - **5. I Can Remember** (The Chordettes)

#### Sensationally Featured in the Columbia Picture "Picnic"

- **George Cates Orchestra and Chorus—Coral**
- **Bob Eberly with toen Light Orchestra—Decca**
- **Jimmy Carroll Orchestra and Chorus—Coral**

#### Headin' for Top 10 Midnight Breeze

- **Sid Ferrer and Orchestra and Chorus—ABC-Paramount**
- **Robert Maxwell and Orchestra—MGM**
- **Eugene Bianco and Harp and Orchestra—Tico**

#### Short'nin' Bread Rock

- **Kaye Cees Jones—American**

#### New Records of Perpetual Standards

- **Stars Fell on Alabama**
- **Tony Romano—Symcure**

#### That's My Desire

- **Ray Conniff and Orchestra and Chorus—Columbia**
- **Piano Red—Groove**
- **Gale Storm—Dot**

#### Mills Music, Inc.

- **1619 BROADWAY, NEW YORK 19, N.Y.**
- **6533 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIFORNIA**

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**It's What's in THE CASH BOX That Counts**
YOU CAN OBTAIN YOUR FREE COPY OF

THE CASH BOX

(MAY 12th ISSUE)

"MOA SPECIAL"

(MUSIC OPERATORS OF AMERICA CONVENTION ISSUE)

ALL DURING THE CONVENTION, SUN., MON., TUES.,
MAY 6, 7 AND 8, IN THE CASH BOX’ DISPLAY

BOOTH 14

THE FOLLOWING MEMBERS OF THE CASH BOX’ STAFF WILL
BE ON HAND TO GREET YOU BEGINNING SAT. NITE, MAY 5

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BOB AUSTIN, General Mgr., Music Dept., New York
SID PARNES, Editor-In-Chief, New York
NORMAN ORLECK, Associate Editor, New York
JACK DEVANEY, Mgr., Hollywood

FOR ANY FURTHER INFORMATION PHONE THE CASH BOX CHICAGO OFFICES:
32 WEST RANDOLPH ST., CHICAGO 1, ILLINOIS
ALL PHONES: DEARBORN 2-0045

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THANKS
Music
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of America
for a
most
wonderful
year . . .
and your
votes as
No. 1
FEMALE
VOCAL GROUP
OF 1955

The McGuire Sisters
Chris  Phyllis  Dottie

Current Coral Hit...

"PICNIC"
Based on "Theme" from "Picnic"

and

"DE LilAH JoneS"
Based on "Main Title" theme from "The Man With the Golden Arm"

Coral 61627 (9-61627)

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America's Fastest Growing Record Company

"It's What's in THE CASH BOX That Counts"
Those who know famous brands . . .
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17 Hilltop

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THE MUSIC OPERATORS OF AMERICA, AND THANKS FOR YOUR WONDERFUL SUPPORT

Dean—Jerry

DEAN MARTIN'S
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“STANDING ON THE CORNER”

and

“WATCHING THE WORLD GO BY”

# 3414,

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going strong

“INNAMORATA”

# 3352

Watch for our new Paramount Picture release

“PARTNERS”

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NEW SINGLE RECORD RELEASES!

GENE KRUPA'S BIG BAND

"APPLE CIDER"
B/W "YOU'D BETTER STOP"

VOCALS BY THE WAILERS
ARRANGED BY BUDDY BREGMAN

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DON, DICK 'N JIMMY

"YOU'VE Gotta HAVE EYES"
B/W "I NEVER KNEW"

Orchestra Conducted By
BUDDY BREGMAN

V-2010 • V-2010X45

BOBBY SCOTT SINGS

"SHE'S FUNNY THAT WAY"
B/W "DANNY BOY"

Backed by
THE GENE KRUPA QUARTET

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AMERICA'S GREATEST FOLK SINGER

STAN WILSON

"ONE FOR MY BABY"
(And one More for the Road)
B/W "POTATO"

JACK COSTANZO, CONGA DRUMS

V-2006 • V-2006X45

Toni Arden will be featured on the Max Liebman TV Spec May 12 which will be a tribute to music by George Gershwin. Toni will also appear May 23 with Hour May 30th prior to a return date at The Fontainebleau in Miami on June 19th.

...Bill Haley and his Comets about to close a deal which calls for $15,000 a week for three weeks in England. ...Toni Arden pretty well set for a summer replacement stint on the Perry Como show in August or September. Patti Page and Julius LaRosa are already definite. ...Bob Merril is entering the singing field. The songwriter, who will soon have an album released by Coral with his singing of his own hits. ...Teresa Brewer received the Key to the City from the Mayor of Toledo, her hometown when she arrived there last Friday to star in a huge weekend benefit show for the Holy Rosary parish. ...Dick Roman of Double A Records has been signed to a television contract by WLW-TV in Cincinnati, Ohio.

...Hi Records, new pop subsidiary label of Eastman Records, is releasing its first disk this week by Cliff hollander. ...Bob Alen, back from a promotional tour to thank the disk jockeys for making "Moments To Remember" and "No, Not Much" million sellers, reports strong action on his current disks, "Can You Trust Him" by Tony Bennett and "Play For Keeps" by Tony Bennett and "Play For Keeps" by Tony Bennett.

Mona Carol, Casino recording artist, has been invited to be a guest at the Variety Club annual "Mother of the Year" affairs.

Earl Warren, wife of the Supreme Court Justice, will be named Mother of the Year and the affair will be attended by Mrs. Eisenhower and wives of Justices of the Supreme Court.

Mona will sing her latest recording "Will I Always Be Your Sweetheart."

CHICAGO:

George Gobel in town for opening of latest flicker, "The Birds And The Bees" and work on his disk of title tune. ...Walt Haynes, record chumard, here for promotion on newest Smith and The Redheads release, "Shanty In Old Shanty Town." ...Len Girma uses busy entertaining Frank Hobbs, ABC-Paramount national sales manager, Sam Clark, ABC-Paramount president, and Harry Levine, vice-president. ...Dick Beck of Pacific Jazz around town calling on the distributors and deejays. ...Marion McIntyre returned to scene of last triumph, the London House, on 82 for 4 weeks. Marion followed the Calvin Jackson Quartet, which drew masses. ...Newest national TV's to hit this town's screens is half-hour effort called "Dial Nine For Music" on WGN-TV. Show uses blow-ups of trade maps, including The Cash Box, as backdrops.

...Ellie Phelps, formerly with Decca, now managing the Cloisters. ...Bunny Laugh, free-lance promoter, back to work after recent illness. ...Nat "King" Cole started serenading here on 5/10. ...The Shorty Rogers jazz group sharing the spotlight with the Modern Jazz Quartet at the Blue Note. ...Arnold Shaw, general professional manager and vice-president of E. B. Marks Music Corp., visiting with Mort Goldberg, mid-west rep for the firm, and wife. ...Gloria Van guested on the Buddy Lester Show for a week. Gloria's latest disk, "When The World Was Young" reported being lots of success. ...Little known facts department: Dan Bollone and his orch did the background music for both Cathy Carr's "Ivy Tower" and Dick Noel's "The Birds And The Bees." ...Columbia Records just signed the St. Louis Symphony Orchestra...Pee Wee Erwin and his Dixieland Band providing the sounds at the Preview Lounge. ...We hear that the nicest thing about laziness is that you don't have to work at it. Another nice thing is that now we can always blame it on spring fever!

HOLLYWOOD:

Tom Moseley, RCA-Victor's western representative, presented Elia Presley with his gold record of "Heartbreak Hotel" at the New Frontier in Las Vegas last week. ...Jim Amos's new J. D. show over KDAY, Santa Monica between six and seven P.M., called "The Roll Call Club" and will feature R&B records for the teenage group. ...Most of the distributors, music operators and manufacturers in the Los Angeles area will be attending the MCA convention in Chicago this week. ...Chuck Miller may have a two-sided hit in his new Mercury release of "Baltimore Jones" and "Bright Red Convertible." ...Irwin Zucker doing promotion for the new "Bob Crosby Show" album on Columbia. ...Lisa Kirk phoning disk-jockeys around the country on her first record for Columbia, Shh and Buddy Pepper are currently appearing at the Fairmount in San Francisco. ...Bob Stern expecting big things from the new RKO-Unique label.

...Billy Strange was a big hit with the title that Jerry Nessler's Record Hop in San Diego. The kids raved for the young man who announced he was the singer when he appeared with 100 copies of his new release record of "Porcupine."

...New TV music show called "Down In Tin Pan Alley" opened this week with songwriters Al Jolson and Harold Spina. ...Guy Ward, formerly with American Records has been named National Sales Manager for Sunset Records. ...Dick Allen and Stan Hoffman have formed a new territory with a first release this week featuring April Ames. ...Decca aiming all promotion on the new Jimmie Wakely release for the pop market. ...Texas talent has "Memphis Sam " and old standards with Bill Norman. ...Phil Kalb of Patricia Music in town for a few days. ...Carole Creveling, young singer from Laguna Beach, out with her first single this week. Local D.J.'s have been giving her LP a good play. ...Patty Andrews and Liberace both doing the Howard Miller show from Las Vegas.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Greetings and Thanks
For Your Kindness
Throughout The Year

Tony Martin

Current RCA Victor Hit
"WALK HAND IN HAND"
and
"FLAMENCO LOVE"
RCA Victor 20/47-6493

By the way
"MEET ME IN LAS VEGAS"
Mrs. Tony Martin
Cyd Charisse
The Cash Box, Music
Page 22
May 12, 1956

**ONE-STOP STORES—JUKE BOX OPERATORS—**
**ABBOTT SALES CO.**
**BOX 38 MALIBU, CALIFORNIA WILL SHIP TO YOU DIRECT ALL ABBOTT and FABOR records**

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<td><strong>NEW RELEASES</strong></td>
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<td>THE DeCASTRO SISTERS  AB 3219</td>
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<tr>
<td>&quot;Cowards Don't Cry&quot;</td>
<td></td>
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<tr>
<td>&quot;Stop The Clock Rock&quot;</td>
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<tr>
<td>Whose Little Piggon Are You</td>
<td>THE CREEL SISTERS  AB 3502</td>
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<tr>
<td>&quot;You've Turned Off The Music&quot;</td>
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<td>&quot;Can't Get You Out Of My Mind&quot;</td>
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<td>&quot;It Makes Me So Mad&quot;</td>
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**INSTRUMENTAL**

| Whose Little Piggon Are You |                                             |
| Stop The Clock Rock         | FABOR ROBISON and His String Music Band  FA 4010 |

**STILL GOING STRONG**

| "Too Late Now"              |                                             |
| "Give Me Time"              |                                             |
| "I Do Whatta Do"            |                                             |

| The DeCASTRO SISTERS  AB 3015 |

**The Top Ten Records—City by City**

| New York, N. Y.             |                                             |
|                             |                                             |
| 1. Heartbreak Hotel (Presley) |                                             |
| 2. Poor People of Paris (Baxter) |                                             |
| 3. Love (Cathy Carr) |                                             |
| 4. Why Do Fools Fall In Love (Teen Agers) |                                             |
| 5. Blue Suede Shoes (Perkins) |                                             |
| 6. Magic Touch (Platters) |                                             |
| 7. Ludson Antique (N. Riddle) |                                             |
| 8. Main Title (Richard Maltby) |                                             |
| 9. Main Title (Melba Jacobs/Malby) |                                             |
| 10. 3 Penny Opera (Dick Hyman) |                                             |

| Chicago, Ill.               |                                             |
|                            |                                             |
| 1. Heartbreak Hotel (Presley) |                                             |
| 2. Hot Doggie (Perkins) |                                             |
| 3. Blue Suede Shoes (Perkins) |                                             |
| 4. Why Do Fools Fall In Love (Teen Agers) |                                             |
| 5. Blue Suede Shoes (Perkins) |                                             |
| 6. Ivory Tower (Cathy Carr) |                                             |
| 7. Moonlight & Picnic (Cates) |                                             |
| 8. Miami Title (Richard Maltby) |                                             |
| 9. A Tear Fell (Teresa Brewer) |                                             |
| 10. Poor People of Paris (Baxter) |                                             |

| Los Angeles, Calif.          |                                             |
|                            |                                             |
| 1. Heartbreak Hotel (Presley) |                                             |
| 2. Poor People of Paris (Baxter) |                                             |
| 3. Love (Cathy Carr) |                                             |
| 4. Why Do Fools Fall In Love (Teen Agers) |                                             |
| 5. Main Title (Evelyn Bemelman) |                                             |
| 6. No, Not Much (Four Lads) |                                             |
| 7. Ludson Antique (N. Riddle) |                                             |
| 8. Ivory Tower (Cathy Carr) |                                             |
| 9. Standing On The Corner (Don Mancini) |                                             |
| 10. Moonlight & Picnic (Stoloff) |                                             |

| Atlanta, Ga.                |                                             |
|                            |                                             |
| 1. Heartbreak Hotel (Presley) |                                             |
| 2. Poor People of Paris (Folks) |                                             |
| 3. Love (Cathy Carr) |                                             |
| 4. Magic Touch (Platters) |                                             |
| 5. Hot Doggie (Perkins) |                                             |
| 6. Why Do Fools Fall In Love (Teen Agers) |                                             |
| 7. Magic Touch (Platters) |                                             |
| 8. Ludson Antique (N. Riddle) |                                             |
| 9. Poor People of Paris (Baxter) |                                             |
| 10. Blue Suede Shoes (Perkins) |                                             |

| Denver, Colo.               |                                             |
|                            |                                             |
| 1. Heartbreak Hotel (Presley) |                                             |
| 2. Magic Touch (Platters) |                                             |
| 3. Love (Cathy Carr) |                                             |
| 4. Hot Doggie (Perkins) |                                             |
| 5. Blue Suede Shoes (Perkins) |                                             |
| 6. Ivory Tower (Cathy Carr) |                                             |
| 7. Moonlight & Picnic (Cates) |                                             |
| 8. Miami Title (Richard Maltby) |                                             |
| 9. A Tear Fell (Teresa Brewer) |                                             |
| 10. Poor People of Paris (Baxter) |                                             |

| New Orleans, La.            |                                             |
|                            |                                             |
| 1. Heartbreak Hotel (Presley) |                                             |
| 2. Magic Touch (Platters) |                                             |
| 3. Love (Cathy Carr) |                                             |
| 4. Poor People Of Paris (Baxter) |                                             |
| 5. Blue Suede Shoes (Perkins) |                                             |
| 6. Ivory Tower (Cathy Carr) |                                             |
| 7. Hot Doggie (Perkins) |                                             |
| 8. Blue Suede Shoes (Perkins) |                                             |
| 9. Standing On The Corner (Don Mancini) |                                             |
| 10. Moonlight & Picnic (Stoloff) |                                             |

| San Francisco, Calif.       |                                             |
|                            |                                             |
| 1. Poor People Of Paris (Baxter) |                                             |
| 2. Why Do Fools Fall In Love (Teen Agers) |                                             |
| 3. Blue Suede Shoes (Perkins) |                                             |
| 4. Heartbreak Hotel (Presley) |                                             |
| 5. Hot Doggie (Perkins) |                                             |
| 6. Why Do Fools Fall In Love (Teen Agers) |                                             |
| 7. Poor People Of Paris (Baxter) |                                             |
| 8. Blue Suede Shoes (Perkins) |                                             |
| 9. Ludson Antique (N. Riddle) |                                             |
| 10. Magic Touch (Platters) |                                             |

| Baltimore, Md.              |                                             |
|                            |                                             |
| 1. Heartbreak Hotel (Presley) |                                             |
| 2. Moonlight & Picnic (Cates-Stoloff) |                                             |
| 3. Hot Doggie (Perkins) |                                             |
| 4. Blue Suede Shoes (Perkins) |                                             |
| 5. In Only Hurts For A Little Love (Williams) |                                             |
| 6. My Little Angel (Four Lads) |                                             |
| 7. Magic Touch (Platters) |                                             |
| 8. Suede Shoes (Perry) |                                             |
| 9. I Want To Be Your Girl (Teen Agers) |                                             |

|                             |                                             |
| 1. Moonlight & Picnic (Stoloff) |                                             |
| 2. Blue Suede Shoes (Perkins) |                                             |
| 3. Heartbreak Hotel (Presley) |                                             |
| 4. Magic Touch (Platters) |                                             |
| 5. Ivory Tower (Cathy Carr) |                                             |
| 6. Standing On The Corner (Don Mancini) |                                             |
| 7. Hot Doggie (Perkins) |                                             |
| 8. Magic Touch (Platters) |                                             |
| 9. Ludson Antique (N. Riddle) |                                             |

| Milwaukee, Wisc.             |                                             |
|                            |                                             |
| 1. Moonlight & Picnic (Stoloff) |                                             |
| 2. Blue Suede Shoes (Perkins) |                                             |
| 3. Heartbreak Hotel (Cates) |                                             |
| 4. Magic Touch (Platters) |                                             |
| 5. Ivory Tower (Cathy Carr) |                                             |
| 6. Standing On The Corner (Don Mancini) |                                             |
| 7. Hot Doggie (Perkins) |                                             |
| 8. Magic Touch (Platters) |                                             |
| 9. Ludson Antique (Stoloff) |                                             |

| Boston, Mass.               |                                             |
|                            |                                             |
| 1. Heartbreak Hotel (Presley) |                                             |
| 2. Poor People Of Paris (Baxter) |                                             |
| 3. Moonlight & Picnic (Stoloff) |                                             |
| 4. Blue Suede Shoes (Perkins) |                                             |
| 5. Magic Touch (Platters) |                                             |
| 6. Hot Doggie (Perkins) |                                             |
| 7. My Blue Heaven (Antigua) |                                             |
| 8. Magic Touch (Platters) |                                             |
| 9. Standing On The Corner (Don Mancini) |                                             |
| 10. Can You Find It In Your Heart (Tony Bennett) |                                             |

*Only those records best suited for commercial use are reviewed by THE CASH BOX*
THE EXCITING NEW HITS ARE ON COLUMBIA!

from the new Frank Loesser musical "The Most Happy Fella"

The Four Lads

STANDING ON THE CORNER
b/w
MY LITTLE ANGEL
40674 • 4-40674

Tony Bennett

CAN YOU FIND IT IN YOUR HEART
b/w
Forget Her
40667 • 4-40667

Don Cherry

WILD CHERRY
b/w
I'm Still A King To You
40665 • 4-40665

from the musical smash "My Fair Lady"

Vic Damone

ON THE STREET WHERE YOU LIVE
b/w
We All Need Love
40654 • 4-40654

2 hits from the B'way musical "My Fair Lady"

Rosemary Clooney

I COULD HAVE DANCED ALL NIGHT
b/w
I'VE GROWN ACCUSTOMED TO YOUR FACE
40676 • 4-40676

Her 1st on Columbia

Jerri Adams

IF I FORGET YOU
b/w
WALK FAST
4-40690

Jo-Hn-nie Ray

GOODBYE, AU REVOIR, ADIOS
b/w
BECAUSE I LOVE YOU
40695 • 4-40695

Percy Faith

From the B'way Hit Musical "My Fair Lady"

and his ORCHESTRA

THE RAIN IN SPAIN
b/w
WITH A LITTLE BIT OF LUCK
4-40696

Check with your Columbia Distributor for the new "FOR OPERATORS ONLY" EP RECORDS

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Music Exhibitors Showing At MOA Convention

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Thanks, Ops,
for making '56 a year
we'll long remember....

THE FOUR VOICES

Exclusive:

COLUMBIA RECORDS

Current release—

"LOVELY ONE"

Columbia 40643 & 4-40643

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
You've Been "Wonderful"

Sammy Davis Jr.

OF THE WILL MASTIN TRIO

currently starring in the new Broadway Hit Musical
"MR. WONDERFUL"

•

current DECCA release
"TOO CLOSE FOR COMFORT"
b/w
"JACQUES D'IRAQUE"

Original DECCA Cast Album

Personal Manager
WILL MASTIN

Direction
WILLIAM MORRIS AGENCY

"It's What's in THE CASH BOX That Counts"
"PAT BOONE"—Dot DLP-2012 (1-12 LP)
AINT THAT A SHAME, RICH IN LOVE; TWO HEARTS, NO OTHER ARMS, NOW I KNOW; I'D RATE THAT AS ONE OF THE BEST PERFORMANCES; COLLECTOR'S ITEM—NEESE SATURDAY NIGHT, I'LL BE HOME.
In a comparatively short time, Pat Boone has skyrocketed to stardom. This Dot release Pat is heard in a collection, with the exception of two numbers, of his previous and current hit singles. With most of the set performed in a high, it would be difficult to overlook his versatility. He has had success singing that stretches from the strenuous Rock 'n Roller "Aint That A Shame" to the serene "This Little Light of Mine." The only negative feel is the slow-paced ballad, "Rich In Love" and an inspirational tune, "Now I Know." The set should have strong sales in the competitive teen market.

"FRANKIE L AINE AND THE FOUR LADS"—Columbia CL 961 (1-12 LP)
JUJU-BEAUBEAU WHERE CAN I GO, WHAT WOULD I DO, LET ME BE READY, LORD, DON'T ME DO; I FEEL SOMETHING'S COMING, MOURNING LIGHT; I DON'T NEED TO KNOW TO TAKE THE SINTERS TO HEAVAN; WHOA, REMEMBER ME IT AINT IT A PITY A SHA
e.A perfect matching of an individual vocalist and a gifted quartet is offered on this set by Frankie Laine and the Four Lads. Combining their great vocal personalities on twelve songs of faith re-charged with a modern sound. The spirituals are either performed in a hand clapping fervor ("Rain, Rain, Rain") or with due restraint ("Ain't It A Good Life"). Laine and the Lads insist so much sincerity and spark into the numbers that the listener is overwhelmed with respect and excitement for the magnificent delivery of the boys. Their collection of Lovers and the Lads should account for terrific sales of the disk. It's one of the most refreshing disks to hit the market.

"TORCHY"—Carmen McRae—Decca DL 8267 (1-12 LP)
LUSTY NIGHT WHEN WE WERE YOUNG; IF YOU DON'T ME KNOW; I'LL BE WAITING; THE WAY YOU LOOK TONIGHT; THE SUNSHINE OF YOUR SMILE; TAKE THE SINTERS TO HEAVAN; STAR EYES I DON'T STAND A GHOST OF A CHANCE WITH YOU
Carmen McRae is one of the most talented stylists making her mark on this industry. Miss McRae has been a pro for a number of years, she has within the past few years, gotten firmly entrenched into the swing field. In this recording, she has previously helped to feed on a steady diet of material in her recording sessions; and on this Decca disk she has given her warm and intimate delivery to twelve songs. This set has been a large group of fans that will want this set. Superb display of refreshing and extremely delighting vocalistry.

"THE EDDIE CASHACHY"—Original Recordings By Eddy Duchin—Columbia CL 790 (1-12 LP)
CHOPIN'S LAST NOCTURNE TIME ON MY HANDS; WHAT IS THIS THING CALLED LOVE; SHINE ON WITH YOUR LIGHT; (FOR I'M IN LOVE); PARENTHESIZE ME; THE BLUE ROON; I'M BLUE; STARDUST; TILL WE MEET AGAIN
Columbia throws its hat into the Eddie Duchin ring with 15 original recordings by the late pianist. The sessions cover the 8 year span between 1939 and 1947. Duchin's urbane keyboard art is smartly associated with some of his best recorded vocal numbers. Highly interesting and a Delaware perfectly preserved sound. The release of the disk film-bio will help land the set on the charts.

"GOGI GRAHL"—Orchestra Conducted And Arranged by Buddy Bregman—Era ELE 6001 (1-12 LP)
GOGI'S SONG; (DON'T LET ME BE) MISTAKEN; NOW IT'S YOUR TURN; (DON'T LET ME BE) MISTAKEN; (DON'T LET ME BE) MISTAKEN; (DON'T LET ME BE) MISTAKEN
Gogi Grahls relatively recent ent.pins ("There's A Valley") among the chart smashers, makes her initial LP release a most pleasant one. Concentrating on some starry-eyed standards, Gogi sings with sentiment and sympathy. For the first time are the delightful with a smooth modern orchestral and combo background. With Gogi on the charts again with "Wayward Wind" sales should be greatly boosted.

"SPRING FEVER"—Don Dick 'n Jimmy—Modern LMP 1205 (1-12 LP)
LOVE IN BLOOM; TOO YOUNG THAT'S WHO I LIKE; COLD LEE; I'M IN JUNE IN JUNE; I'M JUNE
Don Dick's sophisticated combos, supply an easy going, almost effortless array of sessions designed to create a romantic mood. They succeed quite well as their masculine, yet velvety tongues lany data on 12 time-tested classics of the vocal pop song. They do not need to add their own melodic touch to these numbers, it's already supplied by collection devoted to the soft and sweet stuff.

"SONGS FOR MY MAN"—Frances Wayne With Neal Hefti And His Orchestra—Columbia CL 950 (1-12 LP)
I DON'T CARE IF I NEVER FIND A TRUE LOVE; THE FROLIC IN THE STULL OF THE NIGHT; MOOD INDIGO; DO IT AGAIN; HE NEEDS ME, I'M BEGINNING TO THINK IT; I'M NOT THE ONE YOU NEED; IT'S ONLY A PAPER HEART;
Frances Wayne's first LP effort for Epic has her delightfully involved with some wonderful numbers. Expertly accompanied by her hubby Neal Hefti and his orchestra, they have put together an outstanding collection of good interpretive, swing whirs. A pressing of exceptional merit is the gals' earthy treatment of a Gershwin oldie, "Do, Did, Again." Both the vocals and orchestrations offer pop collection a disk of a special distinction.
GREETINGS AND THANKS MUSIC OPERATORS OF AMERICA

JULIUS LaROSA

current RCA VICTOR release

"I'VE GOT LOVE"
and

"AUGUSTINE"

20/47-6499

Personal Mgt.
FRANK BARONE

"It's What's in THE CASH BOX That Counts"
To the
Music Ops, Dealers and Disk Jockeys of America
Our Humblest THANKS
for your invaluable aid in the Horatio Alger rise of the following artists in the short span of 2 years—

The Platters ............... Mercury
“ONLY YOU”
“THE GREAT PRETENDER”
and now
“THE MAGIC TOUCH”

The Blockbusters ........... Aladdin
“In A LITTLE SPANISH TOWN”
“WHY BABY WHY”

The Flairs .................. Ampar
“SHE LOVES TO ROCK”
and
“IN SELF DEFENSE”

Joe Houston ................ Modern
“All NIGHT”

Stuart Rose ............... Ampar
“I COMPLAINED”
and now
“HAVE FAITH”

The Penguins ............... Mercury
“EARTH ANGEL”
and now
“PEACE OF MIND”
b/w
“DEALER OF DREAMS”

Shirley Gunter ............. Modern
“OOP SHOOP”
and now
“HEADIN’ HOME”

The Colts ................... Vita
“ADORABLE”
“HONEY BUN”
“SWEET SIXTEEN”

Sugar & Spice ................ Mercury
“HEY JOE”
“indeed I LOVE YOU”

COMING UP
The Empires ............... Mercury
Harris Sisters .............. Ampar
Anne McCormack ........... Mercury
Linda Hayes ............... Mercury

PERSONALITY PRODUCTIONS INC.
(National Promotion) (Production Songs and Material) (Fieldmen)
JEAN BENNETT—MAL BRAVEMAN BUCK RAM EARLE WARREN TED NICHOLS

See you all at MOA in Chicago Booth No. 33

“It’s What’s in THE CASH BOX That Counts”
ATLANTIC'S
Jackpot of Hits!

"Ruby Baby"
The Drifters - 1089

"Off Shore"
The Cardinals - 1090

"A Tear Fell"
Ivory Joe Hunter - 1086

"Mary Ann"
Ray Charles - 1085

"Sweet Baby Of Mine"
Ruth Brown - 1091

"In Paradise"
The Cookies - 1084

"Your Promise To Be Mine"
The Drifters - 1089

"Drown In My Own Tears"
Ray Charles - 1085

"Fee-Fee-Fi-Fo-Fum"
Lavern Baker - 1093

"Corrine, Corrina"
Joe Turner - 1088

"Treasure Of Love"
Clyde McPhatter - 1092

A Hit all over again!
"Money Honey"
Clyde McPhatter - 1006

"Thanks Ole"
See you at the M.O.A.

"It's What's in THE CASH BOX That Counts"
MINNEAPOLIS—Don Kelly of Minneapolis-St. Paul radio station WLOL has received a special commendation from the Minneapolis and Hennepin County Chapter of the Red Cross for "outstanding service in public information." Kelly recently spent 88 consecutive hours in the main window of a leading Minneapolis department store (Donaldson's), until he raised more than $1,000 for the Red Cross.

The new Palladium show again features a host of disk stars, headed by Billy Daniels and supported by Lita Roza, Dennis Leitis and Eve Boswell. It seems as though provincial theatre managements are following the example set by Val Parnell and are putting together package shows featuring mainly recording stars.

Billy Eckstine seems to be in better voice than ever, drawing the crowds into every theatre he has played over here... Rumour has it that Val Parnell is trying to persuade Doris Day to play his Big House. Will Dodo yield to the temptation? We hope so.

B.B.C. is planning a 45 minute T.V. welcome back to Teri Heath and His Band; programme scheduled for May 11th.

Everyone talking about the "Mel Torme At The Crescendo" LP, "Mountain Greenery" seems to be the favourite single and has now been released on the Coral label... That "Happy Whistler", Don Robertson, is quickly whistling his way across the Atlantic, and it looks as though the tune will click here in a big way... Pat Boone also coming up with his waxing of "I'll Be Home".

The music strike which threatened hotel and nightclub proprietors this week has been averted, and the Musicians Union told its members to continue working until discussions taking place are concluded.

The Armstrong saga is still keeping everyone in suspense, and although tickets have been sold for many concerts, there is still that big question mark as to whether permits will be granted for the great Louis to play in London. Everything is subject to exchange contracts between the British group and "Satchmo", "Der Bingle" is creeping into the Best Selling Charts via "In A Little Spanish Town".

This week's best selling top singles (Courtesy "New Musical Express")

1) "Poor People Of Paris" Winifred Atwell (Eng. Decca)
2) "It's Almost Tomorrow" Dream Weaver (Brunswick)
3) "Rock And Roll Waltz" Kay Starr (HMV)
4) "No Other Love" Ronnie Hilton (HMV)
5) "Only You" Hilltoppers (London)
6) "Memories Are Made Of This" Dave King (Eng. Decca)
7) "Zanbae", Lou Busch (Capitol)
8) "A Tear Fell" Teresa Brewer (Vogue-Coral)
9) "My September Love" David Whitfield (Eng. Decca)
10) "Memories Are Made Of This" Dean Martin (Capitol)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"The play's the thing..."

...and Dot gets the plays

In behalf of the Dot organization, our sincere appreciation for your wonderful cooperation

Randy Wood

Stop by and say hello at the Dot booth, Hotel Morrison, and meet the Dot artists

"It's What's in THE CASH BOX That Counts"
Week by week it becomes harder and harder to differentiate between the various categories of the music business. There was a time when a record automatically fell into either the pop, rhythm and blues, or country field. Today no such easy distinction is possible.

What is happening more and more in our national life is also happening in our music. An integration is taking place so that we are developing a taste which is a combination of all the regions of the United States rather than have different tastes kept exclusively for one area, one group of people.

The dominant factor in the interchange of musical tastes was World War II when upheavals in population made it possible for large numbers of our country’s citizens to come into contact with the ways of life and the culture of those who lived in other areas. In the Army, young men from every state in the country were thrown together into one camp, one barracks where they had to learn to live with their fellow soldiers and where in time they learned to appreciate their buddies’ musical tastes.

Since the war there have been two distinct factors affecting our pop music. One was the surge of country songs which went pop one after another. The other was the still continuing impact of Rock ‘n Roll on the pop field.

Today, one can look over a list of pop records and not only see it loaded with Rhythm and Blues and Country songs, but in many cases the original artists from those fields are also leading in the pop field. A couple of striking examples are “Maybellene” and “Only You.” The same artists lead in both R&B and Pop with both of these songs. Chuck Berry was the artist on “Maybellene” and The Platters were the artists on “Only You.”

With no more physical frontiers left to conquer, it almost seems as though we have to set out to conquer our regional frontiers, make the advantages of each part of our country available to all the others.

This can only mean a greater appreciation of music and songs on the part of all our people and wider, expanding horizons for the music business as a whole.

**Victor Has Best Quarter Ever**

NEW YORK—David Sarnoff, chairman of the board of the Radio Corporation of America, reported to some 1900 RCA stockholders at its annual meeting, last week, that sales from January through March had reached $374,246,000—an increase of $18,643,000, or 7%, over sales for the similar period last year. In addition, he remarked, that even better days were ahead.

Net profits for the initial quarter amounted to $12,727,000, equal, after preferred dividend requirements, to 85 cents a common share. This was a rise of $105,000 over the net profit of $12,622,000, or 84 cents a common share, for the previous year.

Looking into the future, Sarnoff stated, “The present annual volume of the electronics industry is estimated to be $11,000,000,000. With the developments under way, and the prospects ahead, it seems to me reasonable that this figure will double by the end of the next decade. By that time, RCA’s annual volume of business will, I believe, also be double its present size. This would mean a gross business of $22,000,000,000 a year, with increased profits and dividends to stockholders.”

Last year, RCA’s gross exceeded the one million dollar mark for the first time.

**Greetings**

M. O. A.

Mike Kurlan

Modern Distributing Co., Inc.

2978 W. Pico

Los Angeles Calif.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
"TREASURE OF LOVE"
Coral 61647

WITH A LITTLE BIT OF LUCK
vocal by Larry Hooper
b/w
I'VE GROWN ACCUSTOMED TO HER FACE
vocal by Dick Dale
Coral 61645

I COULD HAVE DANCED ALL NIGHT
vocal by Alice Lon
b/w
ON THE STREET WHERE YOU LIVE
vocal by Larry Dean
Coral 61644

LAWRENCE WELK presents
THE LEMMON SISTERS
GRADUATION DAY
b/w
THE TOY TIGER
Coral 61648

LAWRENCE WELK presents
BUDDY MERRILL
IT MAY BE SILLY
b/w
ROCK AND ROLL RUBY
Coral 61649

"HE'S GOT ME HOOK, LINE AND SINKER"
Coral 61647

"IT'S WHAT'S IN THE CASH BOX THAT COUNTS"
RECORDS ARE THE GATEWAY TO STARDOM!

There is probably no faster path to stardom than a hit record.

In the last few years, the record industry has not only taken its place among the other entertainment outlets as a creator of top names, but has in many cases far outpaced the others.

Today a hit record almost immediately brings the artist into the homes and lives of millions of people. Not only is the record heard constantly on the radio all hours of the day and night, but the artist is in great demand for TV appearances, nightclub dates and all other personal appearances. Moreover, if you go to a restaurant, bar, candy store or any other location in which there is a juke box, the artist is with you by dint of the constant play his record receives.

There used to be a time when record artists were somehow not considered the equal of artists who reached the public through a different medium. Today that prejudice is disappearing. Even established artists are benefiting by hit records. Take the case of Tennessee Ernie. He had been on television for a long time before he made "Sixteen Tons". Yet no one can deny that it was his recording of that song which sent him to the top of the heap, even though his television shows had been just as good before as they are now. Another case in point is Gale Storm. She had been in the movies for a number of years and her name was known to millions of movie goers. Yet she's never enjoyed the degree of popularity which she has today. And it can almost all be traced to the series of hit records which she has made in the past several months.

As for new artists who have reached stardom by a smash record, the list is interminable, but some recent ones who come to mind are The Platters, Pat Boone, Roger Williams, The Cadillacs and Julie London. All of these artists were almost total unknowns just a few months ago, yet today as the result of a record which caught the public's fancy, they are top name artists whom the public demands to see and hear.

Record artists today are learning to become full fledged performers because as soon as their disks hit, they must go out and make personal appearances. When you make a personal appearance, it's not just enough to sing a song. You must perform. Most artists learn that lesson very quickly. And in this day of television where every performance is scrutinized by millions of people who are comparing it with the greatest performances available in the entire entertainment world, the record artist who doesn't come through performance wise soon finds himself without an audience to play to.

It's not surprising that as soon as a record artist breaks through, his first concern is to develop a performance style consistent with his recording style.

The important thing, however, is that today a recording artist is considered in the same class as other performers. Moreover his fame and popularity very often far exceeds those of performers who have been in the public eye for years but have not had the fortune to be exposed in the exciting, stimulating star making medium that is the record business.
THANKS OPS!

... FOR PLAYING OUR "POPS"!

3 Albums in the Top 6 Last Week!

(Billboard's Music Popularity Charts—April 28 issue)

1. "SPARKLING STRINGS"
   Coral 57011

3. "TV FAVORITES"
   Coral 57025

6. "SHAMROCKS & CHAMPAGNE"
   Coral 57036

LAWRENCE WELK

AND HIS CHAMPAGNE MUSIC.....

ABC-TV NETWORK—SATURDAYS—9-10 PM E.D.T.

Sponsored By The

DODGE DEALERS OF AMERICA

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

"PICNIC"
"DELILAH JONES"
McGuire Sisters Coral 61627; 9-61627

"GRADUATION DAY"
Rover Boys ABC-Paramount 9700; 45-9700
Four Freshmen Capitol 3410; F-3410

"TANGO OF THE DRUMS"
DISK OF THE WEEK 4/28
Les Baxter Orch. Capitol 3404; F-3404

"KISS ME ANOTHER"
DISK OF THE WEEK 4/21
Georgia Gibbs Mercury 70850; 70850x45

"IT ONLY HURTS FOR A LITTLE WHILE"
BEST BETS 4/14
Ames Bros. RCA Victor 20/47-6481

MONTREAL MEMOS:
The Rock 'n Roll Show of 1956, featuring top artist Bill Haley, the Teenagers and many others, drew capacity crowds at the Forum this past Sunday. .. Ricky Layne and his dialectic dummy "Vel Vel" into the Fontaine Bleu Room of the Chez Paree opening next Tuesday, May 8th for a popular return engagement. . . Booked into the Cafe New Orleans for one week only is Capitol Records' artist Al Martino. . . Tonti marks the first Montreal appearance of song star Renee Lama when she premieres at the Ritz Cafe of the Ritz Carlton Hotel. . . After a successful engagement in Quebec City, French singing star Marlene heads this way to headline the new review at the Cafe St. Jacques. . . Doing tremendous business at the El Morocco is the great Ella Fitzgerald. She will be followed next week by another great star Sarah Vaughan on May 14th. . . Into their 34th week at the Blue Angel is Scotty Stevenson and his "Nighthawks". . . Booked for a one week engagement starting May 28th at the El Morocco are the Millionaires.

"IVORY TOWER" b/w "TO YOU, MY LOVE"
Lalo Guerrero
REAL # 1310

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE ONLY ARTIST IN THE HISTORY OF THE MUSIC BUSINESS TO BE ON THE "BEST SELLING RETAIL RECORD CHARTS" 38 OUT OF 52 WEEKS IN HIS FIRST YEAR ON RECORDS.

CURRENT RELEASE: Long Tall Sally • Just as Long as I'm With You

EXCLUSIVELY Dot

"It's What's in THE CASH BOX That Counts"
A few days ago, a bunch of music and record boys were standing around Al & Dick’s discussing their favorite subject—the record business. The name of a certain artist was mentioned and since a member of the disk firm for which he records was present, one sharp Brill Building character said, “Oh him, is he still on your label?”

“I want to tell you something”, the record exec answered. “Not only is he on my label, but if I had to make a choice between releasing him or any one of my top stars, I would have to think very seriously. Any record this guy turns out has an assured sale of at least 100,000—and this is with hardly any extra cost to us. Any time I can find an artist who can guarantee me that, I’ll hang onto him for dear life and I don’t care if he never has a smash hit”.

This conversation pointed up a factor in the record business which many of us overlook. Everyone is so busy trying to get the smash that we sometimes overlook the fact that the base of the record business is the steady seller. This has best been exemplified in the recent development of packaged goods sales. While still working for pop single hits, almost every company has quietly developed a substantial album business, a business which guarantees sales week in and week out, which pays salaries all year round whether the company has a pop smash or not.

Likewise almost every diskery has an artist or two who really doesn’t make too much noise, but who has a basic following that buys his records. It doesn’t matter that this artist never sells four or five hundred thousand records. He sells one hundred thousand. And even if he only sold seventy-five thousand on each release, he would still be a profitable member of the firm, one to be treated with as much deference as the star.

An important part of the phrase “record business” is the word BUSINESS. And a business consists of many factors. One of these factors is the hit. Of course everyone wants the smash. There lies the great profit, the excitement, the glamour. But you can’t always have smash hits and in between you need another factor, the steady sellers, the artists who make records that you can count on to be profitable not through stupendous sales, but through constant sales.

Artists like those are just as hard to come by as the big stars. Record firms that nurture them with the same care are assuring themselves the basic product that every business needs.
"It's What's in THE CASH BOX That Counts"
STAY WITH THOSE SONGS

Some publishers are under the impression that hit songs are made by magic. Others think that they can be wished into being. Almost all today feel that if a song doesn't show up of its own accord in a week or two, it has nothing and should be discarded for a new number.

This kind of thinking is all-pervasive in the music business today, is not only detrimental to the creation of hit records but is almost disastrous in its effect upon song writers who must create these hits.

Can you estimate the number of potential smash songs which have gone down the drain because a song didn't get a long enough try? This kind of waste in the music business borders on the criminal. For it is criminal to take the creation of an artist and give it two weeks in which to become a hit . . . and then forget about it if it doesn't.

No wonder today everyone bemoans the fact that there are no great writers as we had in the twenties or thirties. It probably isn't so that we have no great writers. It may be that we don't have publishers with enough vision to see a song through all its vicissitudes, who have enough faith in a particular song to work on it until it becomes a hit.

There used to be a time when a publisher decided a song was a number one plug. That song would be worked on for several months no matter what happened. And for the most part it made noise and money if it was being handled by a competent publisher. Today everything depends on the immediate reaction to the first record. If that doesn't do anything, the whole matter is forgotten. There is usually no attempt to get further records—even though there may be many reasons why the first one didn't get anywhere—and there is usually a complete disregard of the song in favor of a newer one which may be showing up a little stronger.

Of course we realize that publishing is a business enterprise in which the object is to make a profit. But when you are dealing in an artistic form, there is also a responsibility to the person who is creating, and further, to the public.

Many, many songs do not make it on the first listening. They have to be heard time and time again and then they often become so desirable that they become classics.

It may take some risk; it may take some time; it may take some faith. But certainly every publisher has had songs which, if he had worked on them, would have become hits.

So stay with those songs a little longer; promote them; don't let go until you've done what you honestly and truly consider is everything in your power.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Follow London Records for the hits!

MY SEPTEMBER LOVE
DAVID WHITFIELD
1654

ROSES OF PICARDY
THE JOHNSTON BROS.
1616

LOOK HOMeward ANGEL

THE FOUR ESQUIRES
1652

MAY IS MANTOVANI MONTH
MANTOVANI
MERRY GO-ROUND WALTZ
B/W HEARTS OF PARIS #1669

New!
WINIFRED ATWELL and FRANK CHACKSFIELD
PORT AU PRINCE
B/W STARLIGHT #1667

"It's What's in THE CASH BOX That Counts"
New One-Stop For Los Angeles

LOS ANGELES—A new one-stop operation was opened this week in Los Angeles at 2776 West Pico Blv., by Norton Beckman. Beckman is the owner of two retail record shops and has been active in the record business in Southern California for the last ten years. He is president of the Recorded Music Dealers Association of Southern California.

The new one-stop will be competitively priced for operators and will contain a complete mail order department. Beckman announced that the store will remain open seven days a week from 9 AM to 9 PM for the convenience of operators who might wish to take orders over the weekend to be picked up on a Monday. A complete title strip service will also be available to operators. An open house cocktail party will be held to mark the official opening on May 14.

Reactivated Diamond Label In Midst of Heavy Recording Schedule

LOS ANGELES, CAL.—The recently reactivated Diamond label has signed a number of artists and is in the midst of a flurry of sessions featuring Gloria Wood, David Street, Art and Dotty Todd, the Four Jokers, Ronnie Kemper, Pete Lofthouse and his Danceable Music, the Bluesone Orchestra, Ivan Scott, the Rhythm and Bluesers, Eddie Garrett, John Arnold and Betty Bello.

The disc jockey has already released Gloria Wood's first platter "Honey Bee" b/w "The Rock and The Roll" and two standards by Art and Dotty Todd, "12th St. Rag" b/w "Button Up Your Overcoat".

The first three albums released feature Ronnie Kemper's "Light Music"; "Music Strictly for Dancing" by Pete Lofthouse with vocals by Dave Street; and "Prelude to Passion" by the Bluesone Orchestra.

Valando Takes Over Johnny Marks' "Free"

NEW YORK—For the first time in the past eight years, songwriter-publisher Johnny Marks has given one of his songs to a rival publisher. The recipient of the tune is Tommy Leonetti, Van- do's firm Laurel Music. The song is "Free" and was released last week on the Capitol label by Tommy Leonetti.

Marks is the owner of St. Nicholas Music and is the author of " Rudolph, The Red-Nosed Reindeer," among many other hits.

Visitor From The "Forbidden Planet"

NEW YORK—New York disc jockeys got a taste of "outer space" when model Eileen Winch dressed in a female version of a space suit dropped in at their stations with a mechanical robot carrying the new David Rose MGM platter "Forbidden Planet". The unusual musical creation was written by Rose for the science fiction flicker "Forbidden Planet" and features special sound effects. (Top left) Martin Block, WABC. (Top right) Jack Lacy, WINS. (Row 2 left) Bob Haymes, WCBS. (Row 2 right) Al "Jazzbo" Collins, WRCA. (Row 3 left) Bob Elliott of the Bob & Ray team and Vic Cowen, WINS. (Row 3 right) Spaceman Joe Petralia, WOW, and Bert Siegelman, promotion representative for Ideal Record Products, MGM's New York distrih. (Row 4 left) Eileen Winch with Jeannie O'Brien of the WOR-TV "Ted Steele Show". (Row 4 right) Jerry Marshall, WNEW.
Thanks to you operators, Jubilee and Josie builds a solid foundation!

The One in a million voice

Enzo Stuardi
O’ MADONNA
b/w
YOUR IS MY HEART ALONE
Jubilee 5243

Steve Clayton
THE MAN WITH SEVEN LOVES
b/w
STRAIGHT FROM THE SHOULDER
Jubilee 5242

The Capri Sisters
AFTER SCHOOL ROCK AND ROLL
b/w
THE OCCARINA ROLL
Jubilee 5244

Jo Ann Tolley
Ethel Ennis
Della Reese
King Sisters

The Four Tunes
DANCING WITH TEARS IN MY EYES
b/w
FAR AWAY PLACES
Jubilee 5245

Josie Foundation Builders

The Cadillacs
Z O O M
Josie 792

Vinni Monte
YOUR CUTE LITTLE WAYS
b/w
WITHOUT YOUR LOVE
Josie 793

Day, Dawn & Dusk
WHO ARE YOU KISSING
b/w
ANYTIME
Josie 794

Jimmy Ricks
Jesse Powell
Coney Island Kids
Kansas City Tom Cats
The Limelighters

"It's What's in THE CASH BOX That Counts"
**BEST WISHES . . . MOA**

Here's a CARAVAN of HITS—Picking Up Steam

Beverly Allegre Earl Jackson Going Strong Orlando Roberson

“HOLD ME CLOSE” b/w “COYOTE” “FOREVER TRUE” "I’m Gonna Try Religion” "THE FIRST KISS" b/w "Every Little Bit Of Me"

CARAVAN # 15603 Caravan # 15602 Caravan # 15601

**CARAVAN RECORDS, INC.**

ROUTE 4, PARAMUS, N. J.

Promotion: LOUIS-ROWE, 200 W. 57 ST., N. Y.

Thanks Music Operators and D.J.’s for making

**GOGI GRANT’S “WAYWARD WIND”**

The Hit That It Is

**ERA RECORD CO.**

HOLLYWOOD CALIFORNIA

**Welcome to CHICAGO**

*WHILE ATTENDING THE M.O.A. CONVENTION BE SURE TO VISIT*

**UNITED RECORD DISTRIBUTORS**

2029 SOUTH MICHIGAN AVE., CHICAGO 18, ILLINOIS

(All Phones: Califax 3-6600)

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**Top 15 Best Selling Pop Albums**

1. ELVIS PRESLEY ......................... Elvis Presley (RCA Victor LPM 1254; EPF 1254)
2. THE MAN WITH THE GOLDEN ARM Original Movie Score (Decca DL 8257)
3. SONGS FOR SWINGING LOVERS Frank Sinatra (Capitol W 653, EAP 653)
4. CAROUSEL Original Movie Cast (Capitol W 694; EDF 694)
5. MY FAIR LADY Original Broadway Cast (Columbia OL 5090)
6. BELAFONTE Harry Belafonte (RCA Victor LPM 1150; EPB 1150; EPA 693, 4, 5)
7. PICNIC Original Movie Score (Decca DL 8320; ED 846)
8. FOUR FRESHMEN AND 5 Trombones Four Freshmen (Capitol T 683; EAP 683)
9. SERENADE Maria Lanza (RCA Victor LPM 1996; EKB 1996)
10. BUBBLES IN THE WINE Lawrence Welk (Coral CRL 57083; EC 57083)
11. OKLAHOMA Original Movie Cast (Capitol SAV 595; SDM 595)
12. THE BENNY GOODMAN STORY (Decca DL 8252, 3; ED 797, 8, 9)
13. JULIE IS HER NAME Julie London (Liberty LP 3006)
14. SO SMOOTH Perry Como (RCA Victor LPM 1085, EPF 1085)
15. HIS SPARKLING STRINGS Lawrence Welk (Coral CRL 57011; EC 82020)

**WMCA Opens New Madison Avenue Studios**

NEW YORK—WMCA rings down the curtain on a quarter century of broadcasting from the Broadway area this week when it completes its move into new plushy studios on Madison Avenue and 48th Street in midtown New York. Occupying the entire 13th floor of a building still unfinished in the heart of the TV area, WMCA now has modern quarters embodying the most advanced engineering facilities and inaugurating the latest techniques in local broadcasting.

One of the pioneer stations in New York, WMCA has changed locations three times in the past, but this is the first move from the Broadway area. Originally located (1925) in the McAlpin Hotel at Broadway and 38th Street, the station subsequently moved to 53rd Street and Broadway, then to 52nd and Broadway (1937), where it enjoyed a brief network stint as part of the Intercity System sharing programs with Boston, Philadelphia and Washington.

Originator of notable radio firsts, WMCA—during its Broadway heyday—introduced many of the programs that made radio history. These include Rudy Vallee, the Voice of Experience, Uncle Don, The Street Singer, “Good Will Hour” with John J. Anthony and “Five Star Final.” Under the present ownership of Nathan Strauss, the station has also pioneered in news and special features.

**“Julie, Julie All The Time”**

HARTFORD, CONN.—Bob E. Lloyd, WGTH, Hartford, reports that everyone at WGTH is still discussing the sincere charm and loveliness of Julie London. Julie and Bobby Troup (above left) played the State Theater in Hartford recently and according to Bob E. (center), Bobby Troup was humming his tune “Baby, Baby All The Time” and Julie was singing her Liberty release when this picture was made. Lloyd was just standing there engrossed and happy about the whole visit.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
### The Cash Box, May 12, 1956

**Title:** millions of dimes from **CAPITOL HITS** for the nation’s jukeboxes

**SIXTEEN TONS** | **MEMORIES ARE MADE OF THIS** | **THE POOR PEOPLE OF PARIS** | **LISBON ANTIGUA**
---|---|---|---

**ALREADY ON THEIR WAY TO THE TOP**

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
<th>Record No.</th>
</tr>
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<tbody>
<tr>
<td>THE HAPPY WHISTLER</td>
<td>Don Robertson</td>
<td>3391</td>
</tr>
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<td>TANGO OF THE DRUMS</td>
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<td>Dean Martin</td>
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<td>THE ROVIN’ GAMBLER</td>
<td>“Tennessee” Ernie Ford</td>
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<td>The Louvin Brothers</td>
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<td>Joe “Fingers” Carr</td>
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<td>HOW LITTLE WE KNOW</td>
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<td>SHE’S THE MOST</td>
<td>I DREAMT I DWELT IN HEAVEN</td>
<td>The Five Keys</td>
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<td>BERT CONVY</td>
<td>Heaven On Earth</td>
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<td>JERRY REED</td>
<td>When I Found You Mister Whiz</td>
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"It's What's in THE CASH-BOX That Counts"
CONGRATULATIONS MOA
THANKS OPERATORS
For Helping Make Us:

THE
WEST’S LEADING
INDEPENDENT
DISTRIBUTOR

Jim Warren
Jack Andrews

Central Record Sales
2104 West Washington Blvd., Los Angeles, Calif.

BETHLEHEM RECORDS
NEW LOW PRICES

Jazz has become generic to American culture. The growth of jazz musicianship, the advance of Hi-Fidelity recordings such as Bethlehem’s, the broadcast thinking of jazz buyers—all mean better jazz and more jazz to more people at less cost. Bethlehem—once again—leads the way. Effective May 1956.

OLD LIST PRICES: 6.00, 2.85, 1.50
NEW LIST PRICES: 3.00, 2.00, 1.00

ANOTHER SMASH!
"JOHN HENRY"
(By Merle Travis)
"TENN." ERNIE FORD
CAPITOL 1421

AMERICAN MUSIC, Inc.

Airmail Subscription
To
The Cash Box $30

“Best Pop & Country Disks of 1955”

NEW YORK—Milton Rackmil (2nd from left), president of Decca Records, and Leonard Schneider (3rd from left) vice-president of Decca are presented with The Cash Box Trophies by Bob Austin (left) and Joe O'Regan of The Cash Box, for the top record hits of the year 1955 as selected by the Jukebox operators in the 1956 poll. The two records which copped the honors were Bill Haley’s “Rock Around The Clock” in the pop field and Webb Pierce’s “In The Jailhouse Now” in the country department. Both artists are Decca pactees.

“Best Studio Orchestra of 1955”

NEW YORK—Bob Austin presents Mitch Miller with The Cash Box Award for securing the number one spot in the Studio Orchestras category of the 1956 Annual poll. At the same time, Miller accepts his “Make Believe Ballroom” trophy from WNEW Jockey Jerry Marshall for winning the popularity poll conducted annually by the New York platter spinner.

“Top Record of 1955”

NEW YORK—Bill Haley seems mighty happy about winning the award for the “Best Record of 1955”, “Rock Around The Clock”. Haley and his Comets were also chosen by ops as the “Best Small Instrumental Group” in The Cash Box Poll.

“Top Male Vocalist of 1955”

NEW YORK—The Tenth Annual Poll saw Victor star Perry Como walk away with the number one position in the “Male Vocalist” category. He smiles appreciatively as Bob Austin hands over the award.

“The Cash Box, Music
Page 48
May 12, 1956

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
GREETINGS FROM M-G-M

ON THE CHARTS

JONI JAMES
I WOKE UP CRYING
MGM 12213 • K12213

THE MAVERICK QUEEN
(From Republic picture)

DICK HYMAN TRIO
HI - LILI, HI - LO
MGM 12207 • K12207

and

JUNGLERO
MGM 12220 • K12220

ROBBIN HOOD
THE ROCK-A-BYE BLUES
MGM 12221 • K12221

May 12, 1956

THE SEARCHERS
(From C. V. Whitney film "The Searchers")
MGM 12252 • K12252

THE SOMEWHERE VOICE
MGM 12229 • K12229

DANNY KNIGHT
EXCITING NEW HIT

ROSALIND PAIGE
HAVE FAITH and
HAVE PATIENCE
MGM 12214 • K12214

and

CONNIE FRANCIS
FORGETTING
MGM 12251 • K12251

LETTIE MAE JAMES
BRING A LITTLE LOVE
MGM 12254 • K12254

JOHNNY OLIVER
SIX FEET OF HEAVEN
MGM 12213 • K12213

and

A GOOD WOMAN'S LOVE
MGM 12220 • K12220

BARRY GORDON
I CAN'T WHISTLE
MGM 12222 • K12222

THE MILKMAN'S POLKA
MGM 12232 • K12232

MARIAN HOLLAND
SWEET DREAMS
MGM 12194 • K12194

DANNY LEWIS
THE ROAD OF LIFE ALONE
MGM 12222 • K12222

OCIE SMITH
LOST HORIZON
MGM 12233 • K12233

(From Musical Prod. "Shangri-La"

LEROY HOLMES
& HIS ORCH. & CHORUS
TO LOVE AGAIN
MGM 12234 • K12234

Please Don't Forget Me, Dear

MGM 12240 • K12240

ALBERT WOOTEN
SMLTTED BEEF SURPRISE
MGM 12221 • K12221

DAVID ROSE
FORBIDDEN PLANET
MGM 12243 • K12243

(From MGM film "The Swan"

MGM 12220 • K12220

THE SWAN

MGM 12214 • K12214

(From MGM film "Lili"

MARVIN RAINWATER
MR. BLUES
MGM 12240 • K12240

(From MGM film "Mlle"

MILKMAN'S POLKA
MGM 12222 • K12222

(From Musical "My Fair Lady"

SHANGRI-LA
MGM 12220 • K12220

(From Musical "Shangri-La"

DON GIBSON
SWEET DREAMS
MGM 12194 • K12194

WATCH THIS ONE

"It's What's in THE CASH BOX That Counts"
In all this world, there is probably no more reliable news service than Associated Press.

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

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

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

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

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

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

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

Once again we say we are extremely proud of this recognition. And we know that AP's use of our charts will have great meaning to everyone in the music business.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
BIGGER THAN "ROCK ISLAND LINE"!
A NEW BIG SMASH BY
LONNIE DONEGAN

"LOST JOHN"

AND
"STEWBALL"
MERCURY 70872

NOW EXCLUSIVELY ON MERCURY RECORDS
In Cooperation With Nixa Of London

OPERATORS! GREAT FOR YOUR BOXES!
LISTEN TO THIS HIT!

"It's What's in THE CASH BOX That Counts"
Records Are Your Best Buy in Entertainment

For an industry that is so dependent on promotion, hype and hoopla, the record industry is strangely deficient in its willingness to promote itself.

Every record that comes out gets some kind of promotion. A song plugger works on it; a disk jockey promotion man makes the rounds; one stops get special incentives; contests are held among distributor salesmen and retailers.

But as far as the industry as a whole goes, there has never been a campaign to inform the public of the advantages of records.

And there's a great story to tell.

There can be no doubt that records are the best buy in entertainment today. For less than a dollar you can buy a recording of one of the top artists in the nation and listen to it any time you please. And for three or four dollars you can buy an album that can give you approximately forty minutes of musical entertainment time and time again.

Moreover, while the price of almost every other form of entertainment has been going up, the price of many records has been going down. For instance a Broadway show can now cost anywhere up to eight or nine dollars a ticket—and that's not at scalpers' prices.

The cost of movies, concerts and other public performances has been on the upgrade for years. A television set can cost hundreds of dollars. And yet a single record still costs less than a dollar and an album costs less than ever.

This is a tremendous story to tell the public—to tell from an industry-wide point of view. Yet no step has ever been taken in this direction.

Why not?

The record industry is an expanding industry. Yearly its gross and potential increase by leaps and bounds. With a growing population and undiminishing prosperity, the future looks brighter than ever. Yet the record industry will fail to achieve its greatest possible sales unless it can act on an industry-wide basis when the occasion demands it.

A right step was taken several years ago when the record companies got together to form the RIAA. But unfortunately the achievements which were hoped for from that organization have not yet been fulfilled.

A program to inform the public of the advantages and benefits of records in their lives is certainly something everyone in the record business can agree upon. And certainly here is a program which should logically originate with and be carried out by the RIAA.
TERESA BREWER

salutes
The Music Operators of America
(on the occasion of their Annual Convention in Chicago)

current CORAL RECORDS hit

"A TEAR FELL"

b/w

"Bo Weevil"

Coral 61590; 9-61590

"It's What's in THE CASH BOX That Counts"
Thanks Ops for making

"CHURCH BELLS MAY RING"

THE WILLOWS
Melba # 102

a smash National Pop and R&B Hit!
Now Watch For . . .

"GONE WITH THE WIND"

SHEPHERD SISTERS
Melba # 101

and

"MY LOVELY LOVE"

PETER MARSHALL
Melba # 103

MELBA RECORD CO.
1570 Broadway (18-20) N.Y.

Best Wishes To M.O.A.
from
The West’s Most Diversified Distributors
Diamond Record Distributing Co.
2990 W. Pico Blvd. Los Angeles 6, Calif.
Phone: Republic 1-6311

Hello to all our New Jersey operator friends—and thanks for your patronage throughout the year.

Pop, Joe and Irv Cohen

ESSEX RECORD DISTRIBUTORS
114 Springfield Avenue Newark, N. J.
New Jersey’s Leading Independent Distributor

For Best Distribution On The West Coast

ALLIED MUSIC SALES - Los Angeles
2542 W. PICO BLVD.
ALLIED DISTRIBUTORS - San Francisco
371 6th STREET

Meeting Dates Of
Music Operators’ Associations

May
7—California Music Merchants’ Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.
7—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.
7—Baltimore Amusement Machine Operators’ Assn.
Place: Mandell-Ballow Restaurant, Reisterstown Rd. & Rogers Ave., Baltimore, Md.
8—Western Massachusetts Music Guild
Place: DeMarco’s Restaurant, West Springfield, Mass.
8—California Music Merchants’ Assn.
Place: Fresno Hotel, Fresno, Calif.
9—California Music Merchants’ Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
10—California Music Merchants’ Assn.
Place: U. S. Grant Hotel, San Diego, Calif.
10—Massachusetts Music Operators’ Assn.
Place: Beaconsfield Hotel, Boston, Mass.
12—Phonograph Merchants’ Assn., Cleveland
Place: Hollenden Hotel, Cleveland, Ohio (Banquet)
Time: 6:30 PM—Parlors A-B-C (Cocktails)
7:30 PM—Main Ballroom (Dinner)
14—Tri-County Juke Box Operators’ Assn.
Place: Elm Music Offices, Massillon, Ohio
16—New York State Operators’ Guild
Place: Governor Clinton Hotel, Kingston, N. Y.
16—Automatic Equipment & Coin Machine Owners’ Ass’n., Inc., Indiana
Place: Room 24, 550 Broadway, Gary, Ind.
17—Eastern Ohio Phonograph Operators’ Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio (executive board).
17—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
21—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

June
2—Music Guild of Nebraska
Place: Pawnee Hotel, North Platte, Neb.
7—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General).
7—California Music Merchants’ Assn.
Place: Sacramento Hotel, Sacramento, Calif.
7—Eastern Ohio Phonograph Operators’ Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio (General).
21—West Virginia Music Operators’ Assn.
Place: Daniel Boone Hotel, Charleston, W. Va., (executive board)
22 & 23—West Virginia Music Operators’ Assn.
Place: Daniel Boone Hotel, Charleston, W. Va. (convention)
25—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.

Attention: Operators’ Associations
Associations desiring listings in this column, please write to THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
To Members of the Music Operators of America
Gathered in Chicago and Everywhere . . . .

"It's What's in THE CASH BOX That Counts"
THANKS OPS
for your wonderful help!

SARAH VAUGHAN
current MERCURY Hit
“HOT AND COLD RUNNING TEARS”
coupled with
“THAT’S NOT THE KIND OF LOVE I WANT”
Mercury 70846

A Best Selling Album
“SARAH VAUGHAN IN THE LAND OF HI-FI”
EmArcy MG-36058

Mercury RECORDS

personal management
GEORGE TREADWELL
1650 Broadway New York, N. Y.

IMPROVED RECORDS!

In the past several years, the quality of records has improved not only musically but in all its physical qualities.

Today we never hear the complaint that used to be prevalent during the war, for instance, that a record could only be played three or four times before it fell apart. Records now stand up for a long time and survive many adverse conditions.

The advent of hi-fi has probably been the most important factor in the development of better records. Hi-fi made the sound in a record of vital importance. It demanded improved pressings because poor pressings had such surface noise that the record could not comfortably be heard.

Even the smallest company today insists on the best possible vinyl for its records. As a matter of fact, we know of spectacular cases where a firm’s records had stopped selling and a change to proper pressing had created new sales where they had never existed before.

It is no longer a question of just turning out a record and letting it last for just a few plays. With juke boxes and home phonographs all embracing hi-fi today, even the first playing of a poorly pressed record shows glaring defects. Almost every record firm, which despite the introduction of hi-fi, nevertheless still tried to save pennies with bad pressings, has now come to the realization that only well pressed records sell in quantity.

Of course a hit sells. But what most diskeries have found out is that they have a large catalogue. It is these records which nothing happens to unless they are physically good records. And even hits sell in larger quantity when they are pressed well.

It used to be taken for granted that the majors used the more expensive pressings, while the independents cut the corners. Today that is no longer so, for both majors and independents try to get their records as good as possible. When the independents realized the necessity for good pressings, the majors then went further and made efforts to improve their own product even beyond the high qualitative state they had already reached.

The effect of all this competition—and hi-fi—has been to create better sounds for the public, a longer lasting record, and a more or less uniform physical quality which the entire record industry can be proud of.
Thanks MOA'ers

Just Released
CIMARRON (Roll On)
and
SAN ANTONIO ROSE
Capitol 3444

Personal Management
GRAY GORDON • MEL SHAUER
37 W. 57th St., New York, N.Y.

“<i>It's What's in THE CASH BOX That Counts</i>”
OMAHA—Radio WOW and WOW-TV personalities were on hand at the Omaha Municipal airport when the United Airlines-Columbia Records “Flying Cancer Crusade” arrived in Omaha (Apr. 12). “Jolly Joe” Martin (second from left) and Frank Allen are shown doing taped interviews with Percy Faith and Tony Bennett. Other Columbia Record stars in the cross-country Cancer Crusade included Peggy King, Lu Ann Simms, Guy Mitchell and Mitch Miller. Ray Wilkins and Jim Scanlan of Radio WOW and WOW-TV were also on hand to do sound-on-film interviews with the visiting celebrities.

**Greeting Cancer Crusaders**

**Tells of One-Stop Advantages**

CHICAGO—“Some of the largest operators in our territory are switching to one-stops,” stated Joe Sipiora of Singer One-Stop, this city. The operators are beginning to realize that even with the five cents more, one-stop service lowers the overall cost, Sipiora declared.

“The saving in clerical work alone for the operators is substantial. Instead of several invoices to check, there is only one. Instead of several phone calls or letters, one call does the trick.”

“There is also a saving in time and manpower if the operator picks up his own record.”

“If the records are shipped, there is only one shipping charge, not several.”

“Another big advantage of the one-stop is not strictly measurable in dollars and cents. It is, however, worth real money to the operator.”

“We are in the position to know which records are moving on all labels. Thus the operator is able to keep advantage of our experience. He can buy the hit versions much earlier.”

“He actually sets up some routes and ship at specific intervals to operators who don’t know what they are getting until they receive our selection based on what is really selling.”

“We are even beginning to get calls from the retail record shops. The owners tell us that they are picking up much additional business by being able to get a second order of various brands on Saturday.”

“Sales that might otherwise be lost over the weekend are made possible by utilizing the one-stop.”

**Real Names Philly Distrib**

PASADENA, CALIF.—Real Records announced, last week, the appointment of Harry Finer's Universal Distributors as the Philadelphia distributor for all Real Records. The distributor is currently working on Lalo Guererro's “To You, My Love” b/w “Ivory Tower.”

Timing is a delicate matter. It can very often determine the success or failure of a project.

The timing of the release of a record is one of the most important elements in its future sales, but all too often that factor is completely overlooked by record firms.

How often have you heard a record on the air and then tried to buy it only to find that it hadn’t been released as yet?

How many times have we received records for review and, after the review appeared, had inquiries from operators about the release date because apparently the records weren’t available!

It’s happened many times. And such occurrences serve neither the potential buyer nor the record business.

It seems to us that record reviews and disk jockey play should both be timed with the distribution of the record. What good does it do to send records for review if the distributor doesn’t have the record—much less the dealer.

The same applies to disk jockey play.

Of course, you may build up some kind of demand, but a person going into a store to buy a record usually wants that record at that particular moment. The record that isn’t bought at that time is a sale lost.

One of the main principles of current sales procedure is to have merchandise available when the buyer wants it. A record that isn’t available assumes a tremendous handicap. It loses the impact of initial sales. It loses the momentum of sustained buying.

We have all heard of records that took off in three or four days. If you look behind the story of these records, you will usually find that they were records which someone had enough faith in to press in quantity and have available on dealers’ shelves before anyone even knew about them. On the other hand, there must be dozens of records which fell by the wayside because they weren’t available at the time the momentum was starting and distribution couldn’t be accomplished fast enough.

Timing in all phases of our industry is important. Everyone recognizes that an artist’s timing is usually one of his most vital assets. Yet we neglect the timing of such an important fact as the release of a record.

It seems to us that better coordination between the release date and distribution of records can certainly be effected. It’s a matter which could profitably be reviewed by every record firm in the business.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
A REPLY TO THE CASH BOX EDITORIAL

OF

MAY 5 — PAGE 43

The Editor of Cash Box asked last week whether there is "any idea or plan" for ending the dispute between juke box operators and the American Society of Composers, Authors and Publishers (ASCAP) over payment of royalties to the songwriters of America for the use of music in coin-operated machines.

ASCAP and other representative spokesmen for the creators of musical works have suggested that the respective groups sit down and discuss the problem to see if such a plan may be found. They have repeatedly expressed their willingness to discuss with the music operators a revision of the copyright law that would protect the juke box operators and the location owners, while recognizing the rights of the musical creators to some compensation for the performance of their music.

All that the creators of music seek is to establish the principle that operators of juke boxes, who make money out of playing copyrighted music, should pay something for using this property like every other user engaged in giving commercial performances. Once this principle is accepted by the juke box industry, we believe everything else can be worked out quickly and satisfactorily.

ASCAP reiterates what it has previously told the U.S. Congress: if it will aid in working out a solution of the problem, ASCAP would be willing to eliminate itself entirely from the juke box picture.

If the juke box operators want to avoid "annual battles" concerning the present unfair state of the Copyright Law, the way is clear:

Eliminate ASCAP from negotiations entirely and negotiate directly with the creators of music; or ASCAP stands ready now, as in the past, to negotiate with the representatives of the operators in behalf of its members. Either way, it is our sincere belief, that once the operators and the creators sit down together and discuss their mutual problems, a plan can be worked out that is simple to carry out, inexpensive to the operator, and fair to all concerned.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York, N. Y.
Ted Heath Completes Tour of U.S.  
With Carnegie Hall Concert

NEW YORK—Ted Heath and his Band, the first British band to tour the United States in the last 15 years, cycloned into Carnegie Hall last week and rocked the house with the final performance of a highly successful thirty-one-night concert tour that carried the band over 7,000 miles of U.S. terrain and played to a collective audience of more than 180,000 enthusiastic fans.

Manned with six saxophones, four trumpets, four trombones and a three-piece rhythm section, the Heath aggregation displayed the delightful brand of music mastery that has made it the number one band of the Isles. Most of the selections were of the standard variety, but under Heath's baton, and with the aid of some of England's top soloists, they were given new life. "Memories Of You" featured trumpet ace Bobby Pratt and Bert Ezzard; the entire crew starred in "The Man I Love"; some humor was injected with the crew's interpretation of the rock and roll hit "Sight You Later, Alligator"; and some class trombone work by Don Lusher, was heard in "The Cascades". Just before intermission time, the audience was treated to a super-special delight when the band marched through a wild and thoroughly exciting item called "Rhapsody For Drum". For this number, each of the 17 men in the band was provided with a drum, and they all beat in unison. It was a fascinating experience.

On "Let's Do It", Don Lusher employed a special long horn trombone used in England for only state occasions such as coronations, etc. The results were refreshing and marked the first time such an instrument was featured in a jazz band.

The closing number starred the Four Freshmen and the Heath crew on a fronted interpretation of "Mr. B's Blues", which had the packed house begging for more. The Freshmen also did great jobs on "Love Is Just Around The Corner" and won many new fans with their medley of "The Day Isn't Long Enough", "It's A Blue World", "We'll Be Together Again" and their latest Capitol release "Graduation Day".

Femme jazz stylist June Christy rounded out the bill with some of her well known favorites, "Midnight Sun", "Something Cool", "Hallelujah" and others.

Ted closed with a pleasant speech thanking the American people for the warm welcome they had given him.

The band's appearance in the U.S. was made possible thru a reciprocal agreement whereby Stan Kenton's Orchestra was permitted to tour England.

The entire evening's entertainment brought back wonderful memories of the great swing era of the late thirties and early forties.

Music Operators Attention
SELL YOUR JUKE BOX RECORDS TO THE BIGGEST BUYER IN THE MIDWEST
WHILE IN CHICAGO PHONE TONY GALGANO AT DICKEYS 2-7060
GALGANO DISTRIBUTING COMPANY
4142 W. ARMITAGE AVE., CHICAGO 39, ILL., (Tel.: DI 2-7060)

Retailers: Merchandise Your Records

There's a great deal more to the retailing of records than merely having the product to sell.

Unfortunately, record retailers don't always remember this.

Probably the greatest lesson that record retailers as a whole have to learn is the art of merchandising. Too often the record man is using selling ideas that went out of style twenty years ago. Many are not taking advantage of the latest practices in placing their shops and their merchandise in the most advantageous position possible before the buying public.

And this despite the fact that almost every record manufacturer today is doing his utmost to aid the retailer in his merchandising problems. All sorts of programs have been developed by these record firms. There is a store modernization plan; there are window display aids; there are inside merchandising racks which help to properly display records. Yet many retailers are still living in the dark ages as far as selling is concerned.

Just take the case of packaged merchandise.

In the last few years, album covers have approached the level of high art. Some covers have been spectacularly beautiful. Many have won prizes for outstanding art jobs. These covers are natural sales aids. They attract the customer, help him want the records which are inside. Yet in many, many stores throughout the country these albums are stacked in bins where they are never displayed and are only sold when they are asked for. If merchandisers in other retail businesses kept their stock stored in the same way and simply waited to be asked for an item, the level of American business would be infinitely smaller than it is today.

When business slumps a little, record dealers are used to blaming it on lack of hit records which bring people into the stores. We can hardly deny that that's a factor. But it isn't the whole story. When there isn't a hit record around, the retailer should work twice as hard, experiment with creative merchandising ideas, reconsider his own methods and see whether he can somehow attract people into his store by other means.

Record retailing is still in the horse and buggy stage. It can't make the transition to the atomic stage in one step. Let's make the effort to raise it at least to the mechanized level.

Congratulations to M. O. A.

from

California Mercury Record Distributors, Inc.

2958 W. Pico Blvd.
Los Angeles
Decca Pacs Billy Ward

NEW YORK—Decca Records has announced the addition of several new artists to its roster. A&R Director Milt Gabler has parted Billy Ward and his Dominos. Ward will record in two entirely different styles. In addition to his usual R&B renditions, he will also be heard on Decca in straight pop arrangements with full orchestral background. His first sides, in the latter style, were cut on Milt Gabler's recent trip to the Coast. The first sides are: "St. Therese Of The Roses" and "Home Is Where You Hang Your Heart." Also when he was on the Coast, Gabler signed California's brush Kay Brown to a Decca pact. Her first sides will be released shortly. The third artist to be signed in vocalist Johnny Carroll, Carroll, a native of Godley, Texas, was signed by Paul Cohen. The 13-year-old singer will make his debut with "Rock N Roll Ruby" and "Tryin' To Get To You."

Verve Signs Jane Powell

HOLLYWOOD—Screen star Jane Powell has been signed to an exclusive recording contract by "Verve Recs." A&R chief Buddy Bregman inked the top film star who has had recording bids from every major and independent in the business. Miss Powell, who recently renegotiated her MGM contract to permit her outside pictures, TV, and records, has three films to do for MGM in the next three years, will also be pictured for RKO.

The record company disclosed that the Powell deal is one of the most lucrative yet offered to a personality with the star committed to a one-year agreement with an option for four more years. Bregman, who will act as musical conductor for her dates, disclosed that the actress will record two LP's and eight single sides per year. The first recording session is scheduled within the next month with Bregman fronting a large orchestra to back up the screen star.

Bill Silbert To West Coast

NEW YORK—Bill Silbert is moving to the west coast. Besides his disk jockey job, he will also act in a new TV series. He has signed with the Gabbe, Luta and Heller office under the guidance of Arnie Mills, West Coast, rep.

All Smiles

HOLLYWOOD—Dootee Williams, Dootee Record president is all smiles as he looks into the future. "The Great Gildersleeve" of NBC radio and TV beams his approval at the label's newest LP album "Spiritual Moments" featuring the Lillian Randolph Singers. Miss Randolph, "Birdie" of the Gildersleeve show, appears happy tonight at the terrific reception the sacred album has received from coast to coast.

Isn't It Wonderful!

We suppose it's human to complain. Everyone does it. If things are going badly naturally it's easy to complain. If things are going well, we complain that they're not better. And if things are better, we complain that they're not at their peak. At every level, there's room for gripes.

And the music business, of course, is subject to its share of complaints. It's a business that fluctuates not only seasonally but also according to the public's taste, a quality which is almost completely intangible. No one in the business knows what factors go into the making of a hit. It is an artistic business in which hunches very often pay off better than precise planning.

But difficult as the problems may be, the music business is nevertheless a wonderful business—exciting, eventful and rewarding. And most importantly, it's a growing business, and an expanding one.

In the years to come, we'll look back upon these days of comparative prosperity and realize that it was only the beginning. Our industry is truly in its infancy as far as expansion is concerned.

There can be little doubt that the economy of the United States is on the verge of one of its greatest eras of prosperity. And the effects of this bright future on the music and record fields will be spectacular.

The factors which make our future so wonderful are almost too numerous to detail. But we would like to point out a few of them.

First of all, the United States' population is increasing steadily. Every year our birth statistics go up and our death rate goes down, leaving us with a constantly rising population ready, anxious and eager to make use of all the forces of entertainment at its disposal.

This larger population has been producing and surely will continue to produce greater wealth than we've ever known before, which means that everyone in the country will be participating in an increasing degree in its prosperity. With larger incomes, people have the means to cultivate their tastes, indulge in purchases they might not have been able to afford before, and particularly see to it that their children have some of the cultural advantages they themselves might not have had.

Hand in hand with this rise in income is the prospect that leisure hours will be substantially increased in the coming years. There is constant pressure to lower working hours. There are current negotiations going on between labor unions and corporations attempting to establish the principle of a guaranteed wage, which will give employees an income on a year round basis, holding forth the possibility that seasonal slumps may thus be eliminated.

The social changes which have occurred in the United States in the last two decades have all tended in the direction of greater productivity, greater distribution of the wealth of the country, greater leisure for the majority of the population and an easier life for all.

These changes which have taken place, and which are continuing to take place, can only affect the music and record businesses favorably. Greater income means more to spend beyond the necessities of life; greater leisure means more time to enjoy what's purchased.

Any way you look at it, our business is sitting pretty.

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

"Tommy Dr. Jive" Smalls, WWRL's popular r & b disc jockey, has been elected Mayor of Harlem for the term of office which runs from April 21 to the Negro Locality Day, May 19. Smalls, who has been an active Democrat in current election activities, will be the second black to serve in the position, the first being Benjamin Banneker who was elected mayor of Annapolis in 1797.

MUSIC.

The distributor of "Long Journey Home" for the Columbia Records of New York has announced that they will conduct elections for honorary mayors in localities in and around New York City. Ballots containing the names of candidates to which are sent by the Committee were printed in a paid advertisement in The Amsterdam News and New York Amsterdam, leading Negro weekly newspaper publications. Prominent city officials and celebrities from the show business world will cast their votes at the headquarters of the campaign which will take place at Small's Paradise Nightclub on May 16.

Business Session (First) Friday, May 18, 10 a.m. to 12 noon Lunch
Business Session (Second) Friday, May 18, 2 p.m. to 4 p.m. Cocktail Party and dinner followed by entertainment.
Business Session (Third) Saturday, May 19, 10 a.m. to 12 noon Lunch
Business Session (Fourth) Saturday, May 19, 2 p.m. to 4 p.m. (This session is open to record companies, artists, etc.)
Cocktail Party and dinner followed by entertainment.
Business Session (Fifth) Sunday, May 20, 11 a.m. to 1 p.m. Convention closed with a cocktail party.

CHICAGO:

The Coasters, rising high on the charts with their latest waxing "Down In Mexico", in town today to promote this disc. "We're too busy to comment on this album," Wingspread records that Marie Knight's "Tell Me Why" is turning out to be a big one for them. Marie just signed with Wings and was formerly known for her work with Sister Rosetta Tharpe. "... Hampton Hawes due for appearances at the Midtown "Bingo". They've got a total of 187 bands and singing groups around the country on one-nighters... Art Blakey and the Jazz Messengers return. It seems that this appearance really had the crowds rockin'. "... The Ahmad Jamal Trio drawing fans to the Pershing Lounge. George Leamer reports that "My Heart's Desire" by The Wheels on Premium "looks like it's going to take off". George adds that Joe Levowitz of Premium called to say that the disc sold 15,000 in New York in one week... Len Chess really busy with his hits. Can't even take a breather to advise which one is making the most noise... Bill Doggett wowing them with all his hits... "Talk To Me"... The Blue Notes... The Four Flairs... The Coasters... The Flairs... R & B and the version of "Baby Why Baby" is making some noise, skewed for promotion work... "Kiss Me Quick" by Thelma Houston also due in to see the sights... Two big R & R packages touring the nation. The one featuring Bill Haley and The Comets skewed to rock the Amphitheatre. The other is taking the southern route... Vee-Jay Records verra happy over the reaction chart-wise to "Up On The Mountain" by The Magnificents, but wish that people would stop calling it "Up In The Mountain"... Because of the popularity of R & R, Milwaukee's stage show theatres are battling it out to see which one can get the biggest share, the biggest shows and the most crowds. R & R has Milwaukee rockin'!

LOS ANGELES:

Mike Grady making the rounds of the disk-jockeys with The Cole's new vinyl release, which is titled "Rita" and was introduced by Vivian Green to the disc-jockeys in town. The former Denver disc-jockey has a first record of "Thanks For Nothing" on the Imperial label, but NFJ saw a show that contained a hits disc-jockey who had "Talk To Me" by Mel Williams on the Dig label. That disc has been taken off the market by R & R, the head of the Hill, The Mirror Records, and a recent S/C chart of his shows on KDAY, Santa Monica... Buck Ram and Jean Bennett will have a Personality Productions booth at the RCA convention in Chicago, probably the first time that artists' representatives have had their own booth at the show... Harry Fox, back from the European bookings, is due to go into the Paladino's, which he shall renew scheduled for the RCA convention this week in Chicago... Things are jumping at Modern with a new pop record by the Teen Queens and the first of Modern's new album line out this week... The Coasters currently doing top business at the Regal Theatre in Chicago... According to Lehman-Butler Associates, new releases by both the Medallions and the Meadowlarks are going pop for the Dottone label. Smiley Lewis' new Imperial record of "Please Listen To Me" could be another "I Hear You Knocking" for him... Modern Records covered the Ray Cov Jones record of "Shortcut" Brandy Rock with Eta James... And Eta also came out for "Cherokee Dancer" by Bob Landers is taking off in the Los Angeles area.

"Only these records best sold for commercial use are reviewed by THE CASH BOX"
The Significance of "The Cash Box"

For years now, there has been no question about the leadership of The Cash Box in the Rhythm 'N Blues field. Anywhere you inquire, The Cash Box Hot Charts have been the criterion by which artists, publishers, record company execs, juke box operators, disk jockeys and retailers have guided themselves.

We have been told about—and witnessed—retailers buying records by going right down our Hot Charts. We have seen juke box operators do the same. And everyone knows that disk jockey after disk jockey programs directly from these charts.

Why has The Cash Box taken on such importance in this field? Because nowhere else is the information we offer available with the same degree of accuracy, honesty and integrity.

The Cash Box Hot Charts cover the R&B field in its entirety. The charts are compiled with the greatest objectivity possible. And they encompass the widest possible area. In short, The Cash Box charts reflect what is actually happening, not what someone thinks may be happening or what someone would like to have happen.

As a result, we have become the authority in R&B.

And this authority has taken on unsuspected proportions now that R&B has such an overwhelming influence on the Pop field.

There is no Pop A&R man today who does not follow our Hot Charts to the minutest detail. We know for a fact that several top A&R men send for each record as soon as it hits the chart to see whether it is adaptable to the Pop market and to determine which artist could do it.

The significance therefore of our Hot Charts extends far beyond the R&B field. It reaches throughout the entire record business, determining which songs are to go Pop, which records are to be pushed, which artists are to get the hot material.

And just as our leadership in R&B continues to take on new proportions, so does the influence of The Cash Box continue to grow in all other fields. Week by week, month by month, the magazine reaches a larger audience, attains greater recognition, becomes more authoritative.

The purpose of The Cash Box is to serve our subscribers in the best possible way. As we reach for and attain new levels of achievement, we have every confidence that our readers too will progress and prosper and achieve successes beyond those they have ever achieved before.

WHAT A DISH! WHAT A BEAT! WHAT A RECORD!

40,000 SOLD IN THE FIRST WEEK!

"FRENCH FRIED POTATOES AND KETCHUP"

AMOS MILLBURN

ALADDIN # 3320

"It's What's in THE CASH BOX That Counts"
VEE-JAY’S LUCKY 7 NEW HITS

1. Jimmy Reed
   “Can’t Stand To See You Go”
   VEE-JAY #186

2. Eddie Taylor
   “Big Town Playboy”
   VEE-JAY #185

3. The El Dorados
   “Now That You’ve Gone”
   VEE-JAY #180

4. The Magnificents
   “Up On The Mountain”
   VEE-JAY #183

5. The Spaniels
   “Dear Heart”
   c/w “Why Won’t You Dance”
   VEE-JAY #189

6. The Swan Silvertones
   “JESUS REMEMBERS”
   c/w “My Soul Is A Witness”
   VEE-JAY #182

7. The Spiritualaires
   OF COLUMBIA, S. C.
   “When The Saints Go Marching In”
   VEE-JAY #181

Vee-Jay Records, Inc.

Hello Ops from Andrea’s Three Star Lineup—The Harptones, Jolly Beans and Jumpin’ Jacks
Already released and breaking big—The Harptones
“WHAT IS YOUR DECISION” and “GIMMIE SOME”
ANDREA 100

Just released—The Jolly Beans
“WHAT IS YOUR SECRET”
ANDREA RECORDS
1650 Broadway, N. Y. C.

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

The Cash Box, Music
Page 64
May 12, 1956
### THE CASH BOX

#### TERRITORIAL TIPS

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

(Listed Alphabetically)

* indicates first appearance on Territorial Tips

<table>
<thead>
<tr>
<th>A CASUAL LOOK</th>
<th>Six Teens (Flip 315)</th>
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<td><em>BABY MINE</em></td>
<td>SO ALL ALONE</td>
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<td>Teen Queens (RPM 460)</td>
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<th>CHERRY LIPS</th>
<th>Robins (Whipped 100)</th>
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<td><em>CAN'T STAND TO SEE YOU GO</em></td>
<td>Jimmy Read (Vee-Jay 166)</td>
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<td><em>DARK IS THE NIGHT</em> (Pts. 1 &amp; 2)</td>
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<td><em>FEVER</em></td>
<td>Little Willie John (King 4935)</td>
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<td>GIRL IN MY DREAMS</td>
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<td><em>I'M A FOOL</em></td>
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<td>LAST CALL</td>
<td>George Jenkins (Tampa 112)</td>
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<td><em>LITTLE GIRL OF MINE</em></td>
<td>Clattomos (Gee 1011)</td>
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<td><em>LOST DREAMS / ROCKIN' AROUND</em></td>
<td>Ernie Freeman (Imperial 5381)</td>
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<td>MY HEART'S DESIRE</td>
<td>Wheels (Premium 405)</td>
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<td>PLEADIN' FOR LOVE</td>
<td>Larry Birdsong (Excella 2074)</td>
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<td>PLEASE DON'T DRIVE ME AWAY</td>
<td>Charles Brown (Aledo 3316)</td>
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<td>RUBY BABY/YOUR PROMISE TO BE MINE</td>
<td>Drifters (Atlantic 1089)</td>
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<td>SHIRLEY JEAN</td>
<td>Big Walter (Peacock 1661)</td>
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<td>SWEET BABY OF MINE</td>
<td>Ruth Brown (Atlantic 1099)</td>
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<td>TALK TO ME</td>
<td>Mel Williams (Big 107)</td>
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<td><em>TREASURE OF LOVE</em></td>
<td>Clyde McPhatter (Atlantic 1092)</td>
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<td>TRY ROCK AND ROLL</td>
<td>Bobby Mitchell (Imperial 5387)</td>
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<td>UP ON THE MOUNTAIN</td>
<td>Magnificents (Vee-Jay 183)</td>
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<td><em>WOO WOO TRAIN</em></td>
<td>Valentines (Rome 2005)</td>
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### THE FLAMINGOS

#### “A Kiss From Your Lips”

**CHECKER # 837**

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<th>LITTLE WALTER</th>
<th>“One More Chance”</th>
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### MUDDY WATERS

#### “40 Days And 40 Nights”

**CHESS # 1620**

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<th>THE MOONGLOWS</th>
<th>“We Go Together”</th>
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### EDDIE BOYD

#### “Don’t”

**CHESS # 1621**
Thanks, Ops, for your year 'round support which helped make so many Herald hits.

2 Sided Smash!

THE TURBANS
"B-I-N-G-O"
and
"I'M NOBODY'S"
Herald # 478

A new singing discovery
ARNIE WILLIAMS
singing a rock 'n roll version of that great standard
"MARGIE"
and
"Come On Sweetie"
Herald # 479

KEEP YOUR EYE ON THIS ONE!

"PLEADIN' FOR LOVE"
Larry Birdsong
EXCELLO 3076
WRITE WIRE PHONE
NASHBoro RECORD CO., INC.
177 3rd Ave., Nashville, Tenn.
(Phone: Chapel 2-2215)

FOR THE BEST IN
ROCK & ROLL
POP
RHYTHM & BLUES
CALL ON
ALL-STATE
RECORD DISTRIBUTING CO.
2033 SO. MICHIGAN AVENUE
CHICAGO 16, ILLINOIS
(Phone: Calumet 3-0924)

NEW HOT RELEASE
THE COLTS
"NEVER NO MORE"
"HEY YOU, SHOO BEE OOH BEE"
VITA # 150
THE CASH BOX BEST BET
"VENUS"
THE SQUARES
VITA # 128
VITA RECORDS
1486 No. Fair Oaks, Pasadena, Calif.

NEW YORK—At the second of a series of B'Nai Brith-Board of Education sponsored dances in Harlem schools, to which the youngsters of the neighborhood are invited free of charge, The Cash Box was able to supply The Harptones, Andrews Records; Roy Gaines, Groove Records; Ruth McFadden and Robert and Johanie, Old Town Records; all of whom combined to put on a great show. Sparkling mambo and cha cha cha rhythms were heat out by Jose Curvello and his exciting band, Fiesta Record artists. Dick Sugar, WEVD- New York deejay, mc’d the affair.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"Most Promising New Male of 1955"

NEW YORK—Pat Boone, who skyrocketed to stardom on the Dot label, was chosen by the juke box operators of America, the "Most Promising New Male Vocalist of 1955." Above he is shown receiving his scroll from Norman Orleck (left) and Marty Ostrow (right) of The Cash Box with an assist from New York deejay Tommy Smalls of station WWRL.

"Best R & B Female of 1955"

NEW YORK—Ruth Brown, who makes it a habit of winning The Cash Box Awards, is congratulated by well wishers after being awarded her trophy for topping the #1 spot in the Rhythm and Blues Female Vocalist category. Wishing Ruth good luck are (left to right) Ahmet Ertegun, Atlantic v. p.; Norman Orleck, The Cash Box; Clyde McPhatter (in uniform), Ruth's brother recording artist on Atlantic; WWRL jockey Tommy Smalls, N.Y.C.; Jerry Wexler, Atlantic v. p.; and Marty Ostrow, The Cash Box.

"Most Promising R & B Female of 1955"

NEW YORK—The "Tweedlee Dee" lass, Lavern Baker expresses her joy with a broad smile as she accepts her scroll for being named "The Most Promising R & B Female Vocalist of 1955."

"Best R & B Band of 1955"

NEW YORK—Veteran maestro Count Basie continues to win awards. Here he accepts the trophy for the "Best Rhythm & Blues Orchestra of 1955" honor which the coin ops awarded him. Norman Orleck and Marty Ostrow make the presentation, on behalf of The Cash Box.
THE CASH BOX

"A KISS FROM YOUR LIPS" (2:40)

[Arc BMI—Davis, Fratto]

“GET WITH IT” (2:23)

[Arc BMI—Z. Carey]

MILLER SISTERS

(Ember 1004)

“HOW AM I TO KNOW” (2:50)

[Angel Music BMI—Miller] The Miller Sisters blend beautifully on a slow, swaying romance. The gals melt tenderly as they turn up a warm and ear tickling performance.

“GUESS WHO” (2:29) [Angel BMI—W. F. Smith] Another lovely tender bit of wax. The sister team speaks of love in a most convincing manner. Two appealing pleasers.

JOHNNY LATORE

(Grand 140)

“ROOF IS COMIN’ DOWN” (2:41) [Phillips, Brees, Kuhn] Johnny Latore shoots out a quick beat rocker in which he tells the current rock ’n’ roll craze. It’s a fair reading of a swinging jump.

“HEART ELDER” (2:41) [Meyers Music-Presman, Phillips, Latore] Backs with another rocker piece of material that comes off an ok side.

BARS GONZALES

(Blue Note 1638)

“YOU NEED CONNECTIONS” (2:38) [Gonzales] Babes chants his typical vocal styling with a straight novelty love lyric. Babes stays away from the hop talk on this side and turns in an enticing effort. The Jimmy Smith Trio lends instrumental support.

“ROUND ABOUT MIDNIGHT” (2:41) [Moore, Williams, Hinson] ASCAP] Babes is really mellow on this deck as he projects effectively in a somewhat commercial manner. Soft lights effort.

BILLY DAWN

(Hall 715)

“DON’T MAKE ME LOSE MY INSPIRATIONAL” (2:17) [Kool Music BMI—Miller, Smith] Billy Dawn makes his vocal debut on Hull and turns in a good reading of a slow, swinging, melodic blues. It is an item that can grab action.

“THIS WAY TO LOVE” (2:50) [Keel BMI—Smith] Dawn turns in a similarly good job on a slow rhythm along romance. Dawn has two pleasing, easy to listen to sides.

THE ROCKERS

(Federal 12267)

“WHAT AM I TO DO” (2:12) [Arno BMI—Ike Turner] The rocker offers a spirited middle beat jump with a rhythmic, incisive delivery. The lad’s all mixed up and the listening ear can find it hard to listen to.

“I’LL DIE IN LOVE WITH YOU” (2:10) [Arno BMI—Turner, Bass] A lovely ballad of slow tempo delivery with warmth. It will be very loveable for you.”

JOHNNY ANGEL

(Excello 2077)

“BABY, I’M CONFESIN’” (2:27) [Excelsior BMI—J. W. Perry] Johnny Angel sings a middle beat bouncer blues in which he confesses his love. "There’s nothing I wouldn’t do for you," wails Johnny with rhythmic instrumental support. Strongest appeal will be in the Southern markets.

“I REALIZE” (2:47) [Excelsior BMI—D. Perry] Angel sings an original love ballad of slow tempo with tender delivery. It is an item that offers a familiar melody line.

EDDIE TAYLOR

(Vee-Jay 185)

“RIDE EM ON DOWN” (2:50) [Conrad BMI—E. Taylor] Eddie Taylor walls a slow rhythm down home blues in a manner that spells o.k. action. Better than fair country deck.

“BIG TOWN PLAYBOY” (2:00) [Conrad BMI—E. Taylor] Taylor backed with a similar piece of material. Ok item.

INSPIRATIONS

(Apollo 494)

“RAINDROPS” (The Crying Song) (2:33) [Bess BMI—Inspiration] The Inspirations debut on Apollo with a "crying song" that is tenderly chanted against a soothing background. Effective and moving. An item like this can become ludicrously so easy, but the group handles it well.

THE CASH BOX

Rhythm 'N' Blues Disk Jockey
REGIONAL RECORD REPORTS

Bill Thornton
KRLW—Wolseley Ridge, Ark.
1. Magic Touch (Platters)
2. J. & The One (E. Preasy)
3. Blue Suede Shoes (Perkins)
4. Ivery Tower (Ollis Williams)
5. Speed Down (Resto)
6. Long Tall Sally (Richard)
7. Heartbreak Hotel (E. Preasy)
8. Why Do Fools Fall In Love (Teen Agers)
9. A Tear Fell (Ivery J. Hunter)
10. Winner Take All (Platters)

George DeForest
WNTM—Vero Beach, Fl.
1. Slippery & Sliding (R. Richard)
2. We Go Together (Moonpolys)
3. Long Tall Sally (L. Richard)
4. Ain't She Sweet Sensations
5. Heartbreak Hotel (E. Preasy)
6. I'm In Love Again (Tins Domino)
7. Why Do Fools Fall In Love (Teen Agers)
8. B.O.C.T. (Bill Haley)
9. Open Up That Door (Boulevard)
10. How Long (Heartbreak)

Paul Drew
WLS—Fort Houston, Mich.
1. In Self Defense (Platters)
2. Long Tall Sally (L. Richard)
3. I Want You To Be My Girl (Teen Agers)
4. Cherry Lips (Rubina)
5. Heartbreak Hotel (E. Preasy)
6. Ivery Tower (Ollis Williams)
7. Girl In My Dreams (Climaxes)
8. I Don't Want You (Teen Agers)
9. Down In Mexico (Coasters)
10. Little Girl Of Mine (Climaxes)

Jimmie Jones
KFRS—Kans City, Mo.
1. Long Tall Sally (Richard)
2. Why Do Fools Fall In Love (Teen Agers)
3. I'm In Love Again (Tins Domino)
4. Last Days (Emile Freeman)
5. Why Do I Have To Be So Jealous (Tins Domino)
6. Down In Mexico (Coasters)
7. Bring It Back (James Brown)
8. In Paradise (Jubilo)
9. Your Promise To Be Mine (Kemp)
10. Church Bells May Ring (Counts)

Kelson Fisher
WSID—Baltimore, Md.
1. Long Tall Sally (L. Richard)
2. Please Mr. D. J. (Tins Domino)
3. Why Do Fools Fall In Love (Teen Agers)
4. I'm In Love Again (Tins Domino)
5. Last Days (Emile Freeman)
6. Need Your Lovin' (Tins Domino)
7. Church Bells May Ring (Counts)
8. Ivery Tower (Ollis Williams)
9. In Paradise (Jubilo)
10. Drown In My Tears

George DeForest
WNTM—Vero Beach, Fl.
1. Slippery & Sliding (R. Richard)
2. We Go Together (Moonpolys)
3. Long Tall Sally (L. Richard)
4. Ain't She Sweet Sensations
5. Heartbreak Hotel (E. Preasy)
6. I'm In Love Again (Tins Domino)
7. Why Do Fools Fall In Love (Teen Agers)
8. B.O.C.T. (Bill Haley)
9. Open Up That Door (Boulevard)
10. How Long (Heartbreak)

Bill Marlowe
WOCF—Boston, Mass.
1. My Blue Heaven (Boulevard)
2. Heartbreak Hotel (E. Preasy)
3. Crazy Little Poise
4. Billy Williams
5. Little Girl Of Mine (Climaxes)
6. Corrine Corrine (Joe Turner)
7. Lovin' And Bein' Loved Not Lasting Love And Liking
8. Long Tall Sally (Richard)
9. Blue Suede Shoes (Perkins)
10. Now That You're Gone (Pa Dorese)

Elmore Morris
singing
"DARLING, DEPEND ON ME"
b/w
"DON'T LET IT END THIS WAY"
Peacock #1660

JIMMY BINKLEY
(Chorle) 83
"MESSIN' AROUND" (2:05)

THE CARPETS
(Freedom 11059)
2. "CHICKEN BACKS" (2:00)
[Armoo BMI—Gadson] The Carpets rock a middle beat with an ok blend of voices. It is a swinging little ditty that comes off with a happy sound to please.

THE TURBANS
(Orfeo 478)
2. "I'M NOBODY'S" (2:41)
[Armoo BMI—Clowery, Kinkland] "B-I-N-G-O (BINGO)" (2:12)
[Armoo BMI—Robert Riley]

THE KANSAS CITY SOUL REVIVERS
(Dootone 395)
2. "JESUS CAME AT MIDNIGHT" (3:40)
[Doontone BMI—J. Williams—Mose Lindsay] The Kansas City Soul Revivers offer an inspiring slow beat with an emotional wording. Moving wax tenderly done.

THE ORIGINAL (5) BLIND BOYS
(Jackson Harmoneers) with something new
"THERE'S NO NEED TO CRY"
b/w
"SAVE A SEAT FOR ME"
Peacock #1760

"MY LOVE"
b/w
"YOU'RE SIMPLY DRIVIN' ME MAD"
beautifully delivered by Carl Van Moon on Duke #151

"It's What's in THE CASH BOX That Counts"
That's right! There's never been anything like it in the history of this industry! The Cash Box is the one and only publication in all the history of this industry that dares offer you DOUBLE YOUR MONEY BACK if, for any reason whatsoever you don't agree that The Cash Box is the finest publication for your purposes!

Fill out the coupon on the bottom of this page today! Enclose your check for $15 for a Full Year (52 Weeks) subscription to The Cash Box! Read the first four issues! If you don't agree, after reading those first four issues, that The Cash Box is the greatest magazine for your business in all the history of the industry, simply return those first four issues and GET DOUBLE YOUR MONEY BACK for those four issues, PLUS the $15 you sent in for your full year's subscription!

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THE CASH BOX
26 West 47th Street
New York 36, N. Y.

OKAY! I'll take your offer! Enclosed find my check for $15 for a Full Year's subscription to The Cash Box (52 Weeks' Issues). If I don't like the first four issues I receive, I am to return these four issues to you and you are to give me DOUBLE MY MONEY BACK for those first four issues, plus the $15 which I'm enclosing herewith.

NAME ..............................................................
FIRM .............................................................
ADDRESS ..........................................................
CITY .............................................................. ZONE STATE
JAZZ COMES OF AGE!

Jazz has become a staple of the music business. Today almost every record company that deals in album material, has a catalogue of jazz works which it can count on to sell month after month and year after year. Likewise retail stores may have to watch the singles they buy very carefully, but when it comes to jazz albums, they all know that eventually the merchandise will be sold.

This development in the importance of jazz as a commercial product has occurred only in the past few years. Before that, jazz was considered a very specialized market and most major record companies left the field almost completely to smaller firms which specialized in it. However the greatest proof of the selling power of jazz in our current market is the fact that not only do some diskeries exist solely on the sale of jazz packages, but also that almost every major record company has a separate department set up to handle it.

Jazz has been building in popularity and dignity ever since the first world war, but it probably received its greatest impetus, as far as the general public was concerned, when Benny Goodman gave his concerts at Carnegie Hall in the late thirties. It was these concerts which made it generally known to the public that jazz artists in many cases were equal to or surpassed classical artists in virtuosity—a fact which most people had not been aware of till then. For it was generally considered that listening to jazz music was a lesser pursuit than listening to classical music.

Today the differences in types of music are generally considered just that—differences. We no longer strongly find the qualitative factor stressed, i.e., the opinion that one is better than the other or that one is more highbrow than the other. Jazz has almost reached the status where it is measured on its own terms rather than on moral terms.

There can be no doubt that the advent of television has helped bring about this transformation. On television, the public which might never have attended a jazz concert, had the opportunity to witness at home the art of the greatest jazz performers we know. And there can be no doubt that the combination of viewing and listening has created a jazz audience which was never possible before.

Another development which has occurred because of this new emphasis, has been the elevation of the jazz artist to a much loftier position. Until very recently, jazz performers were seldom signed to exclusive contracts. They would go from one record company to another as the occasion demanded. Now, however, jazz artists are as strongly in demand as all other performers and their services are bid and paid for on equal terms.

It all adds up to the fact that jazz has come of age and that the packaged jazz market has become an important part of the music and record industry picture.
“MY BABY LEFT ME” (2:13) [Elvis Presley BMI—A. Crundup]
“I WANT YOU, I NEED YOU, I LOVE YOU” (2:37) [Elvis Presley BMI—M. Myself, I. Kodolf]
ELVIS PRESLEY
(RCA Victor 240-6540)
• There’s no doubt about it, Elvis Presley is just about the hottest artist to hit the wax field in a long, long time. The charter has not only topped almost every conceivable chart in the pop, r & b and country BMI fields with his smash, “Heartbreak Hotel.” This summer, the demand for the latest Presley release, “I’m Left, I’m Right” from the major country scenes comes up with two more stirring performances on a pair of tunes tagged “My Baby Left Me,” a swingin’ sentimental rhythm item, and “I Want You, I Need You, I Love You,” a moving, romantic shuffle ballad. Need we paddy about Presley’s selling potential?

“PICKIN’ A CHICKEN” (1:50) [Hill & Range BMI—Bernfield, Demortimer, Roberts]
“MY LIPS ARE SEALED” (2:22) [Hill & Range BMI—K. Kingman, H. Blair, B. Peppers]
JIM REEVES
(RCA Victor 292-4977; 45-6537)
• It looks as though Jim Reeves has come up with his most powerful two-sider to date and both ends of the release are as different as day and night. One end “Pickin’ A Chicken,” is a gay, quick moving, samba tempo novelty complete with whistlein’ and handclappin’. It’s a wonderful, musical pick-me-up that could be tremendous country and pop-wise. “My Lips Are Sealed” is a very beautiful, up tempo, lilting weeper ballad that receives a top choral backdrop. Reeves sounds just great on both ends of the disc. Get with this one. It can’t miss.

“The MEANEST BLUES IN THE WORLD!” (2:16) [Valley BMI—M. Carson]
“BE GOOD BABY” (1957) [Valley BMI—M. Carson]
MAC WISEMAN
(BMI—J. H. Carter)
• Two new turntables that have all the earmarks of a grade “A” success hit the country disk market this week. And the star on this double-dockey is Mac Wiseman. One end, “The Meanest Blues In The World,” is a solid driving, rhythmic piece that the chanter socks out in captivating fashion. Terrible instrumental backdrop enhances the platter. Wiseman changes the pace on the other half as he effectively sings and whistles a beautiful, middle beat, romantic ballad tagged “Be Good Baby.”

“IF I HAD ME A WOMAN” (2:18) [Armco BMI—Shell, Price]
“JUST SO YOU CALL ME” (2:16) [Armco BMI—Shell, Price]
MAC CURTIS
(King 4015; 45-406)
• A new artist with a great vocal style makes his debut on the King label with a terrific slicing that could break through and put his name all over the popularity charts. His name is Mac Curtis and the tune is tagged “If I Had Me A Woman.” It’s a pulsating, quick paced, Presleyque rock that is exciting in material and performance. Sensational sound and instrumental support on a deck that has the all-market appeal. Under side, “Just So You Call Me,” is a sentiment, slow paced, rhythmic ditty that cannot be easily overlooked. However, it’s the top half for the quick action.

THUMPER JONES
(Starr 240; 7:340)
• “ROCK IT” (2:15) [Starrite BMI—G. Jones] Thumper Jones, who rumor has it is George Jones, comes up with a package that could really give it’s right every night right out of the opening bar.

“HOLD COME IT” (2:00) [Starrite BMI—G. Jones] On this end Thumper belts out a similar item that could develop into a hot property for ops and dealers. Socko instrumentation on two decks that are gonna keep the kids swingin’ all day long.

JOEY GILS
(Mercury 70867; 70867x45)
• “CONSOLOON PRIZE” (2:50) [Fairway BMI—J. O’Brien] A strong piece of weeper material that’s being recorded by a number of companies in dramatically similar manner on the Mercury label by Joey Gills. Grade “A” side that should take a healthy cut of the sales melon, should the tune break.

“I’M LIKE” A DOG WITHOUT A BONE” (4:14) [Fairway BMI—J. O’Donnell]—Miller] On this end the songster distills up a new and approach to a familiar romantic theme. It’s a feeling, up tempo ditty that makes for a standout coupling.

FABOR ROBISON
(Faber 4010; 4010x45)
• “WHOSE LITTLE PIGEON ARE YOU?” (2:00) [Dandelion BMI—G. Wallace] Fabor Robison, displays his talents as a banjoer as he licks his strings mandolin hand through a delightful, light-hearted boomerang. Pleasant platter that makes for easy-on-the-ears listening.

“STOP THE CLOCK ROCK” (2:10) [Dandelion BMI—G. Singer] The Robison crew falls in line with the current rock ‘n roll craze on this end as they fashion another good sounding instrumental deck.

THE RHYTHM ROCKERS
(Cross Country 524; 45-524)

CURTIS GORDON
(Mercury 70861; 70861x45)
• “MOBILE, ALABAMA” (1:56) [Tree BMI—C. Gordon] Curtis Gordon turns in an engaging vocal effort as he enthusiastically belts out his feelings for his home-town. A catchy, swingin’ jumper that should latch onto a heap of orders and spins.

“DRAGGIN’” (1:47) [Alpine BMI—C. Gordon] On this end Gordon ‘drives’ out a solid rock ‘n roll rhythm that deals with a current teen age auto racing faad.

JERRY JERICO
(Duffan 104; 45-104)
• “I’M GETTING MORE THAN MY SHARE” [Hill & Range BMI—Daffan, Shenn] Jerry Jericho sends up an expressive reading on this tearful, up tempo ballad as he tenderly pours out his story of how he’s more than his fill of heartaches.


“WHOSE LITTLE PIGEON ARE YOU?” (2:50) [Dandelion BMI—G. Wallace] The Creel Sisters flavorfully team up with Tom Tall as they wax a charming, quick beat romantic platter with loads of freshness and appeal.

“The CREEK SISTERS
(Aladdin 3006; 45-3022)
• “WHOSE LITTLE PIGEON ARE YOU?” (2:50) [Dandelion BMI—G. Wallace] The Creel Sisters flavorfully team up with Tom Tall as they wax a charming, quick beat romantic platter with loads of freshness and appeal.

“STOP THE CLOCK ROCK” (2:10) [Dandelion BMI—G. Singer] Here the chirps go it alone as they spin a rhythm, up tempo novelty that rocks along in danceable style. A two-sided money-maker for ops and dealers. A top platter.

GEORGE & EARL
(Mercury 70852; 70852x45)
• “BETTER STOP LOOK AND LISTEN Before You Cross” [BMI—J. D. Miller] Hopping on the rock ‘n roll bandwagon, George and Earl tell the gal to heed their advice as they etch this inviting, quick paced jump-novely.

“DONE GONE” [Cedarwood BMI—Hahn, Taylor] The boys are really upset ‘cause their baby left them in this rhythm, quick beat blues ditty. Two strong boocengers.

EDDY AKRIDGE
(Capitol 3419; F3419)
• “CONSOLOON PRIZE” (2:19) [Fairway BMI—F. Stryker] Champion backroad rider, Eddy Akridge, makes an impressive debut on wax as he effectively delivers a moderate paced romantic weeper. Strong contender for the chart.

“WHAT CAN I DO?” (2:10) [Tree BMI—Keller, Carrigan, Hawkins] On this end Eddy turns in a second fine performance as he neatly spins an up tempo pecador that could also kick up the dust.

DON RENO & RED SMILEY
(King 4921; 45-4921)
• “OLD HOME PLACE” (2:06) [Lois BMI—Reno, Haney] Don Reno and Red Smiley offer a first rate vocal duet as they stay with the “pure country sound” on this persiflage, fast paced sentimental platter with heart-wrenching lyrics.

“BANJO RIFF” (2:34) [Lois BMI—Reno, Norman, Mann] This end Reno and Smiley, along with the Tennessee Colliers, are string instrument—wise as they wax a sprightly, quick beat ditty in light and happy style. Excellent banjo pickin’ on both sides.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Hank Snow (RCA Victor) recently returned to Nashville after an extended tour of Canada and the United States. According to sources, he was completely sold out from coast to coast. In California, the show was so good that the manager refused to give the release. Back at the Opry after several weeks playing personal appearances with Johnnie & Jack, Decca, and Al Smith, Snow returned to the Grand Ole Opry, where he was welcomed with open arms. The Opry audience was thrilled to hear Snow's first new release since his return, a stirring rendition of "The Waltz Of The Angels". Snow's fans were unanimous in their praise of the performance, and Snow himself was visibly moved by the audience's reaction. The release of this new single comes after a long period of waiting, and it is already on the airwaves in several major cities. Snow's fans can expect to hear more from him in the near future.

Mother Maybelle and June Carter Cash, accompanied by their son Johnny Cash, the dynamic duo, were in Nashville for a series of personal appearances with Decca records. The three were joined by June's sister, Helen, and the trio performed a medley of country hits that had the audience on its feet. The performances were a huge success, with Decca Records reporting a high demand for the group's recordings. The Cash family's talent and charisma were evident in every note they sang, and the audience couldn't get enough of their music. The family's next stop is Boston, where they will be performing at the Famous Theatre. Fans are eagerly waiting for their next performance to see what they have in store for them next.

May Godwin, WXWJ, Fort Jackson, S. C., declared new soaring three daily "C" shows for May 23-25, with "This Week In The Country" being the first release of the new series. Godwin has been dubbed the King of "One More" by Dusty Owens and Donna Darlene on Admiral radio. The show is moving along nicely with the help of the "Rockin' Boy" top spot. Godwin's program is being broadcast from the Fort Jackson Club.

Jimmy Newson set up for a new Dot release this week which includes "I Wanna Tell All The World!" and "Come Back To Me", according to word from his manager.

Nate "Bobbie" Bear, ABC-TV Nashville, has signed the Waldorf-Astoria in New York, and the hotel will be the site of his debut appearance on May 21. "Bobbie" is currently on tour with the Grand Ole Opry and is looking forward to his performance at the Waldorf.

The Beatles dominated the charts last week with their latest single, "She Loves You". The song, which was released in the United States on May 21, quickly became a hit and topped the charts in several countries. The group's popularity continued to grow, and their fans were thrilled to hear the new release. The Beatles' success was a testament to their talent and hard work, and they continued to push themselves to new heights. They were set to perform at the Ed Sullivan Show on May 26, which was eagerly awaited by fans around the world.

June Carter Cash, the dynamic singer and songwriter, made a rare appearance at the Grand Ole Opry last week. June and her husband Johnnie Cash performed a medley of their hits, including "I Fall To Pieces" and "Folsom Prison Blues". The audience was in awe of their talent and the quality of their music. June's voice was powerful and emotive, and she delivered each song with passion and emotion. The show was a huge success, and fans are eagerly waiting for more from her and Johnnie Cash.
All Out Drive On New Bob Crosby Album

**TOP NATIONWIDE SELLERS**

- **1.** Heartbreak Hotel (Elvis Presley) (Capitol) (F3300; Decca 29055)
- **2.** I Don't Believe You've Met My Baby (Eland Brothers) (Capitol 3347: F3347)
- **3.** Blackboard Of My Heart (Hank Thompson) (Capitol 3347: F3347)
- **4.** I've Got Five Dollars (Elvis Presley) (Capitol 3347: F3349)
- **5.** Why, Baby? (Red Foley & Webb Pierce) (Capitol 3347: F3349)
- **6.** You're Still Mine (Marty Robbins) (Capitol 3347: F3347)
- **7.** Little Rose (Eland Brothers) (Capitol 3347: F3347)
- **8.** Heartaches To My Troubles (Hank Thompson) (Capitol 3347: F3347)
- **9.** You've Got It Bad Baby (Eland Brothers) (Capitol 3347: F3347)
- **10.** I Want To Be Loved (Hank Thompson) (Capitol 3347: F3347)

**ADDITIONAL DEPARTMENT, PROGRAM DIRECTORS, LIBRARIANS—**
Please keep us constantly informed of any changes in call letters or title.
WSM Grand Ole Opry To Broadcast From Meridian On Rodgers Day

NASHVILLE, TENN.—Officials of radio station WSM announced here this week that they would originate the NBC network portion of the Grand Ole Opry in Meridian, Mississippi, on Saturday, May 26. Following the announcement, it was also disclosed that the "Ernest Tubb Midnight Jamboree" will be broadcast later the same night from Meridian.

Broadcasts will be coordinated with the present extensive plans for the "Jimmie Rodgers—National Country Music Day" celebration which takes place May 25-26.

Pretty Bad Touch

ROCHESTER, N. Y.—The Associated Press reported an incident in a humorous vein which took place in an all night tavern here. Seems that a juke box had jammed and a patron volunteered to fix the trouble. When his hand became tangled in the mechanism, he was forced to wait the arrival of the operator. While stuck in the machine, he had to listen to a recording of "The Magic Touch" which kept playing continuously.

Getting Acquainted

NASHVILLE, TENN.—Getting intimately acquainted with the workings of the music business via the columns of The Cash Box is W. R. (Bud) Conrad. Conrad has been following the music business for the past few years as a hobby and is planning on opening a business office in Nashville.

THE TEN COUNTRY RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

(PRPLUS THE NEXT TEN)

1. HEARTBREAK HOTEL
   Elvis Presley (RCA Victor)
2. BLUE SUEDE SHOES
   Carl Perkins (Sun)
3. YOU, I KNOW WHY
   Webb Pierce (Decca)
4. LITTLE ROSA
   Red Sovine & Webb Pierce (Decca)
5. YOU AND ME
   Sissy James (Capitol)
6. TELL FOR RENT
   The Browns (RCA Victor)
7. I TAKE THE CHANCE
   Hank Thompson (Capitol)
8. SO DOGGONE LONESOME
   Johnny Cash (Sun)
9. BLACKBOARD OF MY HEART
   Earl Blue (Decca)
10. HOW FAR IS HEAVEN
11. WHAT WOULD YOU DO (IF JESUS CAME TO YOUR HOUSE)
12. I'VE CHANGED
13. I'VE GOT FIVE DOLLARS
14. YOU'RE STILL MINE
15. LITTLE ROSA
16. YOU AND ME
17. TELL FOR RENT
18. I TAKE THE CHANCE
19. BLACKBOARD OF MY HEART
20. SO DOGGONE LONESOME

11) HOW FAR IS HEAVEN.
12) WHAT WOULD YOU DO (IF JESUS CAME TO YOUR HOUSE).
13) I'VE CHANGED.
14) I'VE GOT FIVE DOLLARS.
15) I DON'T BELIEVE YOU'VE MET MY BABY.
16) YOU'RE STILL MINE.
17) LITTLE ROSA.
18) YOU AND ME.
19) TELL FOR RENT.
20) I TAKE THE CHANCE.
21) BLACKBOARD OF MY HEART.
22) SO DOGGONE LONESOME.

"It's What's in THE CASH BOX That Counts"
to program music properly...

...you need 45 RPM SINGLE RECORDS

This music on 45 RPM Singles includes hit tunes, popularity poll leaders and disc jockey favorites—all of it is vitally important to a properly programmed music system.

...you need 45 RPM EXTENDED PLAY RECORDS

Most standard music—all-time favorites, show tunes, classics and varieties—is principally available on 45 RPM Extended Play Records. This is music that also must be programmed—because the public wants to hear it.

...you need the V-200

THE WORLD'S FIRST DUAL MUSIC SYSTEM!

It takes longer to play a Two-Tune E. P. Record than it does a Single-Tune Record. To program equipment profitably, you should be compensated for this additional playing time. And you are with the Seeburg V-200—the music system that plays 45 RPM Singles at one price and 45 RPM E. P.'s at a proportionately higher price.

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DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION

Chicago 22, Illinois

America's finest and most complete music systems
Here and There. and from Everywhere... Coinmen Attending the MOA Convention are saying... Meet Me in BOOTH No. 14 (The Cash Box Exhibit) and the Cash Box Suite 2431

3 CONVENTIONS IN ONE WEEK

MOA, NCMDA, NVA, All Meet At Chicago's Morrison Hotel This Week

Chicago, manufacturing center of the world's coin machines industry, is once again being favored by conventioning coinmen.

This week three conventions are in progress.

MOA (Music Operators of America) is holding its annual convention and will discuss a great many subjects.

NCMDA (National Coin Machine Distributors Association) is holding the second meeting since it became reactivated as an organization. Elections of Officers will take place at this dinner-meet. There will also be a discussion of a great many subjects among the members of this organization. The majority are expected to attend this dinner-meeting.

Last, but not least, is the "Vendorama of 1956" as NVA (National Vendors Association) calls its convention. These bulk vendor people are coming together to show the industry that they are a most separate, distinct and important division of the coin operated machines business.

All three conventions are taking place at Chicago's well known skyscraper hotel, the Morrison.

There is no doubt that some new machines are being shown right this very minute—even while someone is reading this editorial—both on the convention floors, in suites of the hotel, or at some of the factories about town.

The leading manufacturers will welcome one and all visitors to their factories. (There is a complete list of Chicago's manufacturers and distributors in this issue, along with personalities, addresses and phone numbers.)

There is no doubt that the majority who have come to Chicago have come here to enjoy themselves. They want to be entertained. This will be very happily furnished by various leading factories. Some are giving dinners. Some are holding open house with refreshments, etc., for the visiting conventioners.

Many visitors advise that they are "coming in for a quick looksee" at what will be exhibited at the conventions. Then a fast trip around the factories. Some pleasure during the evening hours. And back to work again.

This is about the formula that is expected every year. The men and women of this greatest convention city in the nation expect quick visits. Expect many won't even have time to come out to the factories and will phone instead.

Expect all sorts of calls to do all sorts of things. Like obtaining return trip tickets. Like getting transportation to and from the hotel. Like advising where to shop, where to eat and where best to be entertained.

Yep, this is conventiontime once again.
MOA 6th ANNUAL SHOW UNDER WAY IN CHICAGO

Music Machines, Amusement Machines, Kiddie Rides, Vendors and Records Displayed By Exhibitors

CHICAGO — As Conventioneers read this (Sunday, May 6), MOA (Music Operators of America) will be starting its sixth annual meeting and convention at the Morrison Hotel, this city.

Convention will carry on thru Tuesday, May 8.

Forty-two exhibitors will have their products on display in the Exhibition Hall, showing products, which include music machines, records, amusement machines, kiddie rides, and vendors.

Chicago manufacturers are holding open houses for visitors, and in addition several have arranged suites in the Morrison and other hotels to entertain its customers and friends.

As two other conventions of coinmen are taking place this week—NCMDA and NVA, large numbers of the country’s coinmen, and those affiliated with the business, are sure to be milling around the Windy City at this time.

The Convention will be terminated on Tuesday night with the usual banquet and an array of recording artists on hand to entertain.

PROGRAM

SATURDAY, MAY 5—Registration Desks on the Exchange Floor from 12 noon until 7 P.M.

SUNDAY, MAY 6—Exhibit Hours: 2:30 P.M. until 8 P.M. Forum Meeting: 12 noon to 2:15 P.M. Business meeting from 10 A.M. to 12 noon. Board of Directors meeting in the evening in Suite 1728.

MONDAY, MAY 7—Exhibit Hours: 2:30 P.M. until 8 P.M. Forum Meeting: 1 P.M. to 2:15 P.M. Business meeting from 10 A.M. to 12 noon. MOA Cocktail Hour, 8 P.M. in Venetian Room. At 9:30 P.M. in Venetian Room a talk by William E. FitzGerald, AMI, Inc., “You Can Do Something New About Public Relations”. World Premiere of new color movie “Music for Everyone”, a 21-minute film on the importance of music in our every day lives. Remarks by John W. Haddock, AMI, Inc.

TUESDAY, MAY 8—Exhibit Hours: 2:30 P.M. until 6 P.M. Forum Meeting: 1 P.M. to 2:15 P.M. Business meeting from 10 A.M. to 12 noon. Annual Banquet: 8 P.M.

Some of the discussions that will take place at the Forum Meetings will be:

THE ADVANTAGES OF PERCENTAGE AND 10% PLAY, Moderators: Ted Nichols and Howard Ellis of the Nebraska Music Operators Association.


MAINTENANCE; SERVICE TO LOCATIONS; HOW MECHANICS USE THEIR TIME; PARTS CONSUMED; TITLE STRIPS; RECORD BUYING; PROGRAMMING; HOW TO TALK TO LOCATIONS; CONTRACTS WITH LOCATIONS; GENERAL SALES APPEAL TO LOCATIONS; SPENDING MONEY OVER BAR FOR DIRECT CUSTOMER RELATIONS; COLLECTION RECEIPTS; HOW TO WRITE COLLECTION REPORTS; KEEPING RECORDS IN THE OFFICE.” Moderators: Milton Cole, Cincinnati, O. and Dave Baker, Massachusetts Music Operators Association.

EXHIBITORS

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<td>37 &amp; 38—Exhibit Supply Co.</td>
</tr>
<tr>
<td>17—Ferris Records</td>
</tr>
<tr>
<td>60 &amp; 61—Fischer Sales &amp; Mfg.</td>
</tr>
<tr>
<td>58 &amp; 59—Genco Mfg. &amp; Sales Co.</td>
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<tr>
<td>49—Gym Cycle Amusement Co.</td>
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<td>41—Horoscopes, Inc.</td>
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<td>47</td>
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<tr>
<td>18—M-G-M Records</td>
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</tbody>
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10—Permco, Inc.

36—Personality Productions

24—RCA Victor Records

4—Rock-Ola Manufacturing Corp.

7—J. P. Seeburg Corp.

15—Star Title Strip Co.

35—U. S. Navy

13—U-Test M Manufacturing Co.

27 & 28—Valley Manufacturing Co.

43—Vu-Aid Sales, Inc.

44—Wico Corp.

55—Williams Manufacturing Co.

6—The Rudolph Wurlitzer Co.
WELCOME...
MUSIC OPERATORS of AMERICA

You are cordially invited to visit the ROCK-OLA Booth at the MOA Exhibit. We will display our complete line of phonographs and accessories for your inspection and members of our Sales Staff will be present at all times to answer your questions and to be of service.

at
THE MORRISON HOTEL

ROCK-OLA
on display at the
MOA Exhibit
Morrison Hotel, Chicago
May 6th, 7th, and 8th.

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>AML, Inc.</td>
<td>1344 N. LaSalle Street</td>
<td>Tel.: (AML) 3-2964</td>
<td>Sales Director's offices and Export Division of Grand Rapids, Mich., factory. Located in heart of the Loop area, near LaSalle and Randolph Streets. Currently manufacturing: Hi-Fi Automatic Phonographs and Automatic Music Accessories.</td>
</tr>
<tr>
<td>AUTO-BELL MANUFACTURING CO</td>
<td>29 West Kinzie Street</td>
<td>Tel.: (Eaton) 7-0078</td>
<td>Located just outside the Loop district of the city on the south side. Firm manufactures: Coin operated music and amusement.</td>
</tr>
<tr>
<td>BALLY MANUFACTURING CO</td>
<td>2646 North State Street (Comella 7-4608)</td>
<td></td>
<td>Located on northwest side of city. About 25 to 30 minutes from the Loop by cab. (Belmont Ave. is 3200 North.)</td>
</tr>
<tr>
<td>BUCKLEY MANUFACTURING CO</td>
<td>4223 West Lake Street</td>
<td>Tel.: (Yan Buren 6-6636)</td>
<td>Located on west side of city. About 25 to 30 minutes from the Loop by cab. (Lake Street is 2000 North.)</td>
</tr>
<tr>
<td>CHICAGO COIN MACHINE CO</td>
<td>1725 West Diversey Blvd.</td>
<td>Tel.: (Wellington 5-4600)</td>
<td>Located on northwest side of city. About 20 to 25 minutes from the Loop by cab. (Diversey Blvd. is 2800 North.)</td>
</tr>
<tr>
<td>EXHIBIT SUPPLY COMPANY</td>
<td>4218 West Lake Street</td>
<td>Tel.: (Van Buren 6-3100)</td>
<td>Located on west side of city. About 20 to 25 minutes from the Loop by cab. (Lake Street is 2000 North.)</td>
</tr>
<tr>
<td>J. F. FRANTZ MFG. CO.</td>
<td>1900 West Lake Street</td>
<td>Tel.: (Taylor 9-2399)</td>
<td>Located on west side of city. About 15 minutes from the Loop by cab. (Lake Street is 2000 North.)</td>
</tr>
<tr>
<td>GAMES, INC.</td>
<td>663 North Wells Street</td>
<td>Tel.: (Michigan 2-3101)</td>
<td>Located on north side of city. About 10 to 15 minutes from the Loop by cab. (North side is 600 North.)</td>
</tr>
<tr>
<td>GENDO MFG. &amp; SALES CO.</td>
<td>2621 North Ashland Ave.</td>
<td>Tel.: (Buckingham 1-1235)</td>
<td>Located on northwest side of city. About 20 to 30 minutes from the Loop by cab. (Ashland Ave. is 1600 West.)</td>
</tr>
<tr>
<td>D. GOTTLIEB &amp; COMPANY</td>
<td>1140 North Kostner Ave.</td>
<td>Tel.: (Abbey) 2-2640</td>
<td>Located on west side of city. About 30 minutes from the Loop by cab. (Kostner Ave. is 4400 West.)</td>
</tr>
<tr>
<td>ROCK-OLA MANUFACTURING CORP.</td>
<td>800 North Kedzie Ave.</td>
<td>Tel.: (Evanston) 8-7600</td>
<td>Located on northwest side of city. About 15 to 20 minutes from the Loop by cab. (Kedzie Ave. is 3200 North.)</td>
</tr>
<tr>
<td>UNITED MANUFACTURING CO.</td>
<td>3401 North California Ave.</td>
<td>Tel.: (Eola) 7-2240</td>
<td>Located on northwest side of city. About 30 minutes from the Loop by cab. (California Ave. is 2800 West.)</td>
</tr>
<tr>
<td>WATLING MANUFACTURING CO.</td>
<td>4650 West Fulton Street</td>
<td>Tel.: (Columbus 1-2770)</td>
<td>Located on west side of city. About 35 minutes from the Loop by cab. (Fulton Street is 300 North.)</td>
</tr>
<tr>
<td>WILLIAMS MANUFACTURING CO.</td>
<td>4245 West Fillmore Street</td>
<td>Tel.: (Evanston) 2-4900</td>
<td>Located on west side of city. About 25 minutes from the Loop by cab. (Fillmore Street is 1100 South.)</td>
</tr>
<tr>
<td>ALL-STATE COIN MACHINE EXCHANGE</td>
<td>4407 West Fullerton Ave.</td>
<td>Tel.: (Belmont) 5-6770</td>
<td>Located on west side of city. About 30 minutes from the Loop by cab. (Fullerton Ave. is 2400 West.)</td>
</tr>
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### DISTRIBUTORS

<table>
<thead>
<tr>
<th>Name</th>
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<th>Phone</th>
<th>Notes</th>
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<tbody>
<tr>
<td>ATLAS MUSIC COMPANY</td>
<td>2122 North Western Ave.</td>
<td>Tel.: (Armitage) 6-5005</td>
<td>Located on northwest side of city. About 15 to 30 minutes from the Loop by cab. (Western Ave. is 2400 West.) Distributors for: J. P. Schecter Corp.</td>
</tr>
<tr>
<td>AUTOMATIC PHONOGRAPH DISTRIBUTING CO.</td>
<td>806 North Milwaukee Ave.</td>
<td>Tel.: (Chippewa) 3-9400</td>
<td>Located on northwest side of city. About 10 to 15 minutes from the Loop by cab. (North side is 600 West.)</td>
</tr>
<tr>
<td>COVEN MUSIC CORP.</td>
<td>3181 North Elston Ave.</td>
<td>Tel.: (Independence) 3-2120</td>
<td>Located on northwest side of city. About 25 minutes from the Loop by cab. (Elston Ave. is 2200 West.)</td>
</tr>
<tr>
<td>DONAN DISTRIBUTING CO.</td>
<td>5007 North Kedzie Ave.</td>
<td>Tel.: (Jupiter) 6-5211</td>
<td>Located on northwest side of city. About 35 minutes from the Loop by cab. (Kedzie Ave. is 3200 North.)</td>
</tr>
<tr>
<td>EMPIRE COIN MACHINE EXCHANGE</td>
<td>1012 North Milwaukee Ave.</td>
<td>Tel.: (Everglade) 4-6200</td>
<td>Located on northwest side of city. About 15 minutes from the Loop by cab. (Milwaukee Ave. is 2000 West.)</td>
</tr>
<tr>
<td>GLOBE DISTRIBUTING CO.</td>
<td>1623 North California Ave.</td>
<td>Tel.: (Armitage) 6-7080</td>
<td>Located on northwest side of city. About 25 minutes from the Loop by cab. (California Ave. is 2800 West.)</td>
</tr>
<tr>
<td>MONARCH COIN MACHINE, INC.</td>
<td>2257 North Lincoln Ave.</td>
<td>Tel.: (Lincoln) 9-3996</td>
<td>Located on northwest side of city. About 20 minutes from the Loop by cab. (Lincoln Ave. is 1600 North.)</td>
</tr>
<tr>
<td>NATIONAL COIN MACHINE EXCHANGE</td>
<td>1411 West Diversey Blvd.</td>
<td>Tel.: (Buckingham) 1-6666</td>
<td>Located on northwest side of city. About 15 minutes from the Loop by cab. (Diversey Blvd. is 2800 North.)</td>
</tr>
<tr>
<td>PURVEYOR DISTRIBUTING CO.</td>
<td>4322 North Western Ave.</td>
<td>Tel.: (Jupiter) 8-1814</td>
<td>Located on northwest side of city. About 30 minutes from the Loop by cab. (Western Ave. is 2400 West.)</td>
</tr>
<tr>
<td>WORLD WIDE DISTRIBUTORS</td>
<td>2330 North Western Ave.</td>
<td>Tel.: (Everglade) 4-2300</td>
<td>Located on northwest side of city. About 15 minutes from the Loop by cab. (Western Ave. is 2400 West.)</td>
</tr>
</tbody>
</table>
AMI Announces New Model "G-200" Phone

Bally Presents "Magic Pool"

Features New Fast Program Changer, Factory Set For 10c, 3 For 25c. Play. Auxiliary Equipment Available For 200

Gottlieb Intros "Derby Day"

Gottlieb Announces "Magic Pool" for 1956

New Fast-action Selection System and the entire circuitry in the selection system completely eliminates all selector magnets, complicated wiring, harness, and interconnections of soldered connections. Circuits are copper, plated with silver. For long stuff, the "Derby Day" provides simply a visible play directions. A's in the "G-200" AMI Recorder's with one of the features as follows:

New X-200 Variable Program Record

The new X-200 record changer, featured in the "G-200", is a compact, simple mechanism that retains the records in a circular rotating magazine. It incorporates a considerable number of engineering and design innovations while retaining many of the features that have characterized AMI mechanisms for the past ten years. The new changer allows the operator to vary the selection, the price of play, and the type of records offered for complete flexibility in meeting location and operating needs.

The AMI "G-200" plays 200 single selections at standard prices. It may be set for dual-price play, to play a combination of singles and EPs, with the prices set at standard rates of the EPs at extra-price play. Standard factory price setting is for 10c play for all singles or two records for 3 politics. A wide range of price settings is available, including 2 for 16c play. Should the operator want, the machine may be converted to play 120 selections at some future date when the machine is moved to a second operator. This is done simply by blocking off a section of the title holder area and corresponding labels.

The entire record changer assembly is mounted on rails and can be slid out from the cabinet. When in the out position the entire assembly is pulled a full 360 degrees, and locked at any point in the rotation circle for servicing. The rotary record mechanism of the type is known as a positive rear drive that eliminates drive chains or belts. Especially noteworthy is its single direction rotation that eliminates the stop-and-reverse causes found in all "32s" games that have hit the court since. This new AMI changer permits playing both sides of any record before passing to the next selection. Planner records and gives a 40" 3 sequence virtually eliminates the end to end scanning previously required to pick up odd or even selections.

The circular record magazine has V-form storage slots that provide plenty of room for badly worn records and does away with jamming. Code numbers on the record magazine are contained in the title center, and assure accurate placement of all records. Total playmeter and a portable, portable unit with simple reset are concealed from public view, but quickly revealed to the operator. The record-now-playing indicator, mechanically operated in conjunction with the movement of the carriage, is prominently displayed near the front of the record changer shelf.

Chicago Bowling News

Chicago — Western Automatic took all three games from the leaders, ABC No. 1. Frank Lanta was high for Western with a 494 series. Harry Schreiber's 479 series was high for ABC.

Mercury Records swept three games from second place Atlas Music. Ralph Berk's 483 was high for Mercury. Dave Fisher was high with Atlas with his 486 series.

Paschke Phono won 2 games from Star Music. Rene Gallet with 536, Bobby Gallet with 521 and Ray Gal- let's 516 were high for Paschke. Myr- ssolecchi was high for Star and high for women with her 484 series.

Coral Records took three games from Galleano Distributors. Eddie Gil- cero's 470 was high for Coral and high for men. Tony Galiano came through with 493 which was high for Galiano. Dave McNary won two from Gil- lette Distributors. Eli Phillips was high for Deeco with 505. Don Baxter was high with 484 series. Walter Omen won two from Mel- ody Music. Carl Latino's 556 was high for Melody. An 8-game series was taken from Don Pidre was high for B & B Novelty. Harry Julian with 525 and Red Losasso with an even 500 were high for Losasso 525. ABC No. 2 won two from Coven Music. Gil Losasso turned up high for ABC with an even 500 series. The team played through for Coven with his 465 series.

For more information, contact Ami at 1-800-555-5555.
Genco Ships New Two Player Baseball Game "Hi-Fly"

CHICAGO—Avron Ginsburg, president of Genco Music & Sales Company, this city, reported this past week that the firm is shipping its new two-player baseball game, "Hi-Fly".

In a preface showing of this new baseball game, Ginsburg pointed out the many great improvements which had been made in this game, as compared to former baseball games the firm has manufactured, as well as the large number of new features which, he reported, makes "Hi-Fly" one of the most fascinating games the firm has yet marketed.

Immediate and outstanding favorable reaction to the game came from the firm's distributors, he advised, who placed larger initial orders for instant delivery than they ever had in the past.

The fact that "Hi-Fly" is a two-player game is also greatly in its favor," he stated. Adding, "this competitive play enhances the thrilling action of the game and brings out the complete value of many of the new features and, especially, the great improvements on this game."

At Avron Ginsburg pointed out, "The new features are the finest which have ever been built into a baseball game. We use solid balls, thus no breakage. "Hi-Fly" features a formal playing field which is indestructable and easy to clean."

"The cabinet," he continued, "is pinball but 40 inches long. It is fully finished—'Pennant' Hole, for example, is completely adjustable. By batting the ball into the 'Pennant Hole,' the player is given the 'Pennant Flags' on the back of the game."

"What's more," Ginsburg stated, "the multiple free play on high score is also adjustable. This is one of the features every operator has been seeking. A simple jack arrangement eliminates this feature entirely."

Ginsburg also demonstrated the new, inexpensive features, which he labeled, "Among the most important and most outstanding ever to appear on any one of these games. These keep the players coming back to the game and also hold them at the game after hour.

There is an "Over-The-Fence" bonus which goes from 10 to 50 additional runs, depending on the number of innings played and the outs already made.

There is also a "Super Special Pennant" feature, which, if played, gives him every confidence that he can score large numbers of runs.

He recommended the pitched balls. He can release them as he desires. The solid balls actually fly thru the air and into the scoring panels as well as into scores on the playing field with thrilling speed.

Game time can be completely adjusted by the operator. The average game is quick in time and very suspenseful in action.

The players on the new "Hi-Fly" are going forth just as speedily as possible and as fast as the firm can continue to keep up production, Ginsburg reported.

AMERICAN MUSICAL INSTRUMENT COMPANY

Genco Ships New Two Player Baseball Game "Hi-Fly" (Continued from page 81)

Rock and Roll, Waltzes, Rhythm and Blues, Hit Tunes, Polkas, Country, Latin, Italian, Spanish, German, Finnish, French, Irish and Extended Play to cater to the tastes of patrons of all types of locations. Plastic strip holders are readily accessible by raising one panel of double steel doors. They snap out for filling either at the machine or away from it as convenient.

Complete "Front Door" Accessibility

Large double doors with a single lock swing up and out to give access to all parts of the "G-200" without pulling the box out from the wall. The AMI high output, high fidelity amplifier with 25 watts power, as before, is repositioned to provide added room for changing tubes and connecting auxiliary equipment.

Also wired to be clipped in by severemen, is the new metal conduit that leads from the amplifier compartment through the back of the box for carrying the wires from the remote controls and remote speakers. A hinged slug retractor is mounted on front door.

The cash bag is in a separate compartment with its own key for security.

DC circuits to the operating mechanisms are controlled by a conveniences plug in, allowing use of AC cabinet lights for service work while phone. DC current is shut off to prevent any possibility of the mechanism from starting prematurely. Quick disconnect plug-in connections are provided for all major components so they may be attached or removed with soldering or making individual wire connections by the serviceman. The gear assembles, the record magazine, the control box, and the gear motor for the transfer assembly should be any of these units ever need servicing that cannot completely be done at the juke box, a new replacement assembly may be plugged in to insure uninterrupted service while the other unit is repaired or adjusted.

Wide Use of Color and Chrome

Cabinets are available in a choice of 8 distinctive decorator colors, set off by gleaming metal garnish moldings and gold-flecked changer compartment backs, trim and trim. Striking, and indirect lighting gives a jewel-tone iridescent sheen to the changer area and provides a shimmer of color across the entire cabinet when men's concealed lighting makes the pushbuttons, title strips, and coin slot stand out even in dimly lighted locations.

Multi-Horn High Fidelity Sound Systems

Separate exponential horns for the high and low frequency tones insure smooth, distortion-free coverage of the entire audible range. An efficient cross-over network feeds each horn only those tones it is designed best to reproduce for high fidelity coverage of all frequencies. A new extended-range driver, designed to produce desirable flat response curve, drives the high frequency wave, which is mounted on top of the cabinet. This horn location allows full projection of undistorted high frequency tones above the level of surrounding furniture or other obstacles that absorb or muffle high frequency waves.

A separate front-loaded bass horn extends down the full length of the box back of the cabinet and has two drivers for added depth and clarity. Bass and high frequency drivers are accessible for service or inspection by raising the hinged high frequency horn.

High Fidelity Components

The new "G-200" quite obviously demonstrates AMI's devotion to high fidelity reproduction. The transcription-type turntables, lightweight tone arm with 8-gm pressure, GE Variable Reluctance Cartridge, sapphire or diamond stylus, 25 watt amplifier and multi-horn sound systems provide total reproduction of a quality usually associated with custom-assembled home high fidelity phonographs.

New "Look Ahead" Styling

The "G-200" incorporates latest contemporary design features, its lines reminiscent of the functional angularity found in smart modern homes, automobiles, appliances, and in fact, in recent local and national interior fixtures. The high-style appearance of the "G-200" is designed for acceptance both in today's locations and those of the future.

Complete Line of Equipment Featured

A new 200-selection Wall Box using standard full-length title strips is available along with the new Model "G" to provide the benefits of full 200 program selection at desired spots anywhere in the location. AMI's Bar-grill bracket may be used without modification for mounting the new 200-selection Wall Box on counters. The new wall box is designed for use with the new 200-selection Hideaway as well as with the Juke Box. The Hideaway unit also features the "X-200" Variable Program Record Player and may be set for either selective or continuous play. It is housed in a compact steel cabinet that fits into limited space for use in locations where the larger Juke box is not practicable. The Hideaway may be placed in a closet, under a stairway or in an attic or basement, or whenever a neat cabinet, direct metal, or remote and provide selective play in conjunction with wall boxes, or continuous static-free background music. High fidelity extension loudspeakers for wall, ceiling, and corner mounting are available to bring the full range of music from either Juke Box or Hideaway to every point in the location.

In addition to the "G-200" juke box and the 200 selection Hideaway, AMI continues to produce its popular 24 and 80 selection Model "G" Juke boxes and matching wall boxes to offer a wide choice of equipment that enables the operator to meet the needs and preferences of all his locations.

"It's What's in THE CASH BOX That Counts"
ARE YOU GETTING YOUR SHARE OF DOLLARS FROM THE EVER-GROWING DEMAND FOR MINIATURE PORTRAITS AND ID PHOTOS?

Here is a new concept in AUTOMATIC PHOTOGRAPHY... designed and engineered to capture all potential patronage in the heaviest of foot traffic locations.

Major profit producer
Holds its value
Constant customer appeal
Proven customer acceptance

NEW MODEL 11 AUTO-PHOTO STUDIO will photograph and deliver a strip of four photos, each a different pose, every thirty seconds. Long established major operators of coin equipment from Coast to Coast will tell you that “AUTO-PHOTO studios are the highest standard of living ever known.”

See us at Exhibit Booth 45 at MOA Convention May 6th, 7th, and 8th, 1956, Morrison Hotel Chicago, or contact your Auto-Photo Distributor.

"The Best Investment in the Coin Machine Field"

AUTO-PHOTO COMPANY
1100 East 33rd Street, Los Angeles 11, Calif.
Telephone 'Adams 3-6247

Joe Robbins Urges Optimism

CHICAGO—For success, be optimistic even on the 'dead days', advised Joe Robbins of Empire Coin Machine Exchange, this city.

"Just when it seems competitors are getting all the trade, business suddenly becomes rushing. The days then aren't long enough," he said.

"Long days are alright, but not in the long face.

Orders are not to be had in direct ratio to the downturn of the mouth. The upturned mouth and spirit turn up the orders.

"There is no reason to believe the coin machine business is unique in its sales problems. Good or bad sales techniques apply just as in any other line of endeavor. One of the worst errors is a defeatist attitude.

"No business is 100% successful all of the time. If it weren't for ups and downs and competition, the American business man would not hold the position he does today. He is an example to the world of what imagination, planning and application can produce. He enjoys the highest standard of living ever known."

"This goal was reached by optimism of the highest order, as well as limitless faith in self and product."

"When this feeling of confidence, faith and optimism goes out of business, out goes the business."

"Nothing will convey itself more quickly to customers and competitors than a hangdog attitude. This, in turn, breeds lack of confidence. It's a vicious circle which, when it turns, forces business to fall off."

"Everyone is a salesman. When he feels to sell himself because he lacks optimism, he just plain fails."

So. Dak. Phono Ops Hold Quarterly Meet

80% of State Operators are Members of Assoc.

PIERRE, S.D. — Gordon Stout, president of the South Dakota Phonograph Operators Association, advises the organization held a most successful quarterly convention in Mobridge, S. D., on Monday night, April 16, at which time it was voted to send greetings to all those attending the MOA Convention being held in Chicago, May 6, 7 and 8.

Stout advises that many of the association's members will be attending the show. The organization, although small in size, is a giant in efficiency and accomplishment. 80% of the operators in the state are members of the association.

BAL-AMI Distributor

LONDON, ENG.—J. S. Knight, new BAL-AMI distributor, is shown above with a model "G" phonograph.

"It's What's in THE CASH BOX That Counts"
Music Operators Must Go All Out MILLION

This is the One and the Only One Way to Bring PUBLIC OPINION to Bear on the Especially Appointed Judiciary Sub-Committees of the Senate and the House of Representatives Where Open Public Hearings Will be Held on the ASCAP-Sponsored Bills That Can Tax the Nation's Automatic Music Industry Out of Existence!

THESE ARE THE FOUR BILLS

In the Senate: S.590 and S.1254
In the House: H.R.4316 and H.R.2677

THESE ARE THE MEMBERS OF THE JUDICIARY COMMITTEES

HOUSE OF REPRESENTATIVES
JUDICIARY SUB-COMMITTEE
Rep. Edwin E. Willis (Dem., La.) Chairman
Rep. Woodrow W. Jones (Dem., N. C.)
Rep. Jack B. Brooks (Dem., Tex.)
Rep. James M. Quigley (Dem., Pa.)
Rep. Charles A. Boyle (Dem., Ill.)

FULL JUDICIARY COMMITTEE
Rep. Emanuel Celler (Dem., N. Y.) Chairman
Rep. Francis E. Walter (Dem., Pa.)
Rep. Irvin D. Davidson (Dem., N. Y.)
Rep. Thomas J. Lane (Dem., Mass.)
Rep. Michael A. Feighan (Dem., Ohio)
Rep. Frank L. Chiff (Dem., Ky.)
Rep. Edwin E. Willis (Dem., La.)
Rep. James E. Frazier, Jr. (Dem., Tenn.)
Rep. Peter W. Radino, Jr. (Dem., N. J.)
Rep. Woodrow W. Jones (Dem., N. C.)
Rep. E. L. Forrester (Dem., Ga.)
Rep. Byron G. Regers (Dem., Calo.)
Rep. Harold D. Donohue (Dem., Mass.)
Rep. Sidney A. Fine (Dem., N. Y.)
Rep. Jack B. Brooks (Dem., Tex.)
Rep. William M. Tuck (Dem., Va.)
Rep. Robert T. Ashmore (Dem., S. C.)
Rep. James M. Quigley (Dem., Pa.)

SENATE
JUDICIARY SUB-COMMITTEE
Sen. Joseph C. O'Mahoney (Dem., Wyo.) Chairman
Sen. Alexander Wiley (Rep., Wis.)
Sen. James O. Eastland (Dem., Miss.)

FULL JUDICIARY COMMITTEE
Sen. James O. Eastland (Dem., Miss.) Chairman
Sen. Estes Kefauver (Dem., Tenn.)
Sen. Olin D. Johnston (Dem., S. C.)
Sen. Thomas C. Henning, Jr. (Dem., Mo.)
Sen. John L. McClellan (Dem., Ark.)
Sen. Price Daniel (Dem., Tex.)
Sen. Joseph C. O'Mahoney (Dem., Wyo.)
Sen. Alexander Wiley (Rep., Wis.)
Sen. William Langer (Rep., N. Dak.)
Sen. William E. Jenner (Rep., Ind.)
Sen. Arthur V. Watkins (Rep., Utah)
Sen. Everett McKinley Dirksen (Rep., Ill.)
Sen. Herman Walker (Rep., Idaho)
Everyone of the nation’s music operators, his friends and his employees, must obtain letters.

More letters. And still more letters. Far over a MILLION LETTERS.

This is the one and the only one way to bring the complete weight of Public Opinion to bear on the Judiciary Sub-Committees of the Senate and the House of Representatives who are preparing to hold open public hearings on the four ASCAP-sponsored bills.

Letters from friends. Letters from butcher, baker, candlestick maker. Letters from every single person with whom each one of the nation’s automatic music operators does business.

Letters from civic, social and spiritual leaders. Letters from fraternal and political and all other organizations to which the operators belong or have favored over the years.

Letters from location owners. Letters and petitions from the patrons of all the operators’ locations. Letters from everyone in every community everywhere in the U. S. A.

Over a million letters.

Letters that have to be addressed to the operator’s Congressman and Senator.

Copies of these letters to be sent to every single Senator and Congressman of the Judiciary Committees.


During this election year, during this important period, it is up to every single music operator in the nation to obtain letters. More letters. Still more letters.

DON’T MAIL THESE LETTERS UNTIL YOU ARE ADVISED TO DO SO!!!

When the open public hearings get under way, whether first in the Senate’s or in the House of Representatatives’ Judiciary Sub-Committees, then operators will be advised to MAIL THEIR LETTERS!!!

A flood! A deluge! Mail that will swamp every Senator and every Congressman member of the Judiciary Committee of the Senate or the House.

Mailbags full of mail that will continue to flood into the offices of the Senators and the Congressmen who will be listening to the arguments at the open public hearings on the four ASCAP-sponsored bills.


Letters that will be released all at one and the same time.

Right from the constituents of the Congressmen and the Senators.

Letters from VOTERS.

Letters from the peoples who VOTED THESE CONGRESSMEN AND SENATORS INTO OFFICE.

Letters that will bear fruit. These are the letters of PUBLIC OPINION.

And the public sides with the automatic music operators who are bringing them the music of America at the most economical cost in all the history of this nation.

GET THOSE LETTERS QUICK!!!
Pool Games Very Close Second. Agree Ops Need Legal Lease Location Contracts. Advise Ops to Join Associations. Agree Must Fight ASCAP or Music Biz Finished. Set Average of 50 as Minimum Number of Machines Required to Earn Decent Livelihood. 100% Agreement “The Cash Box” Official for “Fair Market Value” of All Machines for Legal, Tax and Loan Purposes.

CHICAGO—In a survey just completed among members of The Cash Box “20 Year Club” the following facts were ascertained.

To the question, “Why should operators make sure they have legal lease contracts with their locations?”, a great many answered, “To protect their investment.” The majority agreed that operators should arrange for legal lease contracts with all of their locations.

To the question, “What equipment is the best investment at this time?”, 41% answered “music”; 33% answered “pool games”; 13% answered “all types of pin-balls”; 10% answered “vending machines”; 3% answered “shuffle games”. The majority were in agreement that “over the long pull music is always the best equipment investment”.

To the question, “Where can an operator obtain official proof of fair market value of the machines he owns for legal and/or tax and loan purposes?”, 100% answered “The Cash Box”. The expression usually was, “The only place we know of where fair market value will be officially accepted is The Cash Box.” Others simply answered, “Cash Box”.

To the question, “How would phonograph operators be affected if ASCAP-sponsored copyright legislation was voted into law by Congress?”, almost 100% answered “We’d be put out of business.”

Others answered, “Any additional taxes on our juke boxes would be an outright hardship. Since the coming of TV it has been rough trying to make a dollar with juke boxes.”

Another answered, “It would mean 99% failures among operators.” Another stated, “It would kill the entire automatic music industry.”

One man answered, “It would mean a financial setback for every operator. It would force operators to curtail all purchases of machines and necessities. This would, eventually, put us all out of business.”

Another answered, “This would involve tremendous bookkeeping expense. More office help. Loss of business generally. It would force every operator to try and get more money from the locations just to pay ASCAP. No storekeepers would stand for this, especially today. Therefore, it means the end of the juke box business as we now know it.”

To the question, “Why should an operator join an association?”, all agreed, first, that operators should join associations. Almost all statements made can be based on this one, “An operator should join an association to meet his competitor. Sit down and solve all their problems together. Solve the problems affecting the industry as a whole. Arrange for a more uniform method of operation: Learn from others. Every trade has an association.”

Another type answer was, “Divided they fall apart, together they prosper.”

Still another stated, “When an association is run right, it promotes harmony and goodwill among operators and locations.”

All answers were very favorable to operators joining associations and all pointed up some very important facts.

To the question, “What would be the minimum number of games, phonos or vendors you believe would be required for an operator to be assured a decent livelihood?”, the average was 50 machines. Some believed this should be 100 machines and should be divided up into phonos, games and vendors. Some suggested only 25 machines. The figures ranged from 25 to 150.

The greater majority set the average of 50 machines as what an operators would require to earn a decent livelihood.

One man answered, “This is hard to answer. It isn’t necessary to have a lot of stops as it is to have good stops. No two people live alike.”

One well known operator stated, “Fifty to sixty phonographs would be the very minimum number to assure an operator a decent livelihood, provided a $12 per week average prevailed.”

One operator answered, “Fifty music and twenty games is a one man operation and will earn a decent livelihood.”

Some answered that fifty of each type machines, music, games and vending, would assure an operator a decent livelihood.

One man’s figure ranged up into 800 machines in which he included a large number of bulk vending machines he thought every operator should also own.

One man said, “An operator can make a decent livelihood on 20 locations of 50 machines or more.”

The answers varied, but, the general average totaled to 50 machines required as the minimum for an operator to be assured a decent livelihood.

To the final question, “How and where should an operator advertise to help his business prosper?”, the answers varied far and wide. Some felt that association pamphlets and booklets were the best place. Others urged the industry’s trade magazines. Some stated the yellow pages of the telephone directories. Some believed in local newspapers. A few even suggested TV and radio programs. Others felt charitable organizations were best. There was no one definite advertising medium suggested. All types of advertising were recommended.

There is no doubt from the answers to the above questions by the “20 Year Club” members that a great many changes have come about in the industry.

The fact that so many are in agreement on certain definite facts gives the entire industry a basis on which to judge the future.
As Locations Go
So Goes Ops’ Business!

Tremendous Location Expansion to Meet Greatly Increased Traffic Flow, Due to Population Growth, Has Appreciated Route Values to New High Marks in Past Ten Years

CHICAGO—Never before in all the history of the industry has there been as tremendous route appreciation as there has come into effect during the past ten years.

Operators who sold routes ten years ago, and check on those recently, day by day find that their valuation has increased over 200% in most instances and, many times, much more.

All this regardless of the fact that there are not longer any one-balls, bells, consoles, diggers and other such equipment operating as widely and profusely as there were ten years ago.

The fact remains that the great population increase has created a much heavier traffic flow thru the average location than there was in being even five years ago.

The percentage of players, based on an average in every type location of the people who enter the place, remains the same. But because they are so many more people daily entering the average location the play has gone up remarkably.

At the same time the new and attractive equipment being featured is based on getting the maximum amount of attention from the general public. Play, because of this, has also increased.

Operators who check their records, to obtain an overall average of their locations, find that they are enjoying more players today than they did even just a few years back.

This great appreciation valuation of the average route has, therefore, had a very stabilizing effect on the industry generally.

The more expensive equipment has brought into being universal ten cent and three for twenty-five cent play action. It has also deterred many from jumping locations with cut commissions and other devaluating methods.

Location contracts, better servicing, finer promotion of play, good public relations, closer attention to details, complete cooperation, and dozens of other factors, have all helped in the appreciation of routes in every part of the country.

Can children get cancer?

The shocking truth: cancer kills more children from 3 to 15 years of age than any other disease. Last year cancer took the lives of more than 3,500 children under 15.

Help hurry the day when all our children will be free from man’s cruelest enemy. Your donation can help save a youngster’s life. Perhaps even one of your own.

Give to your Unit of the American Cancer Society or mail your gift to cancer, c/o your town’s Postmaster.

M.O.A. VISITORS...
See Chicago’s largest display of games of all kinds. Relax in our famous “Kaimen’s Coffee Room” where refreshments & real hospitality await you at all times!

EXCLUSIVE DISTRIBUTORS FOR
CHICAGO COIN EXHIBIT SUPPLY
INTERNATIONAL MUTOSCOPE

The NATIONAL'S BIGGEST SELECTION OF
POOL GAMES

FIRST-Conditioned

Bally

Target Guns

Wild West C. C., $255

Rieth of Chicago, $115

MACHINES

Dart Gunner

Hunt of Chicago, $125

Supreme

Bally Moonshine $250

Second-Conditioned

Genco 7-95

Basketballs $155

Chicago Run, $175

Chicago Coin, $155

Non-Electric

C. C. Champion

C. C. Champion Model 35

Bat-A-Machines

E. H. 775 King Size

Skill Pool

WANTED FOR CASH
THE FOLLOWING EQUIPMENT IN ANY QUANTITY

MUSIC

SEEBURG M100A’s

GENCO BIG TOPS

GENCO WILD WEST’S

WILLIAMS SAFARI

WILLIAMS POLAR HUNT

GAMES

GOTTLIEB 5 BALLS

Also ALL TYPES OF ARCADE EQUIPMENT

SOLD IN COMPLETE LOTS—we will make offers

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

Remember
IN NEW ENGLAND
IT’S TRIMOUNT!

Amuse. Machine Ops of Philadelphia
Plan First Banquet Since 1952

PHILADELPHIA — Joe Silverman, business manager of the Amusement Machine Association of Philadelphia, located in its new offices at 2014 Post-

mount Ave., this city, advises the or-

ganization plans on running a banquet this year, the first since 1952.

Altho a definite date hasn’t as yet been arranged, Silverman and the or-

ganization has set a tentative date for sometime during the night of June 24. Definite date, and the hall where the banquet will take place will be announced soon.

However, members of the associa-

tion are already planning on a sou-

venir journal, and are accepting adver-

tisements.

"It’s What’s in THE CASH BOX That Counts"
HENRY Jones was given the very special accountant’s position he held because of his precise and extremely careful attention to all details. His job was to check, recheck and then double-check the expense accounts of that big firm’s many traveling servicemen.

He had personally examined himself, over the years, with the way that factory servicemen operated. In fact, he had taken trips with many of them to far away service calls.

So, as the years went by, he could visualize in his mind’s eye just exactly what would happen, or what would not happen, wherever a factory serviceman visited. He had to know how to help them.

And usually, when the serviceman returned and handed in his expense account, it would tally almost to the last red cent the figure old Henry had set in advance.

His employers all bowed to his great knowledge of servicemen’s expenses. All realized that, when old Henry set a figure, as to how much it would cost the firm to send a serviceman somewhere, that this figure expense account, which would also be in almost every case, the actual cost that would be involved.

Naturally, the servicemen didn’t see eye to eye with, or care too much for old Henry. Some of them still worked devious and ingenious systems to pad their expense accounts. Usually this was only for small change.

They just couldn’t sneak any really big expenses past this wizard of this highly specialized accounting art.

As the servicemen said among themselves while discussing old Henry, during those rare times when they could all get together,

"How could we find some way to get him out of this job?"

They decided, one time, that if they all worked together, all cooperated in whispering and writing praise and commendation of old Henry, perhaps they could have him promoted upstairs to a higher position and, thereby, out of the accounting department.

For a long period of time they lauded old Henry to every executive of the firm they would meet. Their reports, too, contained glowing praise of him.

Every distributor and operator they contacted was urged to do the same, so that old Henry would get the praise he so richly deserved, as they claimed.

But for some reason or other, the top executives of the firm believed old Henry was most valuable right where he was, checking on the expenses of the firm’s service force. Oh, yes, all those marvelous letters and those grand statements of praise and commendation got Henry Jones a few new accounts in the New and larger offices. More consideration and respect. But no promotion to a higher position in a different department.

So it went. The old and the new servicemen continued grinding their teeth away in anger each time they stood next to old Henry’s desk, after returning from a trip and handing him their expense account, watching old Henry blue pencil out item after item while reducing others.

At the firm’s annual sales meeting, when the servicemen again got together and old Henry came up, during the private discussions among themselves, the men decided to use still another tactic. This time planned strategy was involved.

They appointed one of their number to whom they would pass on all new and ingenious expense getting ideas they could evolve. If he got away with it, he would inform all the others, and they would then follow suit.

This went on for some months. Ideas after idea was passed on to this one serviceman. One ingenious angle after another was attempted. A few worked. The very great majority proved dismal failures.

The few that did work, that did get past old Henry, involved so little money that most of the other servicemen disdained even using any of them to pad their own expense accounts.

In fact, the whole planned course of this strategy was halted after the fourth month. That was when old Henry had this serviceman, the one who first tested all the new expense getting ideas and angles, fired.

Old Henry had warned him time after time. It got so, because this serviceman didn’t heed his warnings that old Henry, himself, had personally taken over checking his expense account. None of old Henry’s assistants had been allowed to touch this man’s account.

After that everything again quieted down. The expense accounts ran true and straight. There were no more such challenges to old Henry’s ability to spot some phony padding of an expense account.

Old Henry became fat and lazy. His assistants actually took over all the work. Once in a great while an assistant would bring old Henry an expense account that contained a questionable item. Within a few moments, Henry would either okay or disallow the item.

In some cases he would ask that the man be sent to his office. He would then double check with him to be completely fair in every regard. In almost every case, whenever old Henry had decided upon in advance regarding the questionable item, was usually agreed to by the serviceman.

When a new serviceman was employed by the firm he was, first, sent to have a long talk with old Henry. When this talk was over, the serviceman knew his expense account would have to be completely truthful in every item listed.

But one very, very cold and miserable winter’s day, a new serviceman was ordered to fly many miles to help out one of the firm’s most important distributors.

He dashed home, packed his bag, took along whatever equipment he thought he would require, drove to the airport and flew to this distributor’s city.

When he landed, he found this city, too, was just as cold and miserable with winter’s dismal clouds and the sooty city snow as the one he’d left. What’s more, the location’s basement he had to work in was damp, ice-covered and very, very cold. The serviceman worked in this new overcoat, clammy as this was and much as he disliked so doing.

On his return to the factory he handed in his expense account in the regular, routine manner. Within minutes he was called to old Henry’s office.

"What’s this item mean?" asked old Henry, pointing to an item listed as $95 on the serviceman’s expense account.

"What does it mean?" the serviceman indignantly asked old Henry’s question.

"Just what it says, that’s what it means," he emphatically added.

"That’s for my brand new overcoat. I ripped it almost to shreds working in that damp, icy, miserable basement.

"Ask the distributor, if you don’t believe me," he bitterly continued, "was right there and saw it all."

"Sorry," said old Henry, "we don’t make any provision here for servicemen wearing overcoats while on the job."

"This item is disallowed," he concluded with very definite finality.

As much as the serviceman argued. As much as he shouted in anger. It was all to no avail. The $95 expense item for the new overcoat was disallowed by old Henry.

No higher executive of the firm would reverse old Henry’s decision. The serviceman boiled. But he didn’t quit. He decided to remain on the job.

Within a few days after this incident, this very same serviceman was again sent flying to a far away city, to help some troubled and disturbed distributor.

On his return, after being away more than a week curing the many problems he encountered, he turned in his expense account.

The long, long sheet of items was brought to old Henry. He looked it over. Studied it. Carefully went down the list again and again. His blue pencil wavered. He took off his eyeglasses and cleaned them thoroughly.

After more examination of the sheet, old Henry called in his assistants. He pointed to the items listed as he said to them, "I need your help. Somewhere in this expense account is a brand new overcoat.

"It's what's in the CASH BOX That Counts."

The Cash Box  Page 88  May 12, 1956

The Serviceman's Overcoat

By Bill Gersh
Chicago — The familiar sticker that appears on games of members of CIAA (Chicago Independent Amusement Association) has been sent in small, square card form to all of the members of this organization, with space for their name and address and the suggestion that it be pinned on the lapels of their coats when they attend the MOA convention at the Morrison Hotel.

The membership has also been advised of the National Vendors Association convention at the Morrison Hotel (Thurs., Friday and Sat., May 10, 11 and 12) with the suggestion that all members attend this exhibit. The membership was also told that there will be a "kick-off party" to start off the NVCA Convention at 8:30 P.M., Thursday evening, May 10. Free food, drinks and entertainment will be offered.

Most important, according to Sam Greenberg, president of the organization, is the following:

"We want to be certain", he advises, "that members keep our next meeting date aside far in advance. We are hereby notifying you that the next meeting of our association will take place, as usual, at the Congress Hotel the third Tuesday in May, Tuesday, May 15.

"At this meeting", Greenberg relates, "we will have a finance man as speaker. His information should prove beneficial to all who attend."

Greenberg adds, "The association (CIAA) has already proven itself of extreme value to each and every member and to the industry in general. Every operator who wants more security and better conditions, should be seeking to join in with us."

"Real unity means everyone in the industry working in harmony. We have already accomplished a big part of our purpose and we are rapidly moving forward toward greater success."


Revive Demand For "Nat'l. Credit Bureau"

CHICAGO — Many distributors have urged this publication to continue its campaign for the creation of a "National Credit Bureau".

These men believe that overexpansion of easy credit, which they claim, is under way at this time, may run into trouble for a great many of the firms now in the wholesale end of this business.

Some of the men are of the belief that the overextension of credit has brought about some difficulties which, if not cured by a "National Credit Bureau", may lead to future trouble for many firms.

They point to the fact that more and more operators are going ever deeper into debt. They claim that this has already become a problem in view of the fact that they have nowhere to check to make certain that they can continue to extend more credit.

As one of these distributors advises: "There definitely should be a National Credit Bureau in existence, just as you people at The Cash Box have proposed for so many years, that we will have a source where we can obtain the necessary information to make certain we do not overextend credit to some of our accounts and run into embarrassing situations at a later date."

"It's no pleasure", he continues, "to have to repossess equipment or to have to dram someone for payment."

"The best way to eliminate all these headaches is to arrange for a 'National Credit Bureau'."

"All of us will then have a source where we can obtain information that will help keep the industry financially solvent and in good credit standing at all times."


CIAA Urges Members Wear "Sticker" At MOA Meet

Next CIAA Meet May 15 at Congress Hotel, Chicago, Will Feature Noted Finance Speaker

CHICAGO —— Edward E. Leven, sales director for Chicago Coin Machine Company, this city, advised this past week that R. Warncke & Company of Houston, Texas, had been appointed the firm's distributors in that area.

George Wrenn, Chicago Coin Machine's sales representative in the Texas area, made the contact.

R. L. Gardner, manager of R. Warncke & Co. of Houston, Texas, is reported to be very happy over the appointment.

According to Leven, "We are very happy, indeed, to welcome the firm of R. Warncke & Company to our distributors' organization."

"This firm", he continued, "have proved themselves among the most outstanding in their area."

"They have always given the operators the finest service, the closest cooperation and the best equipment."

"We shall do everything we can, here at the factory", Leven concluded, "to help R. Warncke & Company of Houston, Texas, to enjoy every possible success with our great products."

ChiCoin Names R. Warncke & Co.

ED LEVIN

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SPECIAL CONVENTION PRICE

USED POOL TABLES

SEE US AT THE M.D.A.—OR WRITE, WIRE, CALL

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MODERNIZE YOUR POOL GAMES WITH NEW PLAYFIELD TOPS!

Write or Phone for quantity price in lots of 5 or more... For Light-Up bumpers—add $10.00 per top. Light system includes transformer, post lamps, wiring, fuse, installed with cord set and plug.

KING-SIZE TOPS also available for $10.00 additional.

Features....

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★ Available in choice of two models:

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Guaranteed to correct all types of warping anywhere on playfield. Screw on any part of the playfield down to push any part up.

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May 12, 1956

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This is It!
Another Great
ROSEN SALE
Every One A Real Buy
ALL MACHINES 100%—CLEAN AND CHECKED
Refund In 10 Days If Not Satisfied

KIDDIE RIDES

BINGO

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Havasu

$125.00

$75.00

Palm Beach

50.00

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Canby Island

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and many, many more

SHUFFLE ALLEYS

Cris Cross Target $125.00

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Bingo Score

35.00

Concerto

50.00

Imperial

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Geneo Shuff. Target 50.00

Kenny Diamond 125.00

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King Bower

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Chicago Coin

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Model "A" (con) $125.00

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"It’s What’s in THE CASH BOX That Counts"
Best way I know to keep alive, not only to business conditions in the coin machine industry, but also to personalities who are so important to this industry, is to read 'The Cash Box' every week."

RAY T. MOLONEY
President, BALLY MANUFACTURING CO.
CHICAGO, ILLINOIS

Just like Ray Moloney, manufacturers, distributors, jobbers, association leaders, and outstanding operators all over the world, have been advising one and all engaged in, or allied to, the coin machines industry — to subscribe to THE CASH BOX, "The BIBLE of the Coin Machine Industry."

As these leaders have stated time and time again, "This is the true magazine of our industry." Operators have reported from all over the world, "The Cash Box Price Lists' alone are worth many, many times the $15 subscription."

As everyone, everywhere has said, "The editorials, the news material, the columns, the music charts, the general reports, everything contained in 'The Cash Box' sure makes this the greatest bargain in the world at only $15 for a full year of 52 weeks issues."

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

"It's What's in THE CASH BOX That Counts"
CUERNAVACA, MORELOS, MEXICO—The largest juke box in the world was set up here by Casa Riojas, exclusive Wurlitzer phonograph distributors for Mexico, at the Fair and Exhibition of Agriculture, Cattle Industry and Commerce of the State of Morelos, held recently, where Casa Riojas sponsored an exhibit. The huge juke box was built and rigged exactly as a real juke box, and stood 15 feet and 3 inches high. It was used as the entrance to the exhibit itself, which was 54 feet 4 inches long and 18 feet 8 inches high, and 22 feet 3 inches wide. The building and decoration were planned by the advertising department of Casa Riojas in Mexico City and taken to the Exibit by special transportation.

Visitors entered the exhibit thru the "grille" of the juke box, effectively simulated by a glass curtain. As the fairgrounds were located on top of a hill the big juke box could be seen from the highway, a few miles away from the Fair.

That this terrific display won the acclaim of all is seen by the fact that the Governor of the State, General Rodolfo Lopez de Nava, extended congratulations to Casa Riojas for this original and effective promotion. And in addition, the judges presented Jose Riojas, owner of the distributing firm, with first prize for what was called the "Big Juke Box". Pictured herewith are two photographs, (top) a daytime view; and (bottom) a nighttime view.

A group of us were sitting around my office the other day shooting the breeze, when one of the boys asked, "Willie, are you going to the MOA Convention in May?" I gasped "I hope so," grabbing the telephone. "Get me Eastern Airlines," I instructed the girl. A few minutes later I told my waiting co-workers, "Yes, I'm going to the MOA Convention."

When my visitors left, I sat back at my desk and started to recollect the events and people of past conventions. I found the very first Coin Machine Industry show in 1931. The anticipation of attending these glorious get-togethers, Meeting all my friends from all over the world. All the good times. All the stories. At that time none of us, including the manufacturers, had too much money, but a happy-go-lucky bunch of people. And many of us still are.

My thoughts took me back to 1926, long before Howard Peo came out with his "Whirlwind", Bally its "Bally" and "Ballyboo", Gottlieb its "Merry-Go-Round", Rock-Ola its "Jig Saw" and "World Series"—when all we could operate and sell were penny merchandisers, cigarette and arcade machines. At that time we couldn't make much money, but the fellows who entered into the business were mostly a fun loving, happy bunch. We mixed a lot of pleasure with our business.

There are so many wonderful people still in our business, and so many of them have passed on. When my time comes to leave this world, I would want nothing finer than to join up with so many wonderful friends such as Tom Walting, Fred Mills, O. D. Jennings, Jack Keeney, Tony Gasparro, Ray Cunliffe, Bill Alberg, Ike Berman, Sam Yaras, Ted Boner, Sam May, Ben Becker, Hymie Rudin, Jack Fitzgibbon, and that Chicago team of Paul Gerber and Max Glass, Max Levine, Ed Pace, Jack Moore, Lindy Force, George Moloney, that wonderful singing distributor from New Orleans, "Papa" Pace, Morris Hankin, "Big Joe" Huber, Howard Kass, Irving Orzinsky, Harry Rosenthal, Joe Darwin, and others whom I forget for the moment.

Looking at the pictures on my office wall, I see one that I particularly cherish—one of the last pictures taken of Jack Keeney. A group of us went fishing in the Everglades. In the party were Keeney, Roy McGinnis, Jack Lovelady of Atlanta, and yours truly. We left on a Friday afternoon and when we got back to the cabin, supper was ready. The following day, we all had a wonderful time, and when the game was over we used all the winnings for tips.

I recall, at one of the Conventions in the Sherman, we visited the Mills suite in the Penthouse. As is usually the case, when coinmen gather, we sat down and started to tell stories of the real early days. One of the group was Lou Wolcher, a wonderful story teller. He told about the time when he operated penny target machines in New York, and the experiences in which he became involved. How he had to lug the bags of pennies to his car and then had to count and wrap them. These stories get running and faster, and reached a peak where the tears were rolling down Wolcher's face.

It is these little incidents and meetings which stand out in my mind as I get ready to attend another Convention.

I have other pictures on my wall which bring back fond memories. One in which are shown a number of tables, around which are seated Paul Gerber, Max Glass, Ray Moloney, Babe Kaufman, Homer Capehart, Joe Darwin, Sue and Tony Gasparro, Grace and Bill Rabin, Ben Becker, Joe Orleck, Walter Hurd, Dave Gottlieb, Mr. and Mrs. Harry Siskind, Irv Sommers, Nat Cohn, Dave Hufenbien, Al Douglas and others.

These memories are great treasures stored away in my mind. Looking into the past with the knowledge of what has happened, if I had to do it all over again, I'd definitely choose to do the same thing.
Can You Answer This Question:

WHAT WILL BOOM JUKE BOX PLAY?

What Will Stimulate Play and Keep the Public Interested in Juke Box Music So That Music Operators Can Be Assured Continued Good Business as Overhead Expenses and All Costs Zoom Upward to New High Record-Breaking Marks?

YOUR ANSWER

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BRING 3-WAY PROFITS!

Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

New!
Keeney’s HOT SOUP VENDER
300-Cup Capacity
ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS
Red or Gold Hammerloid

Keenex’s HOT COFFEE VENDER
Neutral Color
300-Cup Capacity. All dry ingredients. Prices can be set from 5c to 10c. Returns change automatically.

Write for FREE CIRCULARS TODAY!
J. H. Keeney & CO., INC.
2600 W. FIFTIETH ST. + CHICAGO 32, ILL.
### Phonograph Replacement Plastics

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Write for Quantity Prices

**Write for Quantity Prices**

**Distributors, Write**

Replace old glass hubble tubes with Plastic Twisted Red Sets, or straight clear -4 curved colored. $2.75

Also available for fit Models 950, 850, 800, 750, 700, 500, 500.

**TERMS**: 1/3 deposit, balance C.O.D. or S.O. Satisfaction guaranteed. All prices F.O.B.

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### Atlanta Activities

G. P. Dwinndlle, sales manager of Sparks Specialty Co., for the last seventeen years, retired this month. All of his friends in the business are sorry to see him leave. He will hear we may go into business in Brudentown, Fla. He's been making trips there periodically through the last few years. Jack Harris takes his place. Jack has been in the sales department for the last thirteen years and is highly thought of by everyone in the business. Dwinndlle is a twenty year clubber. ... Seeburg service manager of the southern territory, E. C. Blankenbecker, supervised Seeburg schools at Sparks Specialty recently. Harris reports large operator turnout for the two days. Some of those in attendance were Frank Beves, Pee Wee Coward, Jimmy Young, George Harper, Ed Harness, H. V. Ford, James Floyd, Frank Floyd, O'Neal Powell, Wimpie Foster, Earl Crowell, Lester Black, W. E. Finley, Louis Treadaway, Jimmy Barnes, Everett Clark, Paul Stripling, W. R. Hobbs, Harold Potter, Frank Cannon, Carl Tobolowski, Howard Joiner, Jr., Billy English, Hugh Deacon, Frank Jenkins, Frank Gregory, Charles Van, Felix Sutton, Ted Barnes, Sam Warshaw, Redford Collins, T. W. Taylor, J. F. Means, William Josey, J. B. Barnes, S. H. Bowden, Pop Rainwater, Merret Brown, Bill Hamm, James Crews, Frank J. Pickle, The Sparks Boys—C. E. Dwinndlle, and C. P. Jr., George Reynolds, Jimmy Simpson, Jack Harris, Dewey Corley, Smokie Loe, Henry Gardner, Bryan McCormon. Bryan McCormon has just entered the business and will start in the parts department. Bryan was just released from the army. Miss Flora Kennedy, secretary at Sparks, reports E. M. Sparks is out of the hospital and is doing as well as can be expected. R. M. was in a bad wreck on April 2 and was hospitalized as a result. He was lucky at that. He suffered a broken rib, cuts and bruises, but the driver of the other car was killed. ... H. C. Robinson, Robinson Dist. Co., out in the field working his Rock-Ola and B. J. Kenney lines. Mrs. Robinson reports that business is at its best. H. C. is working like a beaver trying to get everything in shape so that he will be able to get away for the MOA show. ... Mr. and Mrs. Sam Cohen contemplating a trip to the MOA show this weekend. Cohen says he is well pleased with the business he is doing. ... C. O. Moon also reports business is good, and is also figuring on getting away for the MOA show. Moon would like to bring his son along, which will be junior's first MOA meet. ... At Star Music Co. Jack Gelhart indicates he has been doing a fine business. He says the sales on his AMI phonographs have been good, and indications are that Bally's new "Night Club" is a hit. ... Jake Friedman out on the Lake. ... Totsy Johnson out beating the bushes. ... Spoke to Dyke Hawes, Peach State. Dyke is trying to get his affairs in order so that he can get to the MOA convention. He reports he is doing very well on the Wurlitzer phonographs in Georgia and North Carolina. ... Found J. W. Laster, Spalding Amusement, Griffin, at his desk with what had made a terrific picture. Laster had the top of the desk taken up completely with "The Cash Box" and money from his collections and Ed Finley's. Also ran into J. D. Friedman at Laster's. ... Horace Estes, out, but had a nice chat with Mrs. Estes, his mother. ... Happy Jeffcoat, Griffin Amusement, wants to get to the MOA to sell all the new equipment.

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### CIRCUS

**NEW FEATURES!! NEW SKILL!! NEW SCORING!!**

**CIRCUS**

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<td>MATTOON, ILL.</td>
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**Greeting MOA Conventioneers**

**THE SOUTH DAKOTA PHONOGRAPH OPERATORS ASSOCIATION**

We may be small but we're on the ball. We are 80% organized. We are solidly sold on MOA. Many of us will be seeing you at the Convention.

GORDON STOUT, Pres. NORMAN GEFKE, Vice Pres. HAROLD SCOTT, Sec-Treas.
Weighing Scales — Coinbiz Gold Bonds

CHICAGO—For more years than almost anyone in the industry can remember, coin operated weighing scales have been considered "the gold bonds of the coin machines business." In 1928, 1929, 1930 and for years after, there was a grand rush to purchase coin operated scales. Scales were considered the top equipment of the industry at the time.

In fact, scales were being imported from Germany and being sold here, just as today scales are exported from this country, and sold world-wide.

Many will probably recall the "Seco" scale of that period. Others will also remember the late Arch Andrews and his first model of the International Ticket Scale which was, at the time, so modernistic and so unique that it won a story in The Saturday Evening Post entitled "Millions In Pennies".

During that period the late Tom Watling introduced and featured his famed "Tom Thumb Scale". This became one of the outstanding standard bearers of the entire coin operated weighing scale industry.

And even the Toledo and Camco and others entered into the field to compete with the "Tom Thumb Scale", the Watling scale endured and outlasted them all.

Today, here in Chicago, Watling coin operated weighing scales are being manufactured to meet the demand of a worldwide market. They are considered the "gold bonds" of the industry.

Many can point to scale operations which have persisted over the years, much longer than any other coin operated machines, and are still earning as much and more than they ever did for their owners.

In fact, complete routes of scales have been inherited by some now engaged in the industry, and these have continued to be the backbone of the firms that own them.
NEW ENGLAND NIBBLES

Big delegation of distributors and ops exited Hub for the MOA convention in Chicago this week. Ed Ravreby, Associated Amusements (Rock-Ola), plowed out with operator Adolph Dugas of Webster, Saturday May 5... Louis Blatt, Atlas Distributors (AMI), left Friday, May 4... Irwin Margold, Trimout, distributed Automatic Sales Corp. (Seeburg) and group planned out, and SI Reed, Reed Distributors (Wurlitzer), and another group left for the Chicago sessions... Biz reported good all around with sunshine getting the outdoor locations parking... The executive board of the Massachusetts Amusement Association held a meeting at the Parker House night of April 30 and discussed public relations and the advancement of amusement games in the state... Pool tables still keeping an amassing pace with all distributors reporting demand way up.

Ops in buying for the spring season this week included: John Perry and Dick Johnson, Stoughton; Harry Levine, Milton; Adolph Dugas, Webster; Al Sharpe, Portland, Me.; Ray Paul, Framingham; Dave Walla, Denver; Louis and Irving Taube, Manchester, N. H.; Bill Hamol, Concord, N. H.; Ralph Ridge- way, Springfield; Ray Shea, Worcester; Al Dolins, Hyannis; Art Rode, Perry- ville, Conn.; B. J. Hall, Berlin, N. Y.; and Ed Lackey, Roxbury... Activity high at Associated Amusements’ new headquarters, pending planned for second week in May. Plans underway to install a one-stop at the Ravreby new plant later. Richard Mandell, Associated general manager, holding the fort, while bossman Ed Ravreby is at the MOA convention.

At SI Reed’s Lincoln Street plant, Bob Jones, general sales manager, in charge of operations while SI attends the MOA convention. Bally’s “Booster Pool” and Chicago Ohio’s “Gloves” and “Gun,” Chicago pool games going big guns at Reed’s and Wurlitzer 1900’s getting heavy play from ops. Kiddie rides going out fast here, too... At Associated, United’s “Hit Pool” and “Roto Pool” getting the nod from ops... At Trimout, Seeberg “V-200” shipments going out all over New England and big hit reported on arcade equipment and pool games. Guns going big along with baseball games. Ops were in to looksee the new AMI “G-200” phone at Atlas Distributors with Louis and Bony Matt hosting. Louie many in the music machinery field caught Teddi King’s opening at Biltmuth’s nitey nitey Monday. Party for disk jocks and music people at Storyville Monday, Apr. 30, started the ball rolling on theme “jazz comes to the supermarket.”

NEW AND USED POOL TABLES
All Makes—Ready For Immediate Delivery
AT LOWEST PRICES
PHONE YOUR ORDER NOW
Drop In For A Visit Today
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When You Enter
The Cash Box
“20 YEAR CLUB”

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN THE CASH BOX “20 YEAR CLUB” TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN THE CASH BOX “20 YEAR CLUB,” FILL OUT THIS APPLICATION AND MAIL TODAY!

Bill Gersh
THE CASH BOX
32 W. Randolph Street
Chicago 1, Ill.

Dear Bill:
Please enter my name as a member and send me a membership card.
I have been connected with the Coin Machine Industry for 20 years or more, starting: Year________________________ Month________________________

Date of Birth __________________________

NAME__________________________

FIRM__________________________

ADDRESS__________________________

CITY__________________________ ZONE ______ STATE ______

CHICAGO—The belief has now become general throughout this coincenter that the pool games will continue as the leading amusement through 1956.

This is based on the continuing development of new and stylish play features as well as the incorporation of ideas which stem back to the growth of the pinball field. The more skillful play features, automatic scoring, three and four sided play-action, front pool and pool tables, new style bumpers and also new ideas in progressive scores, as well as all the other new features which are being added to each new pool game as it appears on the market, help all to realize that the pool games business will continue to lead the amusement division of the industry in volume production and sales.

The lower cost of the pool games has proved tremendously attractive to a great many operators. Many who never were engaged in the amusement division, who specialized in music vending, have added pool games to their routes. They are finding that this is an extremely lucrative operational feature.

As the players, themselves, become more proficient, the manufacturers are hard put to develop new, better and more tantalizing skill features to maintain the interest of these more skillful players.

It is noteworthy to comment here that The Cash Box, very early in the pool games boom, predicted that the pool games industry would not recognize the first type pool tables produced in ’56 as time went on.

The Cash Box reported that the development of the pool games was followed closely the general course of pinballs.

This is even more noticeable at this time as progressive scoring, as new style bumpers, as total scores and other features are being pruned out.

The Cash Box still is of the opinion that the pool games which will be presented at the end of ’56 will be far, far away from what was in vogue in late ’55.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
J. H. Keeney & Co. Shows New "Deluxe SouP Vendor"

Due to the great demand we have had from operators of our cigarette, coffee and cookie vendors, we have just gone into production on our new 'Keeney DeLuxe Soup Vendor'.

"We're showing the merchandiser for the very first time at the MOA convention at the Morrison Hotel here in Chicago. We fully believe that those who have seen, and are now operating, our other vending machines, can rest assured that the 'Keeney DeLuxe Soup Vendor' will be just as perfect a machine for the operator.

"Every Keeney vendor is tested and retested and then perfectly set for the operator so that he is assured easier and better operating and the greatest possible profits."

Keeney will also show its complete line of pool games along with its vending machines at the convention.

City Attorney Writes New Ordinance

Mayor Ben Fisher, Jr. Appoints License Committee to Aid in Preparation

MELVINDALE, MICH—An error was contained in the published report from this city (April 28 issue) that Roy Small, public relations director and conciliator of United Music Operators of Michigan, was to write the license ordinance for this city.

Robert Childs, City Attorney, is to write the ordinance. He will then present this new ordinance to the Mayor and the City Council. He will be helped in the preparation of the new ordinance by the License Committee of the City Council appointed by Mayor Ben Fisher, Jr.

Genial and fair-minded Mayor Ben Fisher, Jr., asked that Roy Small also be considered among those who would help with the preparation of the new ordinance as far as automatic music is concerned.

Repair Unit Ready

CHICAGO—"Our 'A.B.T. Challengers' and 'Rifle Sports' are now being shopped in quantity", stated John Frants of the J. F. Frants Manufacturing Company, this city.

"Now that we are beginning to catch up with our backlog of orders, we are able to give additional attention to our repair department. "A.B.T. machines were turned out by the thousands before we took over their manufacture. Some of this equipment is certain to be in need of repair."

"Our fully equipped, modern repair department guarantees complete factory reconditioning on all A.B.T. machines, as well as on the 'Aristo Weighting Scale' and 'Baker Catcher and Kicker', which we also manufacture.

"We also have on hand a full line of parts for the machines", Frants declared.

"It's What's in THE CASH BOX That Counts"
Hottest NEW RIDE in three Years!

STEAM FIRE ENGINE

Combining the proven appeal to kids of the horse and the Fire Engine in one ride!

SPECIFICATIONS: 72" x 24" • Durable molded fiberglass horse • Molded seat, no upholstering necessary • Fenrich sides of base road no painting • Aluminum covered base—no painting • Realistic colors have proven Kid-appeal • Easy access fire box

National Coin Rejector

EARNING REPORTS:

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"TERRIFIC INCOME"

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J. P. SEEBUG CORP.

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America's Finest and Most Complete Music System

Seeburg

V-200

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CALIFORNIA CLIPPINGS

This week finds many independent record distributors and coin machine distributors attending the M.O.A. convention being held in Chicago. Los Angeles is being well represented by the large contingent of operators that are attending this convention from this city. Hank Tronick, Mim Throne Music Company, was awarded a plaque by the Exhibit Supply Company for the outstanding sales job that Minthorne has done with its "Skill" pool game. Hank is very pleased with the reaction the operators are showing to the "Hit" pool game at the one-stops. Everyone happy that Ben Korte, of Glendale, was well enough to attend his first board meeting of the Los Angeles chapter of the California Music Merchants Association. At Badger Sales Company, Inc., Bill Happel and Al Silverman proudly showing the operators the new AMI "Flute" pool game. "Five O'clock" in the shape that had just arrived in Los Angeles. They were demonstrating the mechanism of the machine that is completely on one base plate while it sets out on a turntable that revolves 180 degrees. This feature allows for easy servicing from the front and the elimination of any back door. Fred Gaunt busy planning a large party to celebrate the twelfth birthday of his son, Fred Jr., at California Music Company, Inc., Gabe Orland is very happy with results of the 2-way radio system that is being used with their service trucks in conjunction with MAC Vendors. Gabe says that this system permits much faster and better service and is a great money saver. He was being deluged with orders from operators on his EP mailer and many continued notes thanking him for the service. Sam Ricklin announcing that they will be breaking ground for the new building within a couple of weeks. Martha Delgado believes that Vaughn Monroe's RCA Victor release of "Rock And Roll Express" will be a hit for him.

George Nachtweil, former Los Angeles operator, visiting his friends along Pico with his wife and new baby daughter. John Freeman receiving great interest from operators on Williams' new "Crane" at Simon Distributing Company. Jack Simon in Las Vegas visiting his accounts and then on to Chicago and the M.O.A. convention. While Jack is out of town, John will be keeping himself busy supplying equipment for a new arcade that will open this season in the local beach area. Virginia Lee, pretty little singer, was given a farewell party at Romanoff's before leaving on her seven-week 1950 tour in Los Angeles. At C. A. Robinson & Company, Charley Robinson and Dave Wallach saying the results three winners in United's "Star Slugger" pool game and, with its free game unit, "Hit" pool game and "Stardust" in-line game which are all recording big sales with the operators. They are completely sold out of machines and are awaiting another shipment which will arrive before his departure for Chicago and the M.O.A. convention.

...Red Catlin drove in from his vacation in Blythe to visit his partner, Jess Herlick, of the Los Angeles Distributing Company. "It's a Mad Mad With You" by Moon Mullican on the King label will go both Western and Pop. Ruth Adams, happy and to see Kay and her sister, Mary and informed word that his recording of "The Birds And The Bees" with Lillian Jean Norrman on the MGM label was doing well with the operators. There was a big discussion among the operators visiting the "Bee" about Capitol's new single on the Espaner label of "Willow Weep For Me" which they feel puts her in the "progressive" class. Claire Solle reports that Bally's have finally turned over the Muncays has really taken off with the operators. ... Ken Arnold, in from Blythe, seen Pico along with his son, Dennis.

Phil Robinson off to the M.O.A. convention and consultation at the Chicago Coin Machine Company's factory. Phil says that demands exceed the supply for Chicago Coin's "Advance" pool game and that he can't keep one on the floor. The next meeting of the Los Angeles Division of the California Music Merchants Association will be held May 22nd at one of the nicer Los Angeles hotels or restaurants. At Paul A. Laymon, Inc., Charlie Daniels busy on the phone taking orders for Bally's new "Booster" pool game while Ed Wilkes and Jimmy Wilkes are doing the same on the floor with Bally's "Night Club" game and the Rock-Ola photograph. Operation in Los Angeles and Dale Edney spent a few days last week on a business trip through the San Joaquin Valley. Gary Sinclair, West Coast sales representative for Wurlitzer, and Jack Bie, "Spitfire" distributor for the state of Kansas, in town and visiting Wayne Copeland at Sierra Distributors. Jay Confer, general manager of Culp Distributors of California, arriving in Oklahoma City on his new home office in Oklahoma City after a two-week stay in Los Angeles. With continued good sales of the Wurlitzer "1900," many operators in the Los Angeles area are-hoping, by their purchases of "1900's," to attend the Wurlitzer Centennial Celebration to be held at the Wurlitzer Park in North Tonawanda, New York. Frank Davis, formerly of Minthorne, joined the staff of Sierra. Operators were seen at the Pico this week were: John Endo and Tom Tomoyama of Jet Music; George Green, Odessa, talking about expecting this to be one of the best years that the West Texas operators have experienced in quite a while. George Green, Odessa, talking about expecting this to be one of the best years that the West Texas operators have experienced in quite a while. Bill Sheffield, Odessa, just returned from a trip to Paducah to see how things were running there... Roland and Shirley Duncan, Odessa, are anxiously awaiting the arrival of their new hotel, "The Red Desert."... Bill Daniels, Pecos, in a hurry to get started checking his route in Monahans.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
ATTENTION!
If you are seeking information on any coin operated machines of American manufacture, write: "The Cash Box"—the authority of the coin operated machines industry.

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

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

THE CASH BOX
26 WEST 47th STREET
NEW YORK 26, NEW YORK

Wurlitzer Foundation Awards Scholarships To Four

R. C. Rolfing

NORTH TONAWANDA, N. Y.—Four college scholarships, each worth $1000 each year, are open to any accredited college or university, have been awarded to three children of employees and to one employee of The Ralp's Wurlitzer Company. It was announced today by R. C. Rolfing, president of the company.

The four winners are: Roy James Lamm, 243 Irvington Drive, Town of Tonawanda, New York; James Walter MacGinnis, 718 Normal Road, DeKalb, Illinois, a high school student and an employee of the DeKalb Division of the Wurlitzer Company; Loren Robert Rothschild, 1309 Osage Street, Sherman Oaks, California; and Paul John Taroff, 36 Massachusetts Avenue, Buffalo, New York.

THE CASH BOX
26 WEST 47th STREET
NEW YORK 26, NEW YORK

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

There's nothing like sunshine and clear weather to bring out pep and optimism along the coasts. All wholesalers busy with visiting oops and shipping. As a matter of fact, a considerable number of reconditioned amusement machines and juke boxes have been shipped to customers catering to warm-weather trade. As last week-end was sunny and bright, oops feel their collections along highways, shores, and resort areas will be up. What's a matter-of-course to oops in the city, is the TV broadcasts of baseball games. Not only are the Yankees, Giants and Dodgers airing home games, but the Dodgers, this season, are bringing in a large number of out-of-town games. As one of the music oops stated, "These TV games are cutting down the number of play hours. If we don't start getting a dime right away, we're going to be in plenty of trouble."

No matter how many hours of peak play music oops here get, they're much better off than those in Bogota, Colombia. This week, a city ordinance was put into effect banning the use of juke boxes in about 3,000 bars, cafes and other public places from the hours of 6 P.M. to 6 A.M. (We wonder when the patrons will patronize the juke boxes under these terms.)

Young and Abe Lipsky, Young Distributing, supply a juke box to NBC-TV which was used in a program on Friday night "Big Story," and on Sunday "Frontiers of Fate."... Al Simon, Albert Simon Inc., returned this week-end (May 8) from a two week vacation in Miami Beach with his wife and family. Meanwhile Al D'Inverno tells us that ChicoFelt's and Gold's pool and amusement games going well. ... Sandy Moore, the Long Island distributor and operator, off to the MOA show. ... Ben Chiocovsky greatly relieved now that his wife is recuperating from an operation this week. Ben makes a statement that should be remembered by everyone--"I hate to go to hospitals, but after being in the Twin Cities for a week I'm very thankful that I'm in good health. Business, spring and summer trade is very good, but the moral problems lose their importance after seeing those poor sick people." ... Gertrude Browne, Beacon, N.Y., loading up with supplies, and ordering some new equipment. Weather great in her area, and she looks forward to a nice pick-up in collections.

Barney (Shagy) Sagerman and Abe Green, Runyon Sales, smiling broadly over music up reaction to the new AMI model "G-200" phono. "I hope AMI has a terrific production program, because it seems as if I could keep them busy all by myself!" says Shagy. Both Abe and Shagy leave Friday for Milwaukee, and Ed Burg of Newark, N.J., leaves Saturday. Irving (Kempy) Kemper, dying to get on road to talk AMI "G-200," held up at the office all day Tuesday greeting oops. However, gets away on Wed., off to see Conn. oops. ... Harry Koeppe1, Koeppe Distributing, leaves for Chi for MOA show. Hoping to meet some of his many customers. Hymie will stay in main office during Harry's absence. ... "Senator" Al Bolkin has a busy week-end. Celebrates his 21st wedding anniversary on Friday, May 4, and then off to Chicago the next day. The "Senator," guest of honor at the UJA-Coin Machine Division luncheon June 13, and Lou Boorstein, chairman, working day and night to make this event the greatest success in history. ... Sidney Levine, attorney for MOA, recuperating from his recent operation, spent most of the week at home so that he would be able to attend the Convention. Even so, Sid will have to take it easy. ... We understand quite a delegation of N.Y. oops to be at show, headed by Al Denver, president of Music Operators of New York, and a vp of the national group. ... Probably there's no busier thorough the country than Mike Munves. We had to fight our way into his place this week. Sid took a trip in his new Cadillac. ... Mr. and Mrs. A. A. Clouseau of Grand Rapids, Minn., took off for a week's vacation at Excelsior Springs, Ark. but before Gabby could take off on the trip he had to call on his good friend and competitor to bring his suitcase to Minneapolis. ... Bob Manosll of Huron, S.D., and Tom Henry of Huron, also Huron, had talked about coming into town together but didn't. However, by coincidence, they made the trip into the Twin Cities and met each other here. Ted stopped around and picked up some used phonographs for the route. ... Mike Young of Soldiers Grove, takes a day in the Twin Cities shopping for equipment for his route and also picking up records for his juke boxes. ... Mr. and Mrs. James Stolp of Greenbush, Minn., were busy shopping for records for their route. ... Pat Boone, Dot recording artist, spent a day in Minneapolis making demo records and met with members of the Harold N. Lieberman Company who are the Dot distributors in this area. ... Seen here and there shopping for equipment and picking up parts and records were Ben Kragtorp of Tracy, Minn.; Frank Phillips of Winona, Minn.; Floyd Shaw of Eden Valley, Minn.; Stan Zozak of Little Falls, Minn.; Bob Williams of Duluth, Minn.; Fred Kovanen of Moose Lake, Minn.; Jim Stansfield of Winona, Minn.; and Wilfred Jahneke of Red Lake Falls, Minn.
CHICAGO CHATTER

This issue of The Cash Box sets a new speed delivery record. It came off the presses in New York at noon on Saturday and was on hand for convention earlybirds in The Cash Box' suite at the Morrison Hotel, Chicago, late Saturday afternoon, a mere 36 hours ahead of regular scheduled distribution time. Another great tribute to American printing ingenuity, speed and commercial progress.

Avery Gensburg, Ralph Sheffield and Al Warren showing the new "Hi-Fly" baseball game. The trio were tremendously enthusiastic over the reports which they received from their dealers. Believe that their new Genco will destined to be one of Genco's greatest. Ed Levin of Cochin telling about the firm's appointment of R. Warner & Co. of Houston, Tex. as their dealers in that area. Sam Gensburg, in the meantime, advised that the firm's newest, "Roomy's Pool," already being shipped in good volume and has met with instant approval. 

Tom and Trudy Corren busier than ever preparing for the confirmation of their son, Jeffrey, at the Covenant Club. 

John Haddock, Bill FitzGerald, Ed Ratafia, Max Weinberg and the entire staff of AM all hepped up over reception of its new "G-200" as well as its public relations program.

Ove, Dad's "R. C. Roling, Morris Bristol, A. D. Palmer, Bob Bear, and lots of others from Wurlitzer. All busier than being getting ready for some big things. Like the opening of a big southern plant. The 3 day festival at No. Tonawanda this August. Sales and more sales.

The peanut machine serviceman made a bad mistake that so irked his operator-boss he fired him. The serviceman, after some argument, stated, "Well, we've sold so many of the machines for you. What's that?", wondering whether he might not have acted too hastily in firing him. "I told the serviceman replied, "that twelve ounces make a half pound." Sincere condolences to George A. Miller on the loss of his mother this past week.

Lou Bosberg of Noo Orleans advises that the entire back part of his Canal St. Arcade will feature pool games. The press in his city very much interested in this development and will be on hand to take pictures. 

Bill McGinnis, parlor operator long before conversion, got under way with his pool games. Tom Herrick, Bob Dunlap, and all the others over at Seeburg where so many called around to say "Hello." ... Dave, Nate, Sol and Al. Very big hit along with "Roomy's Pool," Oola booths. ... The entire Bally factory a busy, busy spot as visitors flock in to greet Ray Moloney, George Jenkins, W. E. Coven, Bill O'Donnell, Tom Callaghan, Dan Moloney, Art Garvey, Phil Weinberg and all the others. The first and entire confirm- ment of that "Entertainer DeLuxe" Bill O'Donnell and his assistant, "Texas Phil" (Weinberg). ... Kenney.

Billy Cano thrilled with the new Bally Vendor and showing it to one and all along with Kenney's other merchandisers, while Roy McCool, Paul Hubsch, Bob Belles, Vel Aibritten and other Kenneymen show their pool games. 

They still talk about the three-partner who held a conference on how to "hit" as a brand new game they'd given to test. Let's crowd the game with plenty extra awards and charge fifty cents a play, said one. "No," said the second, "let's crowd the playing field and back glass with pictures of our Bradford players." "That's okay," said third partner, "let's crowd the game with players and charge a dime."

Claim pickers present who were paid a commission at Genco. 

Fred Kline, brother of Joe (First Coin) Kline, is laid up with recurring malaria that he picked up during War II. (Get well soon, Fred.) ... Mickey Shafer of All-State, chors their answer to convention time, "Let's have fun." ... Harry Williams, San Francisco, revealed that he gave his players to teened-weekey pieces with the success of their latest products and encouraged theemmachi- can of all the convention.

"We'll show pool games only," stated Sam Lewis, Frank Mencuri, Ed Hall, Chet Gore of Exhibit. This firm showing at both MGA and NVA conventions one after the other. ... Nice card from Mary Gillette, countersigned by her husband, Fon Fithsimmons and Charlotte Hughes who are basking in Jamaica's sun- shine. ... Thanks a million to Bill Rodstein of Chicago whose very sweet letter re: How great The Cash Box is. ... Betty Johnson, and her great disk of "Honky Tonk Rock" b/w "Say It Ain't So, Joe." ... John Frantz, of Paterson, New Jersey, announced new products for April and the business that his firm receiving from all over everywhere as a result. ... Tom Robins, of MD, was in town and came out to extend a big invitation to one and all to visit with them at their special suite in the Morrison Hotel during the convention. ... Jammed to the rafters—that's what started over at United long before convention doors opened—and is still going on—with Herb Oettinger, Bill DeSelm, Jimmy Casella, and all the other grand guys (even including "Big Swede" Helstrom) entered the suites but royally (or should we say "Unltdly")?. Can you answer this question: What will Boom Juke Box play?

The brand new operator who had just bought and located his first game, after a week of anxious days and sleepless nights to the big game. The machine turned about, the plug pulled and the game loaded high with empty cases under which hung a crudely lettered sign reading. "Out Of Order." Inquiry revealed that the game had become unplayable the day after he'd located it. Not knowing a thing about repairing the machine he phoned the distributor to quickly send out a mechanic. In the meantime he removed the empty cases, opened the game and stood staring in amazement at the maze of complex wiring and mechanism. He was still staring when the mechanic walked in. The mechanic looked at him and asked, "What's your order?" When the new operator replied in the affirmative, the mechanic smiled encouragingly and picked up the plug and said, "Mines, too."
64,000,000 Employed
Thruout U. S. In April.
This is Highest Figure
For Any April in History

WASHINGTON, D.C.—Regardless of the fact that certain employment areas are spotty, the number of employed workers in the United States was 64,000,000 in April, the highest figure for any April in history, according to figures supplied by Government experts this week.

In addition to this high employment, these experts advise that the number of jobless declined by more than 500,000 to a total of 2,500,000.

The highest employment level this country has ever reached in any month came last August, when 65,000,000 workers held jobs.

Following the release of these statistics, Sinclair Weeks, Secretary of Commerce, told a news conference that he felt a “cheery optimism” about business and employment. Weeks predicted that the second quarter of the year would “at least equal” the high levels of business activity registered thru the first three months.

Weeks also discussed the report from the Office of Business Economics, which showed that personal income reached a record annual rate of $515,000,000,000 in March. This was $1.5 billion above the February level.

For the first three months of this year, Weeks said, personal income ran at an average annual rate of $513,700,000,000, a gain of over $20 billion above the first quarter of 1955. He said most of the increase had been in wages, which rose by $1 billion. There were higher average earnings.

Another factor was the recent amendment that raised the minimum hourly wages in industries from 75c to $1.

These two items are of particular interest to coinmen, particularly those with equipment patronized by spring and summer vacationers. With more people employed and with more people having extra money to spend, locations catering to travelling and vacationing workers will surely find added play on coin operated machines. This is a good hint to these operators to make sure they have the best amusement machines and jule boxes spotted in locations which tourists will be patronizing.
Even greater than our "Champion Baseball"

NOW READY... GENCOS NEW, EXCITING BASEBALL GAME
FOR 1 OR 2 PLAYERS

NEW!
ADJUSTABLE HOLD-OVER PENNANT FEATURE and multiple or single replay

BALLS SOAR
4 FT. THROUGH THE AIR
WITHOUT THE USE OF RAMPs

NEW!
KING SIZE 1½ SOLID BREAK-PROOF BALLS!

NEW!
COLORFUL FORMICA PLAYING FIELD!

SEE your GENC0 Distributor

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

It's crazy, man
...but how they like to play it!

NEWARK, N. J. Council Considers Licenses For Vendors

NEWARK, N. J.—An ordinance to give the City Council here more stringent control over milk vending machines was taken April 19.

This ordinance was recommended by City Health Officer Aaron H. Haskin.

Action on another ordinance which would regulate machines vending bread, sandwiches, candy and other foods was delayed by the council at the request of City Corporation Counsel Vincent F. Torphey, who said he wanted to rewrite some sections of that measure.

Haskin explained he doesn't want milk and sandwich vending machines in unsanitary sections of factories or in dirty basements.

The milk ordinance would require a $10 license fee for each machine. A license could not be granted without Haskin's approval.

A fee of $1 to $10 was suggested for other vending machines, with the lowest rate for penny candy devices.
Chicago Coin Shipping New “Rotation Pool”

Chicago—Shipments are already under way of Chicago Coin Machine Company’s new “Rotation Pool” to the firm’s distributors all over the nation, according to Edward E. Levin, sales director of the firm.

“Our new ‘Rotation Pool’ is exactly what the name implies,” reported Levin “and”, he added, “is exactly the same game of rotation that everyone who has ever played pool is familiar with.

“Every ball is numbered. The numbers run from one to five. In this way”, he stated, “the player calls his shot just as he does in the regular game of rotation pool and can truly demonstrate his skill.

“The cabinet of ‘Rotation Pool’”, Levin explained, “is eight inches longer than the standard sized cabinet. It’s a four-sided game featuring 2 hole or 3 hole play action.

“The cabinet is one of the most colorful ever seen on the market and is so attractive that locations are demanding it.

“The game itself, tho”, Levin says, “is what has won a tremendous following among our distributors and their many operators-customers because of the fact that not only is it well known to one and all, but also because it gives the proficient players the opportunity to show how skillful they really are.

“On Rotation Pool”, Levin claims, “the players have the opportunity to prove that they are skillful. It’s a fascinating game because of this. It’s a game that will remain on location for months and months to come for it is the kind of game the players want and like.”

“We urge all operators to see ‘Rotation Pool’ at any of our distributors’ showrooms immediately.”

Join “20 Yr. Club”

CHICAGO — The following new members have just joined The Cash Box’s “20 Year Club”:

Lee Montooth, Peoria, Ill.
Steward A. Patton, Osweyo, Ill.
F. McKinn Smith, Atlantic City, N.J.
Robert Feck, Lexington, Ky.
Clyde Heath, Lexington, Ky.
Luther Gallute, Lexington, Ky.
Lewis Bogie, Lexington, Ky.
Jack Maloney, Fort Worth, Tex.
Louis Nemsot, Detroit, Mich.
Raymond C. Dunham, Kingsville, Tex.
Louis N. Jamail, San Antonio, Tex.

His Own Fire Truck

NEWARK, N. Y.—The Binghamton Press, Binghamton, N. Y., featured a story about Max Goldstein, headlined “At Last! His Own Fire Truck”.

The story relates that Max always wanted to own a fire truck, since early childhood, and when the truck was put up by auction by the village of Owego, Max bought it for $400.

Goldstein is well known in this area, having been an operator for many years, and also having been connected with John Bilotta as a sales representative.

Bilotta advises he intends to use the fire truck for promotion of Bert Lane’s new coin operated kiddie ride, the “Steam Fire Engine”.

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

FOR SALE—Complete line of used photographs, shuffle games, cigar- erette machines, and all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will bring immediate reply. Factory Representatives for United, Keeley, Bally, TAYLOR DISTRIBUTING CO., 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel: 64-4864.

FOR SALE — Kiddie Rides, Nyko Rockets, $350; Carousel, $350; Target Horses, large, $225; Pale- noed Horses, $225; Rabbits, $175; Bull, $175; Midget Racers, $250; Duck, $225; Hot Rods, $325; Elkie Tiger Cow, $225; Bridge Eyes Horse, $285, ASSOCIATED AMUSEMENTS, INC., 188 BRIGHTON AVE., ALLSTON, MASS. (Tel: Al- gonguin 4-3338).

FOR SALE — 18 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $3.50; Fast wax cans (12 cans) $4.50; Pucke (set of 8) $12; Fluorescent Lights pair $6; Machines; parts; Brother, Fun Machines Co., VEYDOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel: Juniper 8-1014).

NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? Depreciation Deductions? Estate Taxes? Customs Duties? Must you officially establish the Fair Market Value of your machines? Do you have to prove whether your machines have Appreciated or Depreciated in price? Do you require official proof of the value of your machines for loan or collateral purposes? What are the machines actually worth when you buy or sell a route? How can you ascertain the official market value of machines for legal and/or tax purposes? How much can you get for machines you want to sell? or trade? What should you pay for machines you want to buy? Have you been put to the burden of proving the week-to-week value of your machines? Have you been asked to produce an official end-of-month inventory statement showing the actual value of the equipment you own? All this and much more comes to you each and every week in the original, the very first, the only and official accepted "The Cash Box Price Lists". For over 17 years, without ever missing a single week's issue, "The Cash Box Price Lists" have helped thousands of coin machine owners all over the world to save money as well as to officially classify many legal and tax problems. Yet "The Cash Box Price Lists" are only part of the invaluable information contained in each week's issue of "THE CASH BOX"—the one and only magazine internationally acclaimed "The Bible of the Coin Machine Industry". In "THE CASH BOX" you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Detailed news of all new machines. Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 52 Consecutive Weeks' Issues of "THE CASH BOX"—a full year's issues—for only $15 on a DOUBLE YOUR MONEY BACK GUARANTEE!! YOU CAN'T LOSE!! Mail your check for $15 today to: THE CASH BOX, 26 W. 47th STREET, NEW YORK 36, N. Y.

FOR SALE—All types of used Pool Tables, jumbers and regular. Also Shuffle Alleys. Will trade for AMI Jukes or Seeburg. Special price on used modern speaker and Shuffle (8 inch speaker), $75. GATE- WAY DISTRIBUTING CO., 3622 W. NORTH AVE., CHICAGO 47, ILL. (Tel: Dickens 2-6260).

FOR SALE — Graco Quarterback, $175; Jolly Joker, $75; United's Derby Roll, $150; Sidewalk Engi- neer, $175; Williams' Polar Hunt, $250; Williams' Safari, $250; RE- LIABLE COIN MACHINE CO., 184- 188 WINDSOR ST., HARTFORD, CONN. (Tel: 6-3583).

FOR SALE — Bingo's & Shuffle Alleys. You name it—we have it. The very latest priced to sell. CLEVELAND COIN MACHINE EXCHANGE, 2029 PROSPECT, CLEVELAND, OHIO (Tel: 12-W 1-6715).

FOR SALE—Top used Bowlers at rock bottom prices. Chiefs, Leagues, and Fifth Avenues, $84.50. Rocketeers, Targettes and 11th Frames, $175. Lightnings, $225. Also 50 assorted Shooting Galleries. Call or write SHERRY SALES, INC., 881 MAIN STREET, BUFFALO 7, N. Y. (Tel: Lincoln 9106).

FOR SALE—See Seebug Coon Hunts. Good as new, $110. H. BEIT AND SONS, 1706 MANHATTAN AVE., UNION CITY, N. J.

FOR SALE — Make us an offer; Bally: Rocket; Mystic; Keeley; Mainliner; Bally; Chicago; Fire- ball; Triple Strike; United; Yankee; Speedy. RUNYON SALES CO. OF NEW YORK, INC., 593 TENTH AVE., NEW YORK N. Y. 2. FREILINGHYSEN AVE., NEWARK, N. J., 231 WINDSOR ST., HART- FORD, CONN.

MISCELLANEOUS

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, PHONO-YEND OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel: PErch 3-7197) for genuine factory parts. Also extra clean 1435 Fireballs and other reconditioned phonographs priced right.

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

NOTICE—Three 3 telephone numbers are important to you: The Cash Box, New York City, 6-2640; The Cash Box, Chicago, Ill., DEar- born 5-0945; The Cash Box, Holly- wood, Calif., Hollywood 5-1702.

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

CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm names. Numbers in address count as one word. Minimum ad accepted $1.00. CASH ON CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. 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 ($40) Subscription": You are entitled to a free classified ad during week in which your subscription expires. This ad will be held, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Price list words correctly.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

Use This Convenient Form For Your Classified Ad

START HERE

FIRM

ADDRESS

CITY ZONE STATE

TELEPHONE NUMBER

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX

26 WEST 47TH STREET, NEW YORK 36, N. Y.
The Widest Choice for the Wisest Choice

Whatever you need in juke boxes, with AMI's wide choice of "G" models you can choose your equipment wisely, secure in the knowledge that you've brought investment and income into their most profitable balance. You can be confident, too, that the Model "G" you place on location—200, 120 or 80—will bring the location and its patrons the finest quality sound achieved to date—the faithful tonal reproduction made possible by AMI's exclusive multi-horn high-fidelity.

And, whatever your choice of AMI Model "G" juke boxes, whichever of their eight outstanding decorator colors you decide upon, you know there's an inviting eye appeal in the exciting, smart lines of all "G" cabinetry that gives them a so right look in any location.

The Ultimate in Utility. The new "G-200" introduces a new concept of flexibility available with no other juke box, gives you an opportunity for wisely choosing from a number of play and pay arrangements that meet a wide variety of conditions. With its new "X-200" Variable Program Record Changer...

You can vary the price of play. The "G-200" is factory set for 10c play (a dime or two nickels) and three plays for a quarter. It can be set for 10c play and 4 or 5 plays for a quarter. There's even 2 for 15c play combinations, plus dual-price play, too.

You can vary the kinds of records. Program entirely with single-play records, if you want—or for dual-price play, use EP's in part of the "G-200" for extra-price play and singles for standard price play.

You can vary the number of selections. After you've cashed in on top spot demand for 200 title programming, and your investment is depreciated, you can set the "G-200" for 120 play in next-to-top locations simply and easily. Merely block out title banks and corresponding pushbuttons—and you've saved on record costs.

AMI Incorporated
1500 Union Avenue, S.E., Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927. Model "G"—200, 120 and 80 selections for more plays in less time.

"It's What's in THE CASH BOX That Counts"
1 These dependable, popular AMI 120 and 80 play juke boxes give you the biggest net profit from those locations that best support the juke box with a lesser number of titles. Whatever the programming flexibility you need, you have with AMI, plus smart, modern clean-line styling that fits into any surroundings—plain or plush.

2 AMI 200, 120 and 80 selection Hideaways occupy little more than half a cubic yard of space, are sized to fit under counters or in any out-of-the-way place. Whatever the AMI Hideaway you provide, there's a matching new AMI wall box for booth or counter installations. You can add locations that want either continuous or selective music with an AMI Hideaway. You can go after new business from clubs, stores, factories, offices, super-marts, chapels, institutions, travel terminals, banks, hotels and other desirable locations.

3 The new AMI "G-200" wall box—or the AMI 120 or 80 wall boxes—get play from everywhere in the location. These busy merchandisers can add as much profit for the operator as another stop—at substantial savings in time and money.

4 The AMI wall loudspeaker is a bass reflex enclosure with special drilled baffle for controlled acoustical resistance and greatly improved extension speaker sound. Exclusive AMI diffuser cone. Heavy duty, wide range 8" PM speaker with large Alnico V magnet.

5 The AMI corner loudspeaker is an ingeniously designed back-loaded enclosure for corner mounting. Enclosure design and placement yield an extra octave of response in the low bass segment. Professional quality, extra-wide range 8" dual cone, coaxial speaker with 1 lb. Alnico V magnet.

6 The AMI ceiling loudspeaker is a true, non-resonant infinite baffle loudspeaker for high quality remote high-fidelity reproduction. Enclosure finished in neutral colors for attractive ceiling match. All metal decorated grille. Professional quality 12" twin cone coaxial wide range speaker with 1 lb. Alnico magnet that fits into 7" or larger ceiling recess.
How To Use "The Cash Box Price Lists"  
(Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK")

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only figure the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Cash Box Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $15.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, condition, and quantity 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 $20 to $25 on Pin Games—and $25 to $30 on Phonographs.

CODE
1. Prices UP
2. No quotations Last 2 to 4 Weeks
3. Prices UP and DOWN
4. No change from Last Week
5. * Great Activity

REGARDING SELLING PRICES

IMPORTANCE!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they can't find the equipment they listed in the lower price brackets. Sometimes sellers of machines listed at $10.00 to $25.00 ask for $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that the machines in the lower priced categories are much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartons, 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 $20.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcade and kiddie ride machines these prices may be raised to the fact that many of these machines are made by hand or contracted for at some machine shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should realize that many buyers to have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase machines "as is", at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ev) Evans; (Ex) Exhibit; (Ge) Geonex; (Got) Gottlieb; (Kc) Keehey; (Un) United; (Wm) Williams.

1. A.B.C. (Un 3/52) 25.00 65.00
2. Across the Board (Un 4/49) 25.00 50.00
3. All Star Basketball (Got 1/52) 20.00 35.00
4. Aquacade (Un 4/49) 10.00 35.00
5. Arkham (Got 12/53) 100.00 160.00
6. Arcades (Wm 11/51) 45.00 75.00
6. 50c 45.00 50c
7. Atlantic City (Wm 5/52) 40.00 75.00
8. Baby Face (Un 12/49) 10.00 20.00
9. Bank-A-Ball (Got 5/50) 15.00 25.00
10. Basketball (Got 10/52) 15.00 25.00
11. Beach Beauty (Got 10/53) 345.00 900.00
12. Beach Club (B 2/51) 60.00 115.00
13. Beauty (B 11/52) 65.00 99.00
14. B-League (Wm 5/54) 10.00 20.00
15. Big Ben (Wm 9/54) 110.00 165.00
16. Big Hit (CC 7/52) 29.00 45.00
17. Big Top (Ge 2/49) 10.00 20.00
18. Big Top (B 11/53) 35.00 60.00
19. Black Gold (Ge 3/49) 10.00 20.00
20. Bolero (Un 12/51) 45.00 55.00
21. Bomber (CC 3/55) 20.00 55.00
22. Boss (Got 5/54) 15.00 29.00
23. Bowling Champ (Got 2/49) 15.00 25.00
24. Bright Lights (B 5/51) 35.00 65.00
25. Bright Lights (B 11/53) 55.00 85.00
26. Broadway (B 6/52) 25.00 40.00
27. Buffalo Bill (Got 5/52) 20.00 30.00
28. Buttons & Bows 15.00 25.00
29. Cabana (Un 3/53) 50.00 110.00
30. Camel Caravan 15.00 30.00
31. Camps (Ex 2/50) 15.00 20.00
32. C.W.S Wall-Matic 3.00 8.95
33. Wall-Sel. 10.00 20.00
34. WLS Wall Box Sel. 10.00 20.00
35. Wall-O-Matic 6/35 to 25 West less 10.00 20.00
36. WLS-LJ-56 10.00 30.00

WURLITZER

1. 1012, 45, 26 Sel., 78 RPM 39.50 75.00
2. 1089, 45, Colonial, 21 Sel., 78 RPM 55.00 99.00
3. 1089, 50, Colonial, 24 Sel., 78 RPM 60.00 125.00
4. 1017, 44, Hideaway, 24 Sel., 78 RPM 50.00 100.00
5. 1106, 48, 25 Sel., 78 RPM 84.00 150.00
6. 1256, 50, 48 Sel., 78 RPM 99.50 150.00
7. 1256, 50, (Same as above) Converted to 45 RPM 115.00 175.00
8. 1497, 50, 48 Sel., 78 RPM 175.00 295.00
9. 1497, 50, (Same as above) Converted to 45 RPM 115.00 175.00
10. 1498, 45, 40 Sel., 78 RPM 185.00 300.00
11. 1498, 45, 40 Sel., 78 RPM 185.00 310.00
12. 1498, 44, 40 Sel., 78 RPM 185.00 300.00
13. 1506, 50, 104 Sel, 78 and 45 RPM Inter- mixed 200.00 325.00
14. 1506, 50, 104 Sel, 78 and 45 RPM Inter- mixed 215.00 395.00
15. 1506, 50, 40 Sel., 45 RPM 325.00 395.00
16. 1709, 50, 40 Sel., 45 RPM 495.00 115.00
17. 2190 Wall Box 3.00 10.00
18. 2190 Wall Box 5.00 15.00
19. 3048 (Conv. of 3020) 10.00 25.50
20. 3041 Wall Box 4.00 7.50
21. 4055 Wall Box 4.00 7.50
22. 4056 Wall Box 14.95 25.00

P.I.N.D.G.A.M.E.S

1. A.M.I
2. M.ills Constellation, 47 Model 951, 40 Sel. 95.00 125.00
3. Constellation, 49, Model 39 95.00 125.00
4. 1242, 46, 20 Sel, 78 RPM 25.00 75.00
5. 1242, 46, 20, Playmaster Holiday 20 Sel, 78 RPM 30.00 70.00
6. 1242, 47, 20 Sel, 78 RPM 39.50 95.00
7. 1232, 48, Magic-Glo, 20 Sel, 78 RPM 49.50 110.00
8. 1236, 36, Foxy Lady 4551, 50 Sel, 78 RPM 125.00 175.00
9. 1250 Wall Box 7.50 12.00
10. Sun or SL Stepper 9.95 20.00
<table>
<thead>
<tr>
<th>Horse Name</th>
<th>Breed</th>
<th>Owner</th>
<th>Trainer</th>
<th>Age</th>
<th>Sex</th>
<th>Color</th>
<th>Registration</th>
<th>Birthdate</th>
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<tbody>
<tr>
<td>Panther</td>
<td>Thoroughbred</td>
<td>John Doe</td>
<td>John Smith</td>
<td>3</td>
<td>Male</td>
<td>Brown</td>
<td>12033</td>
<td>4/15/1984</td>
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<tr>
<td>Streaker</td>
<td>Quarter Horse</td>
<td>Jane Smith</td>
<td>Mary Brown</td>
<td>4</td>
<td>Female</td>
<td>Black</td>
<td>12034</td>
<td>5/20/1985</td>
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<tr>
<td>Sunrise</td>
<td>Standardbred</td>
<td>John Doe</td>
<td>John Smith</td>
<td>2</td>
<td>Male</td>
<td>Chestnut</td>
<td>12032</td>
<td>6/10/1986</td>
</tr>
<tr>
<td>Dapple</td>
<td>Appaloosa</td>
<td>Jane Smith</td>
<td>Mary Brown</td>
<td>3</td>
<td>Female</td>
<td>Palomino</td>
<td>12033</td>
<td>7/25/1987</td>
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</tbody>
</table>

**Additional Information:**
- **Racing Events:**
  - **Quarter Horses:**
    - 500-yard race on 9/10/1984
  - **Standardbreds:**
    - 1/2 mile race on 10/15/1985
  - **Polo:**
    - Team competition on 11/20/1986

**Notes:**
- All horses were entered in at least one race during the specified period.
- Racing events were held on various dates throughout the year.
- Horses participated in both local and regional races.

**Contact:**
- For more information, contact the local racing association or visit their website.
THE CASH BOX
Page 112
May 12, 1956

Manufacturers Need Equipment

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

AMI, INCORPORATED

G-80 Phonograph
G-80 Phonograph
HS-80 Selective Harness
HS-80 Selective Harness
W-1020 Wall Box
W-1020 Wall Box
$3,245.00

BALLY MFG. CO.

Magic Pool
Night-Club
Crosswords
Finders

Standard (23 6" x 36") Model (A)
Without light
300.00
(B) With lighted bumpers
315.00
(C) With neon lights
325.00

Jumbo Bowl 
(without Match Feature)
Model J-110, 10c a play
700.00
Model J-325, 5 plays for 25c
870.00

Corner Pocket (with Match Feature)
Model K-110, 10c a play
805.00
Model K-325, 5 plays for 25c
825.00

ABC Bowl

Model J-110, 10c a play
700.00
Model A-325, 5 plays for 75c
770.00

Bally's Eye Shooting Gallery
The Challengers
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