

# THE CASH BOX

VOLUME XVI

APRIL 30, 1955

NUMBER 32



The new Rock-Ola phonograph model 1448 bursts upon the scene with Teresa Brewer and Bob Thiele, A&R head of Coral, pointing out its features. Offering 120 selections, the Rock-Ola juke box introduces the latest developments in hi-fi sound. Teresa's most recent record, "Silver Dollar" and "I Don't Want To Be Lonely Tonight", off to a fast start, should soon be heard in locations all over the country.



*all it takes is*

# TALENT *plus...*

*great arrangement*

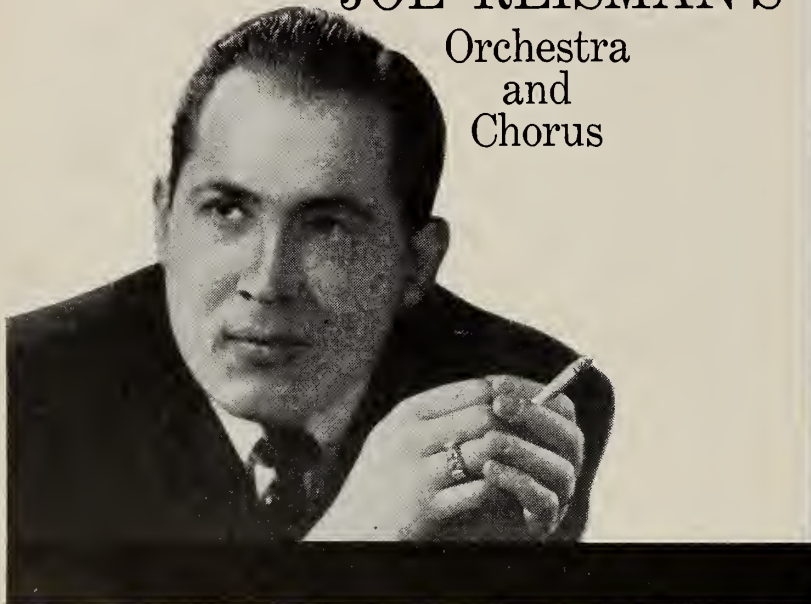
**BO DIDDLEY**

**BUBBLE BOOGIE**

20/47-6121

**JOE REISMAN'S**

Orchestra  
and  
Chorus



*great harmony*

**SOUTHERN CROSS**

**GOTTA BE THIS OR THAT**

20/47-6117

**THE AMES BROTHERS**



ED

GENE

JOE

VIC

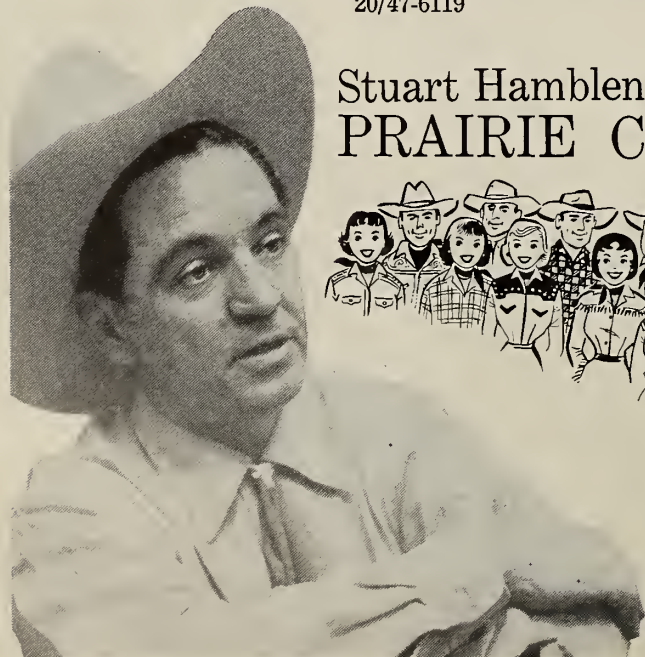
*great theme*

**ARMY OF THE LORD**

**SHAKE THE HAND  
OF A STRANGER**

20/47-6119

Stuart Hamblen's  
**PRAIRIE CHOIR**



*great lyrics*

**I TURNED IT DOWN**

(from the Republic Picture "Robbers' Roost")

**ROSES and REVOLVERS**

20/47-6118

**VAUGHN  
MONROE**



"New Orthophonic"  
High Fidelity Recordings

**RCA VICTOR**  
FIRST IN RECORDED MUSIC







FOUNDED BY BILL GERSH

# The Cash Box

Volume XVI Number 32

April 30, 1955

Publishers

BILL GERSH JOE ORLECK

**The Cash Box Publishing Co., Inc.**

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

(All Phones: JUDson 6-2640)

JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill.

(All Phones: DEarborn 2-0045)

BILL GERSH

Karyl Long

Dan Parry

HOLLYWOOD OFFICE

6272 Sunset Blvd., Hollywood, Cal.

(Phone: HOLlywood 5-1702)

CARL TAFT

NASHVILLE OFFICE

804 Church St., Nashville, Tenn.

(Phone: NASHville 5-7028)

CHARLIE LAMB

BOSTON OFFICE

1765 Commonwealth Ave., Boston 35, Mass.

(Phone: ALgonquin 4-8464)

GUY LIVINGSTON

LONDON OFFICE

17 Hilltop, London, N.W., England

MARCEL STELLMAN

EXECUTIVE STAFF

BOB AUSTIN, General Mgr., Music Dept.

SID PARNES, Editor-In-Chief

NORMAN ORLECK, Associate Editor

MARTY OSTROW, Associate Editor

IRA HOWARD, Associate Editor

CISSIE GERSH, Woman's Editor

A. MARINO, Office Manager

T. TORTOSA, Circulation

POPSIE, Staff Photographer

BRUNO DUTKOWSKY, Art Director

ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

SUBSCRIPTION RATES \$15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at \$48 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request.

THE CASH BOX covers the entire music industry, ranging from retail record and music stores to disk jockeys, music publishers, recording artists, record manufacturers, music composers and arrangers, radio and TV stations, and all others allied to the music industry throughout the world.

THE CASH BOX covers the entire coin machine industry all over the world. Operators, jobbers, distributors, manufacturers and suppliers of automatic music, vending, service and amusement machines are covered.

THE CASH BOX coverage extends to finance firms, loan organizations, factors, banks, and other financial institutions, expressly interested in the financing of coin machines of all kinds.

"THE CASH BOX PRICE LISTS" (a combination of The Cash Box' former 'Confidential Price Lists' and The Cash Box' former 'C. M. I. [Coin Machines Industry] Blue Book') are the one and only officially recognized price quotation guide for all new and used machines in the United States and all over the world where American made machines are used. "The Cash Box Price Lists" are an exclusive and copyrighted feature of The Cash Box. "The Cash Box Price Lists" are recognized officially by cities and states throughout the country as the "official price book of the coin machines industry." "The Cash Box Price Lists" are officially used in the settlement of estates, for buying, selling or trading of all types of coin operated equipment and are also officially recognized for taxation purposes. "The Cash Box Price Lists" are used by finance firms, factors, loan companies, bankers, and all other financial institutions to guide them in the making of loans to members of the coin machines industry. "The Cash Box Price Lists" have been legally recognized in courts in the United States, Canada, and many foreign countries. Entire business transactions and legal cases are based upon the quotations appearing in "The Cash Box Price Lists."

Copyright under the International Copyright Convention. All rights reserved by the Pan American Copyright Convention. Copyright 1955 by The Cash Box Publishing Co., Inc.

# 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.

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 really 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 this week and next, we would like to point out a few of them in this space.

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.

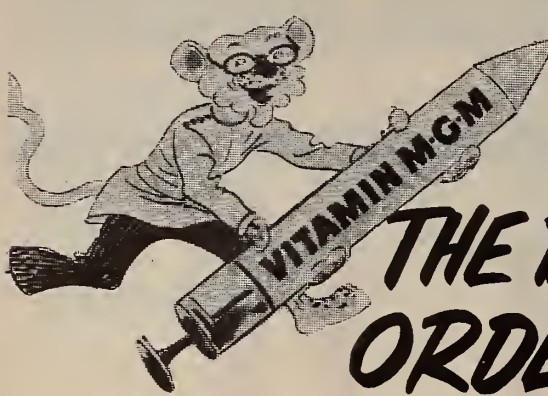
The social changes which have occurred in the United States in the last two decades have all tended in the direction of greater productivity, greater distribution of the wealth of the country, greater leisure for the majority of the population and an easier life for all.

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.

(Next week we will discuss some of the changes which have taken place in the entertainment field which contribute to the growth and expansion of the music and record businesses.)





**JUST  
WHAT  
THE DOCTOR  
ORDERED!**

**JONI JAMES**

**IS THIS THE  
END OF  
THE LINE?**

**WHEN  
YOU  
WISH  
UPON  
A STAR**

The Billboard Music Popularity Charts  
**POPULAR RECORDS**  
REVIEW  
SPOTLIGHT ON...  
**THE CASH BOX  
DISK OF THE WEEK**

MGM 11960 78 rpm • K 11960 45 rpm

**ART MOONEY**

**HONEY  
BABE**

Billboard  
**BEST BUY**



from the Warner film  
**"BATTLE CRY"**  
NO REGRETS  
MCM 11900 78 rpm  
K 11900 45 rpm

**BETTY MADIGAN**

**I HAD A  
HEART**  
and  
WONDERFUL WORDS  
MCM 11988 78 rpm • K 11988 45 rpm

**JAMES BROWN**  
Lt. Rip Masters of Rin-Tin-Tin TV Show

**THE BERRY  
TREE**  
and  
I LOST WHEN I FOUND YOU  
MCM 11987 78 rpm • K 11987 45 rpm

**GINNY GIBSON**  
WHATEVER LOLA WANTS  
and  
IF ANYTHING SHOULD HAPPEN  
TO YOU  
MCM 11961 78 rpm  
K 11961 45 rpm

**KAY ARMEN**  
BELLA NOTTE  
and  
LA LA LU  
MCM 11967 78 rpm  
K 11967 45 rpm

**BUD HOBBS**  
LOUISIANA SWING  
and  
I'M GONNA SET YOU FREE  
MCM 11964 78 rpm  
K 11964 45 rpm

**DAVID ROSE**  
TAKE MY LOVE  
and  
LOVE IS ETERNAL  
MCM 30875 78 rpm  
K 30875 45 rpm

**RUSH ADAMS**  
THE ROSE IN HER HAIR  
and  
ONLY FOR YOU  
MCM 11953 78 rpm  
K 11953 45 rpm

**JACK VALENTINE**  
SONG OF THE BANDIT  
and  
DRESSING UP MY HEART  
MCM 11956 78 rpm  
K 11956 45 rpm



**CASEY at the BAT**  
Based on Ernest Lawrence  
Thayer's famous poem. Drama-  
tized and Directed by Dailey  
Parkman.  
Narrated by  
**LIONEL BARRYMORE**  
With the Big  
League Quartette  
535-78 RPM SK35-45 RPM

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 36, N. Y.

**THE NATION'S  
TOP TEN  
PLUS  
THE NEXT  
25  
JUKE BOX TUNES**

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes. Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

**THE CASH BOX**



**CODE**

AB—Abbott	CH—Chess	DO—Dot	GR—Groove	NG—Norgran	50—Sound
AL—Aladdin	CK—Checker	DT—Dootone	IM—Imperial	PA—Parrot	SP—Specialty
AP—Apollo	CM—Combo	DU—Duke	JD—Jay Dee	PD—Polydor	TA—Tampa
AT—Atlantic	CO—Columbia	EP—Epic	JU—Jubilee	PE—Peacock	TF—Tiffany
AU—Audiavac	CR—Coral	ES—Essex	KL—King	PO—Potter	TI—Tico
BE—Bell	CT—Cat	FA—Favorite	LO—London	PR—Prestige	TR—Trend
BR—Brunswick	CW—Crown	FB—Fabor	ME—Mercury	RA—Rainbow	UN—Unifed
BT—Bethlehem	DA—Dana	FE—Federal	MG—MGM	RE—Regent	VA—Valley
CA—Capitol	DE—Decca	FI—Fiesta	MJ—Major	RM—Rama	VI—RCA Victor
CD—Cadence	DL—Deluxe	4 Star—Four Star	MO—Modern	5A—Savoy	WA—Watco

**1 BALLAD OF DAVY CROCKETT**

**BILL HAYES**

BE-1091—Tex Stewart  
CA-3058 (F-3058)—Ernie Ford  
CD-1256 (45-1256)—Bill Hayes  
CO-40449 (4-40449)—Fess Parker  
CR-61368 (9-61368)—Steve Allen  
DE-29423 (9-29423)—Burl Ives

DO-1240 (45-1240)—Mac Wiseman  
FI-049 (45-049)—Irving Fields  
ME-70555 (70555x45)—Rusty Draper  
MG-11941 (K-11941)—James Brown  
VI-20-6041 (47-6041)—James Brown

**2 THE CRAZY OTTO**

**JOHNNY MADDOX**

BE-1091—Buddy  
DO-15325 (45-15325)—Johnny Maddox

PD-22009 (45-22009)—Crazy Otto

**3 TWEEDLEE DEE**

**GEORGIA GIBBS**

AT-1047 (45-1047)—Lavern Baker  
AU-114 (45-114)—Dorothy Collins  
CA-3008 (F-3008)—Vicki Young  
CR-61332 (9-61332)—Lancers  
CR-61366 (9-61366)—Teresa Brewer

KI-1436 (45-1436)—Bonnie Lou  
ME-70517 (70517x45)—Georgie Gibbs  
ME-70553 (70553x45)—Bop-A-Loos  
VI-20-6005 (47-6005)—Pee Wee King

**4 CHERRY PINK AND APPLE BLOSSOM  
WHITE**

**PEREZ PRADO**

CO-40472 (4-40472)—Xavier Cugat  
CR-61370 (9-61370)—Alan Dale  
CR-61381 (9-61381)—Georgie Auld  
DE-29510 (9-29510)—Guy Lombardo

DE-29387 (9-29387)—Victor Young  
VI-20-5965 (47-5965)—Perez Prado  
TI-10-256 (45-256)—Tito Puente

**5 DANCE WITH ME HENRY**

**GEORGIA GIBBS**

BE-1093—Edna McGriff  
CR-61370 (9-61370)—Three Rays  
MA-102 (45-102)—Leslie Sisters

ME-70572 (70572 x 45)—Georgia Gibbs  
MO-947 (45-947)—Etta James & Peaches

**6 MELODY OF LOVE**

**BILLY VAUGHN—FOUR ACES—DAVID CARROLL**

CA-3018 (F-3018)—F. Sinatra & Ray Anthony  
CO-40417 (4-40417)—Sammy Kaye  
CR-61334 (9-61334)—McGuire Sisters  
DE-29395 (9-29395)—Four Aces  
DO-15247 (45-15247)—Billy Vaughn  
EP-9098 (5-9098)—Jack Pyle

KI-1429 (45-1429)—Ink Spots  
ME-70521 (70521x45)—David Carroll  
MG-11908 (K-11908)—F. MacCormack  
VI-20-5975 (47-5975)—Tony Martin & Dinah Shore  
VI-20-5973 (47-5973)—Leo Diamond

**7 HOW IMPORTANT CAN IT BE**

**JONI JAMES — SARAH VAUGHAN**

CA-3066 (F-3066)—Billy May  
CR-61362 (9-61362)—Teresa Brewer  
DE-29412 (9-29412)—Connee Boswell  
ME-70534 (70534 x 45)—Sarah Vaughan

MG-11919 (K-11919)—Joni James  
MJ-138 (45-138)—Jack Smith  
TI-10-245 (45-245)—Neil Lewis  
VI-20-5993 (47-5993)—Lou Monte

**8 SINCERELY**

**MCGUIRE SISTERS**

CR-61323 (9-61323)—McGuire Sisters  
CH-1581 (45-1581)—Moonglows  
DE-29421 (9-29421)—Louis Armstrong

ME-70569 (70569x45)—Bop-A-Loos  
MG-11917 (K-11917)—Billy Fields  
VI-20-6014 (47-6014)—Johnnie & Jack

**9 UNCHAINED MELODY**

**AL HIBBLER—LES BAXTER—ROY HAMILTON**

CA-3055 (F-3055)—Les Baxter  
CO-40455 (4-40455)—Liberace  
DE-29441 (9-29441)—Al Hibbler  
DE-29509 (9-29509)—Guy Lombardo

EP-9102 (5-9102)—Roy Hamilton  
MG-11962 (K-11962)—LeRoy Holmes  
VI-20-6078 (47-6078)—June Valli

**10 PLEDGING MY LOVE**

**JOHNNY ACE — TERESA BREWER**

BE-1093—Edna McGriff  
CO-40436 (4-40436)—Four Lads  
CR-61362 (9-61362)—Teresa Brewer  
DE-29421 (9-29421)—Louis Armstrong  
DU-136 (45-136)—Johnny Ace

DL-6075 (45-6075)—Thunderbirds  
ME-70551 (70551x45)—Ronnie Gaylord  
MG-11931 (K-11931)—Tommy Mara  
VI-20-6050 (47-6050)—Nita, Rita & Ruby

11) KO KO MO. 12) PLAY ME HEARTS AND FLOWERS. 13) DARLING, JE VOUS AIME BEAUCOUP. 14) EARTH ANGEL. 15) TWO HEARTS. 16) IT MAY SOUND SILLY. 17) DANGER, HEARTBREAK AHEAD. 18) THAT'S ALL I WANT FROM YOU. 19) BLUE MIRAGE. 20) THE SAND AND THE SEA. 21) WHATEVER LOLA WANTS. 22) MAMBO ROCK. 23) THE BREEZE AND I. 24) BIRTH OF THE BOOGIE. 25) NOBODY. 26) DON'T BE ANGRY. 27) OPEN UP YOUR HEART. 28) HEARTS OF STONE. 29) HONEY BABE. 30) ROCK LOVE. 31) JUST ONE MORE TIME. 32) MOST OF ALL. 33) WHERE WILL THE DIMPLE BE. 34) THE DOOR IS STILL OPEN. 35) FOOLISHLY YOURS.



# ONLY THE BEST FROM MR. "B" BOY



Sung by . . .

## Billy Eckstine

MGM: 11984 (78 rpm) • K11984 (45 rpm)

b/w

"LOVE ME OR LEAVE ME"

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 36, N. Y.



# RECORD REVIEWS

ⓐ DISK & SLEEPER	Ⓞ GOOD
ⓑ EXCELLENT	ⓒ FAIR
ⓓ VERY GOOD	ⓔ MEDIOCRE

**VAUGHN MONROE**  
(RCA Victor 20-6118; 47-6118)

**B+** "I TURNED IT DOWN" (2:15) [Manchester ASCAP—Bradford, Romano] Vaughn Monroe hands in a big reading on a waltz tempo novelty from the pic "Robber's Roost." Clever lyric. Potent wax that could click big.

**B** "ROSES AND REVOLVERS" (2:43) [E. H. Morris ASCAP—Burke, Webster, Raye] This side is an up-beat novelty with a cute cowboy story set into a catchy melody. Funny lyric that should make noise.

**PRISCILLA WRIGHT**  
(Unique 303; 45-303)

**B+** "THE MAN IN THE RAINCOAT" (2:53) [BMI—Webster] A most unusual new tune is impressively introduced by newcomer Priscilla Wright. Song has a haunting and penetrating melody and lyric. Unusual enough to be a big smash. Watch it.

**C+** "PLEASE HAVE MERCY" (2:50) [BMI—Otis, Bass] A slow rhythm ballad is capably handled by the thrush on this deck. Don Wright's ork assists.

**DAVID CARROLL**  
(Mercury 70606; 70606x45)

**B+** "TIL WE MEET AGAIN" [Remick ASCAP—] David Carroll who is selling a heap of disks with his version of "Melody Of Love," comes up with a similar arrangement of another oldie. Chorus assists with a pretty vocal. Could follow in "Melody's" footsteps.

**C+** "BLUE SCARECROW" [Pickwick ASCAP—] This half is a light and contagious novelty instrumental loaded with a bunch of cute gimmicks by the various instruments. Appealing.

**MACHITO ORCH.**  
(Tico 250; 45-250)

**C+** "MINOSO AL BATE" — Machito and his boys dish up a cha cha number with a Spanish lyric. Song is a tribute to Minnie Minoso, White Sox baseball star.

**C+** "SAD EYES" — This side features the band on a very pretty and melodious mambo instrumental. Trumpet takes the foreground on this inviting dance item.

**ART WANER ORCH.**  
(MGM 11974; K-11974)

**B+** "SMILES" (2:20) [Remick ASCAP—Roberts, Callahan] A great oldie that's currently making noise as a piano solo, gets a lively vocal and ork treatment from Art Waner and his crew. Colorful deck that could break big.

**B+** "DIPPY DIPPY DOODLE" (2:20) [Melhedd ASCAP—Waner, Loveday] A wonderful new novelty chock full of happiness and lightheartedness is refreshingly fashioned by Waner's crew and a chorus. Has a refreshing winning sound. Could click in a big way.

## DISK OF THE WEEK THE CASH BOX

"GOTTA BE THIS OR THAT" (2:40)  
[Harms ASCAP—Skylar]

"SOUTHERN STAR" (2:32)  
[E. H. Morris ASCAP—Hilliard, Mann]

THE AMES BROTHERS  
(RCA Victor 20-6117; 47-6117)



AMES BROTHERS

● The Ames Brothers, one of the most versatile vocal aggregations

in the business, demonstrate their versatility on their latest release as they send across two equally outstanding but two entirely different sides. One portion is a terrific revival rendition of the great rhythm oldie "Gotta Be This Or That." The background accompaniment is simple, allowing the boys to really shine with their most inviting harmony. A winning platter from start to finish. Kids'll love the dance tempo too. Flip is a beautiful romantic ballad labeled "Southern Cross." It's a soft and feelingful love song that has all the earmarks of a hit. A top notch coupling of tunes that'll go big in the jukes and over the counter.

**STEVE GIBSON & RED CAPS**  
(RCA Victor 20-6096; 47-6096)

**C+** "NUFF OF THAT STUFF" (2:42) [Patricia BMI—Medley, Carney, Ross] Steve Gibson and his Red Caps jump through a solid rock and roll item. Good rhythm number that should appeal to the hoofers.

**C+** "FEELIN' KINDA HAPPY" (2:08) [Mellin BMI—Thomas] Damita Jo takes the spotlight on this catchy little bouncer. Side jumps. Thrush hands in a solid performance.

**BETTY CLOONEY**  
("X"-0118; 4X-0118)

**B** "I LOVE YOU A MOUNTAIN" (2:08) [Hollybrook ASCAP—Arthur, Neufeld] A lively bouncer with a cute set of lyrics is pertly fashioned by Betty Clooney. Attractive ditty. Multiple track gimmick at mid point.

**C+** "CAN'T DO WITHOUT YOU" (2:26) [Brandom ASCAP—Hoffman, Trace] The thrush lilts through another inviting novelty on this half. Happy cutie.

**LEE LINDSEY**  
(Cardill 5301; 45-5301)

**C+** "GEE! WHAT A MAM-BO!" (1:40) [Nutmeg ASCAP—McPhail, Carpenter, Kratz] Lee Lindsey teams up with the March Hares on a catchy little mambo novelty. Crooner has a pleasing voice.

**C+** "WOLF-WAGON DRIVE" (2:00) [Nutmeg ASCAP—McPhail, Anderson] An ok rhythm number gets a lively treatment from Lee and the crew. Appealing ditty.

**QUIN JOLLY - ILLER PATTACINI**  
(Decca 29495; 9-29495)

**B** "BAFFI" [Rex BMI—Ravasini, Oppi, Pinchi] Italian star Quin Jolly offers a cute Italian novelty set to a baion beat. Gianni handles the lead vocal. Song has a wonderful flavor.

**C** "IL MIO MULETTO" [Rex BMI—Ravasini, Aniante] An Italian vocal is presented on this side too as Iller Pattacini and his quintet set up a smooth backdrop for a pretty song.

**THE BON BONS**  
(London 1569; 45-1569)

**B** "THAT'S THE WAY LOVE GOES" (1:55) [Regent BMI—Rivel, Plante, Coleman] A new group dubbed the Bon Bons debuts on the London label with a catchy and clever bouncer. Group has a wonderful sound. Tune is good too.

**B** "MAKE MY DREAMS COME TRUE" (2:35) [Jack Gold ASCAP—Gluck, Gold] A rock and roller is belted out by the crew. Solid side with a heap of rhythm. Could break through for a click.

**LINCOLN CHASE**  
(Columbia 40475; 4-40475)

**B+** "THE MESSAGE" (2:01) [Raleigh BMI—Chase] An exciting piece of off-beat material is dramatically presented by Lincoln Chase. Song has a stirring calypso flavor. Unusual item that could catch on in a big way both in pop and rhythm & blues. Watch it.

**B** "THAT'S ALL I NEED" (2:09) [Raleigh BMI—Chase] Another imaginative piece of tune stuff, a song that's breaking in both pop and blues, is chanted to a beaty backdrop by its composer. Twin threat.

**NORMAN BROOKS**  
(("X"-0125; 4X-0125)

**B+** "HEART" (2:27) [Frank ASCAP—Adler, Ross] A great big "Damn Yankees" tune, one that's already breaking, is given a Jolsonesque reading by Norman Brooks. Artist sounds just like Jolson. Fine rendition.

**C+** "TOO MANY HEARTACHES" (1:58) [Feist ASCAP—Charles, Allan] A lively bounce number makes up the interesting flip side. More Jolson type vocal.

**ROSEMARY CLOONEY - HARRY JAMES ORCH.**  
(Columbia 40496; 4-40496)

**B+** "WHEN YOU WISH UPON A STAR" (3:01) [Bourne ASCAP—Washington, Harline] A beautiful oldie from Walt Disney's "Pinocchio" is tenderly fashioned by Rosemary Clooney and Harry James. Tune is clicking again and this version should share heavily in the final take.

**B** "IT MIGHT AS WELL BE SPRING" (3:06) [Williamson ASCAP—Hammerstein, Rodgers] The thrush teams with Harry once again to dish up another great standard. Wonderful love song fittings for current season. Should do well.

**TRUDY RICHARDS**  
(Jubilee 5197; 45-5197)

**B+** "DON'T RUSH ME" (2:58) [Warock ASCAP—Dupree, Marcus] a sultry and clever little novelty is wonderfully and commercially treated by Trudy Richards. Multiple track technique is effectively used "Make Yourself Comfortable" type novelty. Could catch on big.

**B+** "PROMISES, PROMISES" (2:12) [Wemar BMI—Raleigh, Edwards] The thrush changes the pace and belts out a wild and exciting rock 'n roller that could make the grade. Terrific coupling for big sales and juke response.

## THE CASH BOX BEST BETS

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

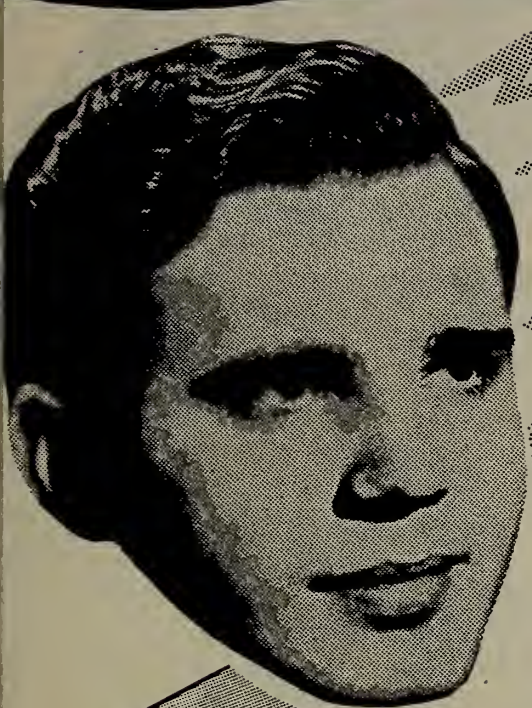
- ★ "SMILES"/"DIPPY DIPPY DOODLE" Art Waner O. MGM 11974; K-11974
- ★ "DON'T RUSH ME" Trudy Richards Jubilee 5197; 45-5197
- ★ "THE MESSAGE" Lincoln Chase Columbia 40475; 4-40475
- ★ "I TURNED IT DOWN" Vaughn Monroe RCA Victor 20-6118; 47-6118
- ★ "THE MAN IN THE RAINCOAT" Priscilla Wright Unique 303; (45-303)

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



**DOT** ... AMERICA'S HOTTEST LABEL ... presents

**the no. 1 piano man**



**JOHNNY  
MADDOX**

and the **RHYTHMASTERS**

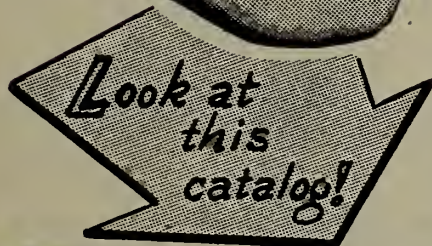
with a **BIG** one

**"JOHNNY'S MEDLEY"**

B/W

"the **WHISTLIN' PIANO MAN**"

**DOT # 15365**



Look at  
this  
catalog!

**ORDER NOW FROM YOUR DOT DISTRIBUTOR**

**JOHNNY MADDOX RELEASES**

- 1005—Crazy Bone Rag—St. Louis Tickle
- 1012—Hula Blues—I Get The Blues When It Rains
- 1023—Alabama Jubilee—Memphis Blues
- 1057—Dill Pickles—Sweet Georgia Brown
- 15001—Bully of the Town—San Antonio Rose
- 15004—Under The Double Eagle—My Mary
- 15006—Stardust—Piano Polka
- 15007—Waiting For The Robert E. Lee—That's My Weakness Now
- 15008—Near You—Johnny Maddox Boogie
- 15014—Why Worry—Friday Night Stomp
- 15015—Listen To The Mocking Bird—Molly Darling
- 15020—Coconut Grove—Little Grass Shack
- 15021—Johnny Maddox Special—Sioux City Sue
- 15026—At A Georgia Camp Meeting—Elite Syncopation
- 15027—Sunflower Slow Drag—Porcupine Rag
- 15028—Sleepy Sidney—African Pas'
- 15029—Smokey Mokes—Tickled To Death
- 15045—By The Light Of The Silvery Moon—In The Mood

- 15056—Johnny's Boogie Blues—Blue Danube
- 15057—Twelfth Street Rag—Little Girl
- 15058—Goodbye Girls I'm Through—Sweet Leilani
- 15059—The Honey Song—Alice Blue Gown
- 15062—Alice Blue Gown—Twilight Time
- 15066—Ida—School Days
- 15067—Margie—Swanee River
- 15068—Me and My Shadow—Peggy O'Neil
- 15069—Angry—Shine
- 15070—Blue Room—Shanty In Old Shanty Town
- 15071—Should I—You Were Meant For Me
- 15072—Baby Face—Moonlight and Roses
- 15073—Jealous—Tea For Two
- 15074—Carolina In The Morning—Hindustan
- 15075—Avalon—Tip Toe Through The Tulips
- 15077—Ain't She Sweet—Do You Ever Think Of Me
- 15090—Learning—Eight Beat Boogie
- 15102—Dipsy Doodle—Alexander's Ragtime Band

- 15120—Rudolph The Red Nose Reindeer—I Saw Mommy Kissing Santa Claus
- 15128—There's A Star Spangled Banner Waving Somewhere—I Don't Love Nobody
- 15142—Johnny's Boogie Blues—Josephine
- 15169—Peg O My Heart—Teddy Bear Blues
- 15226—Patton Rag—Blue Hawaii
- 15270—Blue Blue Night—Lady In Red
- 15280—Oh Lady Be Good—Oh You Beautiful Ooll
- 15281—Camptown Races—I'm Looking Over A Four Leaf Clover
- 15282—Shine On Harvest Moon—Pretty Baby
- 15283—Smiles—Over The Waves
- 15284—Humoresque—Stars and Stripes Forever
- 15285—Dixie-Yankee Doodle—Whispering
- 15286—After The Ball—Bye Bye Blues
- 15287—Golden Slipper—Washington and Lee Swing
- 15288—Chinatown My Chinatown—Sidewalks of New York
- 15289—Glow Worm—Chicken Reel
- 15325—Crazy Otto—Humoresque
- 15365—Johnny's Medley—The Whistlin' Piano Man

**JOHNNY MADDOX ALBUMS**

- DF-102 —At A Georgia Camp Meeting
- 45-DF-102—Elite Syncopation
- LP-102 —Sunflower Slow Drag
- Porcupine Rag
- Sleepy Sidney
- African Pas'
- Smokey Mokes
- Tickled to Death
- DF-104 —Twelfth Street Rag
- DEP-104 —Little Girl
- DLP-104 —Johnny's Blues
- Blue Danube
- Goodbye Girls I'm Through
- Sweet Leilani
- The Honey Song
- Alice Blue Gown

- DLP-107 —Ida
- School Days
- Shine
- Angry
- Tea For Two
- Jealous
- Do You Ever Think of Me
- Ain't She Sweet
- 1-1000 —St. Louis Tickle
- Crazy Bone Rag
- Hula Blues
- I Get The Blues When It Rains
- 1-1001 —Memphis Blues
- Alabama Jubilee
- Sweet Georgia Brown
- Dill Pickles

- 1-1002 —San Antonio Rose
- Bully of the Town
- Under The Double Eagle
- My Mary
- 1-1003 —Stardust
- Piano Polka
- Near You
- Johnny Maddox Boogie
- 1-1004 —Why Worry
- Friday Night Stomp
- Listen To The Mocking Bird
- Molly Darling
- 1-1005 —Coconut Grove
- Little Grass Shack
- Johnny Maddox Special
- Sioux City Sue

- 1-1010 —Tippin In
- South of the Border
- Peg O My Heart
- Hot Lips
- 1-1013 —Ida
- School Days
- Margie
- Swanee River
- 1-1014 —Peggy O Neil
- Me and My Shadow
- Shine
- Angry
- 1-1015 —Blue Room
- Shanty In Old Shanty Town
- You Were Meant For Me
- Should I

- 1-1016 —Moonlight and Roses
- Baby Face
- Tea For Two
- Jealous
- 1-1017 —Hindustan
- Carolina In The Morning
- Tip Toe Through The Tulips
- Ain't She Sweet
- 1-1018 —The Sheik of Araby
- Bye Bye Black Bird
- Do You Ever Think of Me
- Ain't She Sweet
- 1-1026 —Crazy Otto
- Eight Beat Boogie
- Down Yonder
- In The Mood

**Dot** RECORDS INC.  
GALLATIN TENNESSEE PHONE: 1600

Still **no. 1**  
**CRAZY OTTO MEDLEY**  
#15325



# RECORD REVIEWS

**CA** DISK & SLEEPER

**CG** GOOD

**CB** EXCELLENT

**CC** FAIR

**CB** VERY GOOD

**CD** MEDIOCRE

**SAUTER-FINEGAN ORCH.**  
(RCA Victor 20-6106; 47-6106)

**C+** "DON'T BE ANGRY" (2:24)  
[Republic BMI—Brown, Madison, McCoy] Sauter and Finegan ride their vast crew through a wild and dense instrumental rendition of an R & B tune that's going big in pop. Crazy deck.

**C+** "THEME FROM 'I AM A CAMERA'" (2:38) [Cromwell ASCAP—Sigman, Siegel, Von Pinelli] From the flick "I Am A Camera" comes this intriguing melody imaginatively styled by the men. Lovely melody.

**THE HI-LO'S**  
(Starlite 1363; 45-1363)

**B+** "WHATEVER LOLA WANTS"  
[Frank ASCAP—Adler, Ross] The Hi-Lo's do a masterful job with this sensational "Damn Yankees" novelty that's well on its way toward the top. Exciting vocal effort. Should grab off a big share of this hit's take.

**C+** "I THOUGHT ABOUT YOU" — This side features the polished vocal quartet on a smooth romantic ballad. Group has a brilliant future in store.

**RUSS CARLYLE ORCH.**  
("X"-0113; 4X-0113)

**B** "IF YOU ONLY KNEW" (2:32)  
[Lakefront BMI—Marcey] Russ Carlyle's ork, which helped revive "In A Little Spanish Town," wends his way through a soft and easy going love song. Pretty, romantic offering.

**B** "SOBBIN' BLUES" (3:40) [E. H. Morris ASCAP—Kassel, Burton] This half offers a contagious lilting oldie with an alto sax in the lead spot. Attractive ditty. Breaks into a cornball dixie instrumental at mid point.

**THE JAC-O-LACS**  
(Tampa 103; 45-103)

**C+** "CINDY LOU" [Webster BMI—Scherman] The Jac-O-Lacs debut on the Tampa Label with a cute name tune with an up-beat. Inviting novelty cleverly arranged. Should do well in both pop and R & B.

**C+** "SHA-BA-DA-BA-DOO" [Webster BMI—Scherman] Another rock and roll novelty is rhythmically fashioned by the boys. Interesting coupling.

**WILDER BROTHERS**  
(("X"-0119; 4X-0119)

**B** "CRAZY DOLL" (2:20) [Manning ASCAP—Wilders] The Wilder Brothers bounce through an infectious cutie with a pretty melody and an inviting set of lyrics. Good arrangement. Side could catch on.

**C+** "L'AMOUR. TOUJOURS, L'AMOUR" (2:11) [Harms ASCAP—Cushing, Friml] A great oldie is smoothly treated by the boys on this end. Good shuffle beat.

## THE CASH BOX SLEEPER OF THE WEEK

"ONLY YOU" (2:25)

[Lowell BMI—Kriegsmann, Stanton]

"LOVE ME OR LEAVE ME" (2:58)

[Bregman, Vocco & Conn ASCAP—Donaldson, Kahn]

**BILLY ECKSTINE**  
(MGM 11984; K-11984)



BILLY ECKSTINE

● As rock and roll tunes continue to click big in the pop field,

Billy Eckstine takes a crack at one and comes up with a tremendous new recording that oughta have him riding high on the charts again. The tune is an exciting, beaty ballad and goes under the name "Only You." It's definitely one of Billy's most commercial platters in a long, long time. The Pied Pipers and Lou Bring showcase the crooner beautifully with a driving backdrop. Kids will love the fish beat. Flip, "Love Me Or Leave Me," is a great oldie which Billy treats with warmth and meaning. Wonderful standard that seems to be on the comeback trail. Watch the top half. It looks big.

"WONDERFUL WORDS" (2:32)

[Brighton ASCAP—Kaye, Loman]

"I HAD A HEART" (2:40)

[Stratton BMI—Jay, Reid, Albert]

**BETTY MADIGAN**  
(MGM 11988; K-11988)



BETTY MADIGAN

● Betty Madigan, the young

thrush with charm in her voice, comes up with two beautiful new sides that should attract big money for all concerned. One side, wonderful words, is an easy-going, string-filled waltz number dubbed "Wonderful Words." A lovely romantic number with all the tenderness that made "Joey" a hit. A great tune for the Spring season. And the lyrics are set against a captivating melody. The coupling is an equally enchanting love song. It has a sentimental flavor and is tagged "I Had A Heart When I Came In." A touching tune that'll build into a hit. Disk looks like a two sided winner. Watch it.

**CLEF**  
(Roninu 712; 45-712)

**B** "NO ARMS CAN EVER HOLD YOU" (2:59) [Betmar BMI—Crafer, Nebb] An artist whose name is being held secret uses the tag "Clef" on this pretty new tune. A delightful, warm ballad, tenderly performed. Neal Hefti assists.

**C** "COME BACK—COME BACK" (2:41) [Betmar BMI—Crafer, Nebb] The Ray Charles chorus sets up another lush backdrop for the warbler's feelingful rendition of another love song.

**JACKIE LEE**  
(Coral 61400; 9-61400)

**B** "CHOP STICKS" (2:15) [P.D.] Keyboard ace Jackie Lee dishes up a big production arrangement of a piano favorite. Voices whoop it up in the backdrop. Driving side that'll get heaps of spins.

**C+** "LUIGI'S WEDDING" (1:47) [P.D.] Three great Italian standards make up the medley presented by the artist on this side. Group in backdrop hums along from time to time. Informal type disk. Sounds as though it was recorded at a party.

**THE COMMANDERS**  
(Decca 29485; 9-29485)

**B** "THE CAT FROM CATALINA" (2:20) [Beechwood BMI—Cavanaugh] The Commanders who did a big job with their last release "Elephant's Tango," dish up another rhythmic and exciting instrumental bounce that could go big. Side rocks.

**B+** "THE MONSTER" (2:58) [Hudson-Dart BMI—Odette] More sensational lindy music is offered on this half. Band has a great, full sound that the kids love. Excellent dance tempo too. Deep sax work is interesting. Two strong contenders for hitdom.

**NEAL HEFTI ORCH.**  
(Coral 61398; 9-61398)

**C+** "MARGIE" (2:17) [Mills & Fisher ASCAP—Davis, Conrad, Robinson] Neal Hefti and his crew glide through a soft and mellow instrumental rendition of an evergreen. Good dance material.

**C+** "BIG BOAT WHISTLE" (3:07) [Sheldom BMI—Edwards, Corday, Seymour] Bunny Briggs handled the vocal chores on this rhythm number.

**JEAN DINNING**  
(Essex 395; 45-395)

**B** "BO-DIDDLEY" [Arc BMI—McDaniels] A big rhythm and blues item that's being covered in pop, gets a driving treatment from Jean Dinning. Beaty and exciting number.

**C+** "BABY, WE'RE THROUGH" [Eastwick BMI—Dinning] Another rhythmic backdrop with a slow beat sets the pace for this piece of blues. Ok tune.

**VICO TORRIANI & MANTOVANI**  
(London 1556; 45-1556)

**B** "MANDOLINS ARE PLAYING" [Burlington ASCAP—Francis, Mattes] The soft but penetratingly beautiful voice of Vico Torriani is greatly enhanced by Mantovani's strings. Crooner does a big job with this lovely tango. Could come through.

**C+** "REMEMBERING" [Burlington ASCAP—Sigman, Mattes] Another lovely ballad with a continental flavor is softly treated by the Swiss star. A warm vocal presentation. Two pretty, romantic decks.

**THE STATESMEN QUARTET**  
(RCA Victor 20-6100; 47-6100)

**B** "A MAN CALLED PETER" (2:47) [Ross Jungnickel ASCAP—Tobias, Sloan] The Statesmen Quartet sings an inspirational and beautiful tune based on the title of the current hit pic of the same name. Stirring number. Could catch on.

**C+** "THE BIBLE TOLD ME SO" (2:07) [General ASCAP—Ballard] A spiritual is effectively fashioned by the boys on this deck.



... an over night **SMASH!**

**HEY**

MR. DEEJAY

MR. OPERATOR

MR. DEALER

**MR.**

Words and Music  
By  
**FREDDY MORGAN**  
**NORMAN MALKIN**

**BANJO**

**10 Great Renditions**

... and More  
*Soon-To-Be Released!*

**THE SUNNYSIDERS - Kapp**

**GUY LOMBARDO - Decca**

**LAWRENCE WELK - Coral**

**THE BANJO BOYS - Capitol**

**FRANK YANKOVIC - Columbia**

**GENE SHELDON & THE ENCORES - MGM**

**CHET ATKINS & ANITA KERR SINGERS - Victor**

**THE FOUR BELLS with JIMMY CARROLL ORCH. - Bell**

**THE SANDPIPERS with MITCH MILLER & ORCH. - Golden**

**JOHNNY GUARNIERI with Stewart Foster - Camden**

And . . . . Watch This One

**ZOOM ZOOM ZOOM**

Recorded by:

**THE SUNNYSIDERS - Kapp**

**VICKIE YOUNG - Capitol**

**MILLS MUSIC, INC.**

SIDNEY MILLS  
Gen. Prof. Mgr.

BERNIE POLLACK  
Prof. Mgr.

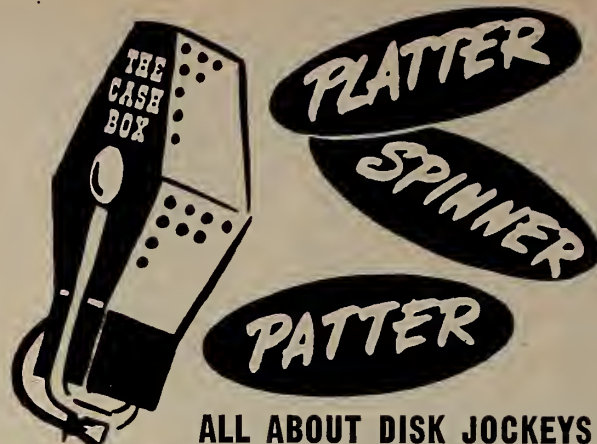
1619 BROADWAY, NEW YORK 19, N. Y.  
6533 HOLLYWOOD BLVD., HOLLYWOOD, CALIF. • PAUL MILLS



# BMI Check List

OF *New* RECORD RATINGS  
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
<b>AVERAGE GIRAFFE, THE</b> (Glenwood) THE FOUR LADS (Columbia)	75 (Good)	Best Bet	
<b>CHOP CHOP BOOM</b> (Frederick) THE CREWCUTS (Mercury) THE DANDELIERS (States)	Best Buy R & B Best Buy	Disk of the Week R & B Sleeper	Very Good
<b>DON'T BE ANGRY</b> (Republic-Savoy) THE CREWCUTS (Mercury) NAPPY BROWN (Savoy)	Best Buy R & B Best Buy	Sure Shot R&B Award	Excellent
<b>DON'T KEEP IT A SECRET</b> (Springfield) TERRI STEVENS (Double AA) BOB WILLS (Decca) DICK THOMAS (Rita)	Spotlight 75 (Good) 74 (Good)	B (Very Good)	
<b>FOR BETTER OR WORSE</b> (Starstan) KAY STARR (Victor)		Disk of the Week	Excellent
<b>IF I MAY</b> (Roosevelt) NAT 'KING' COLE (Capitol)		Disk of the Week	Very Good
<b>IS THIS THE END OF THE LINE?</b> (BMI) JONI JAMES (MGM)	Spotlight	Disk of the Week	Best Bet
<b>MY BABE</b> (Arc) THE GAYLORDS (Mercury) LITTLE WALTER (Checker) THE GOOFERS (Coral)	78 (Good) R & B Best Buy	Best Bet R&B Award B+(Excellent)	
<b>OPUS ONE</b> (Embassy) MILLS BROTHERS (Decca)	80 (Excellent)	Best Bet	
<b>PASS IT ON</b> (Peer) JULIUS LA ROSA (Cadence)	73 (Good)	Sleeper of the Week	
<b>THAT'S ALL I NEED</b> (Raleigh) LAVERN BAKER & THE GLIDERS (Atlantic) DOROTHY COLLINS (Audivox) LINCOLN CHASE (Columbia)	R & B Best Buy 78 (Good) 75 (Good)	R&B Award Sleeper of the Week	Very Good
<b>TOMORROW</b> (Herb Reis) JUNE VALLI (Victor) LITA ROZA (London)		B (Very Good) B (Very Good)	Excellent
<b>TWO HEARTS, TWO KISSES</b> (St. Louis) DE MARCO SISTERS (Decca) FRANK SINATRA (Capitol) DORIS DAY (Columbia) THE DOODLERS (Victor) RITA ROBBINS & DON WINTERS (Victor)	Spotlight 79 (Good) 74 (Good) 80 (Excellent)	Best Bet Sleeper of the Week B (Very Good)	Best Bet



ALL ABOUT DISK JOCKEYS

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

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

1. BALLAD OF DAVY CROCKETT . . . . . Bill Hayes (Cadence)
2. UNCHAINED MELODY . . . . . { Al Hibbler (Decca)  
Les Baxter (Capitol)
3. DANCE WITH ME, HENRY . . . . . Georgia Gibbs (Mercury)
4. CHERRY PINK AND APPLE BLOSSOM WHITE . . . . . Perez Prado (RCA Victor)
5. HOW IMPORTANT CAN IT BE . . . . . Joni James (MGM)
6. PLAY ME HEARTS AND FLOWERS . . . . . Johnny Desmond (Coral)
7. WHATEVER LOLA WANTS . . . . . { Sarah Vaughan (Mercury)  
Dinah Shore (RCA Victor)
8. THE BREEZE AND I . . . . . Caterina Valente (Decca)
9. DARLING, JE VOUS AIME BEAUCOUP . . . . . Nat "King" Cole (Capitol)
10. SINCERELY . . . . . McGuire Sisters (Coral)
11. CRAZY OTTO MEDLEY. 12) MELODY OF LOVE. 13) TWEED-LEE DEE. 14) TWO HEARTS. 15) IT MAY SOUND SILLY. 16) PLEDGING MY LOVE. 17) MOST OF ALL. 18) BLUE MIRAGE. 19) NOBODY. 20) HONEY BABE.

Alan Dary (WORL-Boston, Mass.) recently conducted a unique contest. He played "No Such Luck" by Dolores Hawkins on Epic 12 times and asked his audience to identify the voice singing along with the record. A listener named Bob Allen of Dorchester, Mass. called in with the winner. It was another Bob Allen, who also wrote the song.

\* \* \* \* \*



"HANK" GOLDMAN  
(WANN-Annapolis, Md.)

Pic of the week—"Hank" Goldman (WANN-Annapolis, Md.) has been with the station going on five years except for his Korean stint in the Navy. In addition to his DJ chores Hank is chief announcer and assistant program director. . . . Henry Okun working like mad on "Honey Babe." The Art Mooney etching is breaking for a hit and Henry must get his share of the credit for all the plugging he has been doing. One of his gimmicks has been a post card of a beautiful gal named Darleen. Okun is also handling Teresa Brewer's "Silver Dollar." . . . Paul Brown returns from a New England promotional trip and advises Jim Pansullo (WNEB-Worcester, Mass.) now at WVDA-Boston. Joe Smith, formerly of Johnstown, Pa., now handling the afternoon show at WVDA-Boston. The Paul Brenner mentioned in the April 16 issue who lent his offices to Lou Emm (WHIO-Dayton, O.) for tape interviews, was Paul Brown. . . . We are told Sid Mandel (KYNO-Fresno, Calif.) pulled a phenomenal 9,047 calls in one week. . . . Sid Dickler (WEDO-Pittsburgh, Pa.) anxious to connect with a radio station as manager or assistant manager. Dickler has had years of experience in radio, music, publicity, artist management, etc. . . . Gene Whitaker (WNCA-Siler City, N. C.) lined up a wonderful bunch of guests recently. It read like a who's who in records. Perry Como, Ralph Marterie, Laurie Sisters, Jaye P. Morgan, Leo De Lyon, Mitch Ayres and the Ray Charles Singers all made their appearance with Gene. . . . Bob E. Lloyd (WAVZ-New Haven, Conn.) taped up shows with writers Jerry Ross and Dick Adler of "Damn Yankee." Bob had Jimmy Komac, Coral Record artist, and comic in the show, on one of his morning shows. . . . Coca Cola just renewed Lou German's fifteen minute segment on WHEC-Rochester, N. Y. and added an extra forty five minutes on Saturday. . . . The new Jerry Howard Show premiered over WBZA-Boston, Mass. on April 18. The show will be heard Monday thru Friday from midnite to 5:15 am and Saturday from midnight to 7:30 am.

\* \* \* \* \*

Zany stories of the week. George Fennell (WGUY-Bangor, Mn.) this week took the mike over to the window and told all passing cars to blow their horns. For about one-half hour WGUY had a quarter of a mile of cars in a traffic jam blowing their horns and carrying on until the police broke it up. Fennell wasn't arrested—tho we don't know why. . . . Les Davis (WWCO-Waterbury, Conn.) climbed to the top of the largest drive-in-theatre screen in the world, an 88 foot screen, to prove to his listeners that WWCO really presents the top ten songs as listed by The Cashbox. Lawrence Brandon station manager who denied any previous knowledge of Davis' plans, said, "If he was so fearless as to climb to the top of that screen, he can darn well do his show from there. I'll put in a remote hook-up."

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE  
NEW YORK 36, N. Y.  
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

**The Cash Box** Airmail Subscription **\$30.**  
52 ISSUES

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





HAS BOTH!



A Great NEW Star-

SUSSAN HUNTER

...And A Great NEW Song...

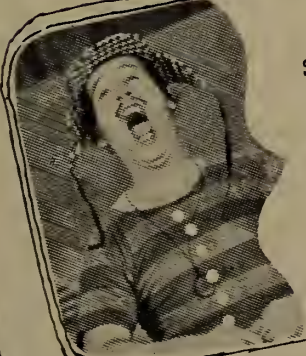
"NOT YET"

Words and Music by MILTON BERLE, ROBERT MELLIN AND ELAINE MAZLISH.

b/w

"WAS THAT THE RIGHT THING TO DO"

DECCA-29512 (9-29512)



SEEN AND HEARD LAST TUESDAY NIGHT BY 50 MILLION PEOPLE TUNED TO THE MILTON BERLE TV SHOW ON WNBC-TV



America's Fastest Selling Records







4949 Hollywood Blvd.  
Hollywood 27 Calif.

**POPULAR**

Lovely to See — Thrilling to Hear

**ROBERTA LINN**

"I'M GOING OUT ON THE  
FRONT PORCH AND CRY"

b/w

"MUSIC GOES ROUND AND  
ROUND, MAMBO"

EK. 109-110

To be released April 27th

"SO SOON"

b/w

"FEE FI FIDDLEE AYE O"

45 — 114

78 — 114

America's New Clarinet Sensation!

**GUS BIVONA**

"Querida"

b/w

"Organ Grinder's Swing"

EK. 107-108

With his marvelous multiple guitars . . .

**JACK MARSHALL**

"Bye Bye My Baby"

b/w

"Mamie"

EK. 101-102

Special instrumental E. P.

"FEE FI FIDDLEE AYE O"

"TREMLO BOOGIE"

"CHOO CHOO GUITAR"

"KERRYVILLE HOP"

EK. 2000

**COUNTRY AND WESTERN**

Your longtime favorite back again!

**JOHNNY**

(OKEE BOOGIE)

**TYLER**

"Devil's Hot Rod"

b/w

"Words You Forgot You Said"

45 — 1000 78 — 1000

"Ship With The Golden Sail"

b/w

"Where You Gonna' Hide"

45 — 1001 78 — 1001

Taking the country by storm . . .

**THE COCHRAN**

**BROTHERS**

"Too Blue Singin' Stars"

b/w

"Mr. Fiddle"

45 — 1003 78 — 1003



4949 Hollywood Blvd.  
Hollywood 27 Calif.

**Georgia: "Page One" News**

NEW YORK—Her Nibs Georgia Gibbs, whose jukebox rating has skyrocketed via "Tweedlee Dee" and "Dance With Me, Henry," the first twin hits of her career, has been selected to headline the Newspaper Guild's "Page One Ball" on April 29th.

The success of Georgia's tandem platter clicks, both of which Mercury considers good bets to pass the million sales mark, have tripled Her Nibs' nitery, TV and theatre salaries, and dittoed the demand for her services.

Georgia will sing on Ed Sullivan's "Toast Of The Town", May 1st and follow with a Perry Como appearance shortly after.

**4 Aces To Palladium**

LONDON, ENG.—The Four Aces are doing capacity business working the Empire Theatre chain in Scotland and England. As a result of the big grosses, they have been signed for a stint at the Palladium in London opening on May 9th.

Their latest release, "Heart" and "Bluefoot" is starting to show strong action with dee jays. The platter spinners are conducting a contest sponsored by the Fred Astaire Dance Studios asking listeners to send in letters stating "Why the Bluefoot will be the next big dance craze".

**Remington Issues EPs**

NEW YORK—The Remington Record Company this week announced that it is bringing out a line of EPs for juke box operators and will be made available to ops as of May 1.

The first four packages to go on the market will consist of ten records to the package along with five title strips and other necessary material for each record. Every record will be in a factory-sealed polyethylene envelope and will be fully guaranteed.

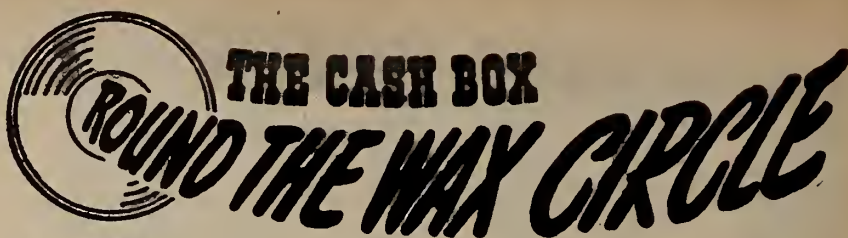
Priced at \$3.90 for each unit, the first four units will include the following:

- 1) Jazz and blues featuring Sarah Vaughan, Dizzy Gillespie, Mary Lou Williams, Ethel Waters and Frank Yankovich.
- 2) Waltz, mambo and tango disks
- 3) Mood music
- 4) Standard American hit tunes.

**Arrival**



NEW YORK — Karen Chandler, Coral Records thrush, greets the No. 1 voted D. J. in Texas, Paul Berlin, from Houston's Radio Station KUNZ, on his arrival in N. Y. Paul came as a special guest to do the Philcorama Show, with Johnny Desmond and introduce Karen's latest waxing of "My First Love" and "Have You Ever Been Lonely".



**NEW YORK:**

Jimmy Rich, A & R director of Rich Records, announces that the company's plans for the fall include producing two versions of each record—one for record buyers and a second and shorter waxing for juke boxes. (Juke box disks will average two minutes). . . . Mary Mayo who is scoring as femme singing star of CBS radio program "On A Sunday Afternoon," has signed to make an album for MGM. . . . Winneton Music, George Paxton's BMI firm, has acquired the publishing rights to "Kiss Me Deadly," the title song of the forthcoming Mickey Spillane picture. Nat "King" Cole has recorded it. . . . Currently sharing the spotlight with the Billy Taylor combo at the Composer is Charlie De Forest. . . . Johnny Marks, writer and publisher of "Rudolph The Red Nosed Reindeer" became the father of a baby boy on April 11. . . . Don Wolf has joined the staff of AMGM as a writer-director. . . . RCA Victor has signed Toni Arden. . . . Karen Chandler opened at the Baker Hotel in Dallas April 18 to rave reviews. She goes to the San Souci in Miami on May 10. . . . Georgia Gibbs will receive a gold record for "Tweedlee Dee" on the Ed Sullivan show May 1st. . . . Dick Cowitt, most recently with Mercury Records, is now vice-president of United States Fiber Glass Co., manufacturer of industrial plastics. . . .



KAREN CHANDLER

Red Foley and Sister Rosetta Tharpe have recorded together. The song is "Have A Little Talk With Jesus." . . . Eden "Nature Boy" Ahbez has another tune, "Wine, Women And Gold," recorded by The Carsons on the Kem label. Spot announcements by Ahbez are being broadcast over 172 stations across the South and Southwest. . . . A tremendous promotion and exploitation campaign for Art Mooney's MGM recording of "Honey Babe" has resulted in the disk's hitting the best seller charts.

**CHICAGO:**

Dozens of phone calls this past Wednesday telling us all about 'Uncle Milty' (Berle) and how he featured "The Cash Box" on his Berle-Buick TVer (Tues. 4/19) with his newest tune, "Not Yet." . . . Del Roy of Abbott Records phones us from Minneapolis to make a reservation for him at Sherman here. Driving all the way in from L. A. Went thru the southwest and now driving midwest.

Plugging the De Castro Sisters and their very grand, "Boom Boom Boomerang" (picked as a 'sleeper' by The Cash Box reviewers). In Chi, Del hires Bob Cole, to escort him about deejays and juke box ops so he can tell these people all about Abbott Records and their latest. (Wonder how come Del Roy never cast for Hollywood. He's a handsome handsome.) . . . Lovely post card from The Four Aces all the way from Birmingham. (England, that is.) Advising that their two weeks at the Palladium just 'simply terrific'. . . . It was the day of the Scots on Jim Conway's "In Town Tonight" when Pat Scot and Ginny Scott (both pupils of Truly McGee) sang away. . . . Bettye Kummerle still talking about 'my new label'. So? . . . To those who want to know: Dick Bradley (formerly the Tower man) is now residing in Studio City, Calif. He's selling Chryslers. Came thru heart attack very grandly. His marvelous sense of humor saving his life. . . . Henry Doney of Tiffany says, "I'll surprise 'em all." . . . Sure do like the format for Howard Miller's new (million dollar) CBS-TV show. Making a record right on the show. Opening with our very good friends, Tony Bennett and Mitch Miller. . . . Eddie Fontaine and The Three Chuckles open the Chi Thitter on 4/29. . . . Joe Delaney, X's topman, phoned in this tip, "Catch 'The Dukes of Dixieland'." (Dukes open at the Preview) Joe all hexcited about 'em. . . . Gerry Lietteri, promotion for Coral, phones to advise that, since Johnny (Desmo) Desmond clicked like mad on "Philco Playhouse" with his "Hearts & Flowers" to just watch his new diskeroo, "Straw Hat And Cane." Gerry promotionally claims, "It'll zoom to the top in a coupla weeks." . . . Warren Ketter of Decca (of course he's promotion) phones to advise, "Just watch Sammy Davis, Jr. and the way the deejays playing his 'Love Me Or Leave Me'. The kid'll sell a billion." (Ooh, these promotioners).



DeCASTRO SISTERS

**HOLLYWOOD:**

Watch for three talented teen-age girls—The Paris Sisters—to soon gain national recognition in the recording world! Judge Thomas M. Foley of the Superior Court in San Francisco has approved their contract with MCA allowing them to sign contracts for recording TV, Radio, and club dates through their parents. The three gals came down from their home in San Francisco last week to record with Gary Crosby at Decca's Hollywood studios. . . . Latest sales figures from Mercury Record Distributors have set a new record. Lee Palmer, general mgr. for the firm, revealed that sales on singles and albums for March hit a new high of 20% over February and 40% above the same period last year. Lee stated, "I expect this to be the biggest and most fantastic year ever from the standpoint of sales here in California." . . . Singer Sonny Howard has recorded "I Love You, Love You, Baby Mine," for RCA Victor with Hugo Winterhalter's ork. Song was penned by Jimmy Durante with Jules Buffano and lyrics by Jackie Barnett. This is the latest tune published by Durante's music publishing firm. It will get a royal send-off on TV due to the "schnoz's" recent plugs on his show. . . . Bob Crosby and The Modernaires recorded together last week for the first time altho they've been closely associated for over six years



PARIS SISTERS

working in radio and TV. They waxed two sides for Coral. . . . Line Renaud, France's top songstress, has signed with Capitol. Her first American release, out this week, is "If I Love" b/w "Pom-Pou-De" which was written by her husband Louis Gaste, France's top songwriter. Record will be introduced on Bob Hope's TVviewer April 26 after which she'll return to France. She plans to return to the U. S. again this fall. . . . Spike Jones and ork. along with wife Helen Grayco are back after their record smashing Australian tour.



# Welcome JOAN REGAN



Everyone's raving  
about your new record

## PRIZE OF GOLD

backed with

# TOO MANY HEARTACHES

1542 and 45-1542

### LONDON'S TOP 6

- LAZY GONDOLIER**  
Mantovani 1510 and 45-1510
- REMEMBERING**  
Vico Torriani & Mantovani 1556 and 45-1556
- A BLOSSOM FELL**  
Dickie Valentine 1554 and 45-1554
- BEYOND THE STARS**  
David Whitfield 1551 and 45-1551
- FINGER OF SUSPICION**  
Dickie Valentine 1498 and 45-1498
- TOMORROW**  
Lita Roza 1559 and 45-1559

### NEW RELEASES

- LET'S HAVE A DING DONG** — Winifred Atwell  
Fabulous Piano and Rhythm Medley 1560 and 45-1560
- THAT'S THE WAY LOVE GOES** — The Bon-Bons  
MAKE MY DREAMS COME TRUE 1569 and 45-1569
- SOFTLY, SOFTLY** — Vic Barrett  
A BLOSSOM FELL 1566 and 45-1566
- MY EYES ARE OPEN WIDE** — Bobbie Britton  
COULD IT BE 1553 and 45-1553
- I CAN'T BELIEVE THAT YOU'RE IN LOVE**  
WITH ME (Inst.) — Malcolm Mitchell  
DEBUT (Inst.) 1555 and 45-1555
- THE LIGHTS OF PARIS** — Lee Lowrence  
YOU STILL MEAN THE SAME TO ME 1529 and 45-1529

**LONDON**  
RECORDS





# Singer Visits Chi Jock



CHICAGO—Bob Drews and his new "Drews at The Blue Angel" radio show on WEAW, AM-FM, got off to a grand start Monday (April 18).

About an hour before the broadcast originating from The Blue Angel, went on the air, Drews was informed that a large thunder storm had blown out the facilities of WEAW.

The show went on as planned, however, and it wasn't until the end of the show that Drews announced to the nite spot audience that they had not been on the air.

The large opening-night audience wasn't disappointed tho, because the show, an interview-record type program was very interesting.

Drews began his regular broadcast the following night at 11:00 P.M. on WEAW-FM.

The taped versions will be broadcast the following day at 1:30 P.M. on WEAW-AM.

Bob Drews is pictured above talking to Vaughn Monroe who promised to be a guest on the show the next time he is in Chicago.

# Columbia Offers Special Juke Box-EP Packages

NEW YORK—Special extended play packages are now being offered by Columbia Records to the coin machine operators of the nation. In view of the current trend toward selection of two consecutive musical numbers for a dime, the record company has assembled kits with appropriate repertoire.

The first kit, called "Sing And Dance," consists of five extended play records, from Columbia's "Hall Of Fame" series, and five Popular sets from the catalog. The second list, entitled "Easy Listening," consists of ten extended play sets culled from the popular and classical "mood music" catalogs.

Among the top artists represented are Rosemary Clooney, Percy Faith, Benny Goodman, Morton Gould, Andre Kostelanetz, Liberace, Mitch Miller, Frank Sinatra and Paul Weston.

Each set contains title strips for insertion into coin machines.

# De Rose Memorial Week

NEW YORK—In memory of the second anniversary of the death of Peter De Rose, the week of April 23rd to April 30th has been designated as "PETER DE ROSE MEMORIAL WEEK."



Though there is lots to write about this week I'm sure you'll forgive me if I give first place to the kind stork who brought us a bouncing baby boy. And now that that's over, on with the lowdown. . . . Doris Day was given a big press reception attended by every disk jockey and press man in London. She delighted them all with her natural personality which only helped to endear her in the hearts of her many British fans. I even heard that Val Parnell tried his darndest to get Doris to play the London Palladium, but Dodo said "We'll see!" Let's hope we do see her before long. . . . Dickie Valentine took the audience by storm on opening night at the Palladium. Yes, the lad who once was the call boy at this famous theatre, now tops the bill and how well he deserves all the praise. Telegrams and cables from all over wishing him success were piled up in his dressing room and Eddie Fisher and Debbie Reynolds were there to wish him luck. Johnnie Ray sent his best wishes too and so did scores of stars. Well done Dickie. . . . Gracie Fields, who was to top the Palladium bill for two weeks starting May 9th, had to cancel the booking due to prolonged after effects from her recent operation. The bill, therefore, having to be changed, now reads as follows: The Four Aces—Billy Cotton and his Band. I understand it is hoped to lure Kitty Kallen over for those two weeks as well, and if Kitty's present commitments in Hollywood permit, we understand she may come over for this important date.

Early interest in the new Capitol release of the Johnny Dankworth Band has culminated in the request from Capitol executives to Johnny to come over to the States to help promote his new record. . . . Johnnie Ray is to cut two sides for Philips accompanied by the Vic Lewis Orchestra. It looks as though Bill Haley and his Comets have another winner with "Mambo Rock."

I did say it would make the sellers some weeks ago and I think I'm gonna be right again. Yes it's creeping into the sellers, so watch it come up and up. And that goes for the McGuire Sisters' record of "Sincerely" which, although an established hit in the U.S., is only beginning to show up over here. More praise from everyone for the new MGM (English recordings) of the Ambrose band.

### THIS WEEK'S BEST SELLING (Courtesy "New Musical Express")

- 1) "Give Me Your Word"—Tennessee Ernie (Capitol)
- 2) "Softly, Softly"—Ruby Murray (Eng. Col.)
- 3) "Cherry Pink And Appleblossom White"—Perez Prado (HMV)
- 4) "If Anyone Finds This I Love You"—Ruby Murray (Eng. Col.)
- 5) "Cherry Pink And Appleblossom White"—Eddie Calvert (Eng. Col.)
- 6) "Under The Bridges Of Paris"—Dean Martin (Capitol)
- 7) "Ready, Willing And Able"—Doris Day (Philips)
- 8) "Wedding Bells"—Eddie Fisher (HMV)
- 9) "Prize Of Gold"—Joan Regan (Eng. Decca)
- 10) "Stranger In Paradise"—Tony Bennett (Philips)

**We analyzed the trade reviews-- then the mail from the dee-jays. And now--THIS is how we feel about Sue Allen's "KEY" release of "DEAR MR. DEE-JAY":**



# HR Music

Box 46035/Hollywood, California



# THE CASH BOX

## JUKE BOX RECORD REGIONAL REPORT

### The Top Ten Records—City by City

#### New York, N. Y.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. Crazy Otto (Johnny Maddox)
4. Unchained Melody (Hibbler/Hamilton)
5. Dance With Me, Henry (Georgia Gibbs)
6. Tweedlee Dee (G. Gibbs)
7. How Important Can It Be (Sarah Vaughan)
8. Melody Of Love (B. Vaughn)
9. Sincerely (McGuire)
10. Darling, Je Vous Aime (Cole)

#### Philadelphia, Pa.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. Dance With Me, Henry (Georgia Gibbs)
4. Hearts And Flowers (Johnny Desmond)
5. Cherry Pink (Perez Prado)
6. Unchained Melody (Hibbler/Baxter)
7. It May Sound Silly (McGuire)
8. Melody Of Love (Four Aces/Vaughn)
9. Sincerely (McGuire)
10. Don't Be Angry (N. Brown)

#### St. Louis, Mo.

1. Cherry Pink (Perez Prado)
2. Dance With Me, Henry (Georgia Gibbs)
3. Davy Crockett (Bill Hayes)
4. Unchained Melody (Hamilton/Hibbler/Baxter)
5. Crazy Otto (Johnny Maddox)
6. It's A Sin To Tell A Lie (Somethin' Smith)
7. Darling, Je Vous Aime (Cole)
8. Honey Babe (Art Mooney)
9. Tweedlee Dee (G. Gibbs)
10. Danger, Heartbreak Ahead (Jaye P. Morgan)

#### Wichita, Kan.

1. How Important Can It Be (Joni James)
2. Davy Crockett (Tenn. Ernie)
3. Tweedlee Dee (G. Gibbs)
4. Dance With Me, Henry (Georgia Gibbs)
5. Crazy Otto (Johnny Maddox)
6. Melody Of Love (B. Vaughn)
7. Ko Ko Mo (Perry Como)
8. Sincerely (McGuire)
9. Danger, Heartbreak Ahead (Jaye P. Morgan)
10. Pledging My Love (Brewer)

#### Cleveland, Ohio

1. Unchained Melody (Baxter/Hibbler)
2. Davy Crockett (Bill Hayes)
3. Don't Be Angry (N. Brown)
4. Two Hearts (Pat Boone)
5. Boom, Boom Boomerang (DeCastros)
6. Close Your Eyes (Five Keys)
7. The Wallflower (Dance With Me, Henry) (Georgia Gibbs)
8. Door Is Still Open (Hilltoppers)
9. Breeze And I (C. Valente)
10. Plantation Boogie (L. Dee)

#### Baltimore, Md.

1. Davy Crockett (Bill Hayes)
2. Dance With Me, Henry (Georgia Gibbs)
3. Cherry Pink (Perez Prado)
4. Unchained Melody (Baxter/Hibbler)
5. Sincerely (McGuire)
6. Tweedlee Dee (G. Gibbs)
7. Glad Rag Doll (Crazy Otto)
8. Two Hearts (Pat Boone)
9. How Important Can It Be (Joni James)
10. Sand And The Sea (Nat Cole)

#### Buffalo, N. Y.

1. Davy Crockett (Bill Hayes)
2. Cherry Pink (Prado Dale)
3. Crazy Otto (Johnny Maddox)
4. Dance With Me, Henry (Georgia Gibbs)
5. Most Of All (Don Cornell)
6. Unchained Melody (Hibbler)
7. The Breeze And I (Valente)
8. Hearts And Flowers (Johnny Desmond)
9. Tweedlee Dee (G. Gibbs)
10. Just One More Time (Fisher)

#### Chicago, Ill.

1. Cherry Pink (Perez Prado)
2. Dance With Me, Henry (Georgia Gibbs)
3. Davy Crockett (Bill Hayes)
4. Crazy Otto (Johnny Maddox)
5. Unchained Melody (Hibbler/Valli/Baxter)
6. Hearts And Flowers (Johnny Desmond)
7. Plantation Boogie (L. Dee)
8. Whatever Lola Wants (Sarah Vaughan)
9. Honey Babe (Art Mooney)
10. Sincerely (McGuire)

#### New Orleans, La.

1. Cherry Pink (Perez Prado)
2. Crazy Otto (Johnny Maddox)
3. Unchained Melody (Hamilton/Hibbler)
4. Hearts And Flowers (Johnny Desmond)
5. Dance With Me, Henry (Georgia Gibbs)
6. Crazy Otto (Crazy Otto)
7. Danger, Heartbreak Ahead (Jaye P. Morgan)
8. How Important Can It Be (Joni James)
9. It May Sound Silly (McGuire)
10. Smiles (Happy Otto)

#### Brodhead, Wisc.

1. Davy Crockett (T. E. Ford)
2. Crazy Otto (Johnny Maddox)
3. Dance With Me, Henry (Georgia Gibbs)
4. Cherry Pink (Alan Dale)
5. Rusty Old Halo (M. Jackson)
6. It May Sound Silly (McGuire)
7. How Important Can It Be (Sarah Vaughan)
8. Sincerely (McGuire)
9. Whatever Lola Wants (Shore)
10. Hearts And Flowers (Johnny Desmond)

#### Boston, Mass.

1. Davy Crockett (Bill Hayes)
2. Dance With Me, Henry (Georgia Gibbs)
3. Unchained Melody (Hamilton)
4. Crazy Otto (Johnny Maddox)
5. Whatever Lola Wants (Sarah Vaughan)
6. Honey Babe (Art Mooney)
7. Most Of All (Fontanes)
8. Berry Tree (Bill Hayes)
9. It May Sound Silly (McGuire)
10. Tweedlee Dee (G. Gibbs)

#### San Francisco, Calif.

1. Davy Crockett (Parker/Hayes)
2. Crazy Otto (Johnny Maddox)
3. Cherry Pink (Perez Prado)
4. Sincerely (McGuire)
5. Tweedlee Dee (Gibbs/Collins)
6. How Important Can It Be (Joni James)
7. Melody Of Love (Four Aces/Vaughn)
8. Unchained Melody (Baxter/Hibbler)
9. Dance With Me, Henry (Georgia Gibbs)
10. Sand And The Sea (Nat Cole)

#### Shoals, Ind.

1. Davy Crockett (Bill Hayes)
2. Dance With Me, Henry (Gibbs)
3. Melody Of Love (Four Aces)
4. Crazy Otto (Johnny Maddox)
5. Sincerely (Louis Armstrong)
6. How Important Can It Be (Sarah Vaughan)
7. Tweedlee Dee (G. Gibbs)
8. Ko Ko Mo (Perry Como)
9. Earth Angel (Crewcuts)
10. Plantation Boogie (L. Dee)

#### Seattle, Wash.

1. Davy Crockett (Parker/Hayes)
2. Dance With Me, Henry (Georgia Gibbs)
3. Crazy Otto (Johnny Maddox)
4. Melody Of Love (B. Vaughn)
5. Tweedlee Dee (G. Gibbs)
6. Unchained Melody (Hibbler)
7. Maybe (Four Coins)
8. Cherry Pink (Perez Prado)
9. Open Up Your Heart (Cowboy Church Choir)
10. How Important Can It Be (Joni James)

#### Los Angeles, Calif.

1. Davy Crockett (Parker/Hayes/Schumann)
2. Cherry Pink (Perez Prado)
3. Crazy Otto (Johnny Maddox)
4. Sincerely (McGuire)
5. How Important Can It Be (Joni James)
6. Unchained Melody (Hibbler/Baxter/Hamilton)
7. The Breeze And I (Valente)
8. Tweedlee Dee (G. Gibbs)
9. Darling, Je Vous (Nat Cole)
10. Mambo Rock (Bill Haley)

#### Atlanta, Ga.

1. Davy Crockett (Parker/Hayes)
2. Unchained Melody (Baxter/Hibbler)
3. How Important Can It Be (Joni James)
4. Melody Of Love (Vaughn/Four Aces)
5. Blue Mirage (Les Baxter)
6. Cherry Pink (Perez Prado)
7. Darling, Je Vous (Nat Cole)
8. Dance With Me, Henry (Georgia Gibbs)
9. Sand And The Sea (Nat Cole)
10. Honey Babe (Art Mooney)

#### Lexington, Ky.

1. Davy Crockett (T. E. Ford)
2. Sincerely (McGuire)
3. Dance With Me, Henry (Georgia Gibbs)
4. Crazy Otto (Johnny Maddox)
5. Tweedlee Dee (G. Gibbs)
6. Melody Of Love (B. Vaughn)
7. Unchained Melody (Hamilton/Baxter)
8. Whatever Lola Wants (Shore)
9. How Important Can It Be (Sarah Vaughan)
10. It May Sound Silly (McGuire)

#### Pittsburgh, Pa.

1. Davy Crockett (Hayes/Ford)
2. Dance With Me, Henry (Georgia Gibbs)
3. Cherry Pink (Perez Prado)
4. Unchained Melody (Baxter/Hibbler)
5. Darling, Je Vous Aime (Cole)
6. Melody Of Love (Four Aces)
7. The Breeze And I (Valente)
8. Close Your Eyes (T. Bennett)
9. Don't Be Angry (N. Brown)
10. Danger, Heartbreak Ahead (Jaye P. Morgan)

#### Miami, Fla.

1. Unchained Melody (Baxter/Hamilton)
2. Dance With Me, Henry (Georgia Gibbs)
3. Sincerely (McGuire)
4. Davy Crockett (T. E. Ford)
5. Tweedlee Dee (G. Gibbs)
6. Sand And The Sea (Nat Cole)
7. How Important Can It Be (Joni James)
8. Most Of All (Fontanes)
9. Whatever Lola Wants (Sarah Vaughan)
10. Melody Of Love (B. Vaughn)

#### Dallas, Tex.

1. Davy Crockett (Ford Parker/Schumann)
2. Cherry Pink (Perez Prado)
3. Unchained Melody (L. Baxter)
4. Crazy Otto (Johnny Maddox)
5. Two Hearts (Pat Boone)
6. Melody Of Love (Four Aces/Vaughn)
7. Darling, Je Vous (Nat Cole)
8. Dance With Me, Henry (Georgia Gibbs)
9. It's A Sin To Tell A Lie (Somethin' Smith)
10. Tweedlee Dee (G. Gibbs)

#### Detroit, Mich.

1. Unchained Melody (Hibbler)
2. The Breeze And I (Valente)
3. Dance With Me, Henry (Georgia Gibbs)
4. Davy Crockett (Hayes/Parker)
5. Dixie Danny (Lauries)
6. Don't Be Angry (Crewcuts)
7. Cherry Pink (Perez Prado)
8. Lazy Gondolier (Mantovani)
9. Whatever Lola Wants (Sarah Vaughan)
10. Silver Moon (Billy Vaughn)

## It's Legal



SAN FRANCISCO, CALIF.—Superior Judge Thomas M. Foley checks a contract with the three singing Paris Sisters—Priscilla, Sherrel and Albeth. Judge Foley ruled that the three teen-age Decca recording stars could sign contracts through their parents for recording, television, radio and club dates. Court action also authorizes Music Corporation of America to act as their exclusive bookers. Their first and current release is "Ooh La La" and "Whose Arms Are You Missing." The girls recently appeared at the General Motors Motorama in San Francisco before coming to Hollywood to cut several sides with Gary Crosby.

### Lou Boorstein's Father Dies

NEW YORK — Samuel Boorstein, father of Lou Boorstein of Leslie Distributing in New York, Pittsburgh and Hartford, died last week of a malignant disease at the age of 80. Right up until his last days, the genial Mr. Boorstein had been working at Leslie's New York office.

He was born in Ushitzer, Russia, and operated barges in his youth. He was later the general manager of one of Russia's largest distilleries. When he came to the United States, some 30 or 35 years ago, he went into the fur business.

Funeral services were held last Sunday (4/17) at the Sigmund Schwartz Gramercy Park Memorial Chapel in this city with more than 400 of his friends and relatives attending.

He is survived by his six children, Lou Boorstein, Mrs. Anna Handleman, Mrs. Shirley Maydin, Mrs. Dora Cipes, Mrs. Helen Wind and Mrs. Pearl Markowitz; sixteen grandchildren and eight great-grandchildren.

### Spier Forms Publishing Firm With Whitfield

NEW YORK — Larry Spier has formed an international publishing firm with David Whitfield which will have both a BMI and ASCAP setup. The BMI firm will be known as Lance Music, the name of Whitfield's son; and the ASCAP firm will be known as Sheila Music, the name of his wife. First song is in the BMI catalogue. It's called "The Lady" and was written by Ulpio Minucci and Tony Velona. Whitfield will record it on the London label.

### Roses Inc. Plugs "Red Roses"

NEW YORK — The "Red Roses" recording by John Laurenz on the Jubilee label, will get a big promotional push from Roses, Inc., a national organization formed to promote the flower. Roses, Inc., will send thousands of roses to dee jays accompanied by a promotion piece about the disk.

**BILL DARNEL'S**  
Great New Release on Label "X"  
**"A MILLION THANKS"**  
and  
**"ROCK 'N ROLL BABY"**  
**"ANXIOUS HEART"**  
Eddie Vinson—Mercury  
The Nuggets—Capitol  
Four Coins—Epic  
**MARLYN MUSIC PUB., INC.**  
1619 Broadway, N. Y. N. Y.

**NEW CARDILL**  
Releases!  
**"ORANGE SUSPENDERS"**  
b/w "BABY"  
vocal by MIDGE BARBER and The March Hares  
CARDILL # 5300  
**"GEE! WHAT A MAM! BO!"** b/w  
**"WOLF-WAGON DRIVE"**  
vocal by LEE LINDSEY with The March Hares  
CARDILL # 5301  
• Watch the "ORANGE SUSPENDERS" cut—slanted at the new rage fad of the teen-age gals—wearing boys' suspenders. Hear how Midge Barber 'gets her lad' at the corner drug-store juke box, with the SNAP! (on the disc) of her "ORANGE SUSPENDERS".  
• Thanks, you key disc-jockeys Wallie Dunlap, Jerry Nesler, Dick Doty, Bill Baer, Johnny Fairchild, Durham Caldwell, Lou Emm, Troy Williams, Chuck Blower, Herb Fontaine, Brad Sherman, Dick Piper, George Fennell, John Foster, Frank Darien, Bill Dawson, Bob Chambers, Warren Stammer, Al Radka and Howie Leonard for making "ORANGE SUSPENDERS" a SUDDEN HIT!  
**DISTRIBUTORS - GET YOUR SHARE!**  
**CARDILL RECORDS.**  
88 Water Street  
Torrington Connecticut  
LOUIS CARDILLO, Pres.  
LINDSAY McPHAIL, A&R  
DICK GERSH, Publicity



## THE CASH BOX



## POPULAR

**"RALPH MARGERIE with STRINGS"**—Music For Smoochin'—Mercury MG 20054 (12" LP)

I'M THROUGH WITH LOVE; TWO SLEEPY PEOPLE; ADIOS; LOST IN LOVELINESS; THE THINGS I LOVE; SLEEPY LAGOON; MY OLD FLAME; REMEMBER; LIGHTS OUT; GOODBYE; I'M IN THE MOOD FOR LOVE; CAN'T WE TALK IT OVER.

Ralph Marterie, the band leader who copped top honors in The Cash Box' 1954 juke box operator poll, issues a lovely new LP containing a dozen beautiful standards fashioned in a romantic manner. The ace trumpeter is assisted by a lush string backing. Wonderful background stuff for a gathering or a cocktail party. And Marterie fans will certainly love this. Looks like a big seller.

**"IT'S NO SECRET"** by STUART HAMBLEN—RCA Victor LPM-3265 (10" LP)

HIS HANDS; HE BOUGHT MY SOUL AT CALVARY; IT'S NO SECRET; BLOOD UPON YOUR HANDS; THIS OLE HOUSE; WHERE THE SEASONS NEVER CHANGE; I DON'T KNOW WHY; THE LORD IS COUNTING ON YOU.

Stuart Hamblen, a wonderful folk singer and song-writer, became a prominent figure in the record world on the success of two of his great tunes "This Ole House" and "Open Up Your Heart And Let The Sunshine In," the latter currently riding high on the hit parade. However many other excellent pieces of inspirational, semi-religious and religious material have also been penned by the composer through the years. Here Victor offers eight of his masterpieces, sung by the author with the aid of a choral backing. Hamblen has a fascinating technique with a lyric. This album should convince anyone of the fact. Should sell well in all markets, pop, country and sacred.

**"SPORTS PARADE"**—Swinging the Marches with Matty Matlock and his All-Stars—"X"—LXA-3035 (10" LP)

BIG TEN MARCH; DAILY DOUBLE MARCH; HALL OF FAME MARCH; THE HOOPSTERS MARCH; IVY LEAGUE MARCH; MAIN EVENT MARCH; HOLE IN ONE MARCH; SPEEDWAY MARCH.

Matty Matlock, his clarinet and his All-Stars swing from the very first groove to the very last on this LP as they dish up some wild and exciting dixieland arrangements of marches. Each march is tied in with a famous theme associated with a sport. The marches lend themselves excellently to the dixie style and the results are terrific. Eddie Miller, Charlie Teagarden and Conrad Gozzo are included in this twelve man aggregation, a large crew for dixieland music. Should enjoy a healthy sale.

**"MISTER CHAIRMAN!"**—A Point Of Order—featuring the Barton Brothers—Allo Records—R 7

A humorous satire on last year's Senatorial hearings which the public followed very closely via TV, is presented here by the Barton Brothers, two humorists who have been offering funny wax novelties for years. Records similar to this one have sold well in the past and this package should also appeal to the portion of the record buying public that goes for unusual, comedy disks.

## CLASSICAL

**EVENINGS AT THE BALLET**—Camden Records CFL-102 (6-12" LP's)

TCHAIKOVSKY "NUTCRACKER SUITE"; "AURORA'S WEDDING"; STRAUSS "TILL EULEN-PIEGEL'S MERRY PRANKS"; RAVEL "LA VALSE"; "DAPHNIS AND CHLOE SUITE NO. 2"; GRETRY "CEPHALE ET PROCRIS"; DELIBES "COPPELIA BALLET SUITE"; VERDI "AIDA BALLET SUITE"; BIZET "SYMPHONY IN C"; SCHUMANN "CARNAVAL SUITE"; ROSSINI-RESPIGHI "LA BOUTIQUE FANTASQUE"; WEBER "INVITATION TO THE DANCE"; SAINT-SAENS "BACCHANALE FROM SAMSON AND DELILAH"; BERNSTEIN "ON THE TOWN"; PROKOFIEFF "CLASSICAL SYMPHONY"; KHATCHATURIAN "GAYNE BALLET SUITE"; STRAVINSKY "PETROUCHKA SUITE"; BORODIN "DANCES OF THE POLEVETSKI MAIDEN FROM 'PRINCE IGOR'."

A super package put together from the inexhaustible files of RCA Victor masters is presented by Camden in a giant economy offering. The current esteem with which ballet is held by an evergrowing following should make this a strong sales item if properly pushed. The music contained in this album should appeal to the vast middle market composed of those who have only recently discovered classical music, the ballet lovers, and the classical listener who likes his serious music melodic. For here melody abounds. The music is colorful, sprightly, soaring and familiar. Here is a wealth of music at a price most can afford.

**HEIFETZ**—"Tchaikovsky Concerto"—RCA Victor LM-1832—(1-12" LP) also Sinding's "Suite in A Minor" and Ravel's "Tzigane."

One of the half-dozen or so really famous violin concertos, and one done on records by most famous violinists, in some instances more than once by the same artist. This fine recording by Jascha Heifetz is the second by the master. With all the competition faced by this release, one of the strongest sales factors should be the coupling of the names, Heifetz and Tchaikovsky. The given small billing, the inclusion of Sinding's "Suite," for a first on records, offers the buyer a composition fresh and still to be explored by the listening public. The music has a haunting and sad quality. A distinct Nordic impression is felt. The filler is Ravel's "Tzigane." In this short piece Heifetz offers a complete change of pace. It explodes with color, melody and vivid gypsy flavor. Heifetz is backed on the Tchaikovsky work by Walter Susskind at the helm of The Philharmonic Orchestra and on the latter two pieces by Alfred Wallenstein and the Los Angeles Philharmonic Orchestra.

**17th AND 18th CENTURY ITALIAN MUSIC**—Societa Corelli—RCA Victor LM-1880 (1-12" LP)

VIVALDI "IL RIPOSO"; CORELLI "LA FOLLIA"; GALUPPI "CONCERTO A QUATTRO IN D"; BONPORTI "CONCERTO IN D".

The Societa Corelli performs a service to music and music lovers by its faithful recordings of the works of Vivaldi, Corelli, Galuppi and Bonporti. Of the four, the best known is Antonio Vivaldi. Yet it is only in recent years that recorded performances have begun to represent the immense range of imagination revealed in his works. Men, such as the four represented here, have been long forgotten and it is only now, through the search for new material to produce on LPs, that some of them are being rediscovered. Yet, these men, who many music histories do not even mention, explored much that paved the way for Bach and Handel. The market for an album such as this is limited to those who are musically well advanced or to collectors who are looking for something representative of the period.

## THE CASH BOX



**BRAHMS: "A GERMAN REQUIEM"** Capitol PBR 8300—(2-12" LP's)

Brahms' musical prayer for the dead is performed dramatically and inspiringly by George Solti conducting The Frankfort Opera and Museum Orchestras. Performing in the vocal roles are Lore Wissmann, Theo Adam and The Frankfort Opera Chorus. It is a profound work, soothing rather than melancholy. A two LP release, "The Requiem" is played in its complete 7-part version. Limited market.

**LA CENERENTOLA**—Rossini—RCA Victor Records LHMV-600 (2-12" LP's)

ALDA NONI; FERNANDA CADONI; MARINA DE GABARAIN; HERVEY ALAN; IAN A ALLACE; JUAN ONCINA; SESTO BRUSCANTINI. THE GLYNDEBOURNE FESTIVAL ORCHESTRA AND CHORUS.

"La Cenerentola" for some reason has not been in the public eye to any great extent for many years tho the music is sprightly, melodic and gay. This year the New York City Center Opera revived the Rossini work and we feel sure it will be performed with a fair degree of frequency in the future. The libretto is based on the fairy tale, "Cinderella," with several deviations from the children's tale. One of the changes is the substitution of a gold bracelet for the familiar glass slipper. This version is the complete opera recorded at the 1953 Glyndebourne Festival. An adequate cast performs the short opera with charm, vivacity and humor. A welcome addition to this year's releases.

## JAZZ

**"SCOTT'S FLING"**—Tony Scott Septet—RCA Victor LJM-1022 (1-12" LP)

FINGERPOPPIN' BLUES; BUT NOT FOR ME; FORTY-SECOND STREET; ABSTRACTION; LUCKY TO BE ME; REQUIEM FOR "LIPS"; AUTUMN NOCTURNE; OUR LOVE IS HERE TO STAY; SUNDAY SCENE; THREE SHORT DANCES FOR SOLO CLARINET; GLAD TO BE UNHAPPY; LET MY FINFERS GO!

Tony Scott, whose talents have been to a large degree recognized mostly by fellow musicians for the past several years, has through the medium of the LP made known his clarinet skill to the buying public. An evergrowing audience is becoming aware of his proficiency and no doubt this album, through its overall excellence and Scott's growing pulling power, will prove to be his best. Scott is presented herein as virtuoso, composer and arranger. A foremost exponent of modern, nevertheless, Scott's work shows a marked classical influence. Good jazz album.

**"THE MOST INTIMATE"**—Charlie Shavers—Bethlehem BCP 1021 (1-10" LP)

ILL WIND; STORMY WEATHER; LET'S FALL IN LOVE; I COVER THE WATERFRONT; YOU'RE MINE YOU; OUT OF NOWHERE.

It's a sweet Charlie Shavers against a plush string backing playing the lovely standards listed above. It is a sentimental, dreamy, soft lights wax highlighting, of course, the soft silvery Shavers trumpet. Titled, "Intimate," it is just that. It is music, not to dissect, but to enjoy. It is a carefully contrived album in which the music of Harold Arlen and Johnny Green is provocatively waxed. Shavers, strings, Arlen and Green make a strong selling attraction.

**THE MAGNIFICENT CHARLIE PARKER**—Clef Records MG C-646 (1-12" LP)

AU PRIVAVE; SHE ROTE; K. C. BLUES; STAR EYES; IN THE STILL OF THE NIGHT; OLD FOLKS; BLUES FOR ALICE; SI SI; SWEDISH SCHNAPPS; BACK HOME BLUES; LOVER MAN; WHY DO I LOVE YOU.

The enormous talent of Charlie Parker is put on display in the newest Parker album, "The Magnificent Charlie Parker." The greatest problem in the sale of Parker albums is the number of the bird's albums already available. Parker's recent death may spark the sale, but on the other hand, it also brought out a rash of good and bad albums by every company that had a Parker master in its vaults. The retailer finds it necessary to be discriminating in his purchases. He will find much good Parker in this latest Clef album.

**"THE BOB CATS BALL"**—Bob Crosby and his Orchestra—Coral CRL-57005 (12" LP)

CHARLESTON; BLACK BOTTOM; SUGAR FOOT STRUT; ROYAL GARDEN BLUES; AT THE JAZZ BAND BALL; HIGH SOCIETY; BETWEEN THE DEVIL AND THE DEEP BLUE SEA; DIXIELAND SHUFFLE; SQUEEZE ME; LITTLE ROCK GETAWAY; THE DIXIELAND BAND; MUSKRAT RAMBLE.

Bob Crosby, whose Bob Cats were one of the country's top jazz groups back in the thirties, issues a terrific 12-inch LP containing a dozen of the most popular Dixieland standards. Wonderful material for the Charleston era enthusiasts. Bob's current popularity on TV oughta help sell this package too. The singer lends his voice to these great oldies. An exciting album that jumps from the first groove right through to the last. Bob's previous LPs have done very well. This one should follow suit.

**SHELLY MANNE & RUSS FREEMAN**—Contemporary Records C 2518 (1-10" LP)

THE SOUNDEFFECTS MANNE; EVERYTHING HAPPENS TO ME; BILLIE'S BOUNCE; WITH A SONG IN MY HEART; A SLIGHT MINORITY; SPEAK EASY.

Contemporary pairs Shelly Manne and Russ Freeman (the latter by special arrangement with Pacific Jazz) for a modern LP in which Shelly & Russ are free to experiment and take off on new paths of exploration. Working strictly from head arrangements the deck captures an excitement as Manne and Freeman alternate solos and collaborate on choruses. The percussion artist and pianist complement each other beautifully seeming to spur one another on. It is a musician's album.

**"COOL EUROPE"**—MGM Records E3157 (1-12" LP)

JUTTA HIP AND HER GERMAN JAZZMEN PLAY SIMONE; LOVER MAN; COOL DOGS; DIAGRAM; ANYTHING GOES; BROTHERLY; YOGI; IF I HAD YOU. MIKE NEVARD'S BRITISH JAZZMEN PLAY I'LL REMEMBER APRIL; DEEP PURPLE; RHUMBLUES; TWO SLEEPY PEOPLE; AMALGAM.

MGM offers an interesting idea in this album. If further proof is needed that modern jazz is international, this is it. Sampling from Germany offers Jutta Hipp and her German Jazzmen. Miss Hipp's offerings are enjoyable, though hardly anything new. The British Jazzmen are a unit composed of what the notes call the best men on the Island. The British group offers the more exciting and fresher side. Of the two we prefer the latter's etchings. Interesting from a comparison standpoint.



**THE CASH BOX**

**Top Selling Records**

Reported by the Foremost

**RETAIL OUTLETS**

From Coast to Coast



**GAIETY MUSIC SHOP**  
New York, N. Y.

1. Davy Crockett (Bill Hayes)
2. Cherry Pink (Perez Prado)
3. Melody Of Love (B. Vaughn)
4. Tweedlee Dee (G. Gibbs)
5. Crazy Otto (Johnny Maddox)
6. Malaguena (Caterina Valente)
7. All Of You (S. Davis, Jr.)
8. How Important Can It Be (Joni James)
9. Whatever Lola Wants (Sarah Vaughan)
10. Open Up Your Heart (Cowboy Church Choir)

**HUDSON ROSS**  
Chicago, Ill.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. Unchained Melody (Valli/Baxter)
4. Dance With Me Henry (Gibbs)
5. Honey Babe (Art Mooney)
6. Plantation Boogie (L. Dee)
7. Whatever Lola Wants (Sarah Vaughan)
8. Foolishly Yours (Kay Starr)
9. Darling, Je Vous Aime (Cole)
10. Do Do Do (Tony Martin)

**WALLICHS MUSIC CITY**  
Hollywood, Calif.

1. Cherry Pink (Perez Prado)
2. The Breeze And I (Valente)
3. Crazy Otto (Johnny Maddox)
4. Darling, Je Vous (N. Cole)
5. Davy Crockett (Schumann)
6. Malaguena (Caterina Valente)
7. The Birth Of The Boogie (Bill Haley)
8. Barefoot Contessa (Hugo Winterhalter)
9. Sincerely (McGuire)
10. Unchained Melody (L. Baxter)

**SPRUCE RECORD SHOP**  
Scranton, Pa.

1. Davy Crockett (T. Ernie)
2. Crazy Otto (Johnny Maddox)
3. Dance With Me Henry (Gibbs)
4. Two Hearts (Pat Boone)
5. Unchained Melody (L. Baxter)
6. Cherry Pink (Perez Prado)
7. Melody Of Love (Four Aces)
8. How Important Can It Be (Joni James)
9. Sand And The Sea (N. Cole)
10. Most Of All (Don Cornell)

**VAN CURLER MUSIC**  
Albany, N. Y.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. Melody Of Love (B. Vaughn)
4. Dance With Me Henry (Gibbs)
5. Unchained Melody (Hibbler)
6. Cherry Pink (Perez Prado)
7. Honey Babe (Sauter-Finegan)
8. Malaguena (Caterina Valente)
9. How Important Can It Be (Joni James)
10. Whatever Lola Wants (Shore)

**BILL'S "T" RECORD SHOP**  
Tulsa, Okla.

1. Dance With Me Henry (Gibbs)
2. Two Hearts (Charms)
3. Davy Crockett (T. Ernie)
4. Cherry Pink (Perez Prado)
5. Unchained Melody (Hibbler)
6. Pledging My Love (J. Ace)
7. How Important Can It Be (Joni James)
8. Hearts & Flowers (Desmond)
9. Earth Angel (Penguins)
10. Close Your Eyes (Five Keys)

**GRAYMAT MUSIC SHOP**  
Morristown, N. J.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. Cherry Pink (Perez Prado)
4. Melody Of Love (B. Vaughn)
5. Sincerely (McGuire)
6. How Important Can It Be (Joni James)
7. Tweedlee Dee (G. Gibbs)
8. Unchained (Les Baxter)
9. Two Hearts (Doris Day)
10. Pledging My Love (J. Ace)

**FERGUSON'S RECORD SHOP**  
Memphis, Tenn.

1. Davy Parker (Fess Parker)
2. Sincerely (McGuire)
3. Davy Crockett (T. Ernie)
4. Crazy Otto (Johnny Maddox)
5. Two Hearts (Pat Boone)
6. Ko Ko Mo/Earth Angel (Crewcuts)
7. Dance With Me Henry (Gibbs)
8. Cherry Pink (Perez Prado)
9. Tweedlee Dee (G. Gibbs)
10. Ko Ko Mo (Perry Como)

**GRINNELL BROS.**  
Detroit, Mich.

1. Unchained Melody (Hibler)
2. The Breeze And I (Valente)
3. Dance With Me Henry (Gibbs)
4. Dixie Danny (Laurie Sisters)
5. Lazy Gondolier (Mantovani)
6. Whatever Lola Wants (Sarah Vaughan)
7. Davy Crockett (Fess Parker)
8. Sand And The Sea (N. Cole)
9. I'm Sincere (J. Barrett)
10. Hearts & Flowers (Desmond)

**LOOMIS TEMPLE OF MUSIC**  
New Haven, Conn.

1. Davy Crockett (Bill Hayes)
2. Davy Crockett (T. Ernie)
3. Davy Crockett (Fess Parker)
4. Unchained Melody (Hibbler)
5. Unchained Melody (Baxter)
6. Crazy Otto (Johnny Maddox)
7. Tik-A-Tae (Gordon MacRae)
8. Cherry Pink (Perez Prado)
9. Two Hearts (Pat Boone)
10. Whatever Lola Wants (Sarah Vaughan)

**KATZ DRUG COMPANY**  
Kansas City, Mo.

1. Davy Crockett (T. Ernie)
2. Dance With Me Henry (Gibbs)
3. Cherry Pink (Perez Prado)
4. Two Hearts (Pat Boone)
5. I Belong To You (Flanagan)
6. Unchained Melody (Hibbler)
7. It's A Sin (Somethin' Smith)
8. I Miss You So (E. Fontaine)
9. Don't Be Angry (Crewcuts)
10. Boom, Boom Boomerang (DeCastros)

**LIL' PAL RECORD STORE**  
Houston, Tex.

1. Unchained Melody (Baxter)
2. For Better Or Worse (Starr)
3. Whatever Lola Wants (Sarah Vaughan)
4. The Breeze And I (Valente)
5. Davy Crockett (T. Ernie)
6. Please Have Mercy (Mascots)
7. Cherry Pink (Perez Prado)
8. My Babe (Gaylords)
9. A Blossom Fell (N. Cole)
10. Opus One (Mills Bros.)

**KOPS PIANO HOUSE**  
Great Falls, Mont.

1. Davy Crockett (T. Ernie)
2. Cherry Pink (Perez Prado)
3. Unchained Melody (Baxter)
4. Melody Of Love (B. Vaughn)
5. How Important Can It Be (Joni James)
6. Dance With Me Henry (Gibbs)
7. Tweedlee Dee (G. Gibbs)
8. Sincerely (McGuire)
9. Pledging My Love (J. Ace)
10. Open Up Your Heart (McGuire)

**COOPER & MELIN**  
Amarillo, Tex.

1. Davy Crockett (T. Ernie)
2. Unchained Melody (Baxter)
3. Tweedlee Dee (Lavern Baker)
4. Sincerely (McGuire)
5. Cherry Pink (Perez Prado)
6. How Important Can It Be (Sarah Vaughan)
7. I'm In The Jail House (Webb Pierce)
8. I've Been Thinking (Arnold)
9. Pledging My Love (J. Ace)
10. Flip, Flop & Fly (J. Turner)

**BEN BROWN MUSIC**  
Lynn, Mass.

1. Davy Crockett (Bill Hayes)
2. Unchained Melody (Baxter)
3. Honey Babe (Art Mooney)
4. Whatever Lola Wants (Sarah Vaughan)
5. Cherry Pink (Perez Prado)
6. I Belong To You (Flanagan)
7. Hey Mr. Banjo (The Sunnysiders)
8. Opus One (Mills Bros.)
9. Cool Water (Frankie Laine)
10. Unchained Melody (Hamilton)

**F & R LAZARUS CO.**  
Columbus, Ohio

1. Davy Crockett (T. Ernie)
2. Dance With Me Henry (Gibbs)
3. Two Hearts Two Kisses (Pat Boone)
4. Darling, Je Vous Aime (Cole)
5. Cherry Pink (Perez Prado)
6. Unchained Melody (Baxter)
7. Medic (Les Baxter)
8. It May Sound Silly (McGuire)
9. Tweedlee Dee (G. Gibbs)
10. Melody Of Love (D. Carroll)

**THE GROOVE RECORD SHOP**  
Norfolk, Va.

1. Davy Crockett (Bill Hayes)
2. Dance With Me Henry (Gibbs)
3. Cherry Pink (Perez Prado)
4. Crazy Otto (Johnny Maddox)
5. Unchained Melody (Hamilton)
6. Don't Be Angry (Crewcuts)
7. Pledging My Love (Brewer)
8. Melody Of Love (B. Vaughn)
9. The Door Is Still Open (Hilltoppers)
10. Sincerely (McGuire)

**ROYLES T. V.**  
Salt Lake City, Utah

1. Davy Crockett (T. Ernie)
2. Melody Of Love (W. King)
3. Crazy Otto (Johnny Maddox)
4. Unchained Melody (Baxter)
5. Cherry Pink (Perez Prado)
6. Pledging My Love (J. Ace)
7. Open Up Your Heart (Cowboy Church Choir)
8. Cool Water (Frankie Laine)
9. Silver Moon (Russ Morgan)
10. Sincerely (McGuire)

**MOSES MELODY SHOP**  
Little Rock, Ark.

1. Davy Crockett (T. Ernie)
2. Dance With Me Henry (Gibbs)
3. Crazy Otto (Johnny Maddox)
4. Pledging My Love (Brewer)
5. Cherry Pink (Perez Prado)
6. Unchained Melody (Hibbler)
7. It May Sound Silly (McGuire)
8. Darling, Je Vous Aime (Cole)
9. Earth Angel (Crewcuts)
10. Two Hearts (Pat Boone)

**RADIO DOCTORS**  
Milwaukee, Wisc.

1. Unchained Melody (Baxter)
2. Learnin' The Blues (Sinatra)
3. Cherry Pink (Prado Dale)
4. The Breeze And I (Valente)
5. If I May (Nat "King" Cole)
6. Davy Crockett (Bill Hayes)
7. Hearts And Flowers (Johnny Desmond)
8. Whatever Lola Wants (Sarah Vaughan)
9. Till We Meet Again (Carroll)
10. Dreamboat (McDonnell Sis.)

**TRI-BORO RECORD EXCH.**  
Jamaica, L. I., N. Y.

1. Davy Crockett (Bill Hayes)
2. Open Up Your Heart (Cowboy Church Choir)
3. Unchained Melody (Hamilton)
4. Don't Be Angry (Brown)
5. Dance With Me Henry (Gibbs)
6. Speak Up Mambo (Castillanos)
7. Cherry Pink (Perez Prado)
8. This Is My Story (Gene & Eunice)
9. Lonely Nights (Rivileers)
10. Honey Babe (Art Mooney)

**Dance Ork Leaders Form Association**

HOLLYWOOD, CALIF.—Formation of the Dance Orchestra Leaders of America and adoption of Dola slogan, "Get on the Bandwagon," was officially announced Tues. (19) by Les Brown, president of DOLA at the Hollywood Palladium.

Basic aims of DOLA are to institute a full-scale program to revitalize the art of ballroom dancing; provide a forum for cooperation among Band Leaders; promote new and better Dance Bands, and more and better dance music throughout the nation; and in general, to do a public relations job for the industry.

In addition to Les Brown, other officers include Harry James, vice president; Lawrence Welk, treasurer; and Freddy Martin, secretary.

To increase dancing interest, the member bandleaders will record tunes which will enable the public to use their natural rhythm in dancing. The recordings will be followed by intensive promotion in cooperation with the nation's disc jockeys.

Other efforts to be made to get America dancing again will include tie-ins with national advertisers which will point out the many varied advantages gained by dancing.

DOLA, whose members include purveyors of different styles of dance music ranging from Waltz to Mambo, came into existence four months ago at the suggestion of Tom Archer, president of the National Ballroom Operators of America. Membership of DOLA is now 65.

Members of DOLA are bandleaders, with associate membership awarded to band managers and other individuals who feel they can actively contribute to the success of the organization.

James C. Petrillo, national president of the American Federation of Musicians has accepted the position of honorary president. DOLA offices have been established in Los Angeles at 1467 N. Vine St., Hollywood 28, California and membership is being invited from band leaders throughout the nation.

**Jockey and Band Leader**



AKRON, O.—At a recent dance at which Ralph Flanagan played to 2,000 Akronites, Gene Davis (WAKR-Akron, O.) participated as Judge for a dance contest. Davis was recently voted "Akron's Music Man of the Year" by the juke box operators of Akron. Seen above are left, Gene Davis and right, Ralph Flanagan.



**RITA RAINES**  
Sings

**"IF I WERE YOU"**

b/w "BOY MEETS GIRL"

DEED RECORD #1003

JUST ASK YOUR DISTRIBUTOR!

**DEED RECORDS**

64 WEST RANDOLPH ST., CHICAGO 1, ILLINOIS



# THE CASH BOX CANADIAN CAPERS

**TORONTO TOPICS:**

"The Man in a Raincoat" looks like the big Canadian hit song judging from the immediate dee-jay reaction to the Priscilla Wright platter. The 14-year-old London, Ont. high school gal scoring a "quick click" with her exciting platter. Hear that the Joe Leahy-Stan Borden Unique label won out and will have the platter released in the U. S. A. by the time this is in print. Interesting side-light is the fact that "Perky" Wright is the daughter of Don and Lillian Wright of the famed Canadian Network vocal aggregation the Don Wright Choir, long sponsored by Westinghouse. . . . Mavor Moore hard at work with rehearsals and his 1955 version of "Spring Thaw" which opens its annual Toronto run on April 27th. This year the popular review will be housed in the larger capacity—the Avenue Theatre. Advance ticket sales indicate it will again be S. R. O. . . . One of the favorite talent teams to visit these parts is back with us once more in the persons of Jimmy and Marion McPartland. Marion and her Trio are currently head-lining at the Towne Tavern with Jimmy holidaying here while the opportunity presents itself. . . . The new Spanish Garden of the El Mocambo has been very successfully launched with Eddie Stroud and his Orchestra as the opening attraction. Vocals are being handled by personable Margo McKinnon who has been going strongly on Radio and TV. Still holding forth in the downstairs room at the El are Tiny and his Western Range Boys who continue to attract the country fans to the Spadina and College oasis. . . . In spite of his heavy schedule of broadcasting chores, Bert Niosi has re-organized his dance combo and is currently providing the music at the Palais Royale. . . . The Casino Theatre has had a very successful week with Julius LaRosa head-lining and making a lot of additional local fans for his records which are released in Canada on the Apex Label. . . . "Guys And Dolls" is the attraction at the Royal Alexandra Theatre this week, with Wilton Clarie and Marie Foster playing the leads. The house was practically sold out before the show even arrived here, which was not entirely unexpected. This musical has always been welcomed here with the same great enthusiasm. . . . This week the Colonial is playing host to the well-known recording artist—Jerry Mulligan and the Chet Baker Quintet. Reports say that they are really packing them in. Why not?



PRISCILLA WRIGHT

which was not entirely unexpected. This musical has always been welcomed here with the same great enthusiasm. . . . This week the Colonial is playing host to the well-known recording artist—Jerry Mulligan and the Chet Baker Quintet. Reports say that they are really packing them in. Why not?

**MONTREAL MEMOS:**

Harry Holmoks' Bellevue Casino celebrates its 6th anniversary this week. Joe Howard who originally opened the club and who has played the anniversary show every year is again coming in for his 7th time. . . . A new feature in the Piccadilly Lounge of the Sheraton-Mt. Royal Hotel is the "Musical Nitecap" presenting Max Chamitov and his piano. . . . The Delta Rhythm Boys, a very strong attraction in this area, are currently headlining the show at the Seville Theatre. They followed Julius LaRosa who as anticipated had a very good week. . . . Stan Wood and his Band have been signed again, and for their 20th season at Belmont Park—one of Montreal's top amusement centers.

## THE CASH BOX Disk Jockey's REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending April 23 without any changes on the part of THE CASH BOX.

- |  |  |   |
|--|--|---|
| <p><b>ROGER CLARK</b><br/>WNOR—Norfolk, Va.</p> <ol style="list-style-type: none"> <li>Dance With Me Henry (Gibbs)</li> <li>I'm Sincere (Joe Barrett)</li> <li>Cherry Pink (Prado/Dale)</li> <li>Danger, Heartbreak Ahead (Jaye P. Morgan)</li> <li>Hearts &amp; Flowers (Desmond)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Where Will The Dimple Be (Rosemary Clooney)</li> <li>Oh Yeah? (Sarah Vaughan)</li> <li>Blue Mirage (Ralph Marterie)</li> <li>Close Your Eyes (T. Bennett)</li> </ol> | <p><b>BOB WATSON</b><br/>WQXI—Atlanta, Ga.</p> <ol style="list-style-type: none"> <li>8e A Lover (Betty Johnson)</li> <li>Unchained Melody (Hibbler)</li> <li>Whatever Lola Wants (Sarah Vaughan)</li> <li>Hearts &amp; Flowers (Desmond)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Just One More Time (Fisher)</li> <li>Foolishly Yours (Four Knights)</li> <li>Church Twice On Sunday (Dinah Shore)</li> <li>Davy Crockett (Bill Hayes)</li> <li>Cherry Pink (Perez Prado)</li> </ol>             | <p><b>JOE DEANE</b><br/>KQV—Pittsburgh, Pa.</p> <ol style="list-style-type: none"> <li>Unchained Melody (Baxter/Cornell/Hibbler)</li> <li>Just One More Time (Fisher)</li> <li>Is This The End Of The Line (Joni James)</li> <li>Hey, Mr. Banjo (Banjo Boys)</li> <li>Honey Babe (Art Mooney)</li> <li>Present For Bob (DeJohns)</li> <li>Door Of Dreams (Perry Como)</li> <li>No Such Luck (D. Hawkins)</li> <li>A Blossom Fell (Cole/Valente)</li> <li>Davy Crockett (Bill Hayes)</li> </ol>                      |
| <p><b>BILL BALLANCE</b><br/>KNX—Hollywood, Calif.</p> <ol style="list-style-type: none"> <li>Davy Crockett (Bill Hayes)</li> <li>Dance With Me Henry (Gibbs)</li> <li>How Important Can It Be (Joni James)</li> <li>Unchained Melody (L. Baxter)</li> <li>Sincerely (McGuire)</li> <li>Cherry Pink (Perez Prado)</li> <li>Hearts &amp; Flowers (Desmond)</li> <li>Melody Of Love (Four Aces)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Crazy Otto (Johnny Maddox)</li> </ol>                      | <p><b>BUD DAVIES</b><br/>CKLW—Windsor, Ont., Can.</p> <ol style="list-style-type: none"> <li>Unchained Melody (Hibbler)</li> <li>Whatever Lola Wants (Shore/Vaughan)</li> <li>Hearts &amp; Flowers (Desmond)</li> <li>Don't Be Angry (Crewcuts)</li> <li>No Such Luck (D. Hawkins)</li> <li>Most Of All (Don Cornell)</li> <li>Strange Lady In Town (Laine)</li> <li>My Babe (Gaylords)</li> <li>Do Do Do (Tony Martin)</li> <li>Prize Of Gold (Joan Regan)</li> </ol>                                   | <p><b>BOB "COFFEEHEAD" LARSEN</b><br/>WEMP—Milwaukee, Wisc.</p> <ol style="list-style-type: none"> <li>Davy Crockett (Bill Hayes)</li> <li>Plantation Boogie (Lenny Dee)</li> <li>Malaguena (Caterina Valente)</li> <li>It's A Sin To Tell A Lie (Somethin' Smith)</li> <li>Crazy Otto (Johnny Maddox)</li> <li>Unchained Melody (Hibbler)</li> <li>Lonely Lips (Chordettes)</li> <li>Blue Mirage (F. Chacksfield)</li> <li>Old Town Hall (Freddie Bell)</li> <li>Hearts &amp; Flowers (Desmond)</li> </ol>         |
| <p><b>HANK GOLDMAN</b><br/>WANN—Annapolis, Md.</p> <ol style="list-style-type: none"> <li>Blue Mirage (Monte Kelly)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Too Much In Love To Care (Alan Dean)</li> <li>Davy Crockett (Bill Hayes)</li> <li>Sincerely (McGuire)</li> <li>Birth Of The Boogie (Haley)</li> <li>Hearts &amp; Flowers (Desmond)</li> <li>Wheels Of Love (Madigan)</li> <li>How Important Can It Be (Sarah Vaughan)</li> </ol>               | <p><b>PFC. RICHARD HAYES</b><br/>ABC, MUTUAL—Radio Networks, N. Y.</p> <ol style="list-style-type: none"> <li>Davy Crockett (Bill Hayes)</li> <li>Crazy Otto (Johnny Maddox)</li> <li>Dance With Me Henry (Gibbs)</li> <li>How Important Can It Be (Joni James)</li> <li>Melody Of Love (B. Vaughn)</li> <li>Cherry Pink (Perez Prado)</li> <li>Dancing &amp; Dreaming (Lauries)</li> <li>All Of You (S. Davis, Jr.)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Brown Eyes (B. Sherwood)</li> </ol>  | <p><b>BILL DAWES</b><br/>WCPO—Cincinnati, Ohio</p> <ol style="list-style-type: none"> <li>Honey Babe (Art Mooney)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Take My Love (Eddie Fisher)</li> <li>Unchained Melody (Hibbler)</li> <li>Cherry Pink (Perez Prado)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Jim, Johnny &amp; Jonas (Crosby)</li> <li>It's A Sin To Tell A Lie (Somethin' Smith)</li> <li>Davy Crockett (Bill Hayes)</li> <li>Danger, Heartbreak Ahead (Jaye P. Morgan)</li> </ol>            |
| <p><b>RUDY POALANGELI</b><br/>WRR—Ithaca, N. Y.</p> <ol style="list-style-type: none"> <li>Davy Crockett (Fess Parker)</li> <li>Cherry Pink (Perez Prado)</li> <li>Unchained Melody (L. Baxter)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Silver Moon (Billy Vaughn)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Blue Mirage (Ralph Marterie)</li> <li>Church Twice On Sunday (Dinah Shore)</li> <li>Crazy Otto (Crazy Otto)</li> <li>Strange Lady In Town (Laine)</li> </ol>                   | <p><b>DON BELL</b><br/>KRNT—Des Moines, Iowa</p> <ol style="list-style-type: none"> <li>Davy Crockett (T. Ernie Ford)</li> <li>Crazy Otto (Johnny Maddox)</li> <li>Tweedlee Dee (G. Gibbs)</li> <li>Cherry Pink (Perez Prado)</li> <li>How Important Can It Be (Joni James)</li> <li>Melody Of Love (B. Vaughn)</li> <li>Pledging My Love (J. Ace)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Sincerely (McGuire)</li> <li>Hearts Of Stone (Fontanes)</li> </ol>                                      | <p><b>CHUCK NORMAN</b><br/>WIL—St. Louis, Mo.</p> <ol style="list-style-type: none"> <li>Cherry Pink (Perez Prado)</li> <li>Davy Crockett (Bill Hayes)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Hearts &amp; Flowers (Desmond)</li> <li>Softly, Softly (J. P. Morgan)</li> <li>It's A Sin To Tell A Lie (Somethin' Smith)</li> <li>I Miss You So (E. Fontaine)</li> <li>Sand And The Sea (Cole)</li> <li>Mambo Rock (Bill Haley)</li> <li>Chop Chop Boom (Gaylords)</li> </ol>                                 |
| <p><b>JACK KAREY</b><br/>WCFL—Chicago, Ill.</p> <ol style="list-style-type: none"> <li>Cherry Pink (Perez Prado)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Unchained Melody (Hibbler/Valli)</li> <li>Whatever Lola Wants (Sarah Vaughan)</li> <li>Davy Crockett (Bill Hayes)</li> <li>Hearts &amp; Flowers (Desmond)</li> <li>Take My Love (Rose/Fisher)</li> <li>Honey Babe (Art Mooney)</li> <li>I Worship You (Gloria Van)</li> <li>Hornblower's Serenade (Anthony &amp; Stabile)</li> </ol>    | <p><b>JIM LOWE</b><br/>WRR—Dallas, Tex.</p> <ol style="list-style-type: none"> <li>Two Hearts (Pat Boone)</li> <li>It's A Sin To Tell A Lie (Somethin' Smith)</li> <li>Boom Boom Boomerang (DeCastros)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Plantation Boogie (L. Dee)</li> <li>Crazy Otto (Johnny Maddox)</li> <li>Davy Crockett (W. Schumann)</li> <li>Unchained Melody (L. Baxter)</li> <li>I Love You Madly (4 Coins)</li> <li>How Important Can It Be (Joni James)</li> </ol>              | <p><b>JOHN LEBAN</b><br/>WCAE—Pittsburgh, Pa.</p> <ol style="list-style-type: none"> <li>Unchained Melody (L. Baxter)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Breeze And I (C. Valente)</li> <li>Whatever Lola Wants (Shore)</li> <li>Hearts &amp; Flowers (Desmond)</li> <li>Young &amp; Foolish (D. Martin)</li> <li>Sweet Brown-Eyed Baby (Ames Bros.)</li> <li>Danger, Heartbreak Ahead (Jaye P. Morgan)</li> <li>Most Of All (Don Cornell)</li> <li>Is This The End Of The Line (Joni James)</li> </ol> |
| <p><b>DICK PIPER</b><br/>KBR—Manchester, N. H.</p> <ol style="list-style-type: none"> <li>How Important Can It Be (Joni James)</li> <li>Unchained Melody (Hamilton)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Whatever Lola Wants (Sarah Vaughan)</li> <li>Strange Lady In Town (Laine)</li> <li>Breeze And I (C. Valente)</li> <li>Boom Boom Boomerang (DeCastros)</li> <li>Nobody (Perry Como)</li> <li>Dreamboat (Paulette Sisters)</li> <li>Too Much In Love To Care (Alan Dean)</li> </ol>   | <p><b>BOB CALVERT</b><br/>WGH—Newport News, Va.</p> <ol style="list-style-type: none"> <li>Davy Crockett (Bill Hayes)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Crazy Otto (Johnny Maddox)</li> <li>Sincerely (McGuire)</li> <li>Melody Of Love (Vaughn/Four Aces)</li> <li>How Important Can It Be (Joni James)</li> <li>Make Yourself Comfortable (Andy Griffith)</li> <li>Danger, Heartbreak Ahead (Jaye P. Morgan)</li> <li>Cherry Pink (Prado/Dale)</li> <li>Tweedlee Dee (G. Gibbs)</li> </ol> | <p><b>TOM EDWARDS</b><br/>WERE—Cleveland, Ohio</p> <ol style="list-style-type: none"> <li>Unchained Melody (Baxter/Hibbler)</li> <li>Most Of All (Fontanes/Cornell)</li> <li>Breeze And I (C. Valente)</li> <li>Whatever Lola Wants (Mello-Larks/Vaughan)</li> <li>Rain (Jackie Gleason)</li> <li>Hey, Mr. Banjo (Sunnysiders)</li> <li>We'll Go A Long Way (Fred Waring)</li> <li>If I May (Nat "King" Cole)</li> <li>Is This The End Of The Line (Joni James)</li> <li>Berry Tree (Bill Hayes)</li> </ol>         |
| <p><b>RON MULHOLLAND</b><br/>WWJ—Detroit, Mich.</p> <ol style="list-style-type: none"> <li>Breeze And I (C. Valente)</li> <li>Unchained Melody (L. Baxter)</li> <li>Lazy Gondolier (Mantovani)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Davy Crockett (Ford/Hayes)</li> <li>Genuine Love (Paul &amp; Ford)</li> <li>Cherry Pink (Perez Prado)</li> <li>Hey, Mr. Banjo (Banjo Boys)</li> <li>A Blossom Fell (Cole)</li> <li>Melody Of Love (D. Carroll)</li> </ol>                                | <p><b>JOE MITCHELL</b><br/>KPOJ—Portland, Ore.</p> <ol style="list-style-type: none"> <li>Davy Crockett (Hayes/Parker)</li> <li>Crazy Otto (Johnny Maddox)</li> <li>Tweedlee Dee (G. Gibbs)</li> <li>Melody Of Love (D. Carroll)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Sincerely (McGuire)</li> <li>Cherry Pink (Perez Prado)</li> <li>Ko Ko Mo (Perry Como)</li> <li>Hearts &amp; Flowers (Desmond)</li> <li>Unchained Melody (L. Baxter)</li> </ol>  | <p><b>ROBIN AND POLLY BONEAU</b><br/>WTSV—Claremont, N. H.</p> <ol style="list-style-type: none"> <li>Unchained Melody (Hibbler)</li> <li>Dance With Me Henry (Gibbs)</li> <li>Darling, Je Vous Aime (Cole)</li> <li>Lonely Lips (Chordettes)</li> <li>Breeze And I (C. Valente)</li> <li>Pledging My Love (Brewer)</li> <li>Nobody (Perry Como)</li> <li>Two Hearts (Doris Day)</li> <li>Melody Of Love (B. Vaughn)</li> <li>Davy Crockett (Bill Hayes)</li> </ol>   |

"WHEN YOU WISH UPON A STAR"  
★ ★ ★ ★ ★  
"BE SURE, BELOVED"  
**BOURNE, INC.**  
136 W. 52nd Street, New York 19

**TAD BRUCE**  
sings  
"CRYIN' IN MY BEER"  
Watco Record # 111-11  
**WATCO Records Inc.**  
1674 BROADWAY NEW YORK 19, N. Y. (CO 5-1930)

A SURE HIT!  
THE **Berry Tree**  
BILL HAYES # 1261  
**cadence**  
RECORDS INC 40 EAST 49TH ST. NEW YORK 17, N.Y.

**CRAZY OTTO GOES CONTINENTAL!**  
"CRAZY OTTO GOES TO PARIS"  
b/w  
"CRAZY OTTO GOES TO ITALY"  
by  
**GOOD TIME CHARLIE**  
MEDIA # 1008  
**MEDIA RECORDS**  
3208 So. 84th St. Phila., Pa.

America's Leading One Stop Record Service  
**LESLIE DISTRIBUTORS**  
NEW YORK PITTSBURGH, PA. HARTFORD, CONN.  
639—10th AVE. (Phone PLaza 7-1977) 2231 FIFTH AVE. 134 WINDSOR ST.  
Cable Address: EXpoRecord, N. Y. ATLAS MUSIC BLDG. (Phone: JAcKson 5-7123)  
(Phone: GRant 1-9323)







# THE CASH BOX CANADIAN CAPERS

## THE CASH BOX *Disk Jockey's* REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the

### TORONTO TOPICS:

"The Man in a Raincoat" the immediate dee-jay reacquainted old London, Ont. high school platter. Hear that the Joe have the platter released in side-light is the fact that Wright of the famed Canadian Choir, long sponsored by V rehearsals and his 1955 v Toronto run on April 27th the larger capacity—the A again be S. R. O. . . . One back with us once more i Marion and her Trio are currently holidaying here while the



PRISCILLA WRIGHT

which was not entirely un here with the same great host to the well-known re Quintet. Reports say that

### MONTREAL MEMOS:

Harry Holmoks' Bellevue Joe Howard who originally show every year is again o Piccadilly Lounge of the presenting Max Chamitov strong attraction in this a Theatre. They followed J week. . . . Stan Wood an 20th season at Belmont

"WHEN YOU  
UPON A S"

★ ★ ★ ★ ★

"BE SURE, BEL  
BOURNE, II

136 W. 52nd Street, Nev

A SURE HIT!

THE *Berry*  
BILL HAYE



RECORDS INC. 40 EAST 49TH ST. NEW

America's

LESLIE

NEW YORK

639—10th AVE. (Phone PL  
Cable Address: EXpoReco



# THE CASH BOX RHYTHM N' BLUES Ramblings

## NEW YORK:

Monte Bruce returns from a promotion trip with the news that his new Cleveland distrib, Benart, appointed on his previous trip to that city, is getting a wonderful reaction on the Harptones' "I Almost Lost My Mind". Art Freeman, head of Benart, tells him the platter is breaking all over the Cleveland-Akron area. Monte cut the Leslie Sisters on his Marble label this week and delivery will be made in about two weeks. . . . Mercury out with two new disks this week and two more next week. The first duo includes those red hot Penguins singing "Be Mine or Be A Fool" backed with "Don't Do It". Over at the Mercury offices they like "Don't Do It" while the fellas at the C.B. offices like "Be Mine or Be A Fool". The other release introduces a newcomer to the label, Lee Austin. Lad had a distinctive voice with an Eckstine influence. Next week's releases will feature The Cashmeres and Dolores Ware. . . . Don Robey, Peacock and Duke prey, has been swamped with demands for pictures of Johnny Ace. Letters have come in from all over the country and the Peacock staff has been busy for weeks mailing photos to the teeners. Robey also tells us that



FIVE BLIND BOYS

Ebony Magazine has been shooting pics and collecting material for a feature story on Ace to appear shortly. In addition to all the work entailed on the Johnny Ace hit Don looks to the future as he has been in sessions in the past several weeks with his spiritual groups, The Southern Tones, the Sensational Nightingales and the Southern Wonders. Lined up for early June sessions are The Dixie Humming Birds, the Five Blind Boys and Sister Jessie M. Renfro. . . . Atlantic Records continues to build an imposing jazz roster under the guidance of Nesuhi Ertegun out on the West Coast. Latest addition is modernist Dave Pell. His first album is being prepared by arrangers Shorty Rogers, Marty Paich, Wes Hensel and Johnny Mandel. With Pell will be Don Fagerquist, trumpet; Ronny Lang, baritone and flute; Bill Richmond, drums; Ray Sims, trombone; and Tony Rizzi, guitar. . . . Mr. Blues, who conducts the Essex Distributor show in Newark, N. J. over WNJR, and who in the past withstood all pressures to play fringe r & b and jazz, now finds his audience growing with the constant addition of the pop teener. This is in line with what has been happening to all r & b shows all over the country. Mr. Blues finds his mail and phone pull has grown to four and five times as much as a couple of years ago. . . . George Goldner more excited than he has been for some time. He feels, from reports and sales, that he has another "Gee" in "Come Back My Love" by The Wrens. Deck has been breaking pop in both Philadelphia and Cleveland in fast mounting figures. . . . It's a girl for Stan and Sara Steinhous of Reina Records, Barbara Michelle, born April 17 at the Flushing General Hospital. . . . Harlem Records issues a new platter on which they've gotten a good initial reaction. It's Pearl Reaves' "I Ain't Ashamed" and "Step It Up & Go".



JOE LOCO

doing well for the firm are Brownie McGhee's "Bluebird, Bluebird" and The Concord's "Candlelight". . . . Joe "Mambo" Loco, Tico Recording star, was such solid b.o. at the Macumba in San Francisco that he and his quintet were held over for two additional weeks. At the conclusion of his stay Loco will do a tour of one nighters in L.A. and Hollywood. . . . The Five Keys, "Close Your Eyes" on Capitol, booked into the Copa in Pittsburgh for one week beginning June 13. . . . Fats Domino making Imperial Records and his fans happy with his newest release, "Ain't It A Shame". . . . Ramon Bruce (WNJR-Newark, N. J.) launches a one hour live show on WATV-Channel 13, called "Bruce's Roost". Ramon plans one-half hour of top r & b record hits with an artist to pantomime the disk and a dancing audience. The next fifteen minutes will feature a seven piece band and top artists who will be interviewed. The final 15 minutes will feature live top spiritual groups. The entire show will move along with an informal air. Bruce is on WNJR six and one-half hours daily and is on WRAP-Norfolk, Va. transcribed. A deal has also been set for another transcribed show to go into WEBB-Baltimore, Md. in a couple of weeks. . . . Can't keep a good man (or woman as it happens to be in this case) down. Bess Berman, who several months ago was so ill it was rumored that she would never return to active participation in Apollo Records, is back from a Florida rest, at her desk, and running the business again. Bess says she's "fit as a fiddle and raring to go". Currently selling well for Apollo is "My Angel" by The Dovers. . . . Joe Martin back at his New York job for Mercury Records. Joe took over for Buddy Friedlander, Mercury Record Distributors, Hartford, Conn. when Buddy was felled with virus pneumonia. Buddy is ok now and at the helm of the distrib outlet. Bobby Shad still on the West Coast cutting some jazz sessions. Shad caught a new jazz quartet led by Ralph Gari at the El Rancho Vegas in Las Vegas and signed them to an Emarcy contract. . . . Errol Garner opened at Birdland, New York on April 21 for two weeks. Garner does several TV shots on the 29th making Strike It Rich and Steve Allen the same evening. On May 3 he will make an appearance on Freddie Robbins Disc Derby on CBS. . . . Bob Rolontz, a & r at Groove back from a Southern trek. Bob lined up several new pieces of talent as possible contract signees. . . . Ray Clark, head of Groove, reports the initial reaction on The Du Droppers "Talk That Talk" is very strong. . . . Jack Angel and Al Silver at Herald Records feel as though they walked into a uranium mine. From all indications, orders and reorders, "Story Untold" by the Nutmegs is in. Then comes that sleeper from the coast, the two-year-old "Paradise Hill" by the Embers, which has been picking up momentum for the past several weeks. And finally,



DU DROPPERS



LARRY DEAN FAULKNER

the new Charlie and Ray "Dearest One" and "Certainly Baby" has brought a stream of excited comments from the distribs who have received the samples. . . . Larry Dean Faulkner, program director of WCIN-Cincinnati, O., as proud as punch about the NAACP plaque awarded him. (Reported in last week's column.)

## CHICAGO:

A very unique week, to say the least. Seen about town, and all here to attend the Bar Mitzvah of Marshall Chess, son of Leonard Chess, were Mr. and Mrs. Zenas Sears of Atlanta, Ga. . . . Mr. and Mrs. Buster Williams of Memphis, Tenn. . . . Randy Wood of Gallatin, Tenn. . . . Mr. and Mrs. Pop Cohen and their son, Joe, from Newark, N. J. . . . Ahmet Ertegun and Jerry Wexler of New York. . . . Ernie Young of Nashboro, Tenn. . . . Charley Grey of Detroit, Mich. . . . Mr. and Mrs. Alan Freed of New York . . . and so many, many others. . . . First of all, Mr. and Mrs. Sam Evans gave a very great and gay cocktail party in their home for Mr. and Mrs. Leonard Chess and Phil and Sheva Chess. The cocktails were to be served between 5 and 7 P.M. After midnight—the gaiety was still at its height. There was Joe Delaney of "X", Milt Salstone, Leonard Allen, Ernie Leaner and so many, many others. (We hear from George Leaner that he was on the way to the party. "But", Georgie claims, "my car broke down". Yes, there was a gal with him. George claims, "It was my wife"). Anyway the cocktail party did come to an end. And then the very next evening, in the Cotillion Room of the Morrison Hotel, Mr. and Mrs. Leonard Chess played host to over 350 people who came to do honor to their son, Marshall Chess. Saw McKie Fitzhugh, Vivian Carter, Bob Porter, and so many Chicagoland folks—it would fill the column to write about them and all the happiness that prevailed. Len Chess did state, in a speech he made at this affair in regard to his recordings, "We will do bigger and better this year. We will be in first place thruout '55 in the R&B field". . . . Tho there's been lots of talk about 'lyrics' in the R&B field, the fact of the matter remains that Father Lawler of CISCA here in Chicago, is definitely not concentrating on R&B as much as he is on just "lyrics" which don't meet with "the commandments of God".

## LOS ANGELES:

The popularity of Rhythm and Blues throughout the West and Northwest has brought a great demand for "big name" R&B artists in clubs throughout the Western circuit. Now more than ever before artists who decide to head West can be assured of a successful tour. Latest area to book R&B talent is Anchorage, Alaska. First artist to be booked into the Alaskan territory is Roy Milton and ork. who opens in Anchorage May 3 for two weeks. Earl Bostic and his great band will follow on June 8 with James Moody and crew set for June 30 to July 12. Deal was set by Ben Waller, West Coast booker. . . . It's reported that Atlantic Records plan to open branch offices here in LA as part of their expanded program into the jazz LP field. Latest group to sign with Atlantic is Dave Pell and his Octet. Besides fronting his own group Dave also is a member of the Les Brown band. . . . "Blues boy" Fats Domino continues to turn out better records all the time. His latest on Imperial "Ain't It A Shame" and "La-La". . . . Johnny Otis will set out on his first tour in almost two years when he leaves April 30 on a ten day junket through the Western territory. With him will be the regular members of his band along with Marie Adams and Junior Ryder. . . . Dootsie Williams, congenial head of Dootone Records, rushed his two latest releases out to his distributors last week. Dootsie exclaimed that this was the hottest platter packages yet produced, especially, Roy Milton's new double headed hit "Fools Are Getting Scarcer" b/w "I Can't Go On." He was also enthused over The Penguin's "Kiss A Fool Goodbye" b/w "Baby Let's Make Love". . . . We hear that Modern Records Caravan package is setting new attendance records everywhere they appear in the South. Unit includes Etta James, Richard Berry, Johnny "Guitar" Watson and Big Jim Wynn's Band. They will continue their tour of ballroom and club dates on throughout the South, into Miami, Florida, and North along the East Coast. Package has been set to open at the Apollo Theatre in Gotham around June 1. . . . Leo and Eddie Mesner are most happy to see "This Is My Story" with Gene and Eunice nudging up into the charts. Meanwhile, the Aladdin boys launch three groovy new releases which they are sure will excite the bobby soxers. Included is Charles Brown's "Nite After Nite" b/w "Walk With Me"; two instrumentals by Monte Easter titled "New Orleans Hop" b/w "Blues In The Evening" plus a new vocal group called The Aladdins who sing "Cry, Cry, Baby" and "Remember". . . . The Ink Spots, who are now appearing at the Hotel Flamingo in Las Vegas, recently completed a record smashing tour with Horace Heidt. . . . Guitar Slim has been plenty busy while in LA. Along with completing two successful week-end engagements at the Five Four Ballroom he also etched several new sides for Specialty. He will complete several other dates throughout the Northwest before taking the "shuffle-back-to-Buffalo" route. . . . On April 29 Roy Milton took over the Five Four bandstand for a three day stint. . . . The Raven, Hollywood's masked mystery DJ, trekked back East last week to line up new tape recorded shows. While he is away James "Deacon" Ware takes over his KBLA 12 to 4 am slot from The Ringside. The groovy "Deacon" doesn't hide his shiny face behind a mask but still mystifies his audience with musical double talk and witty sayings. By the way, does anyone know who The Raven is? . . . Dinah Washington, now in her final week at the Tiffany, has been singing before a packed crowd every night—proving the chantage is greater than ever. Future bookings for her are rather hazy due to a sudden switch in agents. Universal had her set for several dates on the West Coast but they were cancelled due to a new pact with ABC.



GUITAR SLIM

Theatre in Gotham around June 1. . . . Leo and Eddie Mesner are most happy to see "This Is My Story" with Gene and Eunice nudging up into the charts. Meanwhile, the Aladdin boys launch three groovy new releases which they are sure will excite the bobby soxers. Included is Charles Brown's "Nite After Nite" b/w "Walk With Me"; two instrumentals by Monte Easter titled "New Orleans Hop" b/w "Blues In The Evening" plus a new vocal group called The Aladdins who sing "Cry, Cry, Baby" and "Remember". . . . The Ink Spots, who are now appearing at the Hotel Flamingo in Las Vegas, recently completed a record smashing tour with Horace Heidt. . . . Guitar Slim has been plenty busy while in LA. Along with completing two successful week-end engagements at the Five Four Ballroom he also etched several new sides for Specialty. He will complete several other dates throughout the Northwest before taking the "shuffle-back-to-Buffalo" route. . . . On April 29 Roy Milton took over the Five Four bandstand for a three day stint. . . . The Raven, Hollywood's masked mystery DJ, trekked back East last week to line up new tape recorded shows. While he is away James "Deacon" Ware takes over his KBLA 12 to 4 am slot from The Ringside. The groovy "Deacon" doesn't hide his shiny face behind a mask but still mystifies his audience with musical double talk and witty sayings. By the way, does anyone know who The Raven is? . . . Dinah Washington, now in her final week at the Tiffany, has been singing before a packed crowd every night—proving the chantage is greater than ever. Future bookings for her are rather hazy due to a sudden switch in agents. Universal had her set for several dates on the West Coast but they were cancelled due to a new pact with ABC.

Two beautiful instrumental readings!

**"CHERRY PINK AND APPLE BLOSSOM WHITE"**


and

**"ALL OF YOU"**

(Hit tune from B'way Show "Silk Stockings")

**TITO PUENTE ORCH.**

TICO # 10-256  
45-256



220 W. 42d ST.  
NEW YORK, N.Y.


Breaking for a pop hit!

**THE WRENS**

**"COME BACK MY LOVE"**

RAMA # 65

(arranged and orchestrated by Freddy Johnson)



220 W. 42nd St., New York, N. Y.



THE ORIGINAL...  
and a **HIT!**



**THE CASH BOX**

Rhythm  
'N' Blues

**SLEEPER OF THE WEEK**

Grab The Coins With

**THE  
MARIGOLDS**

Hit Recording

**"ROLLIN' STONE"**

b/w

**"WHY DON'T YOU"**

EXCELLO 2057

PUBLISHER  
**EXCELLOREC MUSIC CO.** NASHVILLE, TENN.  
Phone (42-2215)

SHOWING ACTION IN BOTH  
R & B AND POP FIELD

GET THE PLAY . . . ORDER NOW!

WRITE — WIRE — PHONE  
**NASHBORO RECORD CO., INC.**  
177 3rd AVE. N., NASHVILLE, TENN.

**THE CASH BOX**



in  
**NEW YORK CITY**

in  
**CHICAGO**

in  
**NEW ORLEANS**

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans.

- |   |   |  |
|---|---|--|
| <b>1</b> UNCHAINED MELODY<br>Al Hibbler (Decca 29441)<br>Roy Hamilton (Epic 9102) | UNCHAINED MELODY<br>Al Hibbler (Decca 29441)                        | WHAT'CHA GONNA DO<br>Clyde McPhatter & The Drifters (Atlantic 1055)      |
| <b>2</b> I'VE GOT A WOMAN<br>Ray Charles (Atlantic 1050)                          | I'VE GOT A WOMAN<br>Ray Charles (Atlantic 1050)                     | THE DOOR IS STILL OPEN<br>Cardinals (Atlantic 1054)                      |
| <b>3</b> CLOSE YOUR EYES<br>Five Keys (Capitol 3032)                              | MY BABE<br>Little Walter (Checker 811)                              | FLIP, FLOP AND FLY<br>Joe Turner (Atlantic 1053)                         |
| <b>4</b> THIS IS MY STORY<br>Gene & Eunice (Aladdin 3282)                         | CHOP CHOP BOOM<br>Danderliers (States 147)                          | WHEN IT RAINS IT POURS<br>Billy "The Kid" Emerson (Sun 214)              |
| <b>5</b> MY BABE<br>Little Walter (Checker 811)                                   | FLIP, FLOP AND FLY<br>Joe Turner (Atlantic 1053)                    | UNCHAINED MELODY<br>Roy Hamilton (Epic 9102)<br>Al Hibbler (Decca 29441) |
| <b>6</b> DON'T BE ANGRY<br>Nappy Brown (Savoy 1155)                               | MOST OF ALL<br>Moonglows (Chess 1589)                               | LOVING YOU<br>Lowell Fulson (Checker 812)                                |
| <b>7</b> FLIP, FLOP AND FLY<br>Joe Turner (Atlantic 1053)                         | CLOSE YOUR EYES<br>Five Keys (Capitol 3032)                         | MY BABE<br>Little Walter (Checker 811)                                   |
| <b>8</b> STORY UNTOLD<br>Nutmegs (Herald 452)                                     | WHAT'CHA GONNA DO<br>Clyde McPhatter & The Drifters (Atlantic 1055) | CLOSE YOUR EYES<br>Five Keys (Capitol 3032)                              |
| <b>9</b> MOST OF ALL<br>Moonglows (Chess 1589)                                    | THE WALLFLOWER<br>Etta James & The Peaches (Modern 947)             | LONELY AND BLUE<br>B. B. King (RPM 425)                                  |
| <b>10</b> PLEDGING MY LOVE<br>Johnny Ace (Duke 136)                               | PLEDGING MY LOVE<br>Johnny Ace (Duke 136)                           | THE WALLFLOWER<br>Etta James & The Peaches (Modern 947)                  |

in  
**SAN FRANCISCO**

in  
**NEWARK**

in  
**DALLAS**

- |  |   |   |
|--|---|---|
| <b>1</b> MY BABE<br>Little Walter (Checker 811)                              | THIS IS MY STORY<br>Gene & Eunice (Aladdin 3282)    | MY BABE<br>Little Walter (Checker 811)                              |
| <b>2</b> I'VE GOT A WOMAN<br>Ray Charles (Atlantic 1050)                     | MY BABE<br>Little Walter (Checker 811)              | THE WALLFLOWER<br>Etta James & The Peaches (Modern 947)             |
| <b>3</b> YOU DON'T HAVE TO GO<br>Jimmy Reed (Vee-Jay 119)                    | TWO HEARTS<br>Charms (DeLuxe 6065)                  | I'VE GOT A WOMAN<br>Ray Charles (Atlantic 1050)                     |
| <b>4</b> COME BACK<br>Ray Charles (Atlantic 1050)                            | PLEDGING MY LOVE<br>Johnny Ace (Duke 136)           | WHAT'CHA GONNA DO<br>Clyde McPhatter & The Drifters (Atlantic 1055) |
| <b>5</b> PLEDGING MY LOVE<br>Johnny Ace (Duke 136)                           | DON'T BE ANGRY<br>Nappy Brown (Savoy 1155)          | PLEDGING MY LOVE<br>Johnny Ace (Duke 136)                           |
| <b>6</b> RIB TIPS<br>Rufus Gore (King 4768)                                  | THE DOOR IS STILL OPEN<br>Cardinals (Atlantic 1054) | FLIP, FLOP AND FLY<br>Joe Turner (Atlantic 1053)                    |
| <b>7</b> LOVING YOU<br>Lowell Fulson (Checker 812)                           | UNCHAINED MELODY<br>Roy Hamilton (Epic 9102)        | MOST OF ALL<br>Moonglows (Chess 1589)                               |
| <b>8</b> TWEEDLEE DEE<br>Lavern Baker (Atlantic 1047)                        | LOVING YOU<br>Lowell Fulson (Checker 812)           | THIS IS MY STORY<br>Gene & Eunice (Aladdin 3282)                    |
| <b>9</b> WHAT'CHA GONNA DO<br>Clyde McPhatter & The Drifters (Atlantic 1055) | FLIP, FLOP AND FLY<br>Joe Turner (Atlantic 1053)    | I'M A MAN<br>Bo Diddley (Checker 814)                               |
| <b>10</b> DON'T YOU KNOW<br>Fats Domino (Imperial 5340)                      | CHOP CHOP BOOM<br>Danderliers (States 147)          | LOVING YOU<br>Lowell Fulson (Checker 812)                           |



# THE CASH BOX



in  
**PHILADELPHIA**

in  
**LOS ANGELES**

in  
**ST. LOUIS**

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

- 1 DON'T BE ANGRY  
Nappy Brown  
(Savoy 1155)
- 2 MOST OF ALL  
Moonglows  
(Chess 1589)
- 3 PLEDGING MY LOVE  
Johnny Ace  
(Duke 136)
- 4 UNCHAINED MELODY  
Roy Hamilton  
(Epic 9102)  
Al Hibbler  
(Decca 29441)
- 5 THIS IS MY STORY  
Gene & Eunice  
(Aladdin 3282)
- 6 MY BABE  
Little Walter  
(Checker 811)
- 7 WHADAYA WANT  
Robins  
(Spark 110)
- 8 THE WALLFLOWER  
Etta James & The Peaches  
(Modern 947)
- 9 LONELY NIGHTS  
Hearts  
(Baton 208)
- 10 CHOP CHOP BOOM  
Danderliers  
(States 147)

- MY BABE  
Little Walter  
(Checker 811)
- DON'T BE ANGRY  
Nappy Brown  
(Savoy 1155)
- FLIP, FLOP AND FLY  
Joe Turner  
(Atlantic 1053)
- I'VE GOT A WOMAN  
Ray Charles  
(Atlantic 1050)
- LOVING YOU  
Lowell Fulson  
(Checker 812)
- MAMA, TALK TO YOUR DAUGHTER  
J. B. Lenore  
(Parrott 809)
- UNCHAINED MELODY  
Roy Hamilton  
(Epic 9102)  
Al Hibbler  
(Epic 29441)
- YOU DON'T HAVE TO GO  
Jimmy Reed  
(Vee-Jay 119)
- MOST OF ALL  
Moonglows  
(Chess 1589)
- PLEDGING MY LOVE  
Johnny Ace  
(Duke 136)

- UNCHAINED MELODY  
Al Hibbler  
(Decca 29441)
- CLOSE YOUR EYES  
Five Keys  
(Capitol 3032)
- YOU DON'T HAVE TO GO  
Jimmy Reed  
(Vee-Jay 119)
- MY BABE  
Little Walter  
(Checker 811)
- FLIP, FLOP AND FLY  
Joe Turner  
(Atlantic 1053)
- I'VE GOT A WOMAN  
Ray Charles  
(Atlantic 1050)
- CHOP CHOP BOOM  
Danderliers  
(States 147)
- LOVING YOU  
Lowell Fulson  
(Checker 812)
- THE WALLFLOWER  
Etta James & The Peaches  
(Modern 947)
- CHERRY PINK  
Perez Prado  
(RCA Victor 20-5965)

in  
**DETROIT**

in  
**SAVANNAH**

in  
**MEMPHIS**

- 1 UNCHAINED MELODY  
Al Hibbler  
(Decca 29441)
- 2 FLIP, FLOP AND FLY  
Joe Turner  
(Atlantic 1053)
- 3 CHOP CHOP BOOM  
Danderliers  
(States 147)
- 4 THE WALLFLOWER  
Etta James & The Peaches  
(Modern 947)
- 5 WHAT'CHA GONNA DO  
Clyde McPhatter & The Drifters  
(Atlantic 1055)
- 6 MY BABE  
Little Walter  
(Checker 811)
- 7 I'VE GOT A WOMAN  
Ray Charles  
(Atlantic 1050)
- 8 PLEDGING MY LOVE  
Johnny Ace  
(Duke 136)
- 9 JUMP WITH YOU BABY  
B. B. King  
(RPM 425)
- 10 I'M A MAN  
Bo Diddley  
(Checker 814)

- MY BABE  
Little Walter  
(Checker 811)
- THE WALLFLOWER  
Etta James & The Peaches  
(Modern 947)
- WHAT'CHA GONNA DO  
Clyde McPhatter & The Drifters  
(Atlantic 1055)
- PLEDGING MY LOVE  
Johnny Ace  
(Duke 136)
- I'VE GOT A WOMAN  
Ray Charles  
(Atlantic 1050)
- CLOSE YOUR EYES  
Five Keys  
(Capitol 3032)
- UNCHAINED MELODY  
Roy Hamilton  
(Epic 9102)  
Al Hibbler  
(Decca 29441)
- FLIP, FLOP AND FLY  
Joe Turner  
(Atlantic 1053)
- COME BACK  
Ray Charles  
(Atlantic 1050)
- DON'T BE ANGRY  
Nappy Brown  
(Savoy 1155)

- MY BABE  
Little Walter  
(Checker 811)
- FLIP, FLOP AND FLY  
Joe Turner  
(Atlantic 1053)
- PLEDGING MY LOVE  
Johnny Ace  
(Duke 136)
- THE DOOR IS STILL OPEN  
Cardinals  
(Atlantic 1054)
- MOST OF ALL  
Moonglows  
(Chess 1589)
- DON'T BE ANGRY  
Nappy Brown  
(Savoy 1155)
- THE WALLFLOWER  
Etta James & The Peaches  
(Modern 947)
- WHAT'CHA GONNA DO  
Clyde McPhatter & The Drifters  
(Atlantic 1055)
- I'VE GOT A WOMAN  
Ray Charles  
(Atlantic 1050)
- TWEEDLEE DEE  
Lavern Baker  
(Atlantic 1047)

## Coming Up In R & B

Listed Alphabetically

### BOP-TING-A-LING THAT'S ALL I NEED

Lavern Baker

(Atlantic 1057)

Chicago, Columbia & Jackson (Tenn.),  
Memphis, Meridian, Nashville, New Orleans,  
New York, Philadelphia

### BO DIDDLEY

Bo Diddley

(Checker 814)

Atlanta, Chicago, Cleveland, Dallas, Houston,  
Los Angeles, New Orleans, New York, Shreveport  
(Flipside—I'M A MAN—reported April 16)

## Shaw Announces Personnel Changes

NEW YORK—Billy Shaw, President of Shaw Artists Corporation, announced this week changes in top level personnel in the New York and Chicago offices of the firm.

Bob Astor, who has been managing the Chicago operation returns to New York to handle all Southern bookings except the Weinberg and Howard Lewis circuits. Art Frew takes over Astor's spot in the midwest.

Shaw Vice-President, Jack Archer is cutting down his booking activities to the Weinberg and Lewis territory and will act as co-ordinator of all bookings out of the 46th Street headquarters. Walter Thomas will continue handling northeast and eastern seaboard accounts.

Frew comes to Shaw from the Milton Deutsch office on the west coast. For many years he represented G.A.C. in the Chicago and Ohio territory.

# A HIT!

## "CHOP CHOP BOOM"

b/w

## "MY AUTUMN LOVE" DANDERLIERS

STATES 147

## "PARDON MY TEARS"

b/w

## "CHICKEN" MORROCCOS

UNITED 188

## UNITED/STATES RECORD CO.

5052 Cottage Grove, Chicago 15, Ill.

## ANOTHER SMASH! "AM I THE ONE"

b/w

## "SUKEY, SUKEY, SUKEY" THE SPIDERS

IMPERIAL 5344



6425 Hollywood Blvd., Hollywood 28, Calif.

# 2 GREAT HITS GREAT ARTISTS!!

Ruth Brown  
I CAN SEE  
EVERYBODY'S BABY  
AS LONG AS I'M MOVING  
Atlantic # 1059

The Clovers  
LOVE BUG  
IN THE MORNING TIME  
Atlantic # 1060

# Introducing 2 Great NEW Groups

The Cookies  
PRECIOUS LOVE  
LATER LATER  
Atlantic # 1061

The Regals  
GOT THE WATER  
BOILING  
I'M SO LONELY  
Atlantic # 1062

**ATLANTIC RECORDING CORP.**  
234 WEST 56th St. NEW YORK 19, N. Y.



# RHYTHM 'N BLUES REVIEWS

⊙ A DISK & SLEEPER	⊙ G GOOD
⊙ B EXCELLENT	⊙ C FAIR
⊙ B+ VERY GOOD	⊙ D MEDIOCRE

**CHARLES BROWN**  
(Aladdin 3284)

**B** "NITE AFTER NITE" (3:12)  
Charles Brown sings a slow mood blues with an after hours feeling. Dramatic and dreamy tempo. Effective wax.

**B+** "WALK WITH ME" (2:25)  
[Aladdin BMI—Conquest Simpson] Brown swings out a middle tempo bounce with a happy touch. Deck moves nicely and should find its home in the better selling disks.

**L. C. McKINLEY**  
(Vee-Jay 133)

**B** "SHE'S FIVE FEET THREE" (2:41) [Tollie BMI—L. C. McKinley] L. C. McKinley sings a slow beat blues with lyrics extolling the eye-filling virtues of his girl. A country blues smoothly performed.

**B** "STRANGE GIRL" (2:45) [Tollie BMI—McKinley, Graham] McKinley chants another slow blues effort describing the captivating charms of the "Strange Girl". Haunting melody heightened by the sway of the music and guitar strumming.

**LEE AUSTIN**  
(Mercury 70615)

**B** "FOR ONCE IN YOUR LIFE" (3:02) [Drexall Music BMI—Otis, Kirkland] Lee Austin will be described as an Eckstinish voice, but tho the quality and style resembles "B", it is different and a close listen will take him out of that classification. Here Austin sings a slow pretty ballad that is good fare for both r & b and the pop market.

**B+** "YOUR HURTING HEART" (2:56) [Clifton BMI—A. Evelyn] Austin is distinctively Austin on this side as he handles this slow tempo bounce ballad effectively. A pretty rhythmic ditty that comes out the stronger side. Also r & b—pop wax.

**LITTLE "WALKIN'" WILLIE**  
(Jaguar 1030)

**B** "BLOW LITTLE WILLIE" (2:20)  
[George George BMI—Hickerson, Davis] Little Walkin' Willie and his Swinging Blues Men pull out all the stops as they wax an exuberant wildie. A screaming horn and gangshouts burn up the wax.

**C+** "CLAYHOUSE BLUES" (2:30)  
[George George BMI—Patterson, Martin] A blues of slow tempo with a contrasting mildness and wildness that makes it a strange wax.

**FRANK MOTLEY**  
(Big Town 119)

**C** "FRANTIC LOVE" (2:37) [4 Star Sales BMI—Claiborne, Motley, Tribble] A weird wax with a wailing horn and an unearthly vocal.

**C+** "HONKIN' AT MIDNIGHT" (2:37) [4 Star Sales BMI—Claiborne, Motley, Whitaker] A rhythmic jump side complete with stomping, clapping, gangshouts and Motley's horn.

## THE CASH BOX

### ★ AWARD O' THE WEEK ★

"AIN'T IT A SHAME" (2:16)  
[Commodore BMI—Domino, Bartholomew]  
"LA-LA" (2:05)  
[Commodore BMI—Domino, Bartholomew]  
FATS DOMINO  
(Imperial 5348)



FATS DOMINO

● Fats Domino has a melodic piece of material in "Ain't It A

Shame", a rhythmic bouncer, and it looks from here that the wax has all the earmarks of a hit. Fats rocks along in lilting style as the supporting band sets up a strong beat to accompany the top-flight blues artist. The flip, "La-La", is a similarly melodic item of the same middle tempo. Good dance beat of the rocking variety. Lyrics are romantic with great repetitive emphasis on the phrase, "La-La". Another strong wax. Like "Ain't It A Shame" but both sides have the potential.

"AS LONG AS I'M MOVING" (2:40)  
[Progressive BMI—Calhoun]

"I CAN SEE EVERYBODY'S BABY" (2:52)  
[Progressive BMI—Kirkland, Thomas]

RUTH BROWN  
(Atlantic 1059)



RUTH BROWN

● Ruth Brown is in the rocking

kick on this release with "As Long As I'm Moving". Ditty is in the "Shake Rattle and Roll" vein and Miss Ruth drives it with all the talent in her possession. The deck kicks up a lot of dust as the ork gets into the swinging mood and backs Ruth Brown with just the proper emphasis. A strong platter that should get the thrush into the charts. The flip, "I Can See Everybody's Baby", is a slow rhythmic effort with a religious feeling in the melody. Ruth wails the woeful chant with loads of feeling. Like both sides, but lean to "As Long As I'm Moving" for the big push.

"BE MINE OR BE A FOOL" (2:38)  
[Seal BMI—Williams]

"DON'T DO IT" (2:20)  
Tannen [BMI—Tisby, Duncan, Tate, Williams]

THE PENGUINS  
(Mercury 70610)



THE PENGUINS

● The Penguins first for Mer-

cury is a strong two sider with a shade more strength in the slow rhythmic blues ballad, "Be Mine Or Be A Fool". The group sings the melodic pretty with an easy touch and the charm that captivated the country in "Earth Angel". Lead sings with an easy swaying tempo and the over all effect is good. The reverse, "Don't Do It", is a complete change of tempo. Deck is a fast moving jump ditty that the group rocks with plenty of zest. Tho we like "Be Mine", it could very well be this side. Both are of quality caliber.

**CHRIS POWELL**  
(Groove 0105)

**B** "LOVE YA LIKE CRAZY" (2:08)  
[Dave Dreyer ASCAP—Schroeder, Silver] Chris Powell makes his debut on the Groove label with a middle beat jump that comes off a flavory bit of wax. Ditty is the kind of thing the teeners will like.

**B** "BREAK IT UP" (2:50) [Elliot Music ASCAP—Reichner, Powell, Perry] Powell and his Blue Flames "break it up" with a fast beat rocker. A two sided jump wax.

**THE ALADDINS**  
(Aladdin 3275)

**B+** "CRY, CRY BABY" (2:50)  
[Gallo-The Aladdins] The Aladdins shout out a middle tempo jump with several unusual gimmicks that could get the wax going. Lead voice and arrangement contribute to making this a strange etching.

**B** "REMEMBER" (2:35) [Gallo-Otis-Gallo-Otis] The Aladdins provide a change of moods with a slow blues ballad of a sentimental nature. Pretty wax tho material is not unusual. Group has lots of promise and should be watched.

**THE VAL-TONES**  
(DeLuxe 6084)

**C+** "SIAM SAM" (2:39) [Lois BMI—Stone, Stone] The Val Tones blend on a middle beat rhythmic novelty with ok results.

**C+** "TENDER DARLING" (2:35)  
[Lois BMI—Stone, Cosby] The Val Tones etch a similar beat ditty with romantic lyrics. Melodic item that has a fetching effect.

**BILL DOGGETT**  
(King 4795)

**B** "STREET SCENE" (3:05) [Robbins ASCAP—Newman] Bill Doggett and his combo wax a feather light reading of the tuneful pretty. Stirring low lights listening.

**B** "OOO!" (2:29) [Billace BMI—Harris, Doggett] Flip is a fast beat jump side dished up with precision and flair, but without earshattering cacophony.

**BILLY WARD and His Dominoes**  
(Federal 12218)

**B** "CAVE MAN" (2:27) [Ward Marks BMI—Ward] The Dominoes rock out a modified wild ditty with plenty of go-go shouts and a torrid horn. Lyrics tell of his amatory tactics.

**B+** "LOVE ME NOW OR LET ME GO" (3:14) [Ward Marks BMI—Billy Ward] The group changes pace on the flip with an interesting reading of a slow wailing blues. Sentimental pretty that could grab a good piece of the sales action.



**The Cash Box**  
**RHYTHM 'N BLUES REVIEWS**

DISK & SLEEPER      GOOD  
 EXCELLENT      FAIR  
 VERY GOOD      MEDIOCRE

**THE CASH BOX**  
**SLEEPER OF THE WEEK**

**"LOVE BUG" (2:47)** [Progressive BMI—Nugetre]  
**"IN THE MORNING TIME" (3:05)**  
 [Progressive BMI—Toombs]  
**THE CLOVERS** (Atlantic 1060)



THE CLOVERS

● The Clovers come up with a

hard hitting, rocking piece of material, "Love Bug," in which the fellows give a polished and peppery performance. It's a jumping tune with a cute set of lyrics. Should bring in the sales. The under portion is another rhythm number of a slower tempo. "In The Morning Time" is the story of the drinking gal. The lead, with a sensuous slur of the key line, lends the side the gimmick that might make the difference. Two ok sides that could make it.

**"I'M GONNA RUIN YOU" (2:35)**  
 [Tollie Music BMI—Carter, Reed]  
**"PRETTY THING" (2:40)** [Tollie Music BMI—J. Reed]  
**JIMMY REED** (Vee-Jay 132)

● It looks like the third straight hit for Jimmy Reed. His newest, "I'm Gonna Ruin You," is a slow tempo Country type blues. Reed sings of his displeasure with his playbent girl and he threatens his wrath. Reed sings a strong blues

in the style that the record buying public has been growing increasingly familiar with. This is the side. The flip, "Pretty Thing," is a similar piece of material chanted effectively by the blues singer tho we seem to feel the top deck and will put our chips on it to move out.

**"WHEN" (2:41)** [Arc BMI—McKay, Sloan, Evans]  
**"THAT'S MY BABY" (2:45)**  
 [Arc BMI—Carter, Carey, Nelson]  
**FLAMINGOS** (Checker 815)

● The Flamingos sing mighty pretty as they turn out "When," a slow tempo ballad that could very well be pop material. Lead strains on the high notes but we don't think it will affect the sale. The general effect of the wax is highly

satisfactory. Should become a strong action puller. The coupling, "That's My Baby," an up tempo item rocked out by the lads in good style. A driving ditty that the kids can let off steam to. We like "When" for the big action.

**THE PILGRIM TRAVELERS**  
 (Specialty 877) [Spiritual]

● **"STRAIGHT STREET" (2:05)**  
 [Venice BMI—Whitaker, Alexander] The Pilgrim Travelers chant a slow staccato rhythm with excellent vocal blending. Several leads take part in a fascinating effort that could sell outside the spiritual field. It is a great beat, tune and treatment.

● **"DID YOU STOP TO PRAY THIS MORNING" (2:28)** [American BMI—R. Westmoreland] The Travelers dish up a slow beautiful religious melody with a tender and soulful reading. A really wonderful group with an almost pop reading.

**BABS GONZALES**  
 (Crazy 1002)

● **"ROCKIN' & ROLLIN' THE BLUES" (2:46)** [BMI—Gonzales] Babs teams up with Eddie Jefferson on a "crazy" ditty that incorporates the titles of the current leading r & b hits. This has been done in the past with a fair measure of success and coupled with Babs following, the deck should do ok.

● **"HAIR DRESSEN WOMEN"**  
 [Babs Gonzales] Babs sings a slow rhythmic blues about the fem chatter chatter in the beauty parlors. A cute side the Gonzales fans will like. No bop chatter in this one.

**THE SOUL STIRRERS** [Spiritual]  
 (Specialty 878)

● **"NEARER TO THEE" (3:00)**  
 [Venice BMI—S. Cook] The Soul Stirrers sing a middle tempo rhythmic religious number with a soft but sparkling treatment.

● **"BE WITH ME JESUS" (2:27)**  
 [Venice BMI—S. Cook] A similar religious offering is read with excitement by the group. Tune bounces with a lively treatment. Good two-sided religious wax.

**ALFREDDITO** [Latin]  
 (Rainbow 282)

● **"LOVE FOR SALE" (2:42)**  
 [Hooker, Frimo] Alfreddito, on the vibes, leads his group through a melty bolero that makes for relaxed swaying dancing and dreamy listening.

● **"HIS MAJESTY'S CHA-CHA-CHA" (2:41)** This is the tempo the kids are asking for. A middle tempo cha-cha-cha with a solid rhythm. Latin vocal.

**LALO SCHIFRIN**  
 (Reina 804)

● **"FASCINACION" (2:57)** A quick beat bolero with a flashy piano lead. Beat is infectious and the Latin offering could make a strong impression on its market with the proper exposure.

● **"MI HOMBRE" (2:57)** A mambo reading of the classic "My Man". Ok offering and a good coupler for the top deck.

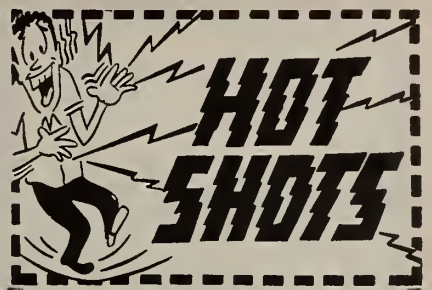
**STARS OVER HARLEM**

From time to time we think it a very good thing to bring down front the names of a few of the moving items that do not make the charts yet keep the dealers and op's crowded with precious coins. First is the high powered Bill Jennings etching of "Big Boy," which keeps the King distrib's busier than busy. Next we move over to Norgran where we find Johnny Hodges' groovy "Burgundy Walk" and Stan Getz' ever present tenor sax and "I Hadn't Anyone." The tasty tenor works of Jesse Powell with "Heads Up" and "Cool And Blue." And a cheerful earful—Cozy Eggleston's driving "Cozy's Boogie," which could easily be one of the biggest instrumental happenings if given a wee bit more concentration and exposure. Enough of the swiny things for now. Let's hop over into the vocal department where we find Memphis Slim blazing away with two, "I Love My Baby" backed by "Four Years Of Torment." The other is a very soulful slow tear jerker answering to the name of "Blues All Around My Head" b/w "Memphis Slim, U.S.A." . . . Lowell Fulson's "Lovin' You" b/w "Check Yourself" selling like crazy. Same goes for B. B. King's latest "Lonesome And Blue" pressing. . . Dig Elmore James' "The Way You Treat Me." . . . Dinah Washington's "If It's The Last Thing I Do" mighty touching and could be the best yet for the dynamic belting miss. Perez Prado and "Cherry" opus a real money maker. . . Tommy Deane's Vee-Jay slicing definitely not to be underrated. Lester William's stellar performance of "Don't Take Your Love From Me" is really the one they're sleeping on. . . We know that the hits are obvious but we thought we'd mention some of the others. . . The Steven's Singers with their double decker "Deliver Me" and "Rushing Wind." . . . Distrib's just thought you'd like to know that Babs Gonzales and "Rockin' And Rollin' The Blues" has hit the uptown area like a ton of bricks and there are still territories open.

**Aces to England**



NEW YORK—The Four Aces, currently knocking 'em dead in Scotland and England, were caught by the camera as they boarded their plane at Idlewild Airport for the Isles. The boys are hitting with their latest release "Heart" from the new "Damn Yankees" musical.



**THE CHARMS**  
**"WHEN WE GET TOGETHER"**  
 "Let The Happenings Happen"  
 Deluxe 6087

**THE MIDNIGHTERS**  
**"SWITCHIE WITCHIE TITCHIE"**  
**"WHY ARE WE APART"**  
 Federal 12220

**LUCKY MILLINDER**  
**"IT'S A SAD, SAD FEELING"**  
 "OW!"  
 King 4792

**MOON MULLICAN**  
**"WHEN LOVE DIES WHERE DOES IT GO"**  
**"WHAT'S THE MATTER WITH THE MILL"**  
 King 1447

**EARL BOSTIC**  
**"WHEN YOUR LOVER HAS GONE"**  
**"COCKTAILS FOR TWO"**  
 King 4790

**THE "5" ROYALES**  
**"MOHAWK SQUAW"**  
**"HOW I WONDER"**

DISTRIBUTED BY  
  
**King RECORDS**

**CHES** 4750-52 Cottage Grove Ave.  
 RECORD I CORP. Chicago 15, Illinois

**THE FLAMINGOS**  
 sing  
**"WHEN"**  
 b/w  
**"THAT'S MY BABY"**  
 (CHICK-A-BOOM!)  
 CHECKER 815

**MUDDY WATERS**  
 Latest and Greatest  
**"I WANT TO BE LOVED"**  
 b/w  
**"MY EYES KEEP ME IN TROUBLE"**  
 CHES 1596

**Checker RECORD CO.**  
 4750-52 Cottage Grove Ave.  
 Chicago 15, Illinois



A Juke Box 'Natural'  
By  
**"BOBBY BLUE"**  
BLAND  
**"IT'S MY LIFE"**  
b/w  
**"TIME OUT"**  
Duke No. 141


THE "DAPPERS"  
CRASHING THROUGH WITH  
THEIR FIRST RELEASE  
**"COME BACK TO ME"**  
b/w  
**"MAMBO OONGH"**  
Peacock No. 1651

A Sensational Spiritual  
By  
THE SENSATIONAL  
NIGHTINGALES  
**"I'M SERVING THE LORD"**  
b/w  
**"GO WHERE JESUS IS"**  
Peacock No. 1739

Climbing Higher and Higher!  
**"DON'T BE ANGRY"**  
Nappy Brown  
Savoy 1155  
Watch For Our New  
Hit Sensation!  
**"CHING-A-LING CHOP CHOP"**  
The Roamers  
Savoy 1156

**SAVOY RECORD CO., INC.**  
58 Market St., Newark, N. J.

Breaking Big!  
THE DIABLOS  
**"REMEMBER WHAT YOU DID LAST NIGHT"**  
b/w  
"Daddy Rockin' Strong"  
Fortune # 516  
**FORTUNE RECORDS**  
11629 Linwood Detroit 6, Mich.

WATCH THE CHARTS!  
**"THIS IS MY STORY"**  
GENE & EUNICE  
AL. 3282  
  
Beverly Hills, Calif.

Breaking big!  
**"JUMP WITH YOU BABY"**  
b/w  
**"LONELY & BLUE"**  
B. B. KING  
# 425  
**RPM RECORDS**  
9317 W. Washington Blvd. • Culver City, Calif.

A HIT!!  
**THE SPANIELS**  
SING  
**"DO-WAH"**  
b/w "DON'CHA GO"  
# 131  
**Vee-Jay RECORDS, INC.**  
4747 Cottage Grove Ave.  
Chicago 15, Illinois

# Atlantic Signs Dave Pell



NEW YORK—Last week, Atlantic landed another big name in the jazz field. Tenor sax stylist Dave Pell now joins the ever-growing Atlantic jazz contingent that includes Shorty Rogers, Bill Russo and Tony Fruscella. Dave rose to national prominence in recent years as a featured member of the Les Brown band. Some sides he recorded with his Octet for a small jazz indie label made an impact on the jazz world and brought him to the attention of Atlantic's veepee in charge of Jazz, Nesuhi Ertegun.

Pell's approach is essentially of the modern school, with special emphasis on a repertoire of great show tunes. The regular members of his Octet, who will be on his Atlantic dates, include Don Fagerquist, trumpet; Ronny Lang, baritone and flute; Bill Richmond, drums; Ray Sims, trombone, and Tony Rizzi, guitar. All but Rizzi are members of the Brown band.

"Because of his repertoire and the clean appealing musicianship of the Pell idiom, his recordings will not be limited to a jazz audience. Actually, these will have strong popular appeal as well," said Ertegun. Currently, his first album is being prepared by West Coast arrangers — Shorty Rogers,

Marty Paich, Wes Hensel and Johnny Mandel. Ertegun will record the unit in L. A. the last week in April.

Pell, who plays a very fluent, colorful jazz tenor, is equally adept on oboe and bass clarinet, which he works in frequently on the Octet sides. "He typifies the best elements in modern jazz—musically literate, technically brilliant, and creatively fertile," concluded Ertegun.

Seen above are Nesuhi Ertegun, standing, Shorty Rogers smiling approval as Dave Pell signs his Atlantic contract.

## Ekko Records Forms Corporation

HOLLYWOOD—On March 21st, following eight months of rapidly expanding operations, EKKO Records became EKKO Records, Inc. when the company was incorporated for \$200,000 under the state laws of California, with headquarters at 4949 Hollywood Blvd., Hollywood 27, Calif.

Richard Hall, founder of EKKO, was named president and E. C. Bloodworth, for the past fourteen years radio and television program director for the Barton A. Stebbins Advertising Agency vice-president. The board of directors include Richard Hall, E. C. Bloodworth, Marcus Hulsman, well known restaurateur, and F. Edward Little, attorney.

C. G. "Red" Matthews, former sales and field representative for several major recording companies is in charge of sales and distribution and will also act as EKKO A & R man in the Country and Western field.


Among EKKO's recording artists, in the pop field, are lovely Roberta Linn, long time West Coast favorite, and winner of the 1953 television emmy award; Gus Bivona, clarinetist and his band, and Jack Marshall, and his multiple guitars.

EKKO has recently entered the country and Western field with Johnny "Okee Boogie" Tyler and a sensational young singing and playing duo, the Cochran Brothers.

A new pop release "So Soon" and "Fee Fi Fiddlee Aye O" by Roberta Linn will break April 27.

On May 5th the first EKKO recording by The Cochran Brothers "Two Blue Singing Stars," honoring the memory of the late Hank Williams and Jimmy Rogers, and backed with "Mr. Fiddle" will be released just a few days prior to the opening of the Nation Commemorative Ceremonies honoring Jimmy Rogers to be held in Meridian, Mississippi.

EVERYONE'S SAYING:  
**"DEED I DO WANT DEED'S RECORD No. 1003"**  
Check Ad Page 20 .  
  
64 W. Randolph St., Chicago 1, Ill.  
All Phones: RAndolph 6-3138

A NATIONWIDE HIT!  
**"STORY UNTOLD"**  
# 452  
THE NUTMEGS  
Watch For a New Charlie & Ray Release  
  
RECORDS 1697 E'way, New York City, N.Y.

## Krupa to Basin Street

NEW YORK—Gene Krupa and his trio have been booked for two succeeding weekends at Basin Street, New York jazz niter. Quartet plays spot Friday and Saturday nights, April 29 and 30, May 6 and 7. In the interim, Krupa group plays four days at the Showboat, Philadelphia. Following Basin Street, Associated Booking Corporation has set the unit for six days at Frank Dailey's Meadowbrook, Cedar Grove, N. J., beginning May 10; the weekend of May 20 at Canton, Ohio, then a two-week stand in Minneapolis starting May 25.



THE CASH BOX

# Country Disk Jockey



## REGIONAL RECORD REPORTS

**POP'S COUNTRY STORE**  
WXGI—Richmond, Va.

1. Davy Crockett (M. Wiseman)
2. Wall Around Your Heart (Al Terry)
3. No One, Dear, But You (Buddy Deckelman)
4. Home Sweet Home (Hack Johnson)
5. My Heart Or My Mind (Wilburns)
6. Live Fast, Love Hard (Young)
7. Would You Mind (H. Snow)
8. In The Jailhouse (Pierce)
9. Flower Of My Heart (Yaney)
10. I'm Doin' All Right (Pennell)

**CRACKER JIM**  
WMIE—Miami, Fla.

1. Making Believe (K. Wells)
2. In The Jailhouse (W. Pierce)
3. Davy Crockett (M. Wiseman)
4. Sincerely (Johnny & Jack)
5. Are You Mine (Goldie & Red)
6. Live Fast, Love Hard (Young)
7. I've Been Thinking (Arnold)
8. Would You Mind (H. Snow)
9. Kisses Don't Lie (C. Smith)
10. As Long As I Live (Foley & Wells)

**JOHNNY RION**  
KSTL—St. Louis, Mo.

1. Live Fast, Love Hard (Young)
2. Making Believe (Kitty Wells)
3. Ice Cole Lover (Benny Martin)
4. One Broken Heart (Ray Price)
5. As Long as I Live (Wells & Foley)
6. I Gotta Go Get My Baby (Justin Tubb)
7. Would You Mind (H. Snow)
8. It's Bed Time Bill (Carlises)
9. I Broke My Heart (Simpson)
10. Number One In My Heart (Skeeter Bonn)

**TEXAS BILL STRENGTH**  
KWEM—Memphis, Tenn.

1. Live Fast, Love Hard (Young)
2. I Gotta Go Get My Baby (Justin Tubb)
3. There She Goes (Carl Smith)
4. Yellow Roses (Hank Snow)
5. In Time (Eddy Arnold)
6. Salty Boogie (J. Dickens)
7. Lovin' Season (Sonny James)
8. Plantation Boogie (Stewart)
9. Rusty Old Halo (Bill Lowery)
10. I Don't Need A Doctor (Jimmy Skinner)

**JIMMY HUTSELL**  
WLAR—Athens, Tenn.

1. In The Jailhouse (W. Pierce)
2. I'm Alone Because I Love You (Ray Price)
3. Don't Forget (Eddy Arnold)
4. Pledging My Love (Rita, Nita & Ruby)
5. Live Fast, Love Hard (Young)
6. Are You Mine (Wright & Tall)
7. Blue Mirage (Bud Isaacs)
8. In Time (Eddy Arnold)
9. Lovin' Season (S. James)
10. Hate Me Not (Al Terry)

**COUSIN JOHNNY SMALL**  
WNLC—New London, Conn.

1. Are You Mine (Lorrie & DeVal)
2. Little Tom (Ferlin Huskey)
3. In The Jailhouse (Pierce)
4. Making Believe (Wells & Foley)
5. Number One In My Heart (Skeets McDonald)
6. Lights Are Growing Dim (Harvie June Van)
7. No One Dear But You (Buddy Deckelman)
8. Underway (M. Lorrie)
9. If You Ain't Lovin' (Young)
10. Loose Talk (Carl Smith)

**CARL E. LAMM**  
WCKB—Dunn, N. C.

1. In The Jailhouse (W. Pierce)
2. Making Believe (K. Wells)
3. Are You Mine (Wright & Tall)
4. Carry On (Johnny & Jack)
5. Don't Forget (Eddy Arnold)
6. Make Believe (Wells & Foley)
7. Wall Around Your Heart (Al Terry)
8. Daydreaming (J. Newman)
9. Old Lonesome Times (Smith)
10. A Ribbon And A Rose (Jimmy Dickens)

**"TATER" PETE HUNTER**  
KRCT—Baytown, Tex.

1. Daydreaming (J. Newman)
2. I Love You Mostly (Frizzell)
3. In The Jailhouse (Pierce)
4. Cuzz Yore So Sweet (Crum)
5. Whose Shoulder Will You Cry On (Kitty Wells)
6. Are You Mine (Lorrie & DeVal)
7. I Gotta Go Get My Baby (Justin Tubb)
8. What This Old World Needs (Biff Collie)
9. Making Believe (J. Work)
10. Hurry Back Home (Walker)

**ART MACHADO**  
KAFP—Petaluma, Calif.

1. Are You Mine (Wright & Tall)
2. Loose Talk (Carl Smith)
3. In The Jailhouse (W. Pierce)
4. Open Up Your Heart (Cowboy Church Choir)
5. If You Ain't Lovin' (Young)
6. Making Believe (Kitty Wells)
7. Kisses Don't Lie (Carl Smith)
8. Louisiana Swing (B. Hobbes)
9. Davy Crockett (T. E. Ford)
10. Hearts Of Stone (Red Foley)

**SHERIFF TEX DAVIS**  
WCMS—Norfolk, Va.

1. In The Jailhouse (W. Pierce)
2. Davy Crockett (M. Wiseman)
3. Live Fast, Love Hard (Young)
4. Would You Mind (H. Snow)
5. Making Believe (J. Work)
6. No One In Your Heart (Skeets McDonald)
7. Flower Of My Heart (Yaney)
8. Give Me A Little Chance (Dusty Owens)
9. In Time (Eddy Arnold)
10. Wall Around Your Heart (Al Terry)

**CLARENCE KNEELAND**  
WICH—Jewett City, Conn.

1. Are You Mine (Lorrie & DeVal)
2. If Loving You Is Wrong (Hank Thompson)
3. How Quick (P. Wagoner)
4. Loose Talk (Carl Smith)
5. I've Been Thinking (Arnold)
6. In The Jailhouse (W. Pierce)
7. Two Kinds Of Love (Arnold)
8. Lover, Lover (Eddie Zack)
9. Would You Mind (H. Snow)
10. Rusty Old Halo (Carlises)

**"SMOKEY" DACUS**  
KAMO—Rogers, Ark.

1. Are You Mine (Wright & Tall)
2. Cuzz Yore So Sweet (Crum)
3. Hillbilly Heaven (B. Lowery)
5. As Long As I Live (Wells & Foley)
5. Kisses Don't Lie (C. Smith)
6. In The Jailhouse (W. Pierce)
7. My Gallina (Simon Crum)
8. Boob-I-Lak (Tommy Collins)
9. You're For Me (T. Collins)
10. Out Of Line (Wright & Tall)

**"NERVOUS NEPHEW" NED NEEDHAM**  
WMOP—Ocala, Fla.

1. Cuzz Yore So Sweet (Crum)
2. Wait A Little Longer (Smith)
3. It Tickles (T. Collins)
4. Live Fast, Love Hard (Young)
5. Making Believe (K. Wells)
6. Daydreaming (J. Newman)
7. In The Jailhouse No. 2 (Jimmy Rogers)
8. I Don't Need A Doctor (Jimmy Skinner)
9. I'll Baby Sit With You (Ferlin Huskey)
10. I Wanna, I Wanna, I Wanna (Wilburns)

**SMOKEY SMITH**  
KRNT—Des Moines, Iowa

1. Yellow Roses (H. Snow)
2. Daydreaming (J. Newman)
3. If Lovin' You Is Wrong (Hank Thompson)
4. Lovin' Season (Sonny James)
5. The Dirty Bird Song (F. Starr)
6. Hillbilly Heaven (Eddie Dean)
7. I Feel Better All Over (Ferlin Huskey)
8. Mr. Sandman (Chet Atkins)
9. I Wanna, I Wanna, I Wanna (Wilburns)
10. Wall Around Your Heart (Al Terry)

**BRAD LACEY**  
WMYR—Ft. Myers, Fla.

1. Making Believe (K. Wells)
2. In The Jailhouse (Pierce)
3. My Gallina (Simon Crum)
4. Davy Crockett (T. E. Ford)
5. Are You Mine (Wright & Tall)
6. As Long As I Live (Foley & Wells)
7. Make Believe (Foley & Wells)
8. Loose Talk (Carl Smith)
9. I've Been Thinking (Arnold)
10. Wait A Little Longer, Please Jesus (Carl Smith)

**JOE MORRIS**  
WAGS—Bishopville, S. C.

1. Making Believe (Kitty Wells)
2. Live Fast, Love Hard (Young)
3. Yellow Roses (Hank Snow)
4. In The Jailhouse (W. Pierce)
5. I've Been Thinking (Arnold)
6. Are You Mine (Wright & Tall)
7. There She Goes (Carl Smith)
8. Daydreaming (J. Newman)
9. Tomorrow's Just Another Day To Cry (Davis Sisters)
10. Old Lonesome Times (Smith)

**BOB MCKEEHAN**  
KCNA—Tucson, Ariz.

1. In The Jailhouse (W. Pierce)
2. Open Up Your Heart (Cowboy Church Choir)
3. The Lord Is Counting On You (Cowboy Church Choir)
4. Yellow Roses (Hank Snow)
5. Sincerely (Johnny & Jack)
6. Excuse Me (Wade Ray)
7. Hearts Of Stone (Red Foley)
8. If You Ain't Lovin' (Young)
9. Wall Around Your Heart (Al Terry)
10. Forgive Me, Dear (F. Young)

**CARL J. SWANSON**  
WRUN—Utica, N. Y.

1. Davy Crockett (M. Wiseman)
2. Making Believe (J. Work)
3. In The Jailhouse (W. Pierce)
4. Don't Forget (Eddy Arnold)
5. Flower Of My Heart (Yaney)
6. Mt. High Yodel (M. Slim)
7. Loose Talk (Carl Smith)
8. Under The Double Eagle (Doc Williams)
9. I've Been Thinking (Arnold)
10. Are You Mine (Lorrie & DeVal)

**UNCLE NICK BELL**  
WGUY—Bangor, Me.

1. In The Jailhouse (W. Pierce)
2. If You Ain't Lovin' (Young)
3. Loose Talk (Carl Smith)
4. Are You Mine (Wright & Tall)
5. Making Believe (Kitty Wells)
6. I've Been Thinking (Arnold)
7. Hearts Of Stone (Red Foley)
8. Live Fast, Love Hard (Young)
9. Kisses Don't Lie (Carl Smith)
10. More And More (W. Pierce)

**NORM HALL & TEX JUSTUS**  
Triangle Network,  
Boonville, Ind.

1. Cuzz Yore So Sweet (Crum)
2. Would You Mind (H. Snow)
3. Live Fast, Love Hard (Faron Young)
4. In The Jailhouse (W. Pierce)
5. Making Believe (K. Wells)
6. Two Kinds Of Love (Arnold)
7. Out Of Line (Wright & Tall)
8. It's Bedtime Bill (Carlises)
9. Kisses Don't Lie (C. Smith)
10. I Wanna, I Wanna, I Wanna (Wilburns)

**DON LARKIN**  
WAAT—Newark, N. J.

1. Making Believe (Wells & Foley)
2. Are You Mine (Wright & Tall)
3. Loose Talk (Carl Smith)
4. I've Been Thinking (Arnold)
5. If You Ain't Lovin' (Young)
6. Live Fast, Love Hard (Young)
7. Davy Crockett (T. E. Ford)
8. As Long As I Live (Wells & Foley)
9. Wait A Little Longer (Smith)
10. Kisses Don't Lie (Carl Smith)

# Just Off The Press!

**Al Terry's**  
THE WALL AROUND YOUR HEART  
b/w  
HATE ME NOT  
HICKORY 1022

**McCormick Bros.**  
C.N.R. SPECIAL  
b/w  
THE BILLY GOAT BOOGIE  
HICKORY 1021

**Ernie Chaffin's**  
GET ME ON YOUR MIND  
b/w  
I CAN'T LOSE THE BLUES  
HICKORY 1024

**Opal Jean's**  
YOU GAVE ME YOUR NAME  
(But Not Your Heart)  
b/w  
PART OF YOUR HEART  
HICKORY 1023

**Hickory Records, Inc.**  
2510 Franklin Road  
Nashville, Tennessee



## New Barn Dance Show

PORTSMOUTH, VA.—The birth of a brand new barn dance show servicing the multi-million population of the Tidewater-Virginia area, was announced this week.

It reaches Norfolk, Portsmouth, Newport News, Hampton, the entire Eastern Shore, Suffolk and points south through Nags Head, North Carolina.

The show originates on the stage of the Norview Theatre in Norfolk, Virginia. "Lucky" Lon Backman of WAVY is emcee and it hits the airways Saturdays on WAVY, NBC's 5000 watter in Norfolk. The new production follows NBC's Saturday night lineup of top country music including the Grand Ole Opry, the Tex Williams Show and the Town Hall Party.

Under the title "Tidewater Jam-boree", the show stars three bands—Chuck Bland and the Drifting Rangers, Johnny and Milton and the Rhythm Rangers, and Tommy Riddle and the Melody Rangers, plus the top country talent available from the entire Tidewater area.

## Memorial Day Plans



SHREVEPORT, LA.—Pictured here left to right are Jimmie Davis (Decca) former governor of Louisiana and Horace Logan, program director of the Louisiana Hayride heard over KWKH, Shreveport, La. at the home of Jimmie Davis, as the two go over some of the plans surrounding the activities for the forthcoming Jimmie Rodgers Memorial Day Celebration to be held in Meridian, Miss. May 25-26. Many artists, songwriters, publishers, and others from the country music field have made plans to attend this year's celebration in honor of Jimmie Rodgers, America's Blue Yodler.

**FREDDIE HART**

"MISS LONELY HEART"

b/w

"OH HEART, LET HER GO"

CAPITOL # 3090

**CENTRAL SONGS, INC.**

6308 SUNSET BOULEVARD HOLLYWOOD 28, CALIF.  
HOLLYWOOD 1-9347

**JIMMIE WILLIAMS**

SINGS  
on MGM

**"NO ONE KNOWS"**

b/w

**"These Blues Over You"**

**White Oak Music-BMI**

7771 Cheviot Rd., Cincinnati 11, O.

## Snow Award Made On Grand Ole Opry



NASHVILLE, TENN.—Hank Snow is pictured here on the coast-to-coast broadcast of the Grand Ole Opry. Charlie Lamb of *The Cash Box* presented him with *The Cash Box* Award for his recording of "I Don't Hurt Anymore," voted by the Music Operators of America as one of the best songs of 1954. Steve Sholes, head of RCA Victor's C & W department, was on hand for the occasion to offer his congratulations to Hank.

## Jim Reeves Signs With Victor

NEW YORK—Jim Reeves, one of the nation's big names in Country music, was signed to recording contract by RCA Victor, it was announced this week. Reeves is best remembered for his two smash hits "Mexican Joe" and "Bimbo", two tunes which he waxed for the Abbott label.

In the March 19th issue of *The Cash Box*, Fabor Robison announced that he was releasing the artist from his exclusive Abbott contract as well as his managerial agreement at Reeves' request. The contract had until June, 1956 to run.

The split between Robison and Reeves which was reported as "completely friendly" ended an association

which began when Robison discovered the artist dee-jaying on KSIJ and singing in a small club in Gladwater, Texas.

Steve Sholes, A & R head of Victor's country department, has already gotten together with Reeves and is discussing the warbler's first Victor session.

Reeves is one of the stars of KWKH's Louisiana Hayride, the popular country show originating in Shreveport, La.

It is reported that many other recording companies had been bidding for Reeves' recording services.

The warbler's latest release is "Drinking Tequila", on Abbott.

## CINCINNATI CUT-UPS

Last week I told you that there was a story shaping up in regards to Ruth Lyons. Here it is: When it was announced officially by John T. Murphy, head of Crosley's, that Paul Dixon would return to Cincinnati and be seen over their tri-city TV network, Ruth Lyons walked off her "50-50 Club" show and hasn't been back since. It has long been ascertained that Miss Lyons has been the bread winner for the Nation's station, and along with Paul Dixon has been a leading personality in the Queen City. Since Miss Lyons has had her unlisted phone disconnected and has not been at home to the press, one can only assume her walking out was due to the hiring of Dixon. Should WKRC settle their music union difference, I bet she will turn up back on that station.

Dick Noel, baritone singer from around these parts, has landed the job vacated by Johnny Desmond on the "breakfast club" over ABC-R out of Chicago. Noel's personal manager is Harry Carlson, a local songwriter. . . . Glad to note that Corkie Robins (songwriter) has a potential hit in "Church Twice On Sunday." Corkie hails from around these parts. . . . Mac Wiseman (Dot) was in town pushing his hit record "Ballad of Davy Crockett." . . . If any of you New Yorkers saw a strange looking character in the Easter parade, that was Aunt Emmie from Hog Wash, Ky. . . . Opera-singing headliner Marguerite Piazza walked out on Beverly Hills (Niteclub just across the river) because she complained "my dressing room was cold." Dorothy Sarnoff, who was featured in the musical "The King and I," was rushed in from New York to replace her. . . . Bob Gilmore (The Country Gentleman) is the new country DJ on WNOP. Jimmie Skinner (Decca) and Jimmie Williams (MGM) both spin records there too.

With Baseball in full swing Waite Hoyt (one-time big-league pitcher) will be calling the games. This year the games will be heard over WSAI-Radio, and seen over WCPO-TV. In former years WCPO carried the games of the Cincinnati Reds exclusively.

Everybody in the folk music field are getting all dressed up this week end in their best duds and will be headed for the big birthday party at Jimmie Skinner's record shop, which has been established in three short years as the annual get-together for Country D/J's and Artists in these parts. Last year over three hundred folks in the C/W field attended the party, and thousands of fans of Jimmie Skinner's (Decca) stopped by to wish him and manager Lou Epstein luck and to enjoy a full afternoon of continuous country entertainment at its best provided by such artists as Marty Roberts (Coral), Jimmie Williams (MGM), The Davis Sisters (Victor), Estel Lee (Ex), Ray Lunsford, Aunt Emmie, Berry Sisters (Amber), Nelson King and lots of other artists. Our best to them.

Somethin' Smith (Epic) whose recording of "It's A Sin To Tell A Lie" is going great in this area, virtually tore the house down at Castle Farm recently. We understand they packed one of the biggest crowds the nighter has enjoyed this season. . . . Had a nice letter from Jack Valentine (MGM) who at one time worked at WCKY and WSAI under the name of Jack Gibson. He has a great new record out "I'm Dressing Up My Heart." (Look out for this boy). . . . "Jellybean Acres" will go off the air soon, sure gonna miss Roy Starkey. . . . Program time change has Walter Phillips fans in a dither. He's staying on at WLW tho there were rumors to the contrary. . . . Paul Dixon's new show starts this week over WLW. Another station is clearing the same time for a new program, and it could be Dixon will have some competition. . . . WLW's brass states that Ruth Lyons will be back on her show comes Monday.

## THE TEN COUNTRY RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK (PLUS THE NEXT TEN)

1. IN THE JAILHOUSE NOW . . . Webb Pierce (Decca)
2. MAKING BELIEVE . . . {Kitty Wells (Decca)  
Jimmy Work (Dot)}
3. LIVE FAST, LOVE HARD,  
DIE YOUNG . . . Faron Young (Capitol)
4. ARE YOU MINE . . . {Ginny Wright & Tom Tall (Fabor)  
Myrna Lorrie & Buddy DeVal  
(Abbott)}
5. BALLAD OF DAVY  
CROCKETT . . . {Mac Wiseman (Dot)  
Tennessee Ernie Ford (Capitol)}
6. LOOSE TALK . . . Carl Smith (Columbia)
7. WOULD YOU MIND . . . Hank Snow (RCA Victor)
8. CUZZ YORE SO SWEET . . . Simon Crum (Capitol)
9. I'VE BEEN THINKING . . . Eddy Arnold (RCA Victor)
10. IF YOU AIN'T LOVIN' . . . Faron Young (Capitol)
11. AS LONG AS I LIVE. 12) DAYDREAMING. 13) KISSES DON'T  
LIE. 14) YELLOW ROSES. 15) WHOSE SHOULDER WILL YOU  
CRY ON. 16) HEARTS OF STONE. 17) WAIT A LITTLE LONGER,  
PLEASE JESUS. 18) IN TIME. 19) MAKE BELIEVE. 20) THE  
WALL AROUND YOUR HEART.

## "DON'T YOU FLIRT WITH ANYONE ELSE"

• coming up fast •  
Dealers — Distributors

Sage & Sand Records  
5653 1/2 Hollywood Blvd.  
Hollywood 28, Calif.

Hal—Sothern  
Hi—Wayne & Hal  
The Frontiersmen

HO 9-1527



**THE CASH BOX**  
*Reports*  
**THE NATION'S**  
**BIG**  
**10**  
**Country**  
**JUKE BOX TUNES**

**1** IN THE JAILHOUSE NOW  
 Webb Pierce  
 (Decca 29391; 9-29391)

**2** MAKING BELIEVE  
 Kitty Wells  
 (Decca 29419; 9-29419)  
 Jimmy Work  
 (Dot 1221; 45-1221)

**3** I'VE BEEN THINKING  
 Eddy Arnold  
 (RCA Victor 20-6000;  
 47-6000)

**4** IF YOU AIN'T LOVIN'  
 Faron Young  
 (Capitol 2953; F-2953)

**5** LOOSE TALK  
 Carl Smith  
 (Columbia 21317; 4-21317)

**6** ARE YOU MINE  
 Ginny Wright & Tom Tall  
 (Fabor 117; 45-117)  
 Myrna Lorrie & Buddy DeVal  
 (Abbott 172; 45-172)

**7** BALLAD OF DAVY CROCKETT  
 Tennessee Ernie Ford  
 (Capitol 3058; F-3058)  
 Mac Wiseman  
 (Dot 1240; 45-1240)

**8** LIVE FAST, LOVE HARD, DIE YOUNG  
 Faron Young  
 (Capitol 3056; F-3056)

**9** AS LONG AS I LIVE  
 Kitty Wells & Red Foley  
 (Decca 29390; 9-29390)

**10** KISSES DON'T LIE  
 Carl Smith  
 (Columbia 21340; 4-21340)

# Country Music's Favorite

## With A Two Sided HIT!

**THE CASH BOX**  
**BULLSEYE** of the WEEK

# Carl



# SMITH

singing

## "OLD LONESOME TIMES"

and

## "THERE SHE GOES"

COLUMBIA 21382; 4-21382

Featured On  
**GRAND OLE OPRY**  
WSM-TV



Personal Management


### HAL SMITH

202 Rice Building, Madison, Tenn.

Phone 76406

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





**HANK SNOW**  
THE SINGING RANGER  
Current Release  
**"YELLOW ROSES"**  
b/w **"WOULD YOU MIND"**  
RCA Victor # 47-6057  
Exclusive Management COL. TOM PARKER  
BOX 417 MADISON, TENN.  
(Phone: Nashville 2-6770)  
Direction Hank Snow Jambaree  
Attractions  
TOM DISKEN — GENERAL MANAGER

**THE CASH BOX**  
**THE 10 TOP Country Best Sellers**

1. IN THE JAILHOUSE NOW  
Webb Pierce  
(Decca 29391; 9-29391)
2. MAKING BELIEVE  
Kitty Wells  
(Decca 29149; 9-29149)  
Jimmy Work  
(Dot 1221; 45-1221)
3. LIVE FAST, LOVE HARD,  
DIE YOUNG  
Faron Young  
(Capitol 3056; F-3056)
4. I'VE BEEN THINKING  
Eddy Arnold  
(RCA Victor 20-6000; 47-6000)
5. BALLAD OF DAVY CROCKETT  
Tennessee Ernie Ford  
(Capitol 3058; F-3058)  
Mac Wiseman  
(Dot 1240; 45-1240)
6. LOOSE TALK  
Carl Smith  
(Columbia 21317; 4-21317)
7. ARE YOU MINE  
Ginny Wright & Tom Tall  
(Fabor 117; 45-117)  
Myrna Lorrie & Buddy DeVal  
(Abbott 172; 45-172)
8. AS LONG AS I LIVE  
Kitty Wells & Red Foley  
(Decca 29390; 9-29390)
9. YELLOW ROSES  
Hank Snow  
(RCA Victor 20-6057; 47-6057)
10. IF YOU AIN'T LOVIN'  
Faron Young  
(Capitol 2953; F-2953)

**The Cash Box**  
*Country Reviews*

DISK & SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCRE

**THE CASH BOX**  
**BULLSEYE of the WEEK**

**"BREAKIN' IN ANOTHER HEART" (2:29)**  
[Texoma ASCAP—H. Thompson, B. Gray]  
**"WILDWOOD FLOWER" (2:54)**  
[Brazos Valley BMI—Trad. Arr.: H. Thompson]  
**HANK THOMPSON**  
(Capitol 3016; F3016)

● Hank Thompson steps into the spotlight once again with his bid for top honors and it looks like he has the number that'll make the climb to a high rung on the popularity charts. The tune, "Breakin' In Another Heart", is an up-tempo, sentimental ballad with expressive lyrics. The chanter's standout delivery is backed in potent style by his Brazos Valley Boys. On the under side, Thompson and the boys, Merle Travis featured, glide over a tantalizing instrumental oldie tagged "Wildwood Flower". It's a grade "A" coupling. Upper portion should be real big.

**THE CASH BOX**  
**BULLSEYE of the WEEK**  
A HIT!  
**FERLIN HUSKEY**  
singing  
**"I'LL BABY SIT WITH YOU"**  
Capitol 3097  
**CEDARWOOD PUB. CO.**  
146 7th Ave. N., Nashville, Tenn.

**Airmail Subscription**  
To  
**The Cash Box \$30**

**JIMMY WORK**  
(Dot 1245; 45-1245)

**B+** "DON'T GIVE ME A REASON TO WONDER WHY" [Acuff-Rose BMI—Work] Jimmy Work, currently riding high with "Making Believe", comes through with a powerful follow-up as he waxes a contagious, quick beat love piece. Side could take off.

**B+** "THAT'S WHAT MAKES THE JUKE BOX PLAY" [Acuff-Rose BMI—Work] On the lower slice Work turns in another top calibre performance on a touching, middle tempo tune. A two-sided must for ops and dealers.

**RITA ROBBINS & DON WINTERS**  
(RCA Victor 20-6091; 47-6091)

**B+** "TWO HEARTS, TWO KISSES" (2:10) [St. Louis BMI—H. Stone, O. Williams] Rita Robbins teams up with newcomer Don Winters on a delightful, rhythmic love piece that's hitting big in the pop and r&b fields. Enticing performance. Could smash through.

**B** "THE FLOWER OF MY HEART" (2:29) [Acuff-Rose BMI—L. Wroton] The pair hand in a lovely reading on a tender, middle tempo, romantic ballad.

**MAXINE & JIM EDWARD BROWN**  
(Fabor 122; 122-45)

**B+** "DO MEMORIES HAUNT YOU" (2:24) [Dandelion BMI—L. Coleman] Maxine and Jim Edward Brown harmonize in first rate style as they deliver an excellent, up-tempo, heart-felt ballad with big hit possibilities.

**B** "JUNGLE MAGIC" (2:41) [Dandelion BMI—J. & M. Gilbert] Jim Edward takes the solo spotlight on an engaging, fast-paced tropical flavored tune. A double-barreled money-maker.

**THE TUNESMITHS**  
(Columbia 21386; 4-21386)

**B** "THERE'S A BOTTLE WHERE SHE USED TO BE" (2:40) [Driftwood BMI—Worth] The Tune-smiths come up with an effective vocal and instrumental job on an infectious, middle beat lament. Deck should grab off a bundle of loot.

**B** "OH STOP" (2:15) [Ridgeway BMI—Reid, Baumann] Under lid the group hands in a sparkling, all-around performance on a fast paced biscuit with inviting lyrics.

**WANDA WAYNE**  
(King 1466; 45-1466)

**B** "TURN YOUR FIRE DOWN" (2:27) [Lois BMI—B. Barton] The flavorful tones of Wanda Jackson are a treat to this light, fast-paced, rhythmic piece with sprightly lyrics. Her sweetie is a real lover whose thermostat has to be lowered slightly.

**B** "CATCH YOUR LOVER" (2:15) [Lois BMI—B. Barton] The chirp displays her refreshing vocal qualities on this intriguing, quick beat novelty.

**ROY DRUSKY**  
(Starday 185; 45-185)

**B+** "MUMBLING TO MYSELF" [Starrite BMI—M. Moore] Roy Drusky takes hold of a potent piece of off-beat material and treats it to an enchanting reading. Fine instrumental assist. Could happen with exposure. Watch it.

**B** "SUCH A FOOL" [Starrite BMI—M. Moore] Flip portion the mellow-toned artist delivers a heart rending, middle tempo tune with telling effect.

**EARNEY VANDAGRIFF**  
(Rural Rhythm 501; 45-501)

**C+** "I KNOW I'M FALLING IN LOVE" [Sage Brush BMI—Vandagriff] Earney Vandagriff dishes up a pleasurable vocal performance as he etches an appealing, quick tempo love item. The Big "D" Boys supply a neat instrumental backdrop.

**C+** "GUEST STAR IN HEAVEN" [Sage Brush BMI—Vandagriff] Flipside the warbler spins a tribute to Hank Williams in a style similar to the click "Hillbilly Heaven".

**HERB HENSON & JOYCE YOURS**  
(Abbott 179; 179-45)

**B+** "OUT OF LINE" (2:32) [Dandelion BMI—G. Wright, T. Tall] Herb Henson and Joyce Yours combine their vocal talents in coin-catching manner as they wend their way through a fast-moving, tear-compelling piece. Could click.

**B** "THE BIRDS AND THE BEES" (2:34) [Dandelion BMI—D. Rose, G. Wright] Henson decks out a dandy, quick beat toe-tapper that should lure many sales and spins.

**BOB WILLS**  
(Decca 9-29453; 9-29453)

**B** "DON'T KEEP IT A SECRET" (2:21) [Springfield BMI—D. Larkin, J. Simpson] The soothing chords of Jack Lloyd come across in soft, relaxed fashion on a tender middle-beat item. A very pretty instrumental job by Bob Wills and his Texas Playboys.

**B** "THE BOSTON FANCY" (2:35) [Sheldon BMI—D. Coleman] Flip is a catchy, quick beat love ditty with a captivating vocal by Darla Daret.

**FARON YOUNG** [Sacred]  
(Capitol 3107; F3107)

**B+** "GOD BLESS GOD" [Bradshaw BMI—Rogers, Fields, Garner] Faron Young, who is presently at the peak of his career, sends up a very beautiful and inspiring religious piece that should clean up in the market.

**B+** "WHERE COULD I GO" (2:59) [Stamps-Baxter BMI—J. B. Coats] Under half, another gospel item, moves at a brisk pace, and is treated to Young's rich and heart-warming vocal stylings. Outstanding pairing.

**NEWS that's UP-TO-THE-MINUTE**  
**REVIEWS of the LATEST RECORDS**  
**CHARTS compiled EVERY WEEK**  
**ADS from LEADING RECORD FIRMS,**  
**ARTISTS and PUBLISHERS**  
Every Week In  
**THE CASH BOX**  
ALL FOR ONLY **\$15. PER YEAR**  
(52 ISSUES)

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

Please enter our subscription for 1 year (52 issues) at \$15. Enclosed Our Check  Please Send Us A Bill

FIRM NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

Individual's Name .....

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



# THE CASH BOX Country Roundup

**WSM GRAND OLE OPRY . . .** Word just received that Audrey Williams (MGM) is now being managed by Bill King of the Bill King Enterprises, Louisville, Ky. Tie-up was effective early this month. Carl Smith (Columbia)



TEXAS BILL STRENGTH

and his Tunesmiths, who at the present are in the midst of a thirty day tour, were happy to have on their show recently in Oklahoma City, Tex Williams (Decca) and Nudie (Rodeo Tailor), and Billy Gray (Decca). Texas Bill Strength into Nashville recently and came through with several guest spots on the 'Opry'. Martha Carson (Capitol) whose spiritual wax is well known in the Country field, is also now recording for Capitol in the "pop" field. Her first of this type is scheduled for release soon. Dee Kilpatrick (A&R topper for Mercury's C&W department) back in Nashville after several days on the road. Goldie Hill (Decca) recently had a new haircut. She wears her once-long blond locks in small, very short curls all over her head. When WSM announcer Louie Buck introduced her on the air for the first time after her haircut, he introduced her as "Lovely Baldy Hill." Faron Young was recently made "Honorary Citizen of Tennessee" by Gov. Frank G. Clement. George D. Hay (The Solemn Old Judge) now doing publicity for several of the artists. Bill McDaniels, Public Relations head for WSM, says the fishing bug is beginning to bite Grand Ole Opry artists, and the spring crop of fish stories is beginning to come in. Lew Childre stopped the other day at a spot between Camden and Waverly, Tennessee where five people were fishing with rods and reels. Armed with a cane pole and some minnows, he pulled out twenty-five crappies. Lew's success with country boy equipment attracted a crowd of nearly 50 spectators, including a Highway Patrolman.

**HAYRIDE HAPPENINGS . . .** News of interest around the "Louisiana Hayride" this month is the addition of Werly Fairburn as a 'regular' on the Hayride commencing with the May 7th broadcast. On this same date, Fred Baker (Capitol) will be guesting on that night. Fred Wamble will journey in from Montgomery, Alabama to do the Mister Cornhusker DJ Show with Bob Strack of KWKH on his Red River Roundup. Both Fred Baker and Werly Fairburn are out with new releases on Capitol. "I'd Only Make The Same Mistake" looks good for Fred and Werly's "Cold Weary World" looks promising. Jim Reeves back at the 'Hayride' after a long and successful tour. Slick Norris says that the 'Hayride' really packed 'em in at the City Auditorium in Houston, Texas recently. Seventy-five hundred persons filled the house with over two thousand turned away. On April 23, the 'Hayride' did their show from Waco, Texas. Jimmy Newman (Dot) and his band worked Freddie Real's Club in Baytown, Texas, along with Pete Hunter (Feature) recently.

**BIG "D" JAMBOREE . . .** Latest info from Dallas says the crowds at the Big "D" are getting bigger and better. Recent guests included Elvis Presley and on April 23, Tex Ritter was on hand. The Belew Twins sold out in Abilene, Tex. for Slim Willet recently and had to do encores after the show was over. Sonny James back on the Big "D" after two weeks of road tours. Hank Locklin just bought himself a swanky new auto and on top of this has remodeled his home in Houston. LaFawn Paul shows lots of promise with her winning singing style on the Big "D", with encore on top of encore. Big "D" continues to promote heavily. They had a real headline for their Cotton Bowl Show (April 22) when the Cass County Kids, TV's Annie Oakley (Gail Davis), Tex Ritter and Jimmy Wakely entertained. Things look great for the forthcoming three-day Houston Firmen's Show April 29, 30 and May 1) with the advance now over \$50,000. Charline Arthur (RCA Victor) with a new release "Soft Hearted Gal" and "For Old Times' Sake." Charline is a regular on the Big "D".

**FROM THE CROSSROADS OF COUNTRY MUSIC . . .** This week-end, Red Foley's "Ozark Jubilee" will be televised from the newly remodeled Jewell Theatre building in downtown Springfield, Mo. The Country music ABC-TV offering will be televised right out of the theatre, which has a 1,200 seating capacity. There is an extensive waiting list for persons wanting to view the show, and at present all available seats are completely sold out for the Saturday night show.



JIMMY NEWMAN

**COUNTRY SMATTERINGS . . .** Mac Wiseman (Dot) making the rounds these days . . . promoting his recording of "Davy Crockett." Mac recently worked through Texas and is also making other sections of the country. More good news from Texas . . . Pete Hunter (Feature) proud of the good response on his initial platter for the label . . . "It's So Lonesome When It Rains"! Biff Collie (Starday) mighty proud of his recording of "What This Old World Needs" which has pulled much talk and play. Cliff Rodgers (WHKK) Akron, Ohio out vacationing (April 18-29) while his good friend Glenn Brooks continues Cliff's "Melody Roundup." Curtis Gordon (Mercury) due in Nashville right away for another recording session! Mel Mallory of Mallory Music of New Orleans has hit the road working his way toward the west coast promoting Werly Fairburn's latest release . . . "Cold Weary World" and "Spiteful Heart" while Fairburn's manager, Keith Rush works his way toward the east coast on the same tune! Newton Thomas into Nashville recently enroute promoting latest Hack Johnson (Colonial) and Lester Flatt-Earl Scruggs (Columbia) latest wax. Uncle Jim Christie from up Chicago way really promoting country music from the reports

coming our way. Keep up the good work, Uncle Jim! Here's another whose doing their share for country music. . . Mary Wilson of KCLX, Palouse, Wash. Mary is now doing country music from 6-8 AM; 1-4 PM daily Monday thru Saturday and a Saturday Night Hoedown from 8-9 PM. Lots of luck, Mary!

**COUNTRY SMATTERINGS CONTINUED . . .** Word from Jim Wilson (WAVE, Louisville, Ky.) says Hawkshaw Hawkins was in Louisville recently for an appearance at the Crossroads Grill. Jim is stirring up loads of attention with his potent recitation on the Mercury slicing of "Dear Mom." He now calls himself "John Cameron" Wilson after appearing as a newscaster on the NBS, coast to coast "World News Roundup." Beginning next month, Bill Monroe and his Blue Grass Boys, Cowboy Copas and Dot & Smokey will present a 16-week tent show in the New England states. "Smoky" Dacus, former drummer with Leon McAuliffe, now spinning country records at KAMO, Rogers, Ark. Clarence Kneeland, WICH-Jewett City, Conn. reports that the station is now operating 24 hours a day on 1000 watts. Clarence is currently doing a 1 hour Mon. thru Fri. show and 1½ hours on Sat. Cracker Jim Brooker, WMIE-Miami, Fla. will hold his next All Night Sing on the 14th of May. Featured performers will include The Speer Family, The Rebels Quartet, with Big Jim Waits, the All State Quartet of Pittsburgh, Kan., The Country Pals Quartet and the Happy 4 Quartet of Miami, Fla. Fabor Robison, prexy of Fabor and Abbott Records happy about the way Jim Reeves "Drinking Tequila" and Dusty Rose "It Makes Me So Mad" are clicking. Also breaking in both the pop and country markets is his "Boom Boom Boomerang" via the DeCastro Sisters (Abbott) and Ginny Wright & Tom Tall (Fabor) waxings. Tom Edwards, WERE-Cleveland, Ohio, would be glad to meet up with all the fellows on his June 24th visit to Nashville. On that day Tom will be handling the Mr. Deejay Show, U.S.A. over WSM. He also passes



TEX RITTER

along the word that names are needed for future bookings at the Hippodrome Theatre in Cleveland. Contact Syd Friedman, care of that address, for all information. Cross Country Records has put on wax two tunes that Lee Moore, WWVA-Wheeling, W. Va., has been singing for the past few years. The titles are "The Cat Came Back" and "Stop Crackin' Peanuts." Jim Wilson, Goldie Hill worked the Downs Theatre in Louisville recently with staffer Dave Brockman and his band. Mac Wiseman also in town promoting his "Davy Crockett" waxing and appeared on the following disc shows: Jimmy Logsdon (WKLO), Jimmy Osborne (WKLO), Thom Hall (WKYW), Dave Brockman (WGRC), Ginger Callahan (WINN) and of course Jim Wilson (WAVE). Troy Martin recently visited with Henry Tuck of WREV, Reidsville, N. C. Tuck says the largest crowd he's seen in his area were at the recent Grand Ole Opry show featuring Roy Acuff, Johnnie and Jack, Kitty Wells and Benny Martin.

**WAX-WISE . . .** The "April Shower" of new releases indicates there will be a big crop of country wax to work on for the next several weeks. It's impossible to mention all of the new releases in one writing, but we'll try and point up a few of those which have already caught the fancy of the deejay and seem to be on their way: Ferlin Huskey (Capitol) turns in one of his best performances with "I'll Baby Sit With You" and "She's Always There. Johnnie and Jack (RCA Victor) turn to "pure Country-style" music with two good sides . . . "No One Dear But You" and "We Live In Two Different Worlds." For country music programming this is the material, deejays! The Wilburn Brothers (Decca) getting their share of the spins with their "I Wanna, Wanna Wanna" recording. Charlie Walker (Decca) should come through in just a short while with his latest platter . . . "Hurry Back Home." Have received many good comments on this one! **TWO FOR THE MONEY . . .**



CHET ATKINS

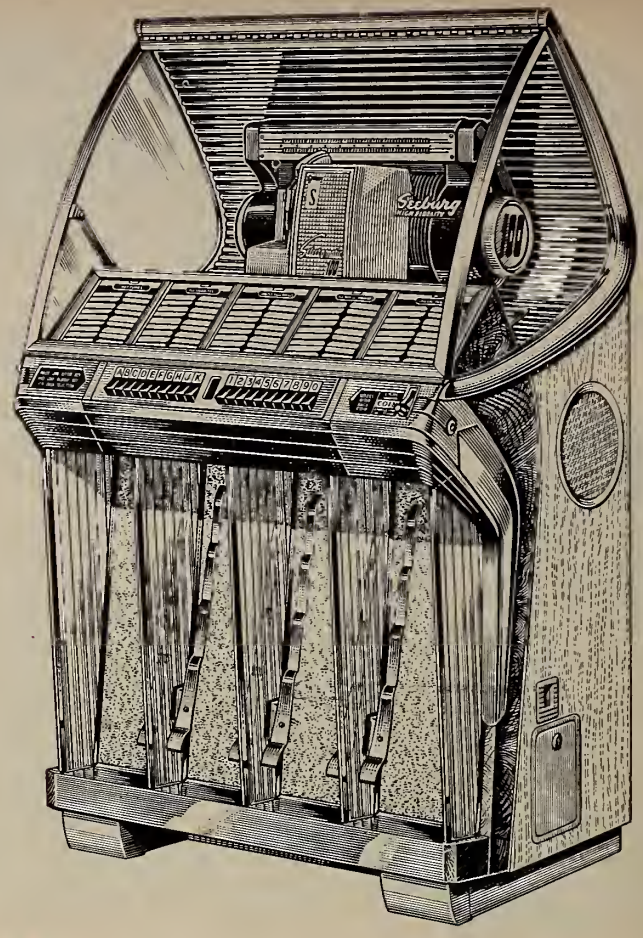
Cousin Minnie Pearl and Grandpa Jones (RCA Victor) give some advice to their daughter on "Matrimony Ridge" and the flip "Spring Fever" offer some real country music for their listeners with this coupling! A new country duet . . . George McCormick and Earl Aycok, two of the "Country Gentlemen" group who back up Martha Carson, are now recording for Mercury Records. Their first release is out now . . . "Can I" and "You Got Anything Good You Better Save It." Carl Smith (Columbia) really proves his worth on his latest pair, which no doubt, are two of the best Carl has had in many months. As a matter of fact, these two should both find their way right to the top for Carl. . . "Old Lonesome Times" and "There She Goes" offer real country music listening and should grab off top laurels right early! . . . Tab this one for many requests . . . it's Chet Atkins (RCA Victor) newest recording . . . "Hey, Mr. Guitar" featuring Chet and the Anita Kerr Singers vocally. Marvin Hughes backs the side on an old upright piano which adds the finishing touches. Flip side is "Unchained Melody" with Chet on guitar and Buddy Harmon on drums. Bill Carlisle (Mercury) after gathering up his share of the play with "Rusty Old Halo" is back with a real treat for country listeners . . . it's a 'natural' Carlisle novelty and the gang really put a show on wax with this one . . . "Half Off, Bargain Day" . . . watch this one by the Carlises! The Davis Sisters (RCA Victor) back into the picture with a real solid release . . . both sides carry quality plus . . . "Fiddle Diddle Boogie" and "Come Back To Me." Chester Smith (Capitol) has a brand new one out that is sure to pick up lots of play . . . "Kvi-iv-vi-vi-vitt" and "Men Are So Busy" . . . this disc will surprise you, watch it!



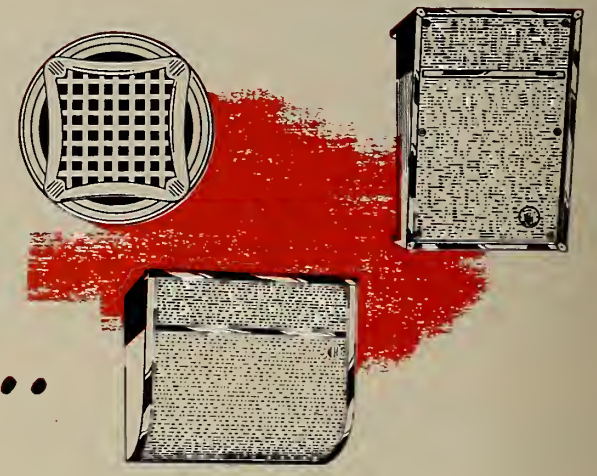
WERLY FAIRBURN



**HIGH FIDELITY**  
*at the phonograph...*



**HIGH FIDELITY**  
*anywhere in the location...*



**HIGH FIDELITY**  
*at your fingertips...*



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



*America's finest  
and most complete  
music systems*



# THIS IS A GREAT INDUSTRY!

Most outstanding and respected in this, as well as in every nation thruout the world, are those services and products which help, directly and indirectly, to produce business for the nation and, thereby, assure prosperity for the nation's peoples.

Such products and such services are the coin operated machines with which Americans, and so many of the world's peoples, are as familiar as they are with their daily morning beverage.

Regardless of all the other business stimulators which have been introduced to the nation, time after time for years and years, the products which have indelibly impressed themselves on the minds of small businessmen consistently over many years, and have been most effective in helping build up the finances of so many retail businesses, are this nation's coin operated machines.

Regardless of whether these machines be in the category of coin operated amusements, automatic musical instruments or automatic merchandisers, all of these have helped the small businessman who is, after all, the outstanding retailing factor in these United States, to blossom forth, bloom and boom in business.

Few outsiders to this industry have any idea of how outstandingly important the coin operated service, amusement, music and vending machines are to the economy of the nation as a whole. They do not take into consideration the fact that millions of small retail businesses are this nation's dominant economic factor. They don't realize that the coin operated machines in these places are among the retailer's most outstanding, most prized and most consistent adjunctive income producers.

This should be brought forth into the open with more revealing clarification and intensity, so that the general public would better understand the function of the nation's coin operated products. This can be accomplished thru an intelligent and well programmed public relations campaign for this industry.

Coin operated machines rank high above and beyond any and all other business-

boosting-helpers of the nation's retailers. Such public revealment would gain tremendous prestige, honor and, most certainly, the high respect and credit which the coin operated machines industry today deserves for so responsibly helping America's small businesses to flourish, to thrive, to go ahead, to blossom, bloom and boom with the growing times.

Television is a tremendously important and progressive advancement in the science of sight-and-sound. Yet, storekeepers everywhere in the nation bewail the fact that television has, most definitely, been responsible for a well defined loss of business. Baseball, football and other sporting clubs, as well as a variety of enterprises that have gone out of business, attribute their failures, whether rightly or wrongly, to TV.

Years ago from taverns and drug stores, as well as from all the other various favorite meeting places of Americans, arose the discussions that ultimately resulted in camaraderie of a nature which has never since been equalled. Men met men. Neighbor met neighbor. Better understanding resulted.

All this has, according to the nation's retailers, been undermined by such spectatorship as the viewing of 20-year-old moving pictures on TV.

This has kept a lot of people at home, these retailers claim. People who no longer meet their neighbors.

Coin operated machines are helping small businessmen to continue on in business. They are definitely objective in helping to bring people back into taverns, drug stores, restaurants, and to so many, many other retail establishments where, once again, people can meet and appreciate each other.

This, of itself, is one of the greatest, most patriotic, and most phenomenal accomplishments that any industry, in these present, continually growing and constantly fermenting United States, can accredit to itself.

The juke box with its economical music, the vending machine with its 24-hour-a-day service and the amusement games with

their simple, active, healthy and yet relaxing pleasure, are not only helping small business to blossom forth everywhere thruout the nation but, because of their striking appeal, are also helping small businesses to bloom and boom and that, to the thinking peoples of the nation, is most vitally important for continued national prosperity.

There must be meeting places. These meeting places, for the average American, have been his tavern or drug store, his soda fountain or his lunch wagon, his restaurant or his cafe, or other of his favorite retail establishments.

These are the places where coin operated machines of all kinds are located. These have been, and still are, the business boosting instruments that bring the people of America together. That actually help man to meet man, neighbor to meet neighbor and, thereby, recreate all over again the spirit of fellowship, understanding and cooperation that has always been so completely and so thoroly American.

The coin operated machines of these United States (and the whole world loves them as is proved by the fact that their export grows greater each year) have done more, of their inanimate selves, to help America better understand America and to help people understand people than any other manufactured product.

Whether these be coin operated amusements, coin operated music, coin operated vending or coin operated service machines they have, more than any other method, or force, helped the small businesses of the nation to blossom, bloom and boom.

This is an industry that can truly be proud. This is an industry that is trying each and every minute of every hour of every day to bring Americans back together to meet each other, most pleasantly, again.

This industry, by pulling people away from spectatorship and helping to bring about relaxing, happy, enjoyable entertaining participation all over again, guarantees that America will continue its greatness for the years yet to come.

This is a *great* industry.



# ROCK-OLA

## MODEL 1448

# SETS THE PACE!

Brand new styling from the top of the full-vision Vista-Dome to the levelers of the Base Skids!

## SEE...COMPARE...BUY... at Your Distributor's Showrooms Now!

Tru-Tone  
Hi-Fidelity  
Amplifier

Revolving  
Record  
Drum

Hi-Speed  
Selector  
Panel

✓ Check all these  
Exclusive Features!

Play  
Proven  
Accumulator

Built-in  
Receiver

True-Tone  
Hi-Fidelity  
Companion  
Speakers

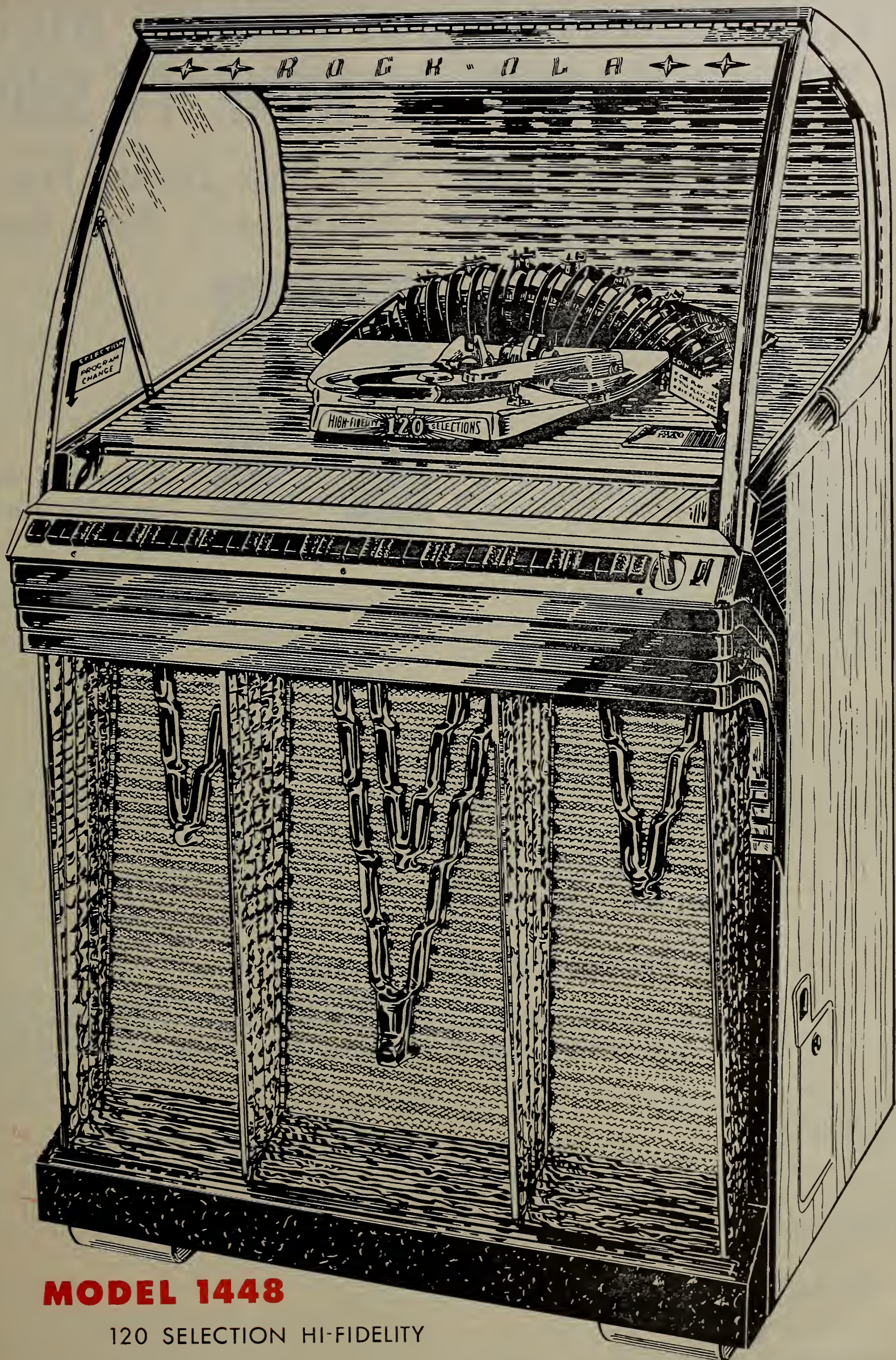
Robot  
Record  
Arm

Easy to read  
Popularity  
Meter

**ROCK-OLA MFG. CORP.** 800 N. KEDZIE AVE., CHICAGO 51, ILL.

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





**MODEL 1448**

120 SELECTION HI-FIDELITY

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



# LEVINE DEBATES COPYRIGHT BILLS ON STEVE ALLEN'S NETWORK TV SHOW

## Schulman and Schwartz Argue For ASCAP, Levine Wins Sympathy of Lay Public and Commendation of Coinmen



SIDNEY H. LEVINE  
(Legal Counselor, MOA)

NEW YORK—Sidney H. Levine, attorney for MOA, as well as for the Music Operators of New York, and his associate Joseph Godwin, took up the cudgels against the proponents of the pending copyright bills now before the sub-judiciary of the House and Senate, in a twenty-minute debate on Steve Allen's "Tonight" TV program, Monday night, April 18. Levine's opponents were John Schulman, noted copyright lawyer and attorney for ASCAP, and prominent songwriter and ASCAP member, Arthur Schwartz.

Allen introduced the subject to his network audience with a lengthy analysis of what Congress is attempting to do with this legislation. Altho he attempted to act impartial in his analysis, he nevertheless leaned toward the ASCAP side by intimating that the songwriters were not receiving the royalties they deserved from the play of their tunes on the automatic phonographs. He stated that all other media of entertainment—radio, television, night clubs, dance halls, etc.—paid royalties every time a piece of music was performed, but that the juke box people did not.

Arthur Schwartz stated that the juke box industry earned \$30,000,000 from music written by songwriters, and paid only a small fee to them thru the purchase of records. Schulman explained to the video audience that the juke box people do not have to pay additional royalties because the 1909 copyright act specifically exempts them.

Levine, in the limited time at his disposal, spoke earnestly and eloquently—and convincingly. He pointed out that the juke business paid more royalties to writers than the entire motion picture industry. He took Schwartz' figure of \$30,000,000 and

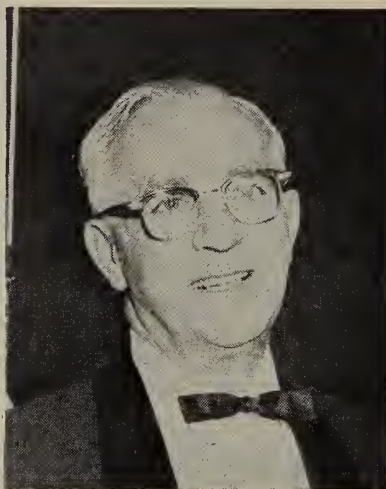
divided it by some 11,000 operators, which brought the annual income of each operator to around \$3,000. He argued that any additional royalty payment to ASCAP would put any number of operators—those operating on a very small profit now—out of business. He pointed out that due to large operating expenses and overhead, many operators thruout the nation are changing over to dime play so that they can stay in business.

Godwin, in his turn, explained to the audience exactly what an operator is and how he goes about setting up a route. He also described the tremendous amount of money each operator has to invest in setting up a route.

Levine evidently made quite an impression on the studio audience judging by the round of applause at the conclusion of his talk. In addition, Levine reports he has received any number of letters and phone calls from lay people, who advised him that for the first time they understood the problem confronting the music machine operator, and that they felt payment of royalties upon the purchase of the record was fair to the songwriters.

In discussing the talk with your publisher the following day, Levine stressed the point that the legislators in our Senate and House of Representatives, for the most part, also are not aware of the true facts. "There's only one way to educate them" stated Sid, "and that's to follow the suggestion being stressed by 'The Cash Box'—write-write-write a mililon letters to them."

## Phil Levin Elected Pres. of Chicago's Music Ops



PHIL LEVIN

CHICAGO—Without a single dissenting vote, Phil Levin was unanimously elected president of the Recorded Music Service Association of this city, becoming its second president, and stepping into the shoes occupied by the late Ray Cunliffe.

Ray Cunliffe and Phil Levin had always been the very closest of friends and, as was well known, they constantly conferred with each other in regard to all matters relating to the association.

Phil Levin had been secretary of the organization during Ray Cunliffe's tenure in office as president.

It was only natural, many music operators claim, that Phil Levin should step into the presidency of the association, in view of the fact, they explain, that he was already so familiar with the organization as well as the work to be done.

While Levin was being elected, the Federal Government was serving subpoenas to many of the music operators, as well as distributors and manufac-

turers, in an effort to learn whether the industry here was violating the anti-trust laws.

Also elected at this meeting were: Earl Kies, first vice-president; Dan Gaines, second vice-president; Carl Green, third vice-president. Roy Blomquist was elected secretary.

In addition to the above, to serve on the Board of Directors, the following were elected: Any Oomens, Julius Groner, Louis Arpaia and Leonard Miska.

## J. Rosenfeld Opens New Large Quarters

ST. LOUIS, MO.—The J. Rosenfeld Company, veteran St. Louis distributors of coin operated equipment, has announced the opening of its new and larger quarters at 4701 Washington Avenue.

The company has been in business since 1931. Located for the past ten years at 3220 Olive Street in St. Louis, expanding business operations and a cumulative increase in new used machine sales made the old quarters too crowded and inconvenient for maximum efficiency.

Preparatory to the move, president Jack Rosenfeld conducted a survey among the firm's customers regarding the most suitable location, and the centrally-situated Washington Avenue spot was selected to expedite customer contacts.

"We tried to give our operators what they want," Rosenfeld says, "and in line with this, every piece of equipment installed in our new building is the most modern available on the market today.

"We're especially proud of our service department, utilizing the most modern equipment in the coin machine industry. This will enable us to keep up the high standards of service we have developed through the past 24 years."

The firm's new quarters also include a spacious, attractively decorated showroom and a complete parts department. One of the major factors involved in the move was a need for parking facilities. In the new location the Rosenfeld Company has its own spacious parking lot.

The company is exclusive direct factory distributors for Rock-Ola, Chicago Coin and many other leading lines in the industry.

A big "Open House" celebration is being held for all customers and friends on Sunday, April 24, and Monday, April 25, to be held in conjunction with the showing of the new Rock-Ola model "1448."

for MOA, sent in his resignation this week to George A. Miller. Headquarters in Chicago are now being prepared, and the address will be announced at a later date. All distributors of recognized lines will be invited to join the new association.

## Nat'l Distrib Assn. Reactivated

### Harold Lieberman, Minneapolis, Minn., President, Al Schlesinger Appointed Managing Director

CHICAGO—During the MOA meeting in this city a few weeks ago, the distributors met several times and reorganized and reactivated the National Coin Machine Distributors Association.

Harold Lieberman, Lieberman Music Company, Minneapolis, Minn. was elected president; Gilbert Kitt, Empire Coin Machine Exchange, Chicago, vice-president; Irvin F. Blumenfeld, General Vending Sales Corporation, Baltimore, Md., secretary; and J. D. Lazar, B. D. Lazar Company, Pittsburgh, Pa., treasurer.

Elected to serve on the Board of Directors were: David Bond, Trimount Coin Machine Exchange, Boston, Mass.; Leo Weinberger, Southern

Automatic Music Company, Louisville, Ky.; Louis Wolcher, Advance Automatic Sales Company, San Francisco, Calif.; W. S. Redd, Redd Distributing Company, Boston, Mass.; Louis Morris, Morris Novelty Company, St. Louis, Mo.; Ron Rood, Southern Music Distributing Company, Orlando, Fla.; Harry Hurvich, Birmingham Vending Company, Birmingham, Ala.; John Bilotta, Bilotta Distributing Company, Newark, N. Y.; and Barney Sugerman, Runyon Sales Company, New York and Newark, N. J.

Al Schlesinger, nationally known coinman, has been appointed managing director and will set up offices in Chicago May 1. Schlesinger, who had been acting as a special representative



# Gottlieb Presents Season's First Baseball Game

## New Five-Ball Features "New Look" Cabinet

CHICAGO — With Dave Gottlieb traveling in Texas, Nate, Alvin and Sol Gottlieb made the announcement this past week that they were shipping their new five-ball, "Sluggin' Champ".

This is the first baseball game of the season. It was one of the games that the firm's distributors previewed, while attending the MOA Convention, and was the one game that they asked the factory to rush to them just as soon as possible.

"In fact", Nat Gottlieb reported, "Sluggin' Champ" was the one game that won unanimous choice of all of our distributors to be placed into immediate production.

"This is a five-ball game", he explained, "and not a two-player game like our present 'Duette'".

"Therefore", he added, "the game fits right into the very same locations and enhances player appeal and attraction for all the operators everywhere in the country."

He also explained that, in view of the fact the new Gottlieb "New Look" cabinet, on "Duette" especially, had outsold the "Regular Model Cabinet" by more than 8 to 1, the firm was featuring a very special DeLuxe Cabinet in the "New Look" design on "Sluggin' Champ".

Alvin Gottlieb elatedly reported, "This being the first baseball game of the season and", he explained, "with the new Big League season under way at this time, 'Sluggin' Champ' steps right in to meet the need of all amusement operators everywhere."

Sol Gottlieb added, "The operators all agree that the 'New Look' cabinets are not only winning them commendation and acclaim from their location owners, but, what's even more important to each operator, they attract the admiration and attention of the players with the resultant effect that play is so much greater on every 'New Look' cabinet game."

## Friedman To Hold Bally Service School In Savannah, Georgia

SAVANNAH, GA. — Jake Friedman, Friedman Amusement Company, Atlanta, Ga., is sponsoring a two day service school on Bally products in the Chatham Room of the DeSoto Hotel, this city, on May 3 and 4.

Bob Breither, Bally field engineer will conduct the Bally sessions, and Friedman will be on hand to greet operators and servicemen from the surrounding area.

Breither will explain in detail just how the Bally "Gayety" mechanism permits the player to jump balls from hole to hole. The two new Bally bowlers "Gold Medal" and "Blue Ribbon" will also be covered by Breither.

## Coinmen Attend Nat'l Premium Show At Navy Pier, Chicago

CHICAGO — Beginning Monday, April 18, 346 exhibitors showed their line of premiums at the National Premium Show, held at the Navy Pier, this city.

Many coinmen from various parts of the nation, particularly those who carry large supplies of premiums and prizes for coin operated games, were on hand to view the myriad of items on display. A number of operators, as well, visited the booths.

The first day of the show wasn't too busy, but exhibitors attributed this to bad weather, and the fact that the "real" buyers usually dropped in after opening day.

# EXHIBIT'S NEW.....

## MODEL "500" SHOOTING GALLERY

THE SEASON'S BIGGEST MONEY MAKER  
ALL MOVING TARGETS for maximum  
player appeal

**Swimming Ducks** are the easy targets

**Climbing Squirrel**

which can be hit 6 times or more as he makes a trip up or down the tree.

**Flying Pheasants**

appear from behind bushes in the background.

**"Blackout" Feature**

is earned by 20 hits—and gives 29 total shots!

**Match and Free Play**

and **Target Speed**

all are operator controlled.

• MADE IN 4 MODELS WITH OR WITHOUT FREE PLAY AND MATCH FEATURES—OR COMBINATION OF BOTH



ONLY 28½ inches wide

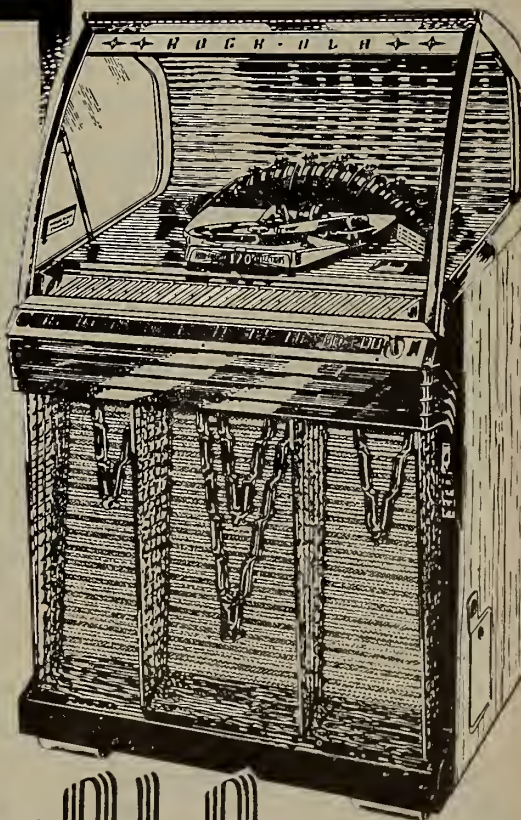
**EXHIBIT SUPPLY** 4218 W. LAKE STREET  
CHICAGO 24, ILLINOIS

*the Time is now!*

to see the revolutionary all new MODEL 1448

**ROCK-OLA**

120 Selection PHONOGRAPH



On display in our showrooms today  
**LAKE CITY AMUSEMENT CO.**

(Established 1934)

4533 PAYNE AVE., CLEVELAND, OHIO

(All phones: HEnderson 1-7577)

## THRU THE COIN CHUTE NEW ORLEANS NOTES

We wish a speedy recovery to Malcomb Farmer's little daughter who broke her leg recently. . . . With his record girl on vacation, Frank of Frank's Record Shop is kept rushing. . . . The boys of Pelican Amusement, Alexandria, making the rounds on Baronne Street. . . . Buddy Brand, Airline Cigarette Service, sporting a beautiful beige and brown Pontiac. . . . Bill Newport of TAC Amusement in Baptist Hospital for three days, but back on the job now. . . . Mary Nassar, also of TAC, out due to a virus. . . . Mel Stout, New Iberia, an advocate of 10c play for juke boxes, would prefer to have his machines with a slot for two nickels, as there is a scarcity of dimes in his area. . . . Leonard Tridico and Jake Nastasi have moved into their new and beautiful headquarters on the Airline Highway. . . . Vincent Marcello, Huey Distributing Co., Rock-Ola distributor, has invited all ops in Louisiana and Southern Mississippi to attend the showing of the new Rock-Ola phono, model "1448" at their showrooms on the Airline Highway. . . . One of the most accommodating girls we know is Doty Crowder of Jefferson Music. Doty is now training a cute little redhead, Anna, who is on the staff. . . . Clem Guilliot moaning over the accident to his Cadillac.

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



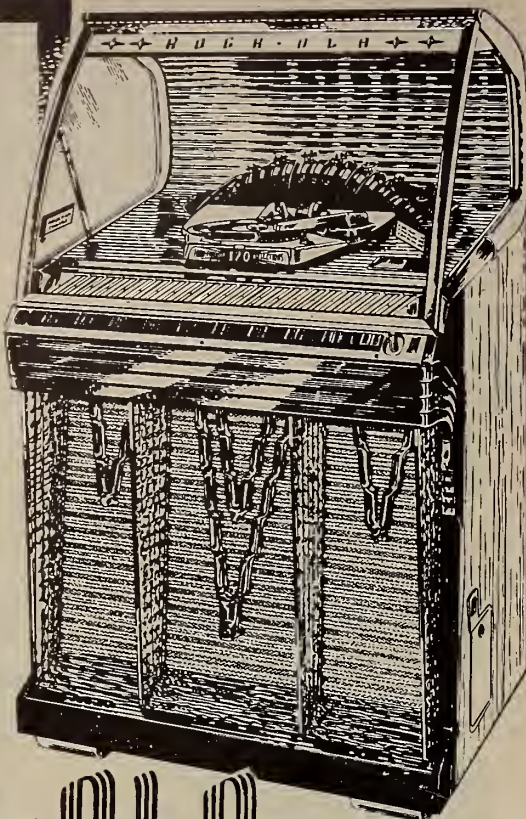
*the  
Time  
is now!*

to see the  
revolutionary  
all new

**MODEL 1448**

**ROCK-O-LA**

120 Selection  
PHONOGRAPH



On display in our showrooms today

**ROSS DISTRIBUTING, INC.**

3401 N. W. 36th STREET  
MIAMI, FLORIDA  
(Tel.: 64-4864)

90 RIVERSIDE AVENUE  
JACKSONVILLE, FLA.  
(Tel.: 6-1551)



**3 BOWLERS-in-one**  
for the price of one!



BE WISE!

**Chicago Coin Announces New  
Baseball Game To Be Presented**

CHICAGO—Sales director Ed Levin of Chicago Coin Machine Company, this city, announced this past week that the firm was preparing to present a new baseball game, "Big League," to the industry this forthcoming week.

Details are as yet being withheld, Levin reported, but he felt certain that the trade would be interested in hearing this news preparatory to official announcement of "Big League" and a complete, detailed description of the machine.

**For Spring Locations:**

Seeburg M100A  
M100B  
M100BL

Look and operate like new.  
Bargain prices.

Telephone: SYracuse 75-1631 collect.

**DAVIS DISTRIBUTING CORPORATION**

SEEBURG FACTORY DISTRIBUTORS  
725 WATER STREET  
SYRACUSE, NEW YORK

**Boston Music Ops To  
Use Posters And Table  
Tents In C. P. Drive**

BOSTON, MASS.—Table tents as well as giant size posters will be used by the Massachusetts Music Operators Association for their big drive in behalf of the cerebral palsy fund opening in May and continuing for the month.

Some 10,000 of the table tents will make their appearance in Massachusetts locations with wall boxes. Copy reads on one side: "Music helps 'Johnny' fight cerebral palsy. Your quarters and dimes will bring happier times to cerebral palsied children." (There are 10,000 c.p. children in Massachusetts). The "flip" side reads: "Every Friday during May, the proceeds of this machine are being donated by the Mass. Music Operators Assn. and this location to United Cerebral Palsy Associations. Keep the music playing for c.p."

**KIDDIE RIDE  
HEADQUARTERS**

- Finance Your Kiddie Rides
- Liberal Budget Terms
- Largest Stock In World!
- HORSES — SPACE SHIPS
- BOATS — MOON RIDES
- MERRY — GO — ROUNDS
- DRIVEMOBILES
- Trades Accepted

**REDD DISTRIBUTING CO., INC.**  
298 LINCOLN STREET  
ALLSTON 34, MASSACHUSETTS  
AL 4-4040



Business rushing with the sensational new games coming out. Commercial Music Company reports it is busy booking orders on the hottest game since one-ball machines, Williams' new "Race The Clock." Every operator is on the waiting list for some, and they are very enthusiastic about it, they say. . . . 10c music is doing well around these parts. Operators reporting prosperous business since converting over to 10c play. Distributors are holding meetings frequently to show the operators what a good thing this change to 10c really is. All operators are very thrilled over it and are busy converting their locations. . . . Herb Ripa is very happy these days. Says his collections have increased from 30 to 40 per cent since he changed over to 10c play. . . . R. B. Williams of Commercial Music spent the past week in San Antonio and Austin on official business. . . . Operators were busy along coin row this week buying new equipment—getting ready for the rush summer business which they are all predicting. . . . The Drew Osburns of Ft. Worth were in Dallas Monday hurrying to get their business finished. They were expecting a visit from their daughter from Houston. . . . Edith Ellison of Denton was in this week. Says she has had word from her mother who is vacationing in Morocco. . . . Jiggs Hamilton (Coin-O-Novelty) of Ft. Worth is looking forward to the week-end. He has a big fishing trip planned at Possum Kingdom. . . . Glad to hear that Bob Coghill is improving. He gets to spend an hour or so each day in the store now. . . . Sorry to hear that Mrs. Williams has been in the hospital. She had an operation. . . . Tom Lambert is laid up for awhile. He fell off of a grease rack and fractured his knee.





**DRIVING ACTION!...**  
**BIG LEAGUE APPEAL!...**  
**GOTTLIEB'S de luxe**  
**SLUGGIN' CHAMP**



**WITH THE New Look**

**PITCH A HIGH PROFIT STRAIGHT TO YOUR POCKET!**

- Ⓜ Hitting Rollovers And Contacts To Complete Either League Lights One Hole For Special.
- Ⓜ Completing Both Leagues Lights Two Holes For Extra Special.
- Ⓜ Advancing Value Targets Score Runs Batted In.
- Ⓜ Special When Lit Holes And Rollover Buttons Award 1 Replay.
- Ⓜ Extra Special When Lit Holes Award 6 Replays.
- Ⓜ High Score To 7 Million.

**ALSO AVAILABLE IN STANDARD CABINET!**

Ⓜ 2 Super Powered Flippers

Ⓜ 2 Pop Bumpers Ⓜ 2 Cyclonic Kickers

AVAILABLE WITH TWIN CHUTES  
 10c—3 FOR 25c

\* **THE New Look** IS ANOTHER MILESTONE IN THE LONG LIST OF **"FIRSTS"** PRESENTED BY D. GOTTLIEB & CO. IN IT'S **28 YEARS** OF **"QUALITY PRODUCTS"!**

\* **SEE BOTH MODELS AT YOUR DISTRIBUTOR NOW!**

*D. Gottlieb & Co.*  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS

**THRU THE COIN CHUTE**  
**KENTUCKY and INDIANA NEWS**

H. M. Branson Distributing Co., Louisville, to hold a showing of the new Rock-Ola on April 24 and 25, National Rock-Ola Days. . . Southern Automatic Music Co., Louisville, a beautiful sight with the AMI on display in all its colors. Leo Weinberger so busy he couldn't stop to talk. . . Over at Co-operative Distributing Co., Louisville, Jacobs was so busy even he helped unload the Wurlitzer phonographs. Lloyd Cruz was out writing up new business. . . Up to the wee hours talking about the recent MOA show in Chicago with James C. Roby, Roby Amusement Co., Owensboro, Roby and his boys flew to Chicago in his own plane for one day. What most impressed them was the Keeney Coffee Vendor. . . At Owensboro Amusement Co., Owensboro, Smitty couldn't get his mind off race horses as the Derby is not too far off. Smitty owns several horses. . . Sam C. Miller, Favorite Music Co., Bowling Green, busy setting up new locations for the Summer business. . . At Kirby Music Co., Bowling Green, Houston out on service calls while brother Frank relaxed on the lake with his fishing rod. . . Joe Rabold, Bowling Green, considering a new route. . . Over at Wood Music Co., Hopkinsville, Ky., the staff and bosses were all busy and happy. . . A visit to Witts Music Co., Hopkinsville, found Witt out on the route with his boys. . . Harvey C. Lynn of Carl Speis, Evansville, Ind., found a new applicant for the 20 Year Club. He's John W. "Hawk-saw" Hawkins of Evansville, Ind. "Hawkshaw" goes back to 1915. . . Automatic Amusement, Evansville, Ind., was a beehive of activity as Charles (Pop) Ewing returned from his winter home in Florida.

**TRIMOUNT**  
 AMERICA'S LARGEST EXPORTERS OF RECONDITIONED COIN OPERATED EQUIPMENT

SEEBURG M100A, B, BL  
 WURLITZER 1015, 1100, 1250, 1400, 1500  
 AM1 MODEL B, C, D  
 ROCKOLA 1424, 1426, 1428, 1432, 1434, 1436  
 COMPLETE SELECTION OF 5 BALL PIN GAMES, BINGO GAMES AND ONE BALLS.  
 ALL TYPES OF ARCADE EQUIPMENT.

Send for Price Lists  
 New England's Largest Parts Department — let us take care of your requirements.

**TRIMOUNT**  
 A NEW ENGLAND INSTITUTION WITH A WORLD WIDE REPUTATION.

40 WALTHAM STREET  
 BOSTON 18, MASS.  
 Tel. Liberty 2-9480

**AIRMAIL SUBSCRIPTION to THE CASH BOX \$30.**



*It's here!*  
... the all new  
**ROCK-OLA**  
120 Selection  
**HI-FIDELITY**  
Phonograph

Visit Our Showrooms and See It Now!

Model 1448

**BRILLIANT MUSIC COMPANY**  
19963 LIVERNOIS AVENUE      DETROIT, MICHIGAN

**NOVA**  
APPARATE-GESELLSCHAFT M.B.H.  
24, SEMPERSTRASSE      HAMBURG 39, GERMANY  
proudly presents the new

**ROCK-OLA** Model 1448

**HI-FIDELITY**  
120 Selection  
**PHONOGRAPH**

Visit our showrooms and see the phonograph that's destined to become the **PACEMAKER** of the Industry.

*the Time is now!*  
.....  
to see the revolutionary all new  
**MODEL 1448**

**ROCK-OLA** 120 Selection PHONOGRAPH

On display in our showrooms today  
**MUSIC VEND. CORP. OF EASTERN OHIO**  
5534 MAHONING AVENUE      YOUNGSTOWN, OHIO

## Boston Music Ops Assn. Meet to Further Cerebral Palsy Plans

### Dignitaries Address Coinmen

BOSTON, MASS. — Another big "first" in music machine history in the New England states was scored here with the dinner meeting of the Massachusetts Music Operators Association at Hotel Hampton Court, Thursday night, April 14, when high dignitaries of the state brought the greetings and commendations of the Governor of the Commonwealth to the newly formed organization.

A telegram from Governor Christian A. Herter in which he expressed regret at being unable to be present personally, but wished the group every success and lauded them on their "magnificent contribution to civic life thru their efforts in behalf of the Cerebral Palsy drive" was read to the 150 attending by David J. Baker, Melo-Tone Music, treasurer.

Greetings were brought by Col. John O'Brien, Governor's aide, and Mrs. Muriel Barnes, deputy commissioner of insurance, and public relations chairman of the Cerebral Palsy drive for the state.

Featured speaker was Rep. Charles Gibbons, former Speaker of the House of Representatives, and now Republican Floor Leader.

"It is time you organized and tried to protect yourself on Beacon Hill,"

he said. "If you come to Beacon Hill as an organization, you will be listened to," he continued. "You need an organization and you have taken a very wise step. I do not recall in my experience where a group of business men in this state have taken on such a tremendous job as you have for Cerebral Palsy.

"You have a big opportunity for good public relations in this endeavor," he said.

Preceding the speaking session a color motion picture, narrated by Bob Hope, on cerebral palsy was shown.

Following the speaking session, James Geracos, prexy of the association, conducted an "auction" in which 2,437 posters to be placed on music op's machines in their installations were pledged at \$6 per copy. This brings the total number of cards pledged so far to well over 3,000. More than \$20,000 is expected to be raised.

At the head table were: Rep. Gibbons, Col. O'Brien, Mrs. Barnes, Mr. Baker, Mr. Geracos, Ralph Ridgeway, president Western Mass. Music Operators Guild; Rae Shea, president, Worcester Operators Association; Saul H. Robinson, Paramount Music, vice-president of the organization; Mr. Hillman, New Bedford.

Among out of town guests was Jack Mitnick regional representative of A.M.I. Ralph Lackey of Pioneer Music, was chairman of the committee on arrangements.



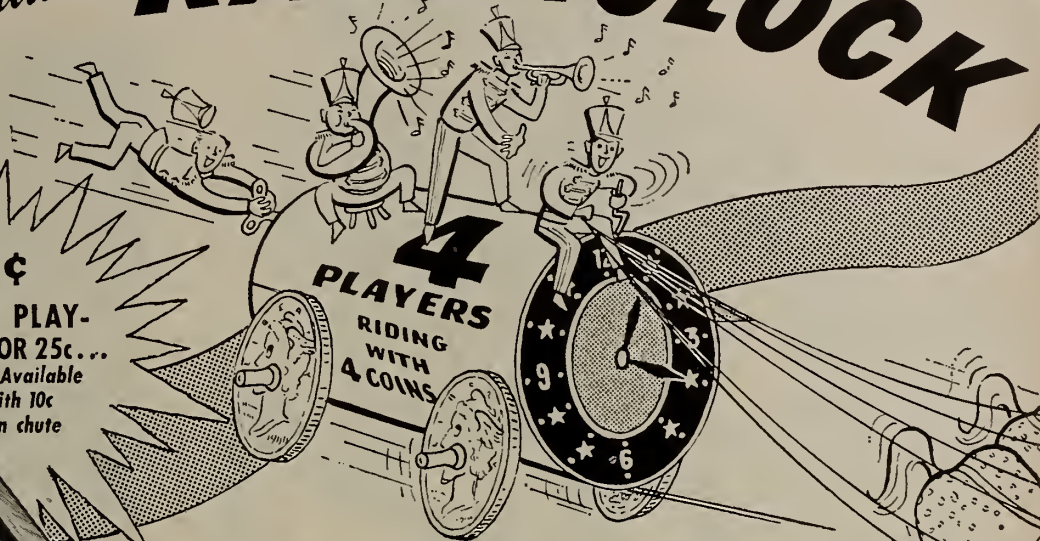
**NEW**



**GORGEOUS  
DELUXE  
CABINET**

YOU'RE REALLY GOING PLACES WITH...  
**Williams RACE THE CLOCK**

**10¢** PLAY-  
or 3 FOR 25c...  
Also Available  
with 10c  
coin chute



- **NEW MULTI-TILT** eliminates only the score of ball in play when game is tilted. Scores of all other players are unaffected as scoring action continues. Player who tilts game can continue to play and score again when his regular turn comes around!
- **NEW DESIGN SCORING UNITS** operate perfectly with heavy-duty Coils. Metal Drums are easy-to-clean!
- **NUMBER-MATCH feature**

Sensational Ball Action  
with 2 Thumper Bumpers,  
2 Atomic Kickers, 2 Flippers!

Order  
**RACE THE CLOCK**  
from your Williams Distributor!



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

**First Coin Mach. Exch. Holds Showing of ChiCoin's Bowler**

CHICAGO—Wally Finke, Joe Kline, and Sam Kolber of First Coin Machine Exchange, this city, were hosts, this past week, to operators from all over this area.

The occasion was their premiere showing of Chicago Coin's "Hollywood Bowler."

Ed Levin, sales director as well as John Gore and Wendell McAdams of Chicago Coin Machine Company, were on hand to meet with all the operators.

The building was crowded with operators who came to see the "Hollywood Bowler."

Refreshments were served, buffet style. The weather was ideal. The showing was considered an outstanding success.

John Gore explained in detail, to each new group of operators, the "Hollywood Beauties" back glass feature, the "feather touch" playboard, adjustment features, the new National "slug rejector," and the other outstanding new features of this game.

Before the day was over, Wally Finke, Joe Kline and Sam Kolber announced that they had already received orders for well over a carload of "Hollywood Bowlers."

Among those present at the showing were:

Bill Wolfe, Archie Isaacson, Jack Goodman, Oscar Eireman, Mike Galgano, Dave Wolfe, Frank Pelt, Carl Ellis, John Rawski, John Emerich, Art Nelson, Charlie Rosenblatt, Nick Nel-

son, Max Winkler, Leo Saitlin, Sam Greenberg, Art Allweiss, Nick Navigato, Joe Stella, Roy Kass, Sam Shenger, Tony Hodina, Morris Winkler, Sol Isaacson, George Sussman, Dick Glenko, George Noll, Herb Petersen, Elliot Greenberg, Elmer Larson, Stan Levin, all from Chicago, C. R. Chapman, Libertyville, Ill., Matt Pohl, Hammond, Ind., and Ed Blumenfeld, Michigan City, Ind.

**Join "20 Year Club Council"**

CHICAGO—The following members of the "20 Year Club" were the very first to offer their services to the "20 Year Club Council" which will be considered like an "executive board" of the "20 Year Club."

These men have stated that they will meet wherever it is most convenient to discuss whatever business is at hand and will be ready to travel to whatever city is best suited for the meeting.

These men are: David Rosen of Philadelphia, Pa.; Ed Heath of Macon, Ga.; Seymour Pollack of North Tarrytown, N. Y.; Ben Sterling, Jr. of Moosic, Pa.; J. Leonard Barnes of Selma, Ala.; H. M. Branson of Louisville, Ky.; J. A. Wallace of Oak Hill, W. Va.; Otto Gage of Fayetteville, Ark.; Dave Stern of Elizabeth, N. J.; Bill Marmer of Cincinnati, O.; Larry Frankel of Rock Island, Ill.; Lou Casola of Rockford, Ill.; Thomas Lib-

**SAY FELLAHS!**  
IF YOU WANT THE  
BEST "BUY"—GET  
**KEENEY'S NEW  
3-WAY BOWLER!**

See your **KEENEY** Distributor!

bey, Jr. of Haverhill, Mass. and Cass Casmir of Hammond, Ind.

Each and every day the mail brings in more "20 Year Club" members who are willing to serve on the "20 Year Club Council" which, whenever it calls a meeting, gives these men sufficient time to arrange to be in whatever city the meeting will be held.

**Bally's Kiddie Games  
Click Big In Detroit**

DETROIT MICH.—Joe Auton, King Pin Distributing Company, this city, reported that two of Bally's kiddie games clicked right off the start in this city.

Bally's "Hot-Rod," located in J. L. Hudson Department Store, and "Bull's Eye," located in a drug-store of the Kinsell chain, showed amazing collections in their first week, he reported. King Pin is hustling to place more of these machines thruout the area.

**WE  
HAVE  
IT!**

Send Us Your Bid  
**MUSIC MACHINES  
GAMES • KIDDIE RIDES  
ARCADE EQUIPMENT  
IN-LINES • AUTO PHOTO**

and everything coin operated, parts & supplies  
Write • Wire • Phone

**DAVID ROSEN**  
Exclusive A M I Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE-STEVENSON 2-2903



*It's here!*  
... the all new  
**ROCK-OLA**  
120 Selection  
**HI-FIDELITY**  
Phonograph

Visit Our Showrooms and See It Now!

Model 1448

**HUEY DISTRIBUTING CO.**

335 HUEY P. LONG AVENUE

GRETNA, LA.

**WE NEED ...**

Late Shuffle Games  
Bally Bingos  
5 Ball Games  
Arcade Equipment  
Anything!

**FIRST** COIN MACHINE EXCHANGE

Wally Finke & Joe Kline  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**FOREIGN BUYERS!**

Our Service is . . .  
Quick — Efficient  
and Reliable

In addition to all the latest equipment, we have thousands of international reconditioned machines available for your selection, including Pin Games, Kiddie Rides, Music Machines, Arcade Equipment and Shuffle Alleys.

CABLE US FOR SPECIAL PRICE LISTS.  
Parts and Service Manual Available.

**INTERNATIONAL AMUSEMENT COMPANY**  
1423 SPRING GARDEN STREET  
PHILADELPHIA 30, PA. (Tel. RI 6-7712)

**GET PEAK PLAY with the BEST RECONDITIONED EQUIP.**

Keeney DIAMOND	.....	\$239.00
Keeney CARNIVAL	.....	149.50
United CLOVER	.....	149.50
United CHIEF	.....	249.50
United OLYMPIC	.....	110.00
HI-FI	.....	325.00
BEACH CLUB	.....	250.00
SURF CLUB	.....	350.00
BIG INNING	.....	99.50
HAYBURNER	.....	50.00
100 Packard Wall Boxes, ea.	.....	2.50

WRITE — WIRE — PHONE TODAY!

We are exclusive factory distributors for:  
**BALLY - WILLIAMS - ROCK-OLA**

**LAKE CITY AMUSE. CO.**  
4533 PAYNE AVE., CLEVELAND, O.  
(Tel.: HE 1-7577)

**National Rejectors To Close 2 Weeks In August**

ST. LOUIS, MO—John I. Cleary, assistant vice-president, National Rejectors, Inc., this city, advises that the firm's plant will be closed for a two-

week vacation period, starting Saturday, August 6 thru August 21. "During that time" stated Cleary, "no shipments will be made and we will receive no materials."

**Rockola Lists Features Of New Phono "1448"**



DAVID C. ROCKOLA

CHICAGO—David C. Rockola, president of Rock-Ola Manufacturing Corporation, this city, reports that his distributors have advised him that they all expect record breaking crowds of music operators to attend their showings of the new Rock-Ola phonograph on International Rock-Ola Days,

Sunday and Monday, April 24 and 25.

The new model includes more new features, according to Rockola than were ever before incorporated in any one model. "Among the exclusive features, of greatest interest and importance to music operators" stated Rockola, "are the Tru-Tone Hi-Fidelity Amplifier and Tru-Tone Hi-Fidelity 15" Speaker, largest in any coin operated phonograph, with its matched heavy-cast, rectangular horn loaded compression drive unit—to assure the finest Hi-Fidelity music; the 'Play-Proven' Accumulator that can be set for 5c or 10c play or for any combination and permits the players to deposit as many coins as they wish, up to 24 credits and make selections with complete assurance that all selections will be played; the H-Speed Selector Panel, fast, functional and fool proof; the Rock-Ola featherweight Robot Record Arm that tracks the record like a locomotive, assuring uninterrupted tone regardless of jarring or other outside shock; a built-in Receiver; and the world famous Rock-Ola Revolving Record Drum."

**S. D. Phono Ops Assn. Meet In Pierre, June 19 & 20**

**Will Hold "Bonfire Party" To Do Away With Old Phonos**

MOBRIDGE, S. D.—Harold Scott, secretary-treasurer, of the South Dakota Phonograph Operators Association, with headquarters in this city, has sent all members a long detailed report on the events which took place at the recent MOA Convention in Chicago.

At the same time, Gordon Stout, president, advises members of the association to be sure to attend the next meeting being held at the St. Charles Hotel, Pierre, on June 19 and 20. "The Pierre affair promises to be interesting" states Stout, "and we suggest that you come early, as Sunday, June 19 is the last day of the annual Frontier Days, this time is Ft. Pierre's diamond anniversary. You'll see the last day of one of the best 'wild west' shows there is in the west, plus a conducted tour of the Oahe Dam construction area. One of the distinguished guests who promised to try to be on hand is Bill Gersh, publisher of *The Cash Box*."

One of the highlights of the Pierre meeting, it is hoped, will be a "Bonfire Party," which will be one means of getting rid of old phonographs.

**Why Wrigley Gum Biz Stays On Top**

CHICAGO—According to an article in "American Business" magazine, the reason why Wm. Wrigley Jr. Company always stays away out in front of all its competitors in the chewing gum business is due to the following five points:

- 1) Never follow competition, blaze your own trail.
- 2) Never adopt a policy merely because it has been successful for some other company.
- 3) Try your best to avoid peak and valley sales.
- 4) Remember, it's the net that counts—not the gross.
- 5) Have somebody in the organization act as a 'pin sticker'.

**MUSIC SPECIALS**

- SEEBURG M-100A ..... \$325.00  
(5 or more, ea. \$295.00)
- ROCK-OLA COMET, 1438,  
120 sel. 45 rpm ..... \$700.00  
(5 or more, ea. \$675.00)
- ROCK-OLA HI-FI, 1446,  
120 sel. .... Write
- ROCK-OLA FIREBALL, 1436,  
120 sel. 45 rpm ..... \$375.00  
(5 or more, ea. \$350.00)
- Latest Bally Bingos, or anything in Music—Write.

1/3 Deposit, Balance, C.O.D.

**AUTOMATIC MUSIC SERVICE**  
1200 NORTH AVENUE  
ELIZABETH, N. J.



# Music Op Presents Record Contest Play Promotion

**Milton Cole, Cincinnati, In Tie-Up With Record Manufacturer, Conducts "Name The Song Contest" With Record Placed In Number One Spot On Phono. Tests Show Increased Play. \$500 Awarded First Prize. Locations Use Buttons, Window Streamers, And Pasters On Glass Of Phonos**

CINCINNATI, O.—Milton H. Cole of Ohio Specialty Company, this city, who seems to have inherited his late father's knack for outstanding promotion has just come up with a plan for automatic phonos which clicked during his association's test in this area, and to such an extent where he now offers this plan to the entire industry, nationwide.

Regarding why he offers the plan, Cole stated, "Because there is no doubt in my mind that, if this will be put into practice by operators, statewide, and especially, nationwide, everyone is going to enjoy a tremendous upsurge in intake in all of their automatic phonographs on all types of locations."

He continued, "It is almost impossible for one music operator to do the job alone because of the expense involved. It isn't the \$500 first prize money", he explains, "but also the advertising and promotional exploitation that is necessary. This raises the initial cost considerably. All the music operators will benefit from the plan and will, at the same time, be able to carry it forward week after week or month after month, whichever they decide is best for them."

In his first attempt, Milt Cole had King Records produce a recording which had, as its title, "Name The Song Contest". This was cut by "Bill Doggett—His Organ And Combo", according to the label on "King Record JB-100." (On the reverse side of this same disk there was "Home" by "The Pied Pipers".)

This King Record was then placed in the No. 1 spot on automatic phonographs in this city. "Cards were left at all locations. These cards were addressed to: "Name The Song Contest. c/o Automatic Phonograph Owners' Association, 1011 Traction Building, Cincinnati 2, Ohio".

The other side of the card contained the one line: "My suggestion for a title in the juke box contest is." Then a line for the title the participant believed best fitted the tune as well as space for his name and address and a short statement on: "I heard the song on the juke box at.". There are also the contest rules imprinted on this side.

These read: "Contest closes at midnight, February 10, 1955. Judges will be the prominent disc jockeys in Cincinnati. Winners will be announced February 16, 1955. Please mark title and name clearly. Contest sponsored by: Automatic Phonograph Owners' Association."

Pasters were inserted under the front glass in the selection space part of the automatic phonograph which

had printed on them white on red with an arrow: "Play Number One—Name The Song—Win \$500.00".

In addition the location owners and their employees, who were exposed to the patrons, wore yellow buttons that had very prominently printed on them in black, "Ask Me For \$500".

In addition to this, streamers were pasted on the windows of the location as well as in the location itself, which read: "WIN \$500.00. NAME 'THE SONG' CONTEST. PLAY No. 1 on the JUKE BOX AND GIVE IT A NAME!"

In this first such contest the judges were: Rex Dale, Radio Station WCKY; Ralph Johnson, WCIN; Will Lenay, WSAI; Walter Phillips, WLW; Jack Remington, WKRC and Gil Sheppard, WCPO.

Underneath the names of these prominent disc jockeys appeared this statement: "All Entries Become The Property Of The Sponsor" In addition, these statements also appear on the streamer, "Prizes will be divided in case of duplication" and, "The judges' decision is final".

Cole stated that from the standpoint of promotional and exploitation expense, not counting the cost of the recording itself, there is not too much money invested in the program, as far as the above material is concerned if the number of music operators in any community are to be taken into consideration on a pro-rata basis.

What is most impressive, at least in the eyes of this publication, is the fact that such a plan on a statewide or nationwide basis, is sure to bring about good publicity from a public relations standpoint and, most definitely increase intake for the music merchants joining the plan.

Large cities could, most naturally, tie into such a plan on their own, explained Cole. There are enough disc jockeys to promote such a contest over the air and cause their listeners to seek out those locations where there is a possibility of winning the \$500,000 (or even more) that is offered plus the fact that, because of the number of operators in the average city, record manufacturers would work out a new tune on a recording especially for them, if the music operators will guarantee a definite number to be purchased to get the plan under way.

Also most effective is the fact that the press, radio, and TV commentators as well, are sure to pick this up from a new standpoint. This news, of itself, is worth many, many times what the automatic music merchants will invest in the small cost of putting such a program into operation.

## CALDERON DISTRIBUTING

450 MASSACHUSETTS AVENUE

INDIANAPOLIS, INDIANA

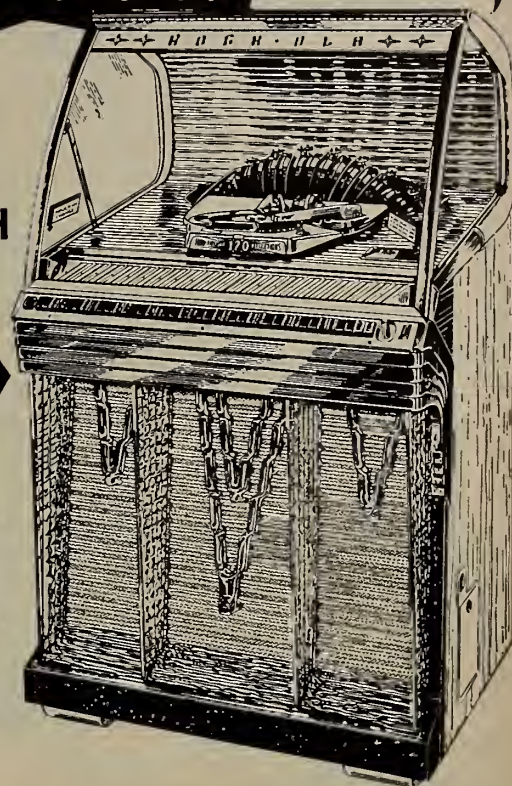
(All Phones: LINCOLN 8468)

*proudly presents the new*

# ROCK-OLA

*Model 1448*

HI-FIDELITY  
120 Selection  
PHONOGRAPH



Visit our show-rooms and see the phonograph that's destined to become the PACEMAKER of the Industry.

**ROCK-OLA 1438 COMET (120) 45 RPM . . . . \$675**  
**A. M. I. "A" (40 Selections) . . . . . 165**  
**WURLITZER 1500 A . . . . . 445**

RECONDITIONED AND REFINISHED LIKE NEW!

Terms: 1/3 Dep., Bal. C. O. D. Exclusive Seeburg Distributors



A Quarter Century of Service.

## ATLAS MUSIC COMPANY

2118 N. WESTERN AVE., CHICAGO 47, ILL., U.S.A. ARmitage 6-5005

# Denver Advises Pinball Ops It Will Not License Games For Locations Within Two Blocks Of Schools

DENVER, COLO.—Due to numerous complaints from parents, City Safety Manager Charles Lowen, this city, issued orders not to license pinball machines in the vicinity of schools.

Lowen stated no business establishment will get a permit to operate a pinball machine within two blocks of a school, and places that have permits within the two-block radius will not have them renewed next year.

As the purpose of this order is to cut down play by juveniles, it does not apply to taverns because, he stated: "tavern operators are supposed to keep minors out anyway."

Lowen said pinball machines were played by youngsters in confection-

eries and ice cream shops, school supply and drug stores, small restaurants and like establishments and that there had been a recent increase in the number of machines in Denver and new applications.

Robert Conway, supervisor of excise and licenses, said the two-block radius was not the only standard by which applications were judged. If there was reason to believe the pinball machine in a business house constitutes a nuisance, licenses would be denied regardless of the location, which could rule out places frequented by school children which were more than two blocks from any school.



**UNI-CON DISTRIBUTING CO.**

Established 1932

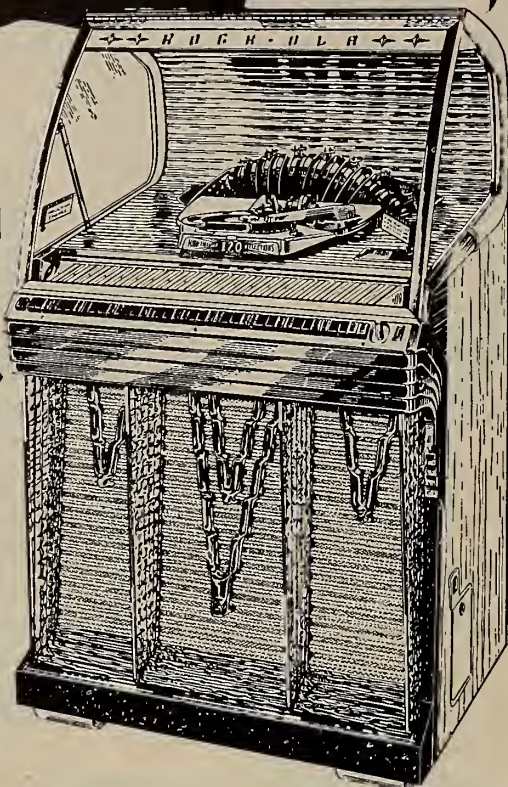
3410 MAIN STREET, KANSAS CITY 2, MISSOURI

*proudly presents the new*

**ROCK-OLA**

Model  
1448

**HI-FIDELITY  
120 Selection  
PHONOGRAPH**



Visit our show-rooms and see the phonograph that's destined to become the **PACEMAKER** of the Industry.

*It's here!*

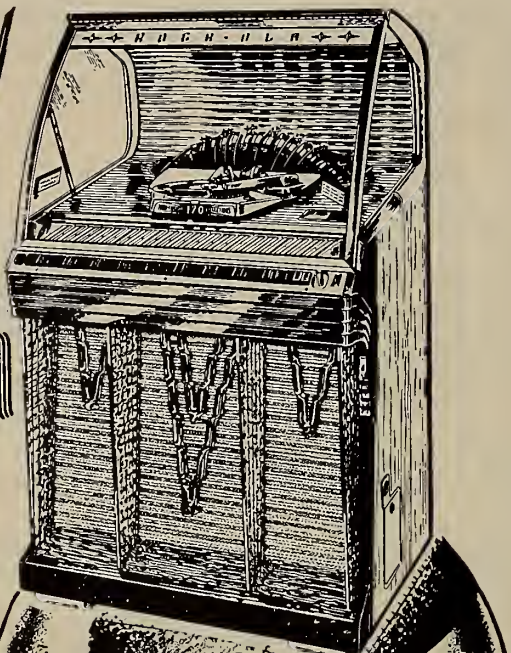
...the all new

**ROCK-OLA**

120 Selection

**HI-FIDELITY**

Phonograph



Visit Our Showrooms and See It Now!

"acclaimed 'round the world"

Model  
1448

**EASTERN VENDING SALES CO., INC.**

940-42 LINDEN AVE., BALTIMORE, MD. (Phone MULberry 5-2110)

DISTRIBUTORS For:

MARYLAND, WASHINGTON, DELAWARE, NORTHERN VIRGINIA AREA

**What About  
YOUR Letter?**



By **JAMES T. MANGAN**

James T. Mangan, known affectionately thruout the coin machine industry as "Jim," is the author of one of the most famous essays ever published in America, "Write A Letter!" The essay originally appeared in Advertising Age, was translated into every language and distributed all over the world, and finally was officially adopted as a theme of the United States Post Office. Jim is noted for the number of personal letters he himself writes, so when he prescribes letters for you, he knows what good medicine they are.

Letters from you to your Congressmen and Senators emphatically objecting to the Kilgore, Thompson and Diggs Bills are called for. All this talk about sending letters is wonderful—you endorse it 100 per cent. But at this point I would like to ask you a personal question:

What about YOUR letter? Did you send it? Are you still "thinking" about it? Do you ever intend to send it?

Of course, you know your letter will do some good, and if you send many letters, a great deal of good. Of course, you'll admit everyone in the industry should be sending in rafts of letters and by this time the Congressmen and Senators should be smothered by an avalanche of mail.

But let's not talk about others right now. Let's talk about YOU. Did YOU actually send in even one small, short letter personally executed by YOU?

If your house was burning, you would certainly try to put the fire out. If a burglar broke into your home, you wouldn't be much of a man if you didn't try to get him out of there. If your child got sick, you certainly would call a doctor.

But when your business is being threatened with extinction or irreparable damage, and the only way to remove this threat is by writing letters, one would suppose everybody in the business would write letters voluminously, relentlessly, so as to save the business from harm.

Nobody is foolish enough, when his house is on fire or someone in his family is sick, to expect other people to do his work for him. When trouble strikes at home, you don't generally "let George do it," namely do all the work that you yourself should do to dispel the danger.

But if you belong in the automatic music business, either as an operator, distributor, or employee, and you haven't yet written a protest against these disastrous bills now up in Congress, then you aren't consistent with your own selfish ends and you do not believe in self-preservation.

What about YOUR Letter? If you haven't written, please write one, just ONE. Your house is on fire—act while there's time to put the fire out!



**Install KEENEY'S New Bowler . . .**

**3 BOWLERS-in-one** for the price of one!



# ★ US GALS ★

By CISSIE

Juanita (Mrs. George A.) Miller of Grass Valley, California, is probably singing, "It's so nice to have a man around the house." George was away for a month, preparing, planning and arranging the MOA convention as well as traveling to Washington and New York. . . . Wonder how the charming Mrs. Howard Freer likes southern California. . . . Phyllis (Mrs. Milt) Marmer of Cincinnati, Ohio, spent a couple of days with us at the Edgewater Beach Cabana Club last summer. (Aside to Phyllis: Please tell Milt we'll be expecting you at the Cabana this summer on condition that you spend more time with us). . . . Judy Brasel, we're told, is doing one grand job for Leo Weinberger in his Louisville, Ky., offices where she's in complete charge of the entire record department. . . . Heard that Fay (Mrs. Ben) Kulick of Buffalo, N. Y., had one great time at the King Cole in Miami Beach this past winter. By the way, the North Shore King Cole Hotel is owned by Chicagoans, Ann and Lou Koren, two of the sweetest people.

Just received a wonderful tip from one of us gals. Must pass it along. A lot of women are always complaining about their nails cracking and splitting. After spending a great amount of money on nail creams, vitamins and other preparations with no results, this gal found one remedy that will absolutely work, if taken every day. Mix one package of Knox Unflavored Gelatine in orange juice, tomato juice, milk, or any other liquid you find most palatable. In just one month you'll definitely see good results. . . . If you, too, have a tip for all of us gals, mail it to: Cissie, c/o The Cash Box, 32 West Randolph St., Chicago 1, Illinois.

It seems to us that it was just about this time of the year that we celebrated Mollie and Barney Sugarman's wedding anniversary with them at the Pump Room. So Mollie, if you can again persuade Shugy to bring you to Chicago from your Maplewood, N. J. home, we would be delighted to repeat the performance. . . . Congratulations to Lucy and Bill DeSelm. The DeSelm's, their children and grandchild, celebrated the 45th wedding anniversary of Lucy's parents. They all drove to Fowler, Indiana, for the occasion. Now Lucy tells us she's busy planning for the first communion of their eight year old dotter, Linda, which will take place May 15. . . . Had a wonderful chat with Nancy (Mrs. Don) Moloney. When we asked if Mary Ann, her seven months old baby, had yet started to crawl, Nancy answered, "Only a little bit. She's too fat," she explained, adding, "and you know how hard it is for a fat woman to get around." Also hear from Nancy that Don is quite a craftsman with saw and hammer. Just built himself a nine by eleven workroom. His next project is paneling the basement and installing acoustical tile. . . . Only wish I could bowl like Isabel (Mrs. John) Oomens. . . . Rose (Mrs. Maurie) Ginsburg back from Arizona where Maurie ran into that old debbil "virus" and both were happy to get back home again.

Said author Ben Tillett: "God help the man who won't marry until he finds a perfect woman, and God help him still more if he finds her."

## Williams Mfg. Introduces Four-Player Pinball Game



J. A. (ART) WEINAND

CHICAGO—J. A. (Art) Weinand, sales manager of Williams Manufacturing Company, this city, reported this past week that, in addition to their production lines turning out "Sidewalk Engineer" games, they were well under way with their first production schedule on their new 4-player pinball, "Race The Clock."

Weinand said, "We have been overwhelmed with orders for 'Race The Clock' ever since the MOA convention.

"We showed the game," he continued, "to some of our distributors who visited with us at our factory and, before we knew it, were enjoying a terrific demand to get 'Race The Clock' into production immediately."

Weinand explained that "Race The Clock" features two coin chutes, a 10c chute and a 3 for 25c chute.

"This," he stated, "met with instantaneous approval of all of our distributors and many of them believe that 'Race The Clock' is one of the finest games we've ever produced, and we have produced some very great games.

"There is no doubt," Weinand said, "that if we can meet the demand of all of our distributors for 'Race The Clock' as fast as they want them we shall have achieved one of the greatest production runs in our history.

"Yet," he reminded, "in addition to rushing our new 4-player pinball off our production lines we are also trying to produce as many 'Sidewalk Engineer' games as we possibly can to meet the demand that we are enjoying for this very unique and different amusement."

Weinand reported that the factory is working a six day week in an effort to meet the demand.

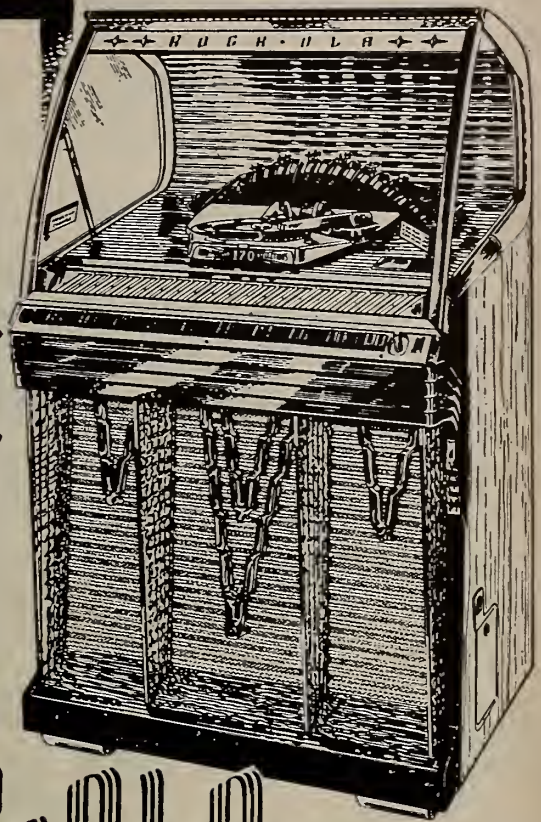
He also stated that executives of the organization are also working right along with the production department and everyone is trying their "level best to satisfy this big demand we are enjoying."

*The Time is Now!*

to see the revolutionary all new MODEL 1448

ROCK-OLA

120 Selection PHONOGRAPH



On display in our showrooms today

**H. Z. VENDING & SALES CO.**

1205 DOUGLAS ST., OMAHA 2, NEBR.

(Tel.: ATLantic 1121)

DISTRIBUTORS FOR: NEBRASKA and IOWA

## J. ROSENFELD COMPANY

4701 WASHINGTON AVE.

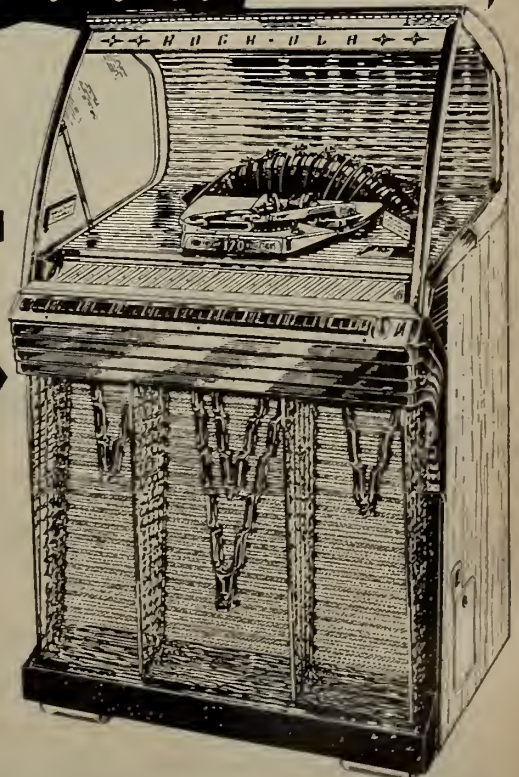
ST. LOUIS, MO.

*proudly presents the new*

ROCK-OLA

Model 1448

HI-FIDELITY 120 Selection PHONOGRAPH



VISIT US AT OUR NEW LOCATION:

4701 WASHINGTON AVE.

ST. LOUIS, MO.



**BADGER NOVELTY COMPANY**

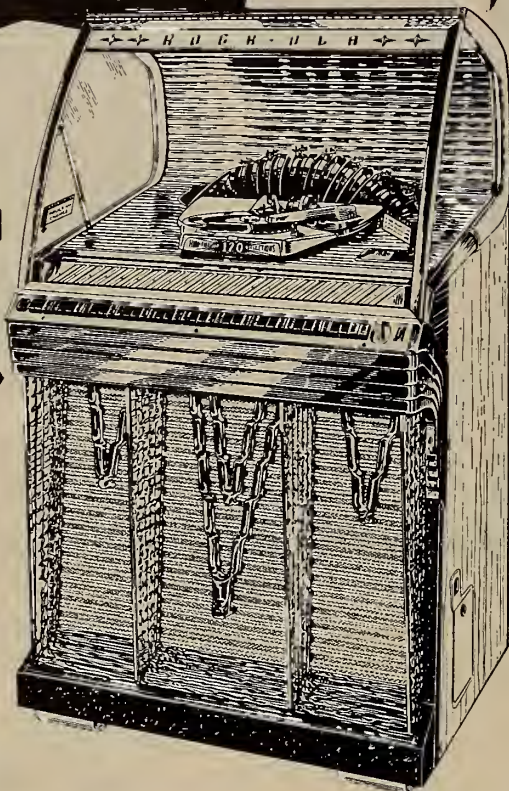
2546 NORTH 30th STREET, MILWAUKEE 10, WIS.

*proudly presents the new*

**ROCK-OLA**

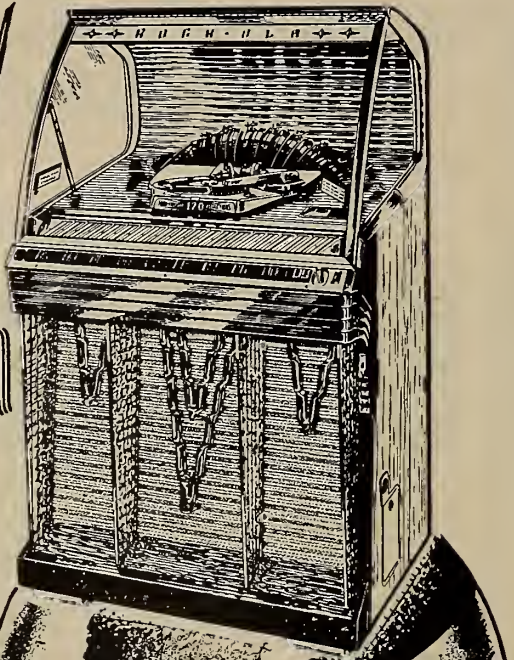
*Model  
1448*

**HI-FIDELITY  
120 Selection  
PHONOGRAPH**



Visit our show-rooms and see the phonograph that's destined to become the **PACEMAKER** of the Industry.

*It's here!*  
... the all new  
**ROCK-OLA**  
120 Selection  
**HI-FIDELITY**  
Phonograph



Visit Our Showrooms and See It Now!

"acclaimed 'round the world"

*Model  
1448*

**MARMER DISTRIBUTING CO.**

1519 CENTRAL PARKWAY, CINCINNATI 14, OHIO

**THRU THE COIN CHUTE**  
**CALIFORNIA CLIPPINGS**

Operators throughout the West are becoming increasingly interested in 45 extended play records in order to encourage dime play in their locations. Those who are already programming EP's are finding that their customers don't mind paying a dime for music as long as they know that they will get two selections. One-stops and distributors are encouraging the EP program and are even making up special packages of old favorites, jazz and new tunes for the convenience of the operator. Record Supply Co., Sacramento's leading one-stop, is the latest to jump on the EP bandwagon. In their weekly bulletin to Northern California coin-ops they are listing EP's of merit and are also offering free title strips. Record companies are eyeing the whole thing with increased interest as a source of new revenue. Most of the majors and many independents are making up special EP packages for the operator.

**DISTRIBUTOR DOINGS:**—With the income tax period over all distributors along LA's coinrow are getting ready for what they expect to be a tremendous summer season. The total number of employed personnel in Southern California industries has hit an all-time high which is always an encouraging sign for the coin machine industry. Economists predict that the next ten years will be the most prosperous in California's history. . . . **PAUL A. LAYMON & CO.:**—Paul Laymon says that business for them hasn't been bad at all but now with elections and income taxes over for another year he expects it to pick up tremendously. He adds that activity on all the new Bally games has been great and now they are anxiously waiting for Bally's "Hot Rod," Kiddie Ride, "Gold Medal" and "Blue Ribbon" Bowlers. . . . Paul is proud as a peacock over his famous rose garden which is now blooming out with big spring blossoms. . . . **C. A. ROBINSON & CO.:**—Latest game to hit the Robinson showrooms is United's "Venus" Shuffle Alley. Charley Robinson stated that the game is one that can't miss making money for the operator. It combines all the proven features of the Shuffle "Target" along with the new flash feature. Plenty of hustle and bustle around the Robinson emporium as sales and service departments move out equipment to the operators. . . . **SIMON DISTRIBUTING CO.:**—Jack Simon whizzed down to Las Vegas on business last week. He also planned to attend the opening of the luxurious new Riviera Hotel. . . . **BADGER SALES COMPANY:**—Bill Happel and Fred Gaunt felt the sudden surge of spring business last week as coin-ops from far and near dropped in to look at new equipment as they get set for the big months ahead. . . . Advance reports on Keeney's "Palisade" and "Skill Lane" Bowlers stirred up a lot of interest and anticipation is running high. Game is expected in any day. . . . **Joe Duarte,** export sales head, was passing out cigars he received from his old friend Bill Suter, AMI distributor in the Philippines. It was just a friendly gift. No baby involved in this deal! . . . **MINTHORNE MUSIC COMPANY:**—The latest creation from the Williams factory was unveiled last week. The game had tongues wagging as ops caught first glimpses of the new four-player "Race the Clock" pinball. This is the first game produced by Williams that is set with a 10c coin chute. Harry Williams has been manufacturing some fine coin machines these past few months which are becoming ever increasingly popular with Southland operators. Looks like the latest four-player "Race the Clock" will hit big here. . . . **Hank Tronick,** general manager for the Minthorne organization, stated that business has shifted into high gear since the income tax deadline on April 15.

**OPS JOTS:**—Those who feel that the coin machine industry is a separate field all in itself should take a few words of advice from Fred Harling, one of our newest operators. Fred has owned his own garage in Hollywood for many years and just recently went into partnership with Allan Blum and purchased a large route in Delano. "It's true," says Fred, "we do have a lot of unusual and perplexing problems—these I am learning fast—in the coin machine industry that you don't have in other businesses but still, an operator is a business man like the grocer, the haberdasher or anyone else who deals with the public. The only difference is that we in the coin biz. are selling music and entertainment instead of shoes. I constantly strive to instill this fact into the minds of my associates, my location owners and my customers." He went on to say, "An operator, like in any other business, must make a fair and legitimate profit from the product he is selling to survive. That is why we have set our entire operation in Delano and surrounding communities on dime play. It is the only way we can meet our high overhead costs and have enough profit left over to compensate for our efforts and investment." . . . Truer words were never spoken Fred—Good luck!

Out-of-town operators from far and near drove into town last week on business. Seen along coinrow were Mrs. Chuck Walker (Lela Smith), Barstow; Mr. and Mrs. M. Munroe, Indio; Ed Neel, Blythe; Bob Hathaway, Ventura; Jack Neel, Riverside; Manuel Trevino, Oxnard; Louis Lorang, Yuma; Lloyd Dindinger, Carlsbad; "Cec" Ellison, Lancaster; Lawrence Raya, Colton; Bill and Sheridan Thompson, Long Beach; Jack Faust, Santa Ana; Robert Butcher, Big Bear; Pete Thelan, Glendale, and B. B. Calvert, Santa Monica. . . . M. B. McCormick, vending machine operator in Long Beach, is now making plans to expand into the kiddie rides field.

**COINROW CHATTER:**—George A. Miller, national president of MOA and state president of The California Music Merchants Association, came down from his home in Oakland to attend the April 19 meeting of the Los Angeles Division. An election of officers was held which will be announced next week. Miller spoke about the latest developments in the fight against the ASCAP legislation. Rodney Pantages also spoke briefly before the group. . . . Bet Sam Ricklin of California Music Company will be more alert on his recording stars from now on. The question arose as to when Western star Floyd Collins made his last record. Sam claimed it was 12 years ago, Les Cordell said it was, at least 30. The argument got rather heated so they decided to make a little wager. After checking into the matter it was proved that Les was right. Collins died exactly 30 years ago. Sam reluctantly handed over ten bucks and Les walked away smiling gleefully.

Vick Knight, head of Key Records, asked us the other day if we knew where the name juke-box originally came from. Altho we were unable to come up with an answer the question still intrigues us. Perhaps some of you operators can help us out. Vick says he has always linked it up mentally with the notorious Jukes family, from sociology. (Real brain, this guy—he must have gone to Yale. Maybe that's why he named his new label Key Records. Lock—Key—Get it! Oh well, forget it!)



# Rock-Ola Execs Attend Distributors' Showings Of "1448"

CHICAGO—Les Rieck, sales manager, Rock-Ola Manufacturing Corporation, this city, released a roster of Rock-Ola personnel giving the location they will be at during International Rock-Ola Days, April 24 and 25, at which time distributors will be introducing the new model "1448" phonograph.

David C. Rockola, president; E. W. Ristau, director of sales and D. Kammler, export sales manager, will attend the showing at World Wide Distributors, this city. Other Rock-Ola executives will be at the following distributors: A. A. Ehlert, treasurer, Ross Distributors, Miami, Fla.; K. S. Miller, factory manager, B. D. Lazar Company, Pittsburgh, Pa.; H. Redick, Woodworking superintendent, Calderon Distributing, Indianapolis, Ind.; R. Burr, personnel manager, Badger Novelty Company, Milwaukee, Wis.; S. Olson, chief inspector, Music Vend Corp. of E. Ohio, Youngstown, O.; J. Toolan, development engineer, Seacoast Distributors, New York City; H. Von Husen, Mechanical foreman, Wertz Distributors, Richmond, Va.; E. Francis, phonograph foreman, Lake City Amusement Company, Cleveland, O.; J. Lesniewski, phonograph general foreman, Eastern Vending Sales Company, Baltimore, Md.; R. Petri, chief electrical engineer, Robinson

Distributing, Atlanta, Ga.; H. Schweigert, development engineer, Franco Distributing Company, Montgomery, Ala.; H. Mastney, chief engineer, S & M Sales Company, Memphis, Tenn.; F. Campen, credit manager, LaBeau Novelty Company, St. Paul, Minn.; F. Schulz, service field representative, Huey Distributing Company, Gretna, La.; A. Janacek, service manager, Phono-Vend of Texas, San Antonio, Tex.; J. Barabash, service field representative, Automatic Music Company, Tulsa, Okla.; Wayne Bradfield, advertising manager, Music & Television Corporation, Boston, Mass.; Kurt Kluever, assistant sales manager, Brilliant Music Company, Detroit, Mich.; E. Fritzlner, electrical foreman, H. Z. Vending & Sales Company, Omaha, Neb.; B. Pinon, electrical foreman, J. Rosenfeld Company, St. Louis, Mo.; H. Siefferle, engineer, S & K Distributing Company, Philadelphia, Pa.; B. Ravenscraft, technical electrical engineer, Flower City Amusement Company, Rochester, N. Y.; H. Wise, phonograph foreman, H. M. Branson Distributing Company, Louisville, Ky.; W. Haldeman, purchasing agent, Uni-Con Distributing Company, Kansas City, Mo.; and Les Rieck, sales manager, LeStourgeon Distributing Company, Charlotte, N.C.

## Mercury Ties ABC No. 2 For Bowling Lead

CHICAGO—Mercury Records this week tied the ABC #2 team for the lead in the bowling standings with only three weeks left in the bowling season.

Carl Latino of Oomens, Rene Gallet of Paschke, and Marino Perino are fighting it out for individual scoring honors.

The results this week were as follows:

ABC #2 scored two wins over Paschke led by Les Taylyor with a 459 series. Rene Gallet topped the men's scoring for the evening with 532.

Jim Nolan's 516 series led Mercury Records to a three game sweep over Gillette and enabled them to tie for first place. Marion Sipiora of Mercury scored 482 to lead the women for the night. Donald Baxter rolled a 459 for Gillette.

Oomens copped three games from Coven to move up to within one game of the lead. Carl Latino's 522 was high for Oomens and Frank Lantz led the Coven team with a 420.

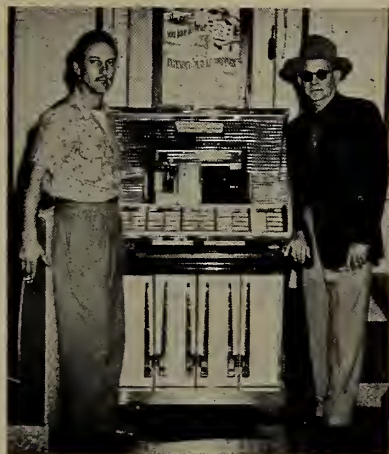
Decca Records took two games from B & B led by Tony Ignoffo's 494. Marino rolled 473 for B&B.

Melody Music lost two games to Star Music as Jerry Shuman and Tony Galgano scored a 516 and 507 respectively, for Star. Vic Jaccino, Jr. was high for Melody with 517.

Jim Wickman and Frank Mallak each had 460 series as Atlas took two games from ABC #1. Lenny Christensen led ABC with a 492.

Western Automatic rolled over Coral Records in two of their three games. Bill Nyland led the way with a 518 series. Eddie Walker's 487 topped the Coral scoring.

## First Memphis Op To Run Dime Play With EP's



MEMPHIS, TENN.—R. L. (Bob) Harbin, Sr., owner of Harbin Music Company, this city, advises that he is the first operator in the territory to start operating music machines at 10c, 3 for 25c, using the extended play records in at least 1/3 of the program selector.

"I think that by using at least 1/3 extended play records," said Harbin, "we can sell the public on 10c music, retain their good-will and also through this medium, it will make it easier for the locations to sell the public. I am a strong believer in anything new that will make us more money. I set the first 100 record Seeburg in the City of Memphis. And now I have set the first 10c music set-up in Memphis."

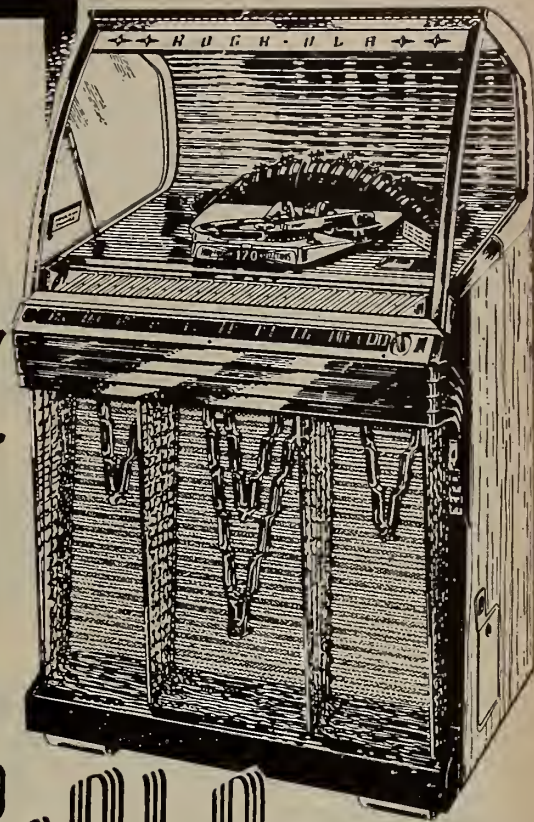
Pictured above is Bob Harbin (right) and Billy Harbin (left) with the machine he set at dime play at the Five Gables Restaurant.

*The Time is Now!*

to see the revolutionary all new MODEL 1448

ROCK-OLA

120 Selection PHONOGRAPH



On display in our showrooms today

**FRANCO DISTRIBUTING CO.**

24 NORTH PERRY ST., MONTGOMERY, ALA.

**H. M. BRANSON DISTRIBUTING CO.**

811 EAST BROADWAY, LOUISVILLE, KY.

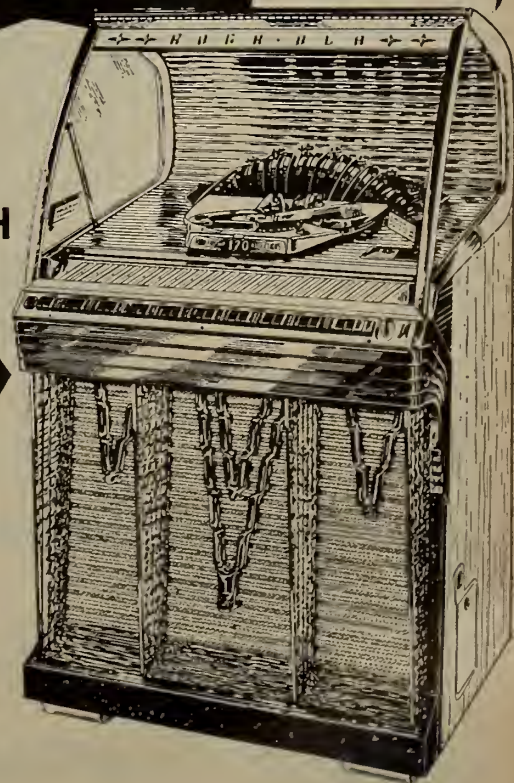
*proudly presents the new*

ROCK-OLA

Model 1448

HI-FIDELITY 120 Selection PHONOGRAPH

Visit our showrooms and see the phonograph that's destined to become the PACEMAKER of the Industry.





Only GENCO'S

# WILD WEST GALLERY

HAS THESE NEW FEATURES!

**NEW!**  
**CRISS-CROSS MATCH**  
with  
**HOLD-OVER FEATURE**

**NEW!**  
**SIMPLIFIED TIME BONUS**

**NEW!**  
**MORE and NEW TYPES OF ACTION**

**NEW!**  
**SCORES IN 1000's**

Available in **REGULAR** or **MATCH**



# GENCO

**MFG. & SALES CO.**  
2621 N. Ashland Avenue  
Chicago 14, Illinois

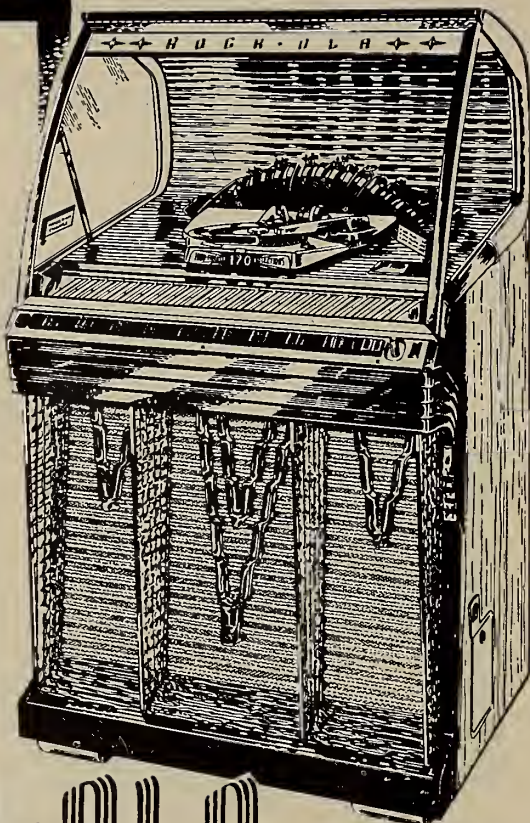
*the Time is now!*

to see the revolutionary all new

**MODEL 1448**

# ROCK-OLA

**120 Selection PHONOGRAPH**



On display in our showrooms today

## S & K DISTRIBUTING CO.

808 NORTH BROAD ST., PHILADELPHIA, PA.

THRU THE COIN CHUTE



## NEW ENGLAND NIBBLES

Coin biz slowed along the row this week with the Patriot's Day celebration Tues. (19). . . . Many ops and distribs took in the marathon race, annual highlight of the celeb. . . . More than 3,000 posters for the cerebral palsy drive have now been pledged by members of the Music Operators Association of Massachusetts and they will be placed on the machines last week in this month readying for the month-long campaign in May. . . . Outdoor season got off to a fast start this season and outlook for guns and bowlers in arcades and for kiddie rides in parks and fun spots is biggest yet. . . . Demand for new equipment for outdoor locations keeping Si Redd and Bob Jones, sales mgr., Redd Distrib; Ed Ravreby, World Fair and Associated Amusements; Dave Bond and Irwin Margold, gen. mgr., Trimount, exceptionally busy. . . . Extended play records sales soaring according to reports by Jerry Flatto, Boston Record Distrib; and Dick Mitchell, Dick's Record Co.; Johnny Maddox, whose "Crazy Otto" has been going like crazy in the Hub as well as other parts of the country, packing them in at Totem Pole, Norumbega Park, in two nighter (22-23), with practically all of the Beantown record fraternity in attendance. . . . Mariners, doing a Hub shot coinciding with the Godfrey firing. . . . Dropping in on the record distribs this week were some visiting celebs including Mellolarks plugging their Epic label "Whatever Lola Wants," Bill Kenny, "We Three," Label X; Shannon Sisters, "Guilty Shadows," Label X; and Frankie Lester, "Coquette," Label X.

Reports from distribs here for the first four months of 1955 indicate that it will be the biggest year in history for the coin machines biz. From music machines to guns, bowlers and pins reports are the same. Increased demand, opening of new locations, and a concerted move by ops to replace old equipment. For kiddie rides the third season of their appearance on the New England scene promises greater potential than anticipated. The rides are now standard equipment in most fun spots in the territory and the moppet trade, which comes up with a new batch of customers each year, has taken them to its collective bosom with great enthusiasm. . . . Irving Shapiro, who has one of the biggest kiddie ride parks in New England on the Newburyport Turnpike, says the repeat biz is terrific and it is the first real competish the merry-go-rounds have ever had.

Members of the Music Operators Association feeling very elated this chapter after being lauded by Governor Christian A. Herter for their splendid contribution to the community in the program they have undertaken for the cerebral palsy drive. Dave Baker, treasurer, of the org working like a beaver to tie all the ends of the promotion into a complete package to insure its success. More machines from distribs going out in public locations to play for the c.p. drive. Picture of juke boxes in Mass. on May 2 with practically every machine adorned with a giant size poster headed "Music helps 'Johnny' fight Cerebral Palsy" will be the biggest "first" in the history of the music machine biz in N.E. More than 10,000 tents, bearing the same message as the poster contain, have been distributed to ops for placement on tables in wall box locations. Phil Swartz, Winrox, chairman of the music operators' finance committee on the c.p. drive, has also worked out a gimmick aided by Dave Baker, Melo-Tone Music, in which the Cigarette Venders Association, are tying up with the c.p. drive. Conversion of music machines to the dime has gone along at an astonishing rate. Fully 95% in Mass. now is latest report from James Geracos, prexy of the org. Dime play is mushrooming thru the N. E. states and it is anticipated that the region will be 100% on the dime long before the end of '55. A top syndicated columnist reported last week that the 10c play would be in for the entire country by Dec. 31. Looks like N. E. will make it long before.

Irwin Margold is taking Mrs. Muriel Barnes, state deputy commissioner of insurance, and public relations chairman of the Cerebral Palsy drive, on a tour of the music machine industry. The dynamic Mrs. Barnes was a guest speaker at a dinner session of the music ops and said she was "fascinated by" but knew "little about" the "music box" business. . . . Dave Bond, prexy Trimount (Seeburg); and Si Redd, prexy Redd Distributing; are contributing door prizes for the Fontanna of Rome style show coming up for the cerebral palsy drive. . . . Louis Blatt, Atlas Distrib (AMI) back from Florida with a beautiful tan. Says AMI color-engineered units are really intriguing the summer hotel ops in the N. E. vacation land spots. . . . Norumbega Park arcade putting in new equipment for the outdoor season with guns and bowlers getting the nod. . . . Same story at Revere, Nantasket, Salisbury and Hampton Beach, N. H. where guns are bustin' out all over. . . . Bigger play on the new guns resulting in more coin for ops and locations prime factor in big demand picture. . . . Department stores, five and dimes, variety stores and department stores putting kiddie rides out on the sidewalk as sunny weather and advanced spots of summer put the shopping crowds and their small prototypes in a festive spending mood. . . . Trimount showrooms looking springlike with new games and guns. . . . Attractively placed were Chicago Coin's shuffle games and Genco's "Wild West." . . . Marian Sutcliffe, secretary Mass. Music Operators Assn., on Bermuda cruise. . . . Ralph Ridgeway, prexy Western Mass. Music Operators Guild, reports dime play going big guns in his territory. . . . Deejays did their share via the airwaves to make 10c play a success in the Hub area.

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



**ACTION! SUSPENSE! THRILLS!...**

# chicago coin's HOLLYWOOD BOWLER

**NEW** Flashing "HOLLYWOOD BEAUTIES" Animate Back Glass To Indicate Additional Scoring Points!

**NEW** Playboard (Feather Touch) "Power Lift"

**NEW** Larger Than Ever GIANT SIZE Scoring Features!

**NEW** Additional Multiple Score Adjustment Features!

**PLUS!** Original Flash-O-Matic Scoring!

National "Slug Rejector" Coin Chute!

Individual Player Point Scoring System!

**1725 W. DIVERSEY BLVD. • CHICAGO 14**

**Features Galore . . .**  
chicago coin's  
**CRISS-CROSS TARGET**  
100% Skill-Type Game

**chicago coin MACHINE COMPANY**

## New Rock-Ola Phonos Leaving Factory For Delivery To Distribs



CHICAGO—Preparing for International Rock-Ola Days, April 24 and 25, at which time all the firm's distributors will be showing the new model "1448," 120-selection, hi-fidelity phonograph to operators, a continuous line of trucks and rail cars were in and out of the Rock-Ola yards (as shown above).

The Rock-Ola firm modernized its factory entrance (pictured to the left) with new door and entrance way to harmonize with the sleek modern lines of the new phonograph.

Les Rieck, sales manager, advises that reports reaching his desk at this early date indicate the shipping platform will continue busy for an indefi-

## THE PERFECT SUMMER CONCESSION

Scientific's

## BING-O-RENO

Your annuity for the next 20 years. Install a battery of BING-O-RENOS. Wonderful for amusement parks, beaches, boardwalks, drive-ins and all outdoor spots!

**SCIENTIFIC MACHINE CORP.**

79 Clifton Place, Brooklyn 38, N. Y.

Tels. NEvins 8-2115-2116-2809



## Memphis Goes 10c

MEMPHIS, TENN.—Music operators in this area are switching over to dime play, using extended play records in their machines.

Several meetings of the operators in the city have been held, the first at Sammons-Pennington Company, local Seeburg distributors. Other meetings are being held at the distributors for other music machines.

"Dime play with extended play records is taking hold in the south from New Orleans to Memphis," reported one of the factory representatives, "and operators here will extend it to other areas in the state once Memphis is taken care of."

nite period. "Judging from early reports" he stated, "the Rock-Ola Manufacturing Corporation will have to enlarge its factory to meet the demand for this sensational new model phonograph."

## NOW DELIVERING

THE **BEST** in . . .

GAMES and MUSIC

AMI Model "F" PHONO

**Bally** BLUE RIBBON Bowler

For Good Buys In Used Machines, Write:

**RUNYON SALES COMPANY**

Factory Representatives for:

AMI, Inc., Bally Manufacturing Co., J. H. Keeney & Co., Permo, Inc.

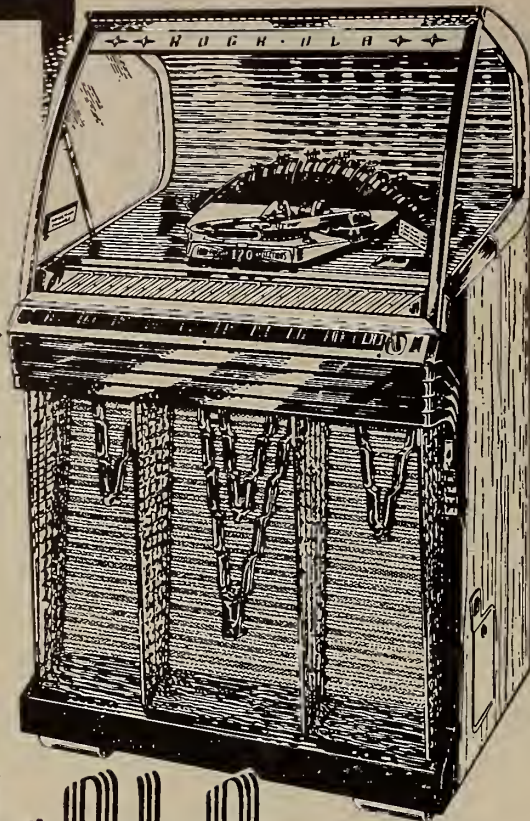
593 10th Ave., New York 18, N. Y., LO 4-1880  
221 Frelinghuysen Ave., Newark 8, N. J., BI 3-8777  
231 Windsor St., Hartford, Conn., JA 7-4470



*The Time is Now!*

to see the revolutionary all new MODEL 1448

**ROCK-OLA** 120 Selection PHONOGRAPH



On display in our showrooms today

**SEACOAST DISTRIBUTORS, Inc.**

1200 NORTH AVENUE  
ELIZABETH, N. J.

594 TENTH AVENUE  
NEW YORK, N. Y.

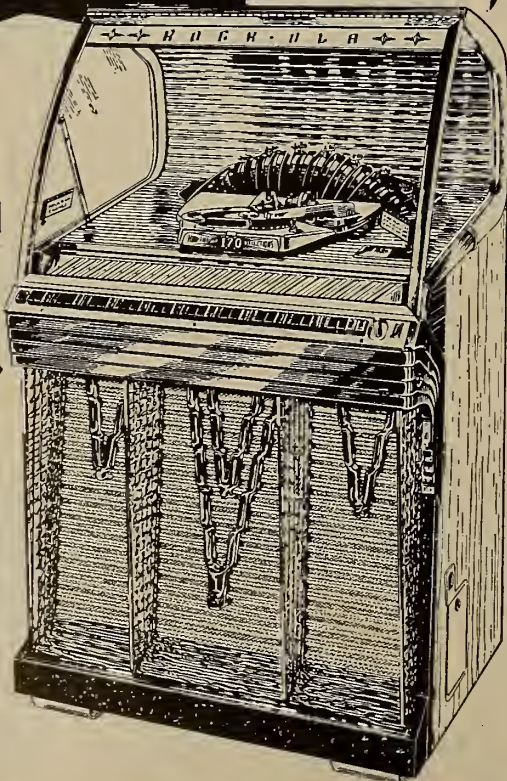
**LA BEAU NOVELTY SALES CO.**

1946 UNIVERSITY AVE., ST. PAUL 4, MINN.

*proudly presents the new*

**ROCK-OLA** Model 1448

HI-FIDELITY  
120 Selection  
PHONOGRAPH



Visit our showrooms and see the phonograph that's destined to become the PACEMAKER of the Industry.

**THRU THE COIN CHUTE**  
**EASTERN FLASHES**

All coinrow was talking about the appearance of Sidney Levine and his associate, Joseph Godman, on the Steve Allen TV program Monday night, April 18. Sid and Joe spoke in opposition to the proposed ASCAP legislation now in the sub-committee of the judiciary in both the House and Senate. Opposing these lawyers of the coin machine industry were John Schulman, attorney for ASCAP and Arthur Schwartz, song writer. Altho limited to a short talk, Levine was successful in pointing out the arguments of the music machine industry, and from our point of view, seemed to impress the studio audience with his arguments more so than did the proponents of the copyright bills. The program, we understand, reaches an audience thruout the eastern states as far as Chicago.

The name of J. (Jack) Cameron Gordon, Seeburg's regional representative, was inadvertently omitted from the list of the Executive Committee working on the UJA-Joe Young Testimonial Dinner scheduled for June 15. . . . Reporting on the progress being made on the Fourth Annual Banquet being held by the Westchester Operators Guild on Tuesday night, May 10, at the New Parkway Casino, Seymour Pollak says: "Reservations have been coming in so fast it really is amazing. Our advertising journal will be much larger than previous years. In past affairs we have had to limit the attendance to 400 persons, but the New Parkway Casino can accommodate 700, and we expect a crowd of not less than 500. Top recording artists have promised to be on hand. A new orchestra and a new MC have been engaged, and the meal, mark my word, will be second to none." . . . Charlie Wertheimer, Boston's arcade owner, in town getting ready for the new season. Charlie tells how he entertained his 5 year old grandson during Easter week. When the time came for the boy to go home, neither he nor Charlie wanted to part. . . . Mike Munves busier than ever, if that's possible. Mike tells us arcade men are buying new equipment for the most part. . . . Sam Bushnell, vice president of Conditional Sales Credit Corp., visiting on coinrow. . . . Johnny Fuller, Universal Vendors, Albany, N. Y., visits Barney (Shugy) Sugerman at Runyon Sales.

"Senator" Al Bodkin working hard on securing donations for UJA. The "Sen" shows us a batch of pledges he's already secured. . . . Al Schlesinger, resigns from MOA as special representative, and takes on the job as managing director for the newly reorganized and reactivated National Coin Machine Distributors Assn. Al came into New York from Florida this Monday, April 18, and leaves Monday, April 25, for Chicago where he will set up offices. . . . Chuck Burgess, AMI vice president, director of marketing in town for a few days, and makes the rounds of distribs in this area with Jack Mitnick, eastern regional representative. Jack back home after attending the meet in Boston last Thursday on cerebral palsy. . . . Jack Parr and wife, op from East Orange, N. J., visiting distribs. . . . Etta Brodsky, Young Distributing, back from her vacation in Miami Beach. Joe Young and Abe Lipsky, by the way, arranged for the shot of the Wurlitzer 1800 which appeared in the Milton Berle show, Tuesday. . . . Dave Lowy, MJL Operating Corp., now busy converting shuffles. . . . Dave Stern and Bob Slifer, Seacoast Distributing, making last minute arrangements for the showing of the new Rock-Ola model "1448" phono during International Rock-Ola days, Sunday and Monday, Apr. 24 and 25. Seacoast showed the phono to New Jersey ops during the banquet held by the Music Guild of N. J. last Sunday. . . . More and more demand for phonos for resort areas, reports Harry and Hymie Koepfel, Koepfel Distributing. But for the better and later models, they say. . . . Murray Kaye, Atlantic-New York Corp., Seeburg distribs, shows us a batch of orders for reconditioned music machines from a dozen different firms in Europe and South America. . . . Gertrude Browne, Beacon N. Y. op, visits along coinrow, and talk is all about the forthcoming banquet being held by the New York State Operators Assn. on June 9 at the Concord Hotel in the Catskill Mountains. Many out-of-town and New York coinmen already planning to make it a week-end. . . . Received a post-card from our friend, Humbert Betti, Union City, N. J., op, who is spending a number of months in Italy.

**THRU THE COIN CHUTE**  
**UPPER MIDWEST MUSINGS**

Andrew Markfelder of Staples, Minn., was in town, bright and early in order to get all his shopping done. . . . Vinc Jorgenson of Mason City, Iowa is driving a new Mercury, hard top convertible. Vinc spent a day in the Twin Cities shopping around for equipment for some route changes which are coming up on his route. . . . Johnny Johnson, Staples Novelty Company, of Staples, Minn., made the trip into the Twin Cities to pick up some records and some parts for his games. . . . F. W. (Stubb) Schoefer of Valley City, N. D., spent a few hours in the Twin Cities. . . . Bud Knudsen of Fargo, N. D., was seen shopping around for games and also picking up some records for his route. . . . Fran Befera, Delmo Novelty Company of Hibbing, Minn., flew into Minneapolis and after shopping around for a few hours drove back with a friend in a new Pontiac. . . . A father and son team, Leo and Jim De Mars of Ashland, Wis., made the trip into the Twin Cities to do some shopping, and they brought their trailer along to haul some machines back with them. . . . Joe Blenker of Junction City, Wis., appeared on the Twin Cities scene for the first time in many a moon. . . . Recent visitors to the Twin Cities were Charles Sersen of St. Cloud, Minn.; Pete Lennes of Bemidji, Minn.; Fred Kovanen of Moose Lake, Minn.; Harry Galep of Menomonie, Wis.; Frank Mager of Grand Rapids, Minn.; Lyle Hartin of Albert Lea, Minn.; Jerry Hardwig of St. Cloud, Minn.; Jack Weisbrod of La Crosse, Wis.; and Jim Stansfield of Winona, Minn.



# THRU THE COIN CHUTE

## CHICAGO CHATTER

It was a very busy week for everyone 'round Our Town. New games beginning to pop with greater regularity, as the warming weather warms the players, and action gets speedier than ever. In the meantime, according to many, the way this second quarter has started looks like there is better business ahead for one and all. . . . Many coinmen in town to attend the big premium show at Navy Pier. This is a glittering parade of over 300 booths of merchandise of all kinds. It's a long and foot tiring journey but, more than worthwhile, to get a good look at all the attractive new merchandise. . . . Everyone much upset at the news that Bill O'Donnell rushed to St. Luke's Hospital this past week suffering from a sudden attack. As yet none know what's what but all hoping that it will prove of very, very short duration and not serious. . . . Joe Abraham of Lake City Amusement, Cleveland, in town with his chief mechanic, Eddie Miles, and over to the Rock-Ola factory to carefully check into new model "1448". . . . Tom Callaghan back at his Bally desk from an extended visit to his favorite Puerto Rico. He also spent some time in Florida before his return here.

Juke box ops happy over unanimous election of Phil Levin as President of Recorded Music Service Association. There wasn't a single dissenting vote. Phil was very close friends with late Ray Cunliffe and was Secretary of the organization. All agree he's the best man for this post. Earl Kies, Dan Gaines, Carl Green, Roy Blomquist along with Andy Oomens, Julius Groner, Louis Arpaia and Leonard Miska were the others elected to offices and to Board of Directors. . . . Len Micon, Al Stern, Joel Stern and Fred Skor all worked like beavers to get set for their Rock-Ola showing of the new model "1448". Dashed all over town to find outstanding recording artists to meet the music ops, their wives and families. . . . Congrats again this month to Herb Jones for his newest edition of "Bally-Who". Pics are always interesting. Illustration and description of jump-out holes on Bally "Gayety" very easily understandable by anyone. . . . Just in case you'd like to know, the Tax Foundation reports that tax load this year for every single person in U. S. A. (per capita) will be \$537. In 1940 it was only \$109 per capita. (And you talk about dime play!)

Caught Paul Huebsch just as he was leaving the Keeney plant with Billy Coan for a trip to Wisconsin where another big deal for the "Keeney DeLuxe Coffee Vendor" pending. Paul advised that Bill Bo'les busier than the proverbial one-armed paper hanger in New England. Jim Keegan, he reports, is in Virginia and V. N. Albritten down in Chattanooga. "In short", Paul quipped, "everyone busier than everything". . . . Jack Nelson busy showing at one of the big conventions here so Art Garvey takes over at the Bally factory. Art on phones all day long this past week. . . . Hy Branson and Gil Brawner in town to visit around. Spent some time at Rock-Ola factory to get better acquainted with new model. . . . Ben Sterling, Jr. of Moosic, Pa. sends in pic where he is autographing the cast on one of the Chordettes. . . . From all advance information looks like the big Chgo Automatic Phono Bowling League windup banquet at Algauer's on Satty nite, May 21, already a complete sellout. . . . Frank Mencuri working out many new plans at Exhibit and comes up with the statement, "We'll have some great news for you this week". Ed Hall nods his head in approval, but won't tell.

Hear that Mr. and Mrs. Dave Franco of Montgomery, Ala. off on an extended tour of Europe. . . . Art Weinand a busy sales manager as the firm starts shipping its new 4-player, "Race The Clock", and the "Sidewalk Engineer", both at one and the same time. "And", says Art, "now I gotta find a way to satisfy everyone everywhere and in the speediest way. Demand's overwhelming", he groans. . . . In addition to announcing that Chicago Coin will have a new baseball game, "Big League", this week. Ed Levin also reported that phone calls from Hank Tronick and Phil Robinson who were at the "Hollywood Bowler" showing at Minthorne's in L.A., to the effect that they could use a trainload—but quick. And, Ed reports, the same from Phil Moss from Omaha, Harold Lieberman from Minneapolis and also from George Wrenn, Chi-Coin's rep from Texas, where Abe Sussman in Dallas, Louie Jamail in San Antonio and Wallace in Amarillo and many others down Texasway doing a big selling job. "But", Ed butts, "did you see what happened here in Chicago at First? Wally Finke and Joe Kline sold a carload before their showing was even two hours old".

With Dave Gottlieb visiting in Texas, Nate, Alvin and Sol Gottlieb had the pleasure of announcing they were shipping the first baseball pinball of the season, "Sluggin' Champ." This new game also features the "New Look" cab which clicked better than 8 to 1 over the regular cabinet. . . . Those ops who joined into The Cash Box' original "A DAY OF DIMES FOR THE 'MARCH OF DIMES'" can now take time out to pat themselves on the back since Dr. Jonas E. Salk's great vaccine polio preventative came into official being. . . . Nice note from Ted Bush of Miami who advises he acted as our messenger boy on a trip to Havana the other week. . . . Thanks a million-billion for all your very nice compliments regarding the "Chicago Directory" booklet. But, keep your eyes peeled, we've got another idea on the way out that'll make you sit right up and applaud out loud. . . . Ben Coven dining at the Covenant Club with a boyhood chum from 'way back in grammar school days and both guys buzzing away reminiscing about thisa and thata and all the pigtailed they stuck into ink wells. . . . Robert Z. (Bobby) Greene elected Chairman of the executive committee of Automatic Canteen. Aruthr Gluck, also formerly of Rowe, named to the Board of Directors. Nat Leverone continues on as Chairman of the Board.

Gil Kitt, Joe Robbins and Jerry Bremner telling one and all about the terrific sales they are enjoying with United's "Clipper" and "Venus". "We just can't get enough to satisfy the demand", is the way the trio put it. Business at Empire great, they advise. . . . Vince Shay points to the empty showroom floor at All-States and says, "Talk about business being great". . . . Herb Oettinger in Washington on business ran smackdab into Harry Rosenberg of Double-U Sales. . . . Al Gregg of United's engineering staff just conducted a very successful 'United Service School' in Philadelphia. "Everyone was present", Al elatedly reported to Bill DeSelm. And Bill busier than ever trying very hard to meet the demand for their 'Manhattan', 'Clipper' and 'Venus'. "All three keeping us busier than ever in our history", he chortled. . . . Suggested reading for all music operators: Jim Mangan's article, "What About YOUR Letter?" Jim really opens up in this one with plenty of the old fiery Mangan punch.

*It's here!*

... the all new

# ROCK-OLA

120 Selection  
HI-FIDELITY  
Phonograph

Visit Our Showrooms and See It Now!

"acclaimed 'round the world"

Model 1448

**WORLD WIDE DISTRIBUTORS, Inc.**  
2330 N. WESTERN AVE., CHICAGO 47, ILL.      EVerglade 4-2300

## IMMEDIATE DELIVERY! UNITED'S "CLIPPER"

*We Need United Shuffle Alleys*

- Banner • Ace • Imperial •
- Leader • Chief • Olympic •
- League • Clover • **WRITE!**

**WIRE! PHONE US TODAY!!**

**Empire** COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

## CHICAGO CHATTER (Cont.)

Congrats to Milt Cole of Cincinnati for a very fine idea for music operators to step up their intake. Milt has spent much time working this out and, what's more, proving it can do the job. . . . Just received a very marvelous premium catalog from First Distributors who are now located at 4135 West Armistage. . . . Irv Ovitz reminiscingly stated, "It's no longer possible to call the amusement business an 'infant industry'". . . . Monte West of Purveyor tells us that, "It seems all the operators are reading The Cash Box and, especially", he emphasized, "using 'The Cash Box Price Lists' for buying, trading and selling." . . . Clay Nemeroff attributes the pickup in biz to the warming weather.

**HAPPY BIRTHDAY THIS WEEK TO:** A. W. Witalis, Cleveland, O. . . . Al Siegel, Toronto, Canada. . . . Lowell E. Matthews, Nashville, Tenn. . . . Sherman E. Pate, Chicago, Ill. . . . John R. Pieters, Kalamazoo, Mich. . . . Dale Ryner, St. Louis, Mo. . . . Herbert E. Wedewen, Cleveland, O. . . . J. D. Farris, Sr., Vicksburg, Miss. . . . Albert C. Bassan, Wellsville, N. Y.

After Tho't: The only fast buck around these days is a speedy Indian.



## CLASSIFIED ADVERTISING SECTION

## WANT

WANT—Big Times \$475; Surf Clubs \$260; Yacht Clubs \$110; Genco Bingo Rolls \$60. Also Want Genco Wild West Guns. State condition of equipment first letter. LEWIS AND FOLLETT MUSIC CO., 180 SOUTH HOWARD ST., SPOKANE, WASH. Tel.: MADison 8585.

WANT—Distressed merchandise for return privileges. Purple label Capitols, Columbias, Coral, Decca, Victor, Mercury, King—78's and 45's—also L.P.'s. Please quote prices, we pay freight. C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y.

WANT—Seeburg 100 selection Hideaways; Phonographs; Wall Boxes; Steppers. AMI 120 and 80 selection Hideaways; Phonographs; Wall Boxes, Steppers. Wurlitzer 104 selection Hideaways; Phonographs; Wall Boxes; Steppers. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN. Tel.: 2648.

WANT—For Resale, new or used American, National 12 ft. Bank boards; 22 ft. Shuffleboards; late model Bingo's; 100 Selection Seeburgs; Lee's Musical Merry-Go-Round. Quote quantity, condition and your best price in first letter. STANLEY DISTRIBUTING CO., 1523 BROADWAY, TACOMA, WASH. Tel.: Hillside 5110.

WANT—Varieties. TOLEDO COIN MACHINE EXCHANGE CO., 814-816 SUMMIT STREET, TOLEDO, OHIO. Tel.: ADams 8624.

WANT—Any quantity of United or Bally Bingo Games for resale, late or early models. Also Seeburg A's or C's. List quantity available and prices. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIF. Tel.: Market 3967.

WANT—Phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNION 1-7500.

WANT—At Once, Mechanic. Must be thoroughly experienced in juke boxes and pinballs. Steady work, Top Salary. Send reference and qualifications first letter. Positively no drinking whatsoever. ABC MUSIC SERVICE, P. O. BOX #531, CRESCENT CITY, CALIF. Tel.: 1821.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

WANT—Mills Panorams—any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH. Tel.: GARfield 3585.

WANT—Bingos, late model Shuffle Alleys. For Re-sale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-510.

WANT—Frolics, Rodeo, Circus, and Showboats, Seeburgs, Model BL's C's. FOR SALE—10 3-4-5's. Make offer. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CALIF.

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

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

WANT—Tubes: 2051; 2050; 70L7; 2A4, 2A3, 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay \$40 a hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Bromos, fortunes, Pocket Books, cigarettes 25 2c each, aspirin at 5c each, single band-aids, newspapers. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.

WANT—Northwestern 49's; Challengers; Pike's Peak; Kicker's and Catchers; Weight Scales or any other penny games or equipment in Canada for resale. Will pay top prices in any quantity. Write, phone or wire. MOCHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: LO 4722.

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

## CLASSIFIED ADVERTISING SECTION

WANT—To Buy. We will pay \$25 each for: Packard Out Of The World Speakers. Advise: BIRMINGHAM VENDING CO., 540 SECOND AVE., NO., BIRMINGHAM, ALA. Tel.: 54-7526.

WANT — To Buy For Cash. Bally Bingos. We will give \$460 on Big Times; \$380 on Varieties; \$250 on Surf Clubs. Also interested in other Bally Bingo Games. T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 8751.

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

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

WANT—Late model phonos. Preferably Seeburg 100's. Will pick up within 300 miles. Write, wire, phone: KOEPPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-8939.

WANT—All late model Seeburg M-100's, B's, C's and Hi-Fi's. Will pick up within 300 miles. NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, L. I., N. Y. Tel.: FRReport 8-6770.

WANT—Bingos for resale. Any quantity, Beach Clubs or newer games. Rush list and prices. HEATH SALES CO., 506 BROADWAY, MACON, GA. Tel.: 5-6565.

WANT—For Export. Quantities of the following models: Seeburg M100A; Wurlitzer 1100 and 1250. Telephone collect. DAVIS DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N. Y. Tel.: SYracuse 75-5194.

## FOR SALE

FOR SALE—Route, \$35,000. Resort area in Catskills in Lower New York State. WRITE: CASH BOX, BOX 342, NEW YORK.

FOR SALE — "Wurlitzer Phonographs." 1500's—\$395; 1400's—\$325; 1250's—\$175; 1100's—\$150; 1015's—\$50. O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN, RICHMOND 20, VA., Tel.: 84-3264.

FOR SALE — "Sock-the-Ock" will change "Shoot-the-Bear" into a colorful, smooth performing money maker. A proven kit in a complete package—While they last—\$21.00 each. 100 SERVICE CO., 2638 OLIVE STREET, ST. LOUIS 3, MO. Tel.: Jefferson 1-6531.

FOR SALE—This equipment is in good working order just off location. Will sell for Cash Box Low: 1 each: Bally Palm Springs; Bally Coney Island; Bally Spot Lite; Exhibit Dale Gun; Seeburg Shoot the Bear Gun; United Steeple Chase. Make us an offer for the following equipment: 1 Genco Mercury; 1 Chicago Coin Pin Bowler; 3 Turf Kings; 2 Champions; 3 Citations; 1 Jockey Special; 1 Chicago Coin Play Ball; 1 Chicago Coin Hockey; 1 H. C. Evans Skill Bowler; 1 Genco Play Ball; 3 Silver King 1c Target Guns; 1 Exhibit 1c Picture Card with stand. 150 Silver King 1c Gumball Machines that can be converted to 5c vendors. TRI-STATE AMUSEMENT CO., 149 18th STREET, REAR, WHEELING, W. VA. Tel.: Wheeling 649.

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Combinations, Coin Changers, Coin Wrappers, Parts and Supplies. We carry a complete line of these products. GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: ARmitage 6-0780.

FOR SALE—Late music Wurlitzer 1500A \$495; Wurlitzer 1500 \$375; 1400 \$325; 1100 \$135; 1015 \$95. World's largest distributor of Kiddie Rides. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON 34, MASS. Tel.: ALgonquin 4-4040.

FOR SALE — Refinished and completely overhauled and ready for location. Classics \$159.50; Clovers \$134.50; United 10th Frame Star \$99.50; Banner's \$389.50; Night Fighter \$159.50; Sky Gunner \$125.00; Genco Rifle Gallery \$299.50; Exhibit Shooting Gallery \$259.50; Telequiz \$99.00 incl. film. ALLIED DISTRIBUTING COMPANY, 786 MILWAUKEE AVE., CHICAGO 22, ILLINOIS. Tel.: CANal 6-0293.

FOR SALE—Records!!! 5c over wholesale, any label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records new unused only. RAYMAR SALES CO., 170-21 JAMAICA AVENUE, JAMAICA 32, N. Y. Tel.: OLYmpic 8-4012, 4013.

FOR SALE—Dude Ranches \$265; Atlantic City's \$90; Spot Lites \$50; 5-10-25 Seeburg Boxes \$15; 3020 Boxes \$12; 219 Steppers \$12; AMI Steppers \$15; 5 Player United Shuffle Alley \$55. Following Games \$35 each: Maryland, Champion, Freshie, Tri Score, Three Feathers, St. Louis, Hot Rod, Majors. All Equipment Cleaned and Checked. H. & H. MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL. Tel.: 4-6703.

FOR SALE — Hi-Speed Super Fast shuffle board wax. 24 one-pound cans per case \$8.50 f. o. b. Dallas, Texas. Sold on money back guarantee. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

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



## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Beach Club \$200; Palm Springs \$275; Surf Club \$310; Dude Ranch \$260; Atlantic City \$85; Daffy Derby \$225; C. C. Super Home Run Baseball \$195; Seeburg Bear Gun \$100. GENERAL DISTRIBUTING CO., 1609 ORLEANS AVE., NEW ORLEANS, LA. Tel.: Tulane 6729.

**FOR SALE**—Handicap, shuffle alley tournament — blackboard, posters, rules. Tremendous income increases. Price \$4.00 each complete; Marlin 12 gauge 3-shot repeater \$22.50. WEST SIDE DISTRIBUTING CORP., 612 TENTH AVE., NEW YORK 18, N. Y.

**FOR SALE**—Williams Super Jet, New, \$379.50; Genco Skee Ball, 9 x 12 ft., New, \$175; Genco Basketball, New, \$299.50; Genco Sky Gunner, New, \$199.50; Chicago Coin Home Run, New, \$249.50; Bert Lane Merry-Go-Round, New, \$695; Used, \$495; Seeburg Bear Gun, Used, \$129.50; Genco Shuffle Pool, Used, \$125; Bally Rocket Ship, Used, \$395; Chicago Coin Jet Ride, Used, \$395. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Tel.: 9-8632 or 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.

**FOR SALE**—Finest Bowlers: Factory reconditioned — returnable 7th day for full refund. Clover \$130; Classic \$145; Imperial \$220; Jet \$390; Team \$275; Coney Island Bingo \$60; Genco 400 with latest improvements \$60. 1/3 deposit. W. E. KEENEY MFG. CO., 5229 S. KEDZIE AVE., CHICAGO 32, ILL. Tel.: HEMlock 4-3844.

**FOR SALE**—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

**FOR SALE**—1 Williams Quarterback \$35; 1 Williams Star Series \$79.50; 1 Chicago Coin Goalee \$95; 2 Exhibit Sixshooter \$125 each; 2 Silver Bullets \$95 each; 1 Shoot the Spook \$125; 1 Exhibit Jet Gun \$125; 1 Genco 2 Play Basketball \$325. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE, IND. Tel.: 3-4508.

**FOR SALE**—50 like new 5c Acorn Charm Vendors \$9.50 each; 100 brand new 5c Acorn Capsule Vendors \$12.50 each; 25 brand new 5c Northwestern Capsule Vendors \$12.50 each. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029-35 PROSPECT AVE., CLEVELAND, OHIO. Tel.: TOWER 1-6715.

**FOR SALE**—Bally Beauties, Atlantic Cities, Beach Clubs. Dude Ranches, Palm Springs and HI-FI's, perfect condition, priced at or near lowest levels. Seeburg, AMI, Rockola and Evans Music, 78 and 45 RPM. GORDON STOUT CO., 125 N. MONTOE, PIERRE, S. D. Tel.: 4097.

**FOR SALE**—United Fifth Ave. \$275; United Empire \$210; United Empire converted to Fifth Ave. \$235; Williams Major League \$195; Williams Special DeLuxe Baseball \$125; Williams DeLuxe Baseball \$99. AMERICAN VENDING CO., 2684 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel.: DEwey 2-9602.

**FOR SALE**—Going Phonograph Route in the heart of Central Louisiana. For particulars write: C & N AMUSEMENT COMPANY, BOX 668, or call: 3504, WINNFIELD, LOUISIANA.

**FOR SALE**—Seeburg M100A \$335; Rock-Ola 1436, 120 selection, 78 rpm, \$375; Model 5204 Wurlitzer 104 selection Wall Boxes, \$30 each; Model 252 Wurlitzer 104 selection Stepper, \$20 each. WERTZ MUSIC SUPPLY CO., 1013 E. CARY ST., RICHMOND, VA. Tel.: 7-3021.

**FOR SALE**—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shopped, or as it. Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: REgent 6-3691.

**FOR SALE**—Special. Bally Varieties, like new \$435; 5 or more, \$425 each. Ice Frolics \$259.50; Beach Clubs \$225; Sunshine Parks \$95; United Nevadas \$219.50; Singapores \$319.50; Williams Lulu \$170; Pennant Baseball \$145; Gottlieb Super Jumbos \$305. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: CAnal 8318.

**FOR SALE**—AMI 5-10 wall boxes; Wurlitzer 48-selection wallboxes; 219 steppers. COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA. Tel.: FO 5-3456.

**FOR SALE**—Jalopy \$57.50; Yacht Club \$139.50; Spark Plug \$60; United DeLuxe \$39.50; Star Series \$65; B. Space Ship \$425. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel.: HENDERSON 1-7577.

**FOR SALE**—Attention export buyers —25 100A Seeburgs reconditioned and crated for immediate shipment. \$365 each; F.O.B New York City. Wire deposit immediately. Will ship any quantity. SHELDON SALES, INC., 881 MAIN ST., BUFFALO 3, N. Y. Tel.: LINcoln 9106.

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

**FOR SALE**—We will sell or trade all types cigarette machines (thoroughly reconditioned) Colsnac and Vendo Ice Cream Machines and Automatic Popcorn Shoppers for late model juke boxes. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVENUE, SHREVEPORT, LA.

**FOR SALE**—Thoroughly Reconditioned 18 foot Rock-Ola Shuffleboards \$149.50; 10 Player \$125.00; United Olympic \$135.00; Cascade \$115.00; Genco Shooting Gallery \$295.00; Bingo Games, send your name for free mailing list. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. Tel.: JUNiper 8-1814.

## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Red Hot Values. Variety \$415; Surf Club \$300; Hi-Fi \$285; Ice Frolics \$260; Palm Springs \$260; Dude Ranch \$235; Beauty \$160; Beach Club \$200; Yacht Club \$125; Havana \$190; Rio \$180; Lazy Q \$100; Daisy Mae \$175; Globe Trotter \$65; Hong Kong \$60; Daffy Derby \$175; Spark Plug \$60. All machines are guaranteed, fast delivery. One-third deposit required with orders. CROWN NOVELTY CO., INC., 920 HOWARD AVENUE, NEW ORLEANS, LA. Tel.: CAnal 7137.

**FOR SALE**—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog. MIKE MUNVES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-8628.

**FOR SALE**—Genco Shuffle Pool \$110; AMI D-40 \$345; AMI D-80 Chrome \$445; AMI E-120 \$645; Wurlitzer 1550 \$375; Wurlitzer 1450 \$325. UNITED DISTRIBUTORS, INC., P. O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANSAS, Tel.: HO 4-6111.

**FOR SALE**—Genco Rifle Gallery \$325; Genco Sky Gunner \$150; Exhibit Shooting Gallery \$195; Exhibit Sportland \$325; Keeney Sportsman \$375. UNIVERSITY COIN MACHINE EXCHANGE, 858 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: UNiversity 6900.

**FOR SALE**—2 Rock-Ola 1436; 3 Rock-Ola 1438 Rock-Ola Comets, 120 selection. Like new. All late model phonographs, perfectly reconditioned. Write: SEACOAST DISTRIBUTORS, INC., 594 10th AVENUE, NEW YORK, N. Y. Tel.: BRyant 9-4684 or 1200 NORTH AVENUE, ELIZABETH, N. J.

**FOR SALE**—Clover Shuffle Alley \$125; Royal \$225; League \$325. MOHAWK SKILL GAMES COMPANY, 67 SWAGGERTOWN RD., SCHENECTADY 2, N. Y., Tel.: 7-2162.

**FOR SALE**—Ready for locations: 4 Bally Beautys \$195; 12 Beach Clubs \$240; 5 Yacht Clubs \$125; 4 Dude Ranch \$265; 3 Palm Springs \$295; also other Bingos and Bowlers. Rush deposit to: MICKEY ANDERSON, 314-316 EAST 11th STREET, ERIE, PA. Tel.: 5-7549.

**FOR SALE**—Evans Constellation \$225; Shoot the Bear \$145; Keeney DeLuxe Bowler \$125; AMI A, B, C, D and a complete line of United Bingo and Shuffle Alleys. CENTRAL DISTRIBUTORS, 2315 OLIVE ST., ST. LOUIS, MISSOURI. (Main 1-3511) or 3314 MAIN STREET, CINCINNATI, MISSOURI (WEstport 3582).

**FOR SALE**—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

**FOR SALE**—"Odds And Ends Removal Sale." N. W. Vendors Reconditioned: 25 Model 33 1c Nut @ \$6.75 each; 2 Model 49 5c Nut Floor Sample @ \$13.50 each; 2 DeLuxe Merchandiser 1c and 5c @ \$13.50 each; 3 Dual 1c and 5c (new) with stand @ \$19.50 each; 1 Tab Gum Vendor 1c Floor Sample @ \$19.50. Jewel: 5c Aspirin Vendor \$10.00. Kleenex: 10c Vendor (new) @ \$19.50. Coin Changers (2 nickels for dime—5 nickels for quarter): Vendo @ \$50.00; Coin-O-Matic Cashier @ \$35.00. Wilcox-Gay: 4 Recordios @ \$95 each. J. ROSENFELD CO., 4701 WASHINGTON AVENUE, ST. LOUIS 8, MO. Tel.: FO 7-6730.

**FOR SALE**—Ready for location Wurlitzer 1015, 18080 and 1400. Seeburg 146M, 147M, 148ML. Special prices on 3020, 4820 and 3W5L-56 Wall Boxes, Contact CENTURY DISTRIBUTORS INC., 1221 MAIN ST., BUFFALO 9, N. Y. Tel.: Summer 4938.

**FOR SALE**—Tropicana, new \$525; Tropicana, Used \$450; Singapore, New \$475; Singapore, Used \$395; Nevada \$350; Hawaii \$325. WESTERN DISTRIBUTORS, 1226 S.W. 16th, PORTLAND, OREGON. Tel.: ATwater 7565.

**FOR SALE**—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: DUNkirk 3-1810.

**FOR SALE**—A.M.I. Model D-80 \$525; A.M.I. Model C \$300. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel.: CENtral 9292.

**FOR SALE**—High Luster, Chrome Plated Steel Pilasters for Seeburg Model "C". End expensive plastic breakage. Beautifies and modernizes your machine. Easy on-location installation. Only \$24.50 per pair. MUSIC SALES COMPANY, 2929 MAIN STREET, SANTA MONICA, CALIF.

**FOR SALE**—Reconditioned Phonos—ready for location. Seeburg 146-147-148; Wurlitzer 1015; Rockola 1422-1426; AMI Wallboxes 5c-10c. Write for our low prices. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C.

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

**FOR SALE**—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: MONTana 5000-1-2.



**CLASSIFIED ADVERTISING SECTION**

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

**FOR SALE**—Genco Shuffle Pools \$50 each; Genco 2 player Basketball \$190; Seeburg Coon Hunt \$225; Daffy Derby \$160; Genco Rifle Gallery \$325; Williams Jet Gun \$325. All equipment in A-1 condition. Phone Hartford—CHapel 9-6556. **RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN.**

**FOR SALE**—AMI—E—30's and E—120's. Will trade for Bowlers and Bingos. **LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE, NORTH MINNEAPOLIS, MINN. Tel.: Fillmore 3025.**

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

**FOR SALE**—Reconditioned, like new. Yacht Clubs \$135.00; Ice Frolics \$325.00; Surf Clubs \$355.00; Bally Jet Bowlers \$425.00; Evans Turf & Saddle \$249.50. Write: **DONAN DISTRIBUTING COMPANY, 5007 N. KEDZIE, CHICAGO 25, ILLINOIS. Tel.: JUNiper 8-5211.**

**FOR SALE**—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally. **TARAN DISTRIBUTING, INC., 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.**

**FOR SALE**—United Liberties \$115; United 10th Frame Star \$95; Active Dryer \$59.50; 3020 Wurlitzer Wallboxes \$6; Genco Bank Roll Skee Alley \$49.50; 1015 Hideaway no stepper \$30. **ODCO, INC., 1100-02 BROADWAY, ALBANY 4, N. Y. Tel.: 5-0228.**

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

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

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

**MISCELLANEOUS**

**NOTICE**—Dealers—Write for Stinson LP catalog of Folk, Jazz and Foreign. **STINSON RECORDS, 2847 W. PICO BLVD., LOS ANGELES 5, CALIF.**

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

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

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

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

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

**THE CASH BOX**

**"The Industry's Market Place"**

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

**WANT**

**FOR SALE**

**CHECK OFF WHICH YOU DESIRE**

**CLASSIFIED AD RATE 10 CENTS PER WORD**

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (\$48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

**ALL CLASSIFIED 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**

Handwritten form area with lines for FIRM, ADDRESS, CITY, ZONE, STATE, and TELEPHONE NUMBER.

**ENCLOSE YOUR CHECK—AIRMAIL TO:**

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

**Notice!**

**YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"**

**Your Deposit Is GUARANTEED**

AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

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



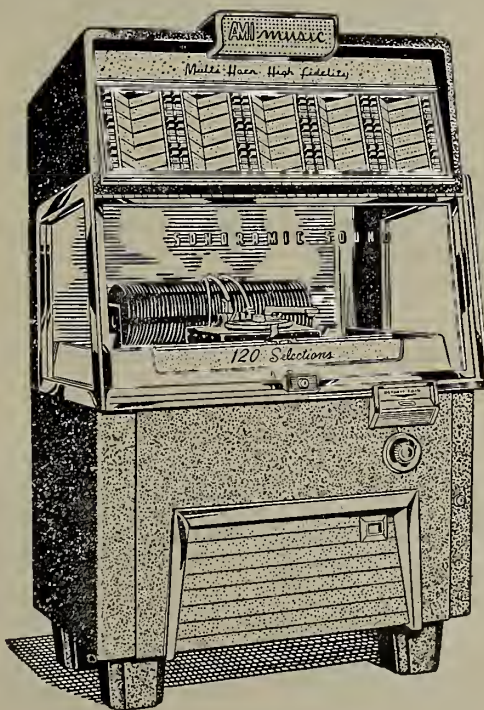
# 120

**HIGH FIDELITY**

# Renditions

You get "selections" by putting records on the machine and typing title strips.

But to get 120 FULL RANGE HIGH FIDELITY *RENDITIONS* you must go to AMI Model "F," the only modern juke box with Multi-Horn equipment and Sonoramic Sound.



The better the rendition,  
the more it's worth!

The more value you give, the  
more sales you get—and

**THE MORE MONEY**

**YOU MAKE FROM MUSIC!**

Originator of the Automatic Selective Juke Box in 1927  
**AHEAD THEN — AHEAD NOW**

**AMI** *Incorporated*

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

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

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





**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
 (FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

### AMI

4. Model A, '46, 40 Sel., 78 RPM	99.50	140.00
4. Model B, '48, 40 Sel., 78 RPM	169.00	245.00
4* Model C, '50, 40 Sel., 78 RPM	150.00	300.00
4* Model D-40, '51, 40 Sel., 78 RPM	245.00	345.00
4* Model D-80, '51, 80 Sel., 45 RPM	350.00	525.00
4. Model E-40, '53, 40 Sel., 78 RPM	400.00	550.00
4. Model E-80, '53, 80 Sel., 45 RPM	485.00	675.00
4* Model E-120, '53, 120 Sel., 45 RPM	560.00	720.00
4. Wm. Wall Box	10.00	12.00
4. SM or SL Stepper	12.00	24.50

### EVANS

4. Mills Constellation, '47 Model 951, 40 Sel., 78 RPM	35.00	75.00
4. Constellation, '49, Model 135, 40 Sel., 78 RPM	100.00	200.00
4. Jubilee, '52, Model 245, 40 Sel., 45 RPM	175.00	225.00
4. Century, '52, Model 2045, 100 Sel., 45 RPM	250.00	325.00

### ROCK-OLA

4. 1422, '46, 20 Sel., 78 RPM	35.00	75.00
4. 1424, '46, Playmaster Hideaway, 20 Sel., 78 RPM	30.00	70.00
4. 1426, '47, 20 Sel., 78 RPM	49.50	100.00
4. 1428, '48, Magic-Glo, 20 Sel., 78 RPM	95.00	150.00
4. 1432, '50, Rocket '50-'51, 50 Sel., 78 RPM	200.00	250.00
4. 1432, Same as above, Converted to 45 RPM	225.00	295.00
4. 1434, '51 Rocket '51-'52, 50 Sel., 78 RPM	250.00	350.00
4. 1434, Same as above, Converted to 45 RPM	295.00	350.00
4. 1436, '52, Fireball, 120 Sel., 45 RPM	325.00	425.00
4. 1436A, '53, Fireball, 120 Sel., 45 RPM	345.00	525.00
4. 1438, '54, Comet, 120 Sel., 45 RPM	675.00	750.00
6. 1501 Wall Box	3.00	4.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
6. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
6. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

### SEEBURG

4. 146S, '46, Standard, 20 Sel., 78 RPM	25.00	65.00
4. 146M, '46, Master with Remote Attach., 20 Sel., 78 RPM	25.00	75.00
4. 147S, '47, Standard, 20 Sel., 78 RPM	45.00	75.00
4. 147M, '47, Master with Remote Attach., 20 Sel., 78 RPM	49.50	89.50
4. 148S, '48, Standard, 20 Sel., 78 RPM	100.00	150.00
4. 148M, '48, Master with Remote Attach., 20 Sel., 78 RPM	75.00	150.00
4. 148ML, '48, Light Cab., Master with Remote Attach., 20 Sel., 78 RPM	90.00	159.00
4* M100A, '49, 100 Sel., 78 RPM	325.00	425.00
4* M100B, '51, 100 Sel., 45 RPM	495.00	575.00
4. M100BL, '51, 100 Sel., 45 RPM, Light Cab.	525.00	600.00

←TOTAL NO. TOTAL VALUE→

## THIS WEEK'S USED MACHINE QUOTATIONS

16th Year of Publication  
 812th Consecutive Week's Issue

## How To Use "THE CASH BOX PRICE LISTS"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK" and "The Confidential Price Lists"]

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts 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 Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

**METHOD:** "The Confidential 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. Prices DOWN
  3. Prices UP and DOWN
  4. No change from Last Week
  5. No quotations Last 2 to 4 Weeks
  6. No quotations 4 Weeks or Longer
  7. Machines Just Added
- \* Great Activity

### REGARDING SELLING PRICES

## IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from \$10.00 to \$25.00 ask from \$50.00 up to \$75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are buying equipment which is much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add 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 may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machinist 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 also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics. These 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.

## NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE

(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

### PHONOGRAPHS (Cont.)

4. M100C, '53, 100 Sel., 45 RPM	585.00	685.00
4. HF 100G, '54, 100 Sel., 45 RPM	745.00	800.00
4. W1-L56 Wall Box 5c	3.00	6.95
4. 3W2 Wall-a-Matic	4.25	10.00
4. W4L-56	19.50	29.00
4. 3W5-L56 Wall Box 5c, 10c, 25c	16.50	24.50
4. W6L-56 5/10/25 Wireless	16.50	24.50
4. 3W7-L-56	22.50	34.50

### WURLITZER

4. 1015, '46, 24 Sel., 78 RPM	50.00	100.00
4. 1080, '46, Colonial, 24 Sel., 78 RPM	50.00	99.00
4. 1080A, '48, Colonial, 24 Sel., 78 RPM	60.00	125.00
4. 1017, '46, Hideaway, 24 Sel., 78 RPM	50.00	100.00
4* 1100, '48, 24 Sel., 78 RPM	125.00	175.00
4. 1250, '50, 48 Sel., 78 RPM	160.00	225.00
4* 1250, '50, (Same as above) Converted to 45 RPM	170.00	250.00
4* 1400, '52, 48 Sel., 78 RPM	295.00	385.00
6. 1400, '52, (Same as above) Converted to 45 RPM	325.00	400.00
4* 1500, '53, 104 Sel., 78 and 45 RPM Inter-mixed	375.00	425.00
4. 1650, '53, 48 Sel., 45 RPM	395.00	495.00
4. 2140 Wall Box	3.00	10.00
4. 3020 Wall Box	7.00	15.00
4. 3048 (Conv. of 3020)	15.00	25.00
4. 3031 Wall Box	2.50	5.00
4. 3045 Wall Box	4.00	10.00
4. 4820 Wall Box	20.00	39.50

←TOTAL NO. TOTAL VALUE→



Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ev) Evans; (Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) Williams.

4. ABC (Un 3/51)	25.00	50.00
4. Across the Board (Un 9/52)	35.00	50.00
6. Alice (Got 8/48)	19.50	29.50
4. All Star Basketball (Got 1/52)	20.00	39.00
6. Aquacade (Un 4/49)	10.00	25.00
4. Arabian Knights (Got 12/53)	155.00	175.00
4. Arcade (Wm 11/51)	45.00	75.00
4. Arizona (Un 4/50)	10.00	25.00
4. Army-Navy (Wm 10/53)	60.00	105.00
4* Atlantic City (B 5/52)	85.00	115.00
6. Baby Face (Un 12/48)	10.00	20.00
4. Bank-A-Ball (Got 5/50)	15.00	25.00
6. Barnacle Bill (Got 8/48)	10.00	20.00
4. Basketball (Got 10/49)	15.00	25.00
1* Beach Club (B 2/53)	225.00	275.00
1* Beauty (B 11/52)	175.00	225.00
4. Be Bop (Ex 3/50)	10.00	20.00
7. Big Ben (Wms 9/54)	175.00	220.00
4. Big Hit (CC 7/52)	35.00	50.00
6. Big Top (Ge 2/49)	10.00	20.00
6. Black Gold (Ge 3/49)	10.00	20.00
6. Blue Skies (Un 11/48)	15.00	20.00
4. Bolero (Un 12/51)	45.00	95.00
4. Bomber (CC 3/51)	20.00	25.00
6. Bone Head (Ge 11/48)	10.00	20.00
6. Boston (Wm 5/49)	15.00	29.50
4. Bowling Champ (Got 2/49)	15.00	25.00
6. Bowl League (Got 8/47)	10.00	19.50
4* Bright Lights (B 5/51)	50.00	95.00
4* Bright Spot (B 11/51)	65.00	85.00

←TOTAL NO. TOTAL VALUE→





**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

### PINBALL GAMES (Cont.)

4. Broadway (B 6/51) ..	49.50	75.00
4. Buffalo Bill (Got 5/50)	20.00	30.00
6. Buccaneer (Got 10/48)	10.00	20.00
4. Buttons & Bows (Got 3/49)	15.00	25.00
2. Cabana (Un 3/53) ..	135.00	165.00
4. Camel Caravan (Ge 6/49)	15.00	30.00
4. Campus (Ex 2/50) ..	15.00	20.00
4. Canasta (Ge 7/50) ..	25.00	34.50
4. Caravan (Wm 6/52) ..	35.00	75.00
6. Carolina (Un 3/49) ..	15.00	25.00
4. Champion (B 12/49)	20.00	35.00
6. Champion (CC 6/49)	15.00	20.00
4. Cbinatown (Got 10/52)	65.00	95.00
6. Circus (Ex 8/48) ..	10.00	20.00
4. Circus (Un 8/52) ..	125.00	150.00
4. Citation (B 10/48) ..	15.00	35.00
4. C.O.D. (Wm 9/53) ..	85.00	125.00
4. College Daze (Got 8/49)	10.00	20.00
4* Coney Island (B 9/51)	60.00	85.00
6. Contact (Ex 10/48) ..	10.00	20.00
4. Control Tower (Wm 3/51)	24.00	35.00
4. Coronation (Got 11/52)	65.00	85.00
4. County Fair (Un 9/51)	30.00	45.00
6. Crazy Ball (CC 7/48)	10.00	20.00
4. Crossroads (Got 5/52)	45.00	75.00
4. Cyclone (Got 5/51) ..	40.00	85.00
4. Daffy Derby (Wm 8/54)	249.50	265.00
4. Daisy May (Got 7/54) ..	175.00	210.00
4. Dallas (Wm 2/49) ..	15.00	29.00
4. Dealer "21" (Wm 2/54)	95.00	160.00
4. De Icer (Wm 11/49) ..	20.00	39.00
6. Dew Wa Ditty (Wm 6/48) ..	10.00	29.50
7. Diamond Lill (Got 12/54)	235.00	250.00
4. Domino (Wm 5/52) ..	37.50	60.00
4. Double Action (Ge 1/52) ..	25.00	35.00
4. Dbl. Feature (Got 12/50)	15.00	25.00
4. Dbl. Shuffle (Got 6/49)	15.00	25.00
4. Disk Jockey (Wm 11/52)	45.00	80.00
4. Dragonette (Got 6/54)	185.00	210.00
4. Dreamy (Wm 2/50) ..	15.00	25.00
4* Dude Ranch (B 9/53) ..	250.00	285.00
4. Eight Ball (Wm 1/52)	45.00	75.00
6. El Paso (Wm 11/48) ..	10.00	20.00
4. Fairway (Wm 6/53) ..	65.00	95.00
4. Fighting Irish (CC 11/50)	25.00	35.00
4. Five Star (Univ 5/51)	40.00	85.00
6. Floating Power (Ge 12/48)	10.00	20.00
4. Flying High (Got 2/53)	75.00	115.00
4. Flying Saucers (Ge 12/50)	15.00	30.00
6. Football (CC 8/49) ..	10.00	25.00
4. Four Corners (Wm 12/52)	45.00	90.00
4. Four Horsemen (Got 9/50)	30.00	79.50
4. "400" (Upright) (Ge 10/52)	55.00	75.00
4. Four Stars (Got 6/52)	50.00	95.00
4. Freshie (Wm 9/49) ..	15.00	35.00
4* Frolics (B 10/52) ..	135.00	175.00
4. Futurity (B 3/51) ..	60.00	95.00
4. Georgia (Wm 7/50) ..	19.50	35.00
6. Gin Rummy (Got 2/49)	15.00	25.00
6. Gizmo (Wm 8/48) ..	10.00	20.00
4. Glamour (Got 7/51) ..	15.00	25.00
6. Glider (Ge 8/49) ..	10.00	20.00
4. Globe Trotter (Got 11/51)	35.00	75.00
6. Gold Cup (B 4/49) ..	15.00	45.00
4. Golden Gloves (CC 7/49) ..	10.00	25.00
4. Golden Nugget (Upright) (Ge 2/53)	50.00	99.50
4. Gold Star (Got 8/54)	210.00	235.00
6. Gondola (Ex 5/49) ..	10.00	20.00
4. Grand Award (CC 1/49) ..	10.00	20.00
1. Grand Champion (Wm 8/53)	85.00	125.00
4. Grand Slam (Got 4/53)	65.00	135.00
6. Grand Stand (B '50) ..	20.00	35.00
4. Green Pastures (Got 1/54) ..	160.00	190.00

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

### PINBALL GAMES (Cont.)

4. Gun Club (Wm 11/53)	95.00	125.00
4. Guys-Dolls (Got 5/53)	69.50	135.00
4. Handicap (Wm 6/52) ..	45.00	95.00
4. Happy Days (Got 7/52) ..	65.00	100.00
4. Happy-Go-Lucky (Got 3/51) ..	25.00	45.00
4. Harvest Moon (Got 12/48) ..	15.00	20.00
4. Harvest Time (Ge 9/50) ..	15.00	35.00
4. Harvey (Wm 5/51) ..	15.00	35.00
4. Havana (Un 2/54) ..	175.00	275.00
1* Hawaii (Un 6/54) ..	295.00	350.00
2. Hawaiian Beauty (Got 4/54) ..	160.00	200.00
4. Hayburner (Wm 6/51)	45.00	75.00
2* Hi-Fi (B 6/54) ..	275.00	325.00
4. Hit Parade (CC 2/51) ..	10.00	20.00
4. Hit & Runs (Ge 3/51) ..	15.00	25.00
4. Hit 'N' Run (Got 4/52)	49.50	75.00
6. Holiday (CC 12/48) ..	10.00	20.00
4. Holiday (Ke 12/51) ..	49.00	60.00
4. Hong Kong (Wm 9/51)	39.00	75.00
4. Horsefeathers (Wm 1/52) ..	39.50	69.50
4. Horse Shoe (Wm 12/51) ..	25.00	40.00
4. Hot Rods (B '49) ..	15.00	35.00
4* Ice-Frolics (B 1/54) ..	275.00	325.00
6. Jack 'N' Jill (Got 4/48)	10.00	20.00
4. Jalopy (Wm 8/51) ..	45.00	75.00
4. Jeanie (Ex 6/50) ..	15.00	20.00
2. Jockey Club (Got 4/54)	150.00	195.00
4. Jockey Special (B 11/47) ..	15.00	45.00
4. Joker (Got 11/50) ..	20.00	50.00
4. Judy (Ex 7/50) ..	10.00	20.00
4. Jumping Jacks (Upright) (Ge12/52)	35.00	90.00
4. Just 21 (Got 1/50) ..	10.00	24.50
4. K.C. Jones (Got 11/49)	10.00	20.00
4. King Arthur (Got 10/49) ..	10.00	20.00
6. King Cole (Got 5/48) ..	15.00	30.00
4. King Pin (CC 12/51) ..	30.00	69.00
4. Knockout (Got 1/51) ..	29.00	75.00
2. Lady Luck (Got 9/54) ..	220.00	235.00
6. Lady Robin Hood (Got 1/48) ..	10.00	25.00
4. Lazy "Q" (Wm 2/54) ..	89.00	135.00
4. Leaders (Un 10/51) ..	45.00	85.00
4. Lite-A-Line (Ke 6/52)	45.00	50.00
4. Long Beach (Wm 7/52)	35.00	65.00
4. Lovely Lucy (Got 2/54)	165.00	195.00
4. Lucky Inning (Wm 5/50) ..	15.00	25.00
7. Lulu (Wms 12/54) ..	235.00	250.00
4. Mad. Sq. Garden (Got 6/50) ..	30.00	69.00
6. Magic (Ex 11/48) ..	10.00	20.00
4. Majors '49 (CC 2/49) ..	15.00	35.00
6. Major League Baseball (Un 6/48) ..	10.00	20.00
4. Majorettes (Wm 4/52)	29.00	45.00
4. Marble Queen (Got 8/53) ..	95.00	145.00
4. Maryland (Wm 4/49) ..	15.00	35.00
4. Merry Widow (Ge 6/48) ..	10.00	20.00
4. Mercury (Ge 3/50) ..	10.00	29.00
4. Mermaid (Got 6/51) ..	25.00	39.00
4. Mexico (Un 3/54) ..	250.00	325.00
4. Minstrel Man (Got 3/51) ..	25.00	60.00
6. Moon Glow (Un 11/48)	10.00	20.00
6. Morocco (Ex 10/48) ..	15.00	35.00
4. Mystic Marvel (Got 3/54) ..	175.00	210.00
1. Nevada (Un 8/54) ..	295.00	350.00
4. Niagara (Got 12/51) ..	39.00	75.00
4. Nifty (Wm 12/50) ..	15.00	35.00
4. "9" Sister (Wm 1/54) ..	95.00	140.00
4. Oasis (Ex 10/50) ..	10.00	20.00
4. Oklahoma (Un 5/49) ..	10.00	20.00
6. Old Faithful (Got 12/49) ..	15.00	25.00
4. Olympics (Wm 5/52) ..	45.00	75.00
4. One Two Three (Ge 10/48) ..	10.00	25.00
4. Palisades (Wm 7/53) ..	65.00	90.00
2* Palm Beach (B 7/52) ..	75.00	125.00

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

### PINBALL GAMES (Cont.)

4* Palm Springs (B 11/53)	275.00	325.00
6. Paradise (Un 7/48) ..	10.00	20.00
4. Paratrooper (Wm 8/52)	25.00	35.00
4. Pin Bowler (CC 6/50)	10.00	20.00
6. Pinch Hitter (Un 5/49)	10.00	20.00
4. Pinky (Wm 9/50) ..	20.00	35.00
4. Pin Wheel (Got 11/53)	125.00	155.00
4. Play Ball (CC 1/51) ..	20.00	35.00
4. Playland (Ex 8/50) ..	10.00	20.00
6. Playtime (Ex 8/49) ..	10.00	20.00
4. Poker Face (Got 9/53)	125.00	150.00
6. Puddin' Head (Ge 10/48) ..	10.00	20.00
4. Punchy (CC 12/50) ..	10.00	20.00
4. Quarterback (Wm 10/49) ..	15.00	35.00
4. Quartet (Got 2/52) ..	60.00	110.00
4. Queen of Hearts (Got 12/52) ..	70.00	105.00
4. Quintet (Got 3/53) ..	79.50	115.00
4. Rag Mop (Wm 10/50)	15.00	35.00
6. Rainbow (Wm 9/48) ..	10.00	20.00
6. Ramona (Un 2/49) ..	10.00	20.00
4. Red Shoes (Un 11/50)	20.00	34.50
2. Rio (Un 11/53) ..	160.00	225.00
4. Rip Snorter (Ge 10/49)	10.00	20.00
4. Rocket (Ge 5/50) ..	20.00	39.00
4. Rockettes (Got 8/50) ..	25.00	49.00
4. Rodeo (Un 2/53) ..	135.00	185.00
6. Rondevoov (Un 5/48) ..	15.00	35.00
4. Rose Bowl (Got 10/51)	35.00	75.00
4. Round Up (Got 11/48)	10.00	25.00
4. St. Louis (Wm 2/49) ..	25.00	35.00
4. Saddle and Turf (Ev 10/53) ..	175.00	249.50
4. Sally (CC 10/48) ..	10.00	20.00
6. Saratoga (Wm 10/48) ..	10.00	20.00
4. Screamo (Wm 4/54) ..	150.00	185.00
6. Screwball (Ge 8/48) ..	10.00	20.00
4. Sea Jockeys (Wm 11/51)	24.50	50.00
4. Select-A-Card (Got 4/50)	10.00	20.00
6. Serenade (Un 11/48) ..	10.00	20.00
4. Shantytown (Ex 10/49)	20.00	39.00
4. Sharpshooter (Got 5/49) ..	10.00	25.00
4. Shindig (Got 10/53) ..	120.00	155.00
4. Shoo Shoo (Wm 2/51)	19.50	29.50
6. Short Stop (Ex 7/48) ..	10.00	20.00
4. Shoot the Moon (Wm 11/51) ..	20.00	55.00
4. Show Boat (Un 1/49) ..	10.00	20.00
4. Show Boat (Un 12/52)	150.00	175.00
4. Silver Chest (Upright) (Ge 4/53) ..	60.00	125.00
4. Silver Skates (Wm 2/53)	54.50	80.00
4. Singapore (Un 10/54) ..	395.00	450.00
4. Skill Pool (Got 8/52) ..	50.00	85.00
4. Slugfest (Wm 3/52) ..	55.00	75.00
6. Snooks (Wm 6/51) ..	15.00	22.50
4. South Pacific (Ge 2/50)	20.00	39.00
4. Spark Plugs (Wm 9/51)	49.50	75.00
6. Speedway (Wm 9/48)	10.00	20.00
4. Spot Bowler (Got 10/50) ..	15.00	35.00
2* Spot-Lite (B 1/52) ..	45.00	85.00
4. Sportsman (Ge 2/51) ..	10.00	20.00
4. Sportsman (Wm 2/52)	30.00	35.00
4. Springtime (Ge 3/52) ..	20.00	34.50
6. Stage Door Canteen (Got 11/45) ..	10.00	20.00
6. Stardust (Un 5/48) ..	20.00	34.50
7. Star Pool (Wms 10/54)	210.00	225.00
4. Stars (Un 6/52) ..	50.00	95.00
4. Starlight (Wm 3/53) ..	50.00	75.00
4. Steeple Chase (Un 1/52) ..	35.00	65.00
4. Stop & Go (Ge 3/51) ..	15.00	25.00
4. Struggle Buggies (Wm 12/53) ..	95.00	135.00
6. Summertime (Un 9/48)	15.00	25.00
4. Sunshine Park (B 12/52) ..	49.50	95.00
6. Super Hockey (CC 4/49) ..	20.00	34.00
1* Surf Club (B 3/54) ..	320.00	375.00
4. Sweepstakes (Wm 1/52)	75.00	95.00
4. Sweetheart (Wm 5/50)	20.00	35.00
4. Tahiti (CC 10/49) ..	20.00	34.50
4. Tahiti (Un 8/53) ..	160.00	195.00
4. Tampico (Un 6/49) ..	10.00	20.00
4. Telecard (Got 1/49) ..	20.00	55.00

←TOTAL NO. TOTAL VALUE→



**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
 (FOR INVENTORY PURPOSES ASCERTAIN VALUE  
 BY FIGURE BETWEEN LOW AND HIGH PRICES)

### PINBALL GAMES (Cont.)

4. Thing (CC 2/51) . . . . .	15.00	35.00
4. Three Feathers (Ge 5/49) . . . . .	15.00	35.00
4. Three Four Five (Un 6/51) . . . . .	25.00	50.00
6. Three Musketeers (Got 7/49) . . . . .	15.00	35.00
6. Thrill (CC 9/48) . . . . .	10.00	20.00
4. Times Square (Wm 4/53) . . . . .	65.00	90.00
4. Touchdown (Un 1/52) . . . . .	15.00	25.00
4. Triplets (Got 7/50) . . . . .	15.00	29.50
4. TriScore (Ge 1/51) . . . . .	20.00	35.00
7. Tropicana (Un 1/55) . . . . .	450.00	510.00
4. Tropics (Un 7/53) . . . . .	149.00	175.00
6. Tucson (Wm 1/49) . . . . .	10.00	29.00
6. Tumbleweed (Ex 8/49) . . . . .	15.00	35.00
4. Turf King (B 6/50) . . . . .	15.00	45.00
4. Twenty Grand (Wm 12/52) . . . . .	49.50	95.00
4. Utah (Un 7/49) . . . . .	10.00	29.50
1* Variety (B 9/54) . . . . .	465.00	525.00
4. Watch My Line (Got 9/51) . . . . .	30.00	55.00
4. Whizz Kids (CC 3/52) . . . . .	20.00	40.00
4. Wild West (Got 8/51) . . . . .	40.00	60.00
4. Winner (Univ.) . . . . .	20.00	45.00
4. Yacht Club (B 6/53) . . . . .	120.00	160.00
4. Zingo (Un 10/51) . . . . .	20.00	40.00

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
 (FOR INVENTORY PURPOSES ASCERTAIN VALUE  
 BY FIGURE BETWEEN LOW AND HIGH PRICES)

### SHUFFLES (Cont.)

4. ChiCoin Gold Cup Crown (7/53) . . . . .	145.00	225.00
4. ChiCoin High Speed Crown (7/53) . . . . .	150.00	275.00
4. ChiCoin High Speed Triple Score (8/53) . . . . .	225.00	295.00
4. ChiCoin Advance (10/53) . . . . .	195.00	300.00
4. ChiCoin King (10/53) . . . . .	250.00	350.00
4* ChiCoin Criss Cross Bowler (12/53) . . . . .	275.00	360.00
4. ChiCoin Super Frame (3/54) . . . . .	300.00	375.00
4. ChiCoin Starlite (5/54) . . . . .	310.00	385.00
4. ChiCoin Feature (7/54) . . . . .	315.00	385.00
4. ChiCoin Holiday (9/54) . . . . .	450.00	525.00
4. ChiCoin Flash (10/54) . . . . .	395.00	450.00
4. ChiCoin Playtime (10/54) . . . . .	395.00	495.00
4. Exhibit Strike (6/51) . . . . .	20.00	30.00
4. Exhibit Twin Rotation (5/52) . . . . .	65.00	95.00
4. Genco Bowling League (11/49) . . . . .	15.00	20.00
4. Genco Baseball (5/50) . . . . .	15.00	20.00
4. Genco Shuffle Target (7/51) . . . . .	15.00	20.00
4. Genco 8-Player Re- bound (9/51) . . . . .	25.00	35.00
4* Genco Shuffle Pool (11/53) . . . . .	110.00	145.00
4. Genco Match Pool (2/54) . . . . .	175.00	225.00
4. Gottlieb Bowlette (3/50) . . . . .	15.00	29.50
6. Keeney Pin Boy (11/49) . . . . .	15.00	20.00
6. Keeney Ten Pins (1/50) . . . . .	15.00	20.00
6. Keeney ABC (2/50) . . . . .	15.00	20.00
6. Keeney Lucky Strike (4/50) . . . . .	20.00	30.00
6. Keeney King Pin (4/50) . . . . .	20.00	30.00
6. Keeney Bowling Champ (4/50) . . . . .	20.00	30.00
6. Keeney Duck Pins (6/50) . . . . .	20.00	30.00
4. Keeney Double Bowler (8/50) . . . . .	25.00	35.00
4. Keeney League (8/50) . . . . .	25.00	50.00
4. Keeney 4-Way Bowler Attachment (12/50) . . . . .	40.00	75.00
4. Keeney Big League (5/51) . . . . .	35.00	65.00
4. Keeney 6-Player League (9/51) . . . . .	35.00	90.00
4. Keeney DeLuxe League (3/52) . . . . .	45.00	100.00
4. Keeney Super DeLuxe League (3/52) . . . . .	56.00	125.00
4. Keeney High Score League (5/52) . . . . .	65.00	100.00
4. Keeney Team (10/52) . . . . .	100.00	160.00
4. Keeney Club (4/53) . . . . .	115.00	165.00
4. Keeney Domino (5/53) . . . . .	122.50	185.00
4. Keeney Carnival (5/53) . . . . .	135.00	200.00
4. Keeney Pacemaker (9/53) . . . . .	165.00	230.00
4. Keeney Mainliner Bowler (1/54) . . . . .	175.00	245.00
4. Keeney Bonus Bowler (3/54) . . . . .	175.00	250.00
4. Keeney Diamond Bowler (5/54) . . . . .	200.00	300.00
6. Rock-Ola Shuffle Lane (12/49) . . . . .	15.00	30.00
6. Rock-Ola Shuffle Jungle (5/50) . . . . .	20.00	30.00
6. United Shuffle Skill (6/49) . . . . .	15.00	20.00
6. United Shuffle Alley (9/49) . . . . .	15.00	20.00
6. United Super Shuffle Alley (1/50) . . . . .	20.00	30.00
6. United Double Shuffle Alley (2/50) . . . . .	20.00	30.00
6. United Shuffle Alley Express (3/50) . . . . .	20.00	30.00
4. United Shuffle Slugger (6/50) . . . . .	20.00	30.00
4. United 2-Player Express (6/50) . . . . .	25.00	35.00
4. United Twin Shuffle Alley (7/50) . . . . .	25.00	35.00
4. United Rebound (8/50) . . . . .	30.00	39.50
4. United 4-Player Re- bound (9/50) . . . . .	35.00	60.00

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
 (FOR INVENTORY PURPOSES ASCERTAIN VALUE  
 BY FIGURE BETWEEN LOW AND HIGH PRICES)

### SHUFFLES (Cont.)

4. United Twin Shuffle- cade (12/50) . . . . .	35.00	60.00
4. United 5-Player (1/51) . . . . .	45.00	75.00
4. United 6-Player (2/51) . . . . .	45.00	75.00
4. United DeLuxe 6-Player (10/51) . . . . .	39.00	80.00
4. United 6-Player Super (3/52) . . . . .	49.50	95.00
4. United 4-Player Official (5/52) . . . . .	60.00	100.00
4. United 6-Player Star (7/52) . . . . .	65.00	110.00
4* United 10th Frame Star (9/52) . . . . .	75.00	120.00
4. United Manhattan 10th Frame (9/52) . . . . .	110.00	135.00
4. United 10th Frame Super (10/52) . . . . .	115.00	145.00
4. United Manhattan (9/52) . . . . .	100.00	140.00
4. United Cascade (2/53) . . . . .	100.00	145.00
2* United Clover (2/53) . . . . .	100.00	169.50
4. United Liberty (2/53) . . . . .	124.50	175.00
4* United Classic (6/53) . . . . .	125.00	160.00
4* United Olympic (6/53) . . . . .	110.00	195.00
4* United Royal (9/53) . . . . .	195.00	269.50
2* United Imperial (9/53) . . . . .	220.00	275.00
4* United Chief (11/53) . . . . .	249.50	295.00
4. United Leader (11/53) . . . . .	265.00	300.00
4* United Team (1/54) . . . . .	275.00	325.00
4. United DeLuxe Team (1/54) . . . . .	325.00	350.00
4. United League (1/54) . . . . .	265.00	335.00
4. United Ace (5/54) . . . . .	335.00	350.00
4* United Rainbow (8/54) . . . . .	325.00	375.00
4* United Banner (8/54) . . . . .	365.00	395.00
4. United Shuffle Targette (8/54) . . . . .	365.00	435.00
4. United DeLuxe Shuffle Targette (8/54) . . . . .	375.00	450.00
4. United Speedy (8/54) . . . . .	365.00	440.00
4. United Mars (1/55) . . . . .	350.00	450.00
4. Universal Twin (1/50) . . . . .	15.00	35.00
6. Universal Super Twin (3/50) . . . . .	30.00	40.00
6. Universal DeLuxe Twin (10/50) . . . . .	30.00	40.00
6. Universal High Score (10/50) . . . . .	30.00	40.00
6. Universal Bowlomatic (3/51) . . . . .	30.00	40.00
6. Williams Twin Shuffle (12/49) . . . . .	20.00	34.50
6. Williams Twin Shuffle (9 1/2') (2/50) . . . . .	20.00	30.00
6. Williams Bowler (9 1/2') (3/50) . . . . .	25.00	30.00
6. Williams Double Header (7/50) . . . . .	25.00	45.00
6. Williams 5-Player (6/51) . . . . .	20.00	30.00

←TOTAL NO. TOTAL VALUE→



4. Bally Shuffle Bowler (9/49) . . . . .	15.00	20.00
6. Bally Speed Bowler (2/50) . . . . .	15.00	20.00
6. Bally Shuffle Champ (4/50) . . . . .	20.00	30.00
6. Bally Hook Bowler (11/50) . . . . .	20.00	45.00
6. Bally Baseball (5/51) . . . . .	35.00	45.00
4. Bally Shuffle Line (7/51) . . . . .	25.00	50.00
4. Bally Victory Bowler (5/54) . . . . .	315.00	375.00
4. Bally Champion Bowler (5/54) . . . . .	295.00	395.00
4. ChiCoin Bowling Alley (11/49) . . . . .	25.00	55.00
6. ChiCoin Shuffle Base- ball (4/50) . . . . .	25.00	50.00
4. ChiCoin Bowling Classic (5/50) . . . . .	20.00	35.00
4. ChiCoin Pin Bowler (6/50) . . . . .	20.00	30.00
4. ChiCoin Trophy Bowl (7/50) . . . . .	20.00	35.00
6. ChiCoin Ace Bowler, F.P. (8/50) . . . . .	25.00	35.00
6. ChiCoin Pin Lite (9/50) . . . . .	25.00	30.00
4. ChiCoin Horse-Shoes (5/51) . . . . .	35.00	75.00
4. ChiCoin 6-Player (8/51) . . . . .	45.00	95.00
4. ChiCoin 6-Player DeLuxe (5/52) . . . . .	60.00	100.00
4. ChiCoin Match Bowler (6/52) . . . . .	95.00	125.00
4. ChiCoin Bowl-A-Ball (10/52) . . . . .	95.00	135.00
4. ChiCoin Match Bowl-A-Ball (11/52) . . . . .	75.00	150.00
4* ChiCoin 10th Frame Special (12/52) . . . . .	65.00	150.00
4. ChiCoin Name Bowler (1/53) . . . . .	65.00	150.00
4* ChiCoin 10th Frame Double Score Bowler (3/53) . . . . .	100.00	150.00
4* ChiCoin Crown (4/53) . . . . .	110.00	165.00
6. ChiCoin Crown Giant Pins (9/53) . . . . .	225.00	295.00
4* ChiCoin Triple Score (6/53) . . . . .	150.00	189.50

←TOTAL NO. TOTAL VALUE→



4. ABT 6 Gun Rifle Range . . . . .	550.00	650.00
4. Boomerang . . . . .	25.00	45.00
4. Bally Big Inning . . . . .	79.50	150.00
6. Bally Bowler . . . . .	20.00	30.00
6. Bally Convoy . . . . .	39.50	59.50
6. Bally Defender . . . . .	59.50	125.00
6. Bally Eagle Eye . . . . .	39.50	49.50
6. Bally Heavy Hitter . . . . .	35.00	60.00
4. Bally King Pin . . . . .	20.00	35.00
6. Bally Lucky Strike . . . . .	25.00	40.00
4. Bally Rapid Fire . . . . .	95.00	125.00
6. Bally Sky Battle . . . . .	39.50	85.00
6. Bally Torpedo . . . . .	49.50	85.00
4. Bally Undersea Raider . . . . .	64.50	125.00
6. Champion Hockey . . . . .	35.00	55.00
4. ChiCoin Basketball Champ . . . . .	95.00	195.00
4. ChiCoin 4-Player Derby . . . . .	100.00	195.00
4. ChiCoin Goalee . . . . .	44.50	100.00
4. ChiCoin Hockey . . . . .	55.00	75.00
4. ChiMidget Skee . . . . .	65.00	175.00
4. ChiCoin Pistol . . . . .	65.00	99.50
4. ChiCoin Home Run, 6-Player (3/54) . . . . .	175.00	295.00
4. Edalco Pool Table . . . . .	20.00	75.00
4. Evans Bat-A-Score . . . . .	130.00	165.00

←TOTAL NO. TOTAL VALUE→



## Manufacturers New Equipment

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

**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
 (FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

### ARCADE EQUIPMENT (Cont.)

4. Evans Bola-Score	79.50	89.50
4. Evans Ski Roll	35.00	95.00
4. Evans Super Bomber	100.00	210.00
4. Evans Play Ball	65.00	75.00
4. Evans Ten Strike '46	20.00	65.00
4. Evans Tommy Gun	39.50	95.00
4. Exhibit Dale Gnn	35.00	65.00
4. Exhibit Gun Patrol	105.00	175.00
4. Exhibit Jet Gun	95.00	135.00
4. Exhibit Space Gun	89.50	145.00
4. Exhibit Pony Express	85.00	135.00
4. Exhibit Silver Bullets	40.00	95.00
4* Exhibit Six Shooter	79.00	125.00
4. Exhibit Vitalizer	45.00	75.00
4* Exhibit Shooting Gall. (6/54)	175.00	275.00
2* Exhibit Star Shooting Gallery (9/54)	250.00	350.00
2* Exhibit Sportland Shhotting Gallery (11/54)	275.00	375.00
4. Genco Sky Gunner	95.00	175.00
4. Genco Night Fighter	119.50	159.50
4* Genco Basketball	225.00	325.00
4* Genco Rifle Gallery (6/54)	295.00	365.00
4. Genco Big Top Rifle Gallery (6/54)	395.00	450.00
4. Gottlieb Snper Jumbo (10/54)	395.00	450.00
4. Jack Rabbit	50.00	99.50
4. Jungle Joe	49.50	69.50
4. Keeney Air Raider	90.00	145.00
4. Keeney Snh Gun	75.00	95.00
4. Keeney Texas Leagner	25.00	50.00
4. Keeney Sportsman (11/54)	375.00	425.00
4. Lite League	49.50	99.50
4. Mills Panoram Peek	159.50	275.00
6. Mills Conv. for Panoram Peek	10.00	29.50
4. Muto. Atomic Bomber	125.00	195.00
4. Mutos. Ace Bombers	100.00	195.00
4. Mutoscope Dr. Mobile (Prewar)	95.00	195.00
4. Mntos. Fly. Sancers	90.00	160.00
4. Mutos. Photo. (Pre-War)	150.00	250.00
4. Mutos Photomatic DeLuxe	350.00	575.00
4. Mntoscope Silver Gloves	125.00	200.00
4. Mntoscope Sky Fighter	125.00	195.00
4. Mntos. Voice-O-Graph 35c	405.00	545.00
4. QT Pool Table	65.00	85.00
4. Quizzer	60.00	95.00
6. Rockola Ten Pins HD.	20.00	40.00
6. Rockola World Series	20.00	40.00
4. Scientific Baseball	35.00	75.00
4. Scientific Basketball	20.00	75.00
4. Scientific Batting Pr.	65.00	89.50
4. Scientific Pitch 'Em	145.00	185.00
4* Seeburg Bear Gun	125.00	175.00
4. Seeburg Chicken Sam	69.50	110.00
4. Seeburg Shoot the Chnte	49.50	95.00
4* Seeburg Coon Hunt	179.50	295.00
4. Set Shot Basketball	200.00	250.00
2* Telequiz	80.00	125.00
4. Un. Team Hockey	30.00	85.00
4. Un. Jungle Gnn	265.00	350.00
2. Un. DeLuxe Jungle Gun	375.00	495.00
4. United Carnival Gun (10/54)	350.00	405.00
4. United DeLuxe Carnival (10/54)	365.00	450.00
4. Wilcox-Gay Recordio	40.00	75.00
4. Wms. All Stars (8/47)	35.00	75.00
4. Wms. Box Score (12/47)	39.50	75.00
4. Wms. Star Series (4/49)	40.00	90.00
4. Wms. Deluxe World Series (2/52)	40.00	90.00
4. Wms. Super World Series (4/51)	95.00	165.00
4. Wms. DeLuxe Basehall (4/53)	99.50	175.00
4. Wms. Pennant Baseball (12/53)	175.00	250.00
4. Wms. Super Pennant Basehall (12/53)	155.00	275.00
6. Wms. Super Star Baseball (12/53)	325.00	395.00
4. Wms. Major League Basehall (2/54)	250.00	375.00
4. Wms. All Star Bassehall (2/54)	250.00	375.00
4. Wms. Big League Baseball (3/54)	250.00	375.00
4. Wurlitzer Skeeball	35.00	75.00

←TOTAL NO. TOTAL VALUE→

### AMI, INCORPORATED

F-120 Juke Box (Receiver included)	.....	No List Price Authorized for Publication
F-80 Juke Box (Receiver NOT included)	..	
F-40 Juke Box (Receiver NOT included)	..	
HS-80 Selective Hideaway	....	
HS-120 Selective Hideaway	....	
W-80 Wall Box	.....	
W-120 Wall Box	.....	
S-80 Receiver	.....	
S-120 Receiver	.....	
Wall Speaker	.....	
Corner Speaker	.....	
Recessed Speaker	.....	
R-167 Bargrip	.....	

### AUTO-PHOTO CO.

Auto-Photo	.....	\$2,545.00
------------	-------	------------

### BALLY MFG. CO.

Gold Medal Bowler (with Match Feature)	.....	No List Price Authorized for Publication		
Model Gold-110, 10c a play	..		\$ 755.00	
Model Gold-325, 10c a play, 3 plays for 25c	.....		775.00	
Blue Ribbon Bowler (without Match Feature)	.....		No List Price Authorized for Publication	
Model Blue-110, 10c a play	..			710.00
Model Blue-325, 10c a play, 3 plays for 25c	.....			730.00
Gayety	.....			775.00
Bnl's Eye Shooting Gallery	....			395.00
The Champion (With new-all-metal cabinet)	.....			759.00

### CHICAGO COIN

Hollywood Bowler (with Match Feature)	.....	\$ 850.00		
Arrow Bowler (with Match Feature)	.....	No List Price Authorized for Publication		
Single Chute	.....		750.00	
Double Chute	.....		770.00	
Triple Strike Bowler (without Match Feature)	.....		No List Price Authorized for Publication	
Single Chute	.....			695.00
Double Chute	.....			715.00

### EXHIBIT SUPPLY

Shooting Gallery Model 500 (without Match or Free Play)	.....	\$ 625.00
Model 500A (without Match, with Free Play)	.....	630.00
Model 500B (with Match, No Free Play)	.....	645.00
Model 500C (with Match, with Free Play)	.....	650.00
Junior Jet Ride	.....	395.00
Big Bronco	.....	997.50
Roy Rogers' Trigger	.....	1,047.50
Rudolph The Red Nosed Reindeer	.....	725.00
Rudolph The Red Nosed Reindeer With Music	.....	775.00
Pete The Rabbit	.....	725.00
Pete The Rabbit With Music	.....	775.00
Twin Pete The Rabbit	.....	725.00
Rawhide	.....	725.00
Space Patrol, New Style	.....	1,047.50
Sea Skate	.....	1,047.50
Vacnomatic Card Vendor	.....	295.00

### GENCO MFG. & SALES CO.

Wild West (Regular)	.....	\$ 650.00
Criss-Cross Wild West (Match)	.....	680.00

### D. GOTTLIEB & CO.

Sluggin' Champ De Luxe model	.....	\$ 475.00
Regular model	.....	392.50
Duette De Luxe model	.....	495.00
Regular model	.....	412.50

### INTERNATIONAL MUTO. CORP.

Drive Yourself (new Drivemobile)	.....	\$ 795.00
Photomat '54	.....	2,150.00
3-D Art Parade, 10-show model	.....	495.00
3-D Art Parade, 6 show model	.....	395.00
Universal Post Card Vendor	.....	60.00

### J. H. KEENEY & CO., INC.

DeLuxe Ranger (with Match Feature)	.....	\$ 690.00
Ranger (without Match Feature)	....	665.00
Electric Cigarette Vendor	....	284.50
Coin Changer Model	.....	304.50

### ROCK-OLA MFG. CORP.

Model 1446 Hi-Fi Phono, 120 Selection, 45 RPM Only	.....	No List Price Authorized for Publication
Model 1440 Playmaster, 120 Selections, 45 RPM Only	....	
Model 1442, Hi-Fi, 50 Selections, 45 RPM Only	.....	
Model 1546 Chrome Wall Box, 120 Selections	.....	
Model 1548, 50 Selection Wall Box	.....	
Model 1550, 20 Selection Wall Box	.....	
Model 1613, 8" Blonde Wall Speaker	.....	
Model 1614, 8" Mahogany Wall Speaker	.....	
Model 1906, Remote Volume Control	.....	

### J. P. SEEBURG CORP.

HF-100-R	.....	No List Price Authorized for Publication
3W-1 Wall-O-Matic "100"	.....	
MRVC-1 Master Remote Volume Control	.....	
CVS4-8-8" Wall Speaker Ivory (Teardrop)	.....	
CVS6-8-8" Recessed Speaker	.....	
CVS7-12-12" Recessed Speaker	.....	
PS6-1Z Power Supply	.....	
ARA1-L6 Auxiliary Remote Amplifier	.....	
AVC-1 Automatic Volume Compensator Unit	.....	

### UNITED MFG. CO.

Clipper Shuffle Alley (without Match Feature)	.....	No List Price Authorized for Publication		
Single Chute	.....		\$ 705.00	
Double Chute	.....		725.00	
(with Match Feature)	.....		No List Price Authorized for Publication	
Single Chute	.....			735.00
Double Chute	.....			755.00
Venus Shuffle-Targette Regular Model, 10c play	..			705.00
Special Model, 10c, 3 for 25c	.....			725.00
De Luxe Venus Shuffle-Targette (with Match Feature)	.....			No List Price Authorized for Publication
Regular Model, 10c play	..			
Special Model, 10c, 3 for 25c	.....	765.00		
Manhattan	.....	725.00		

### WILLIAMS MFG. CO.

Polar Hunt (with Triple Match and Replay Features)	.....	\$ 715.00
Safari (without Match or Replay)	..	690.00
Safari De Luxe with Triple Match and Replay Features	.....	715.00
Sidewalk Engineer	.....	275.00
Peter Pan	.....	389.50

### THE RUDOLPH WURLITZER CO.

Model "1800" Hi-Fi Phonograph	.....	No List Price Authorized for Publication
Model "1700" Hi-Fi Phonograph	.....	
Model "1600-A" Hi-Fi Phonograph	.....	
Model 5206 5c-10c-25c Wall Box 4 Wire (48 Selections)	....	
Model 5207 5c-10c-25c Wall Box 3 Wire (104 Selections)	....	
Model 5100 8" Speaker	.....	
Model 5110 12" DeLuxe Speaker	.....	
Model 5111 12" Concealed Speaker Hi-Fi	.....	
Model 5112 8" Wall Speaker Hi-Fi	.....	
Model 5115 Hi-Fi 4 Cone Corner Speaker	.....	
Model 5116 Hi-Fi Coaxial Corner Speaker	.....	
Model 5117 Hi-Fi Coaxial Wall Speaker	.....	



**THE WURLITZER 1800  
IS PUTTING THE**

**U.S. IN  
MUSIC**

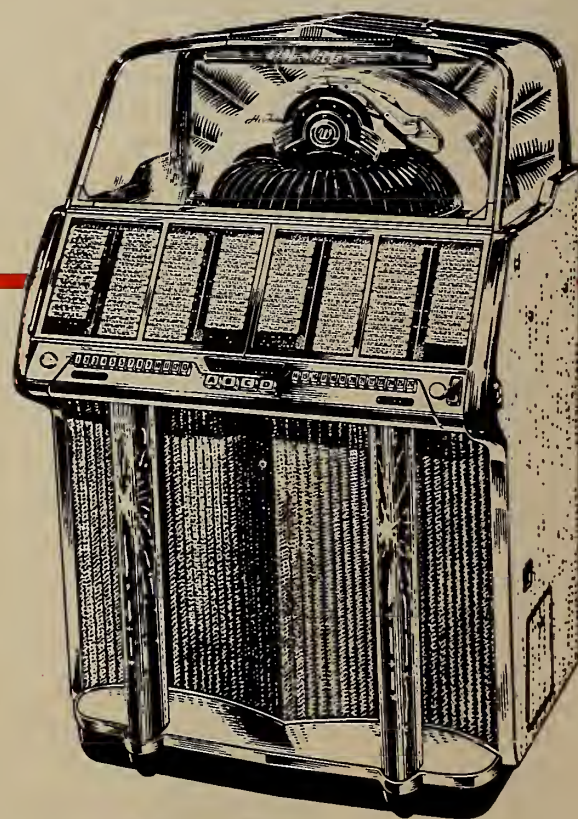
**AND IT'S PUTTING  
BIG MONEY  
IN WURLITZER**

**OPERATORS' POCKETS**

All over America in food and refreshment centers the Wurlitzer 1800 is putting out the finest Hi-Fi music ever offered on an automatic phonograph.

The public has responded by keeping the playmeters spinning and the coin bags full.

Literally, as no other phonograph ever has, the Wurlitzer 1800 has put the location-going U.S. in MUSIC—good music that encourages more play which, in turn, means more money.



**GET INTO THE  
BIG MONEY  
WITH THE  
*Wurlitzer 1800***



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

See Your Wurlitzer Distributor

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



UNITED'S DELUXE

# CLIPPER

SHUFFLE ALLEY

WITH ATTRACTIVE NEW SCORING FEATURES!



## NEW MATCH-A-SCORE

DOUBLE CLOVER  
NUMBER MATCH • STAR-NUMBER  
CLOVER-STAR-NUMBER

## New FRAME-STRIKE Scores

EASY FRAMES SCORE STRIKES  
MEDIUM FRAMES SCORE SPECIAL STRIKES  
HARD FRAMES SCORE SUPER STRIKES

ALL TENTH FRAME STRIKES ARE  
**SUPER STRIKES**

FAMOUS

## STRIKE-A-MATIC

SYNCHRO-FLASH FEATURE

Combines Strike Lane Accuracy With Speed Control  
Direct-View Scoring Lites on Playfield

## NEW UNITED SLUG REJECTOR

Introduced For First Time  
Designed by United... Built by United

TOP SCORE 9750

E-Z SERVICE FEATURES

AVAILABLE IN  
10¢-3 FOR 25¢ MODELS

TWO SIZES:  
8 FT. BY 2 FT., 9 FT. BY 2 FT.

SEE YOUR  
DISTRIBUTOR  
NOW

Adjustable  
to  
Advance  
Scoring

OTHER  
UNITED HITS  
NOW AT YOUR DISTRIBUTOR

**MANHATTAN**  
Fast-Action In-Line Game

**BONUS GUN**  
Flashy, Fast play Shooting  
Gallery with  
Time Bonus Score

**COMET**  
SHUFFLE TARGETTE  
6 PLAYER  
Extremely Quiet



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

CLIPPER SHUFFLE ALLEY ALSO AVAILABLE  
IN REGULAR MODEL WITHOUT MATCH-A-SCORE

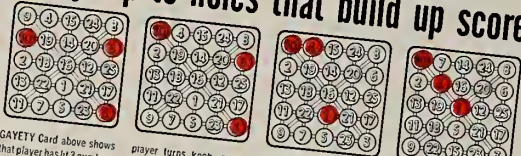


# Bally GAYETY

POPULAR **Magic-Lines** PLUS AMAZING NEW **Magic-Pockets**  
**MORE FUN FOR PLAYER** **MORE PROFIT FOR OPERATORS!**



**Balls JUMP OUT** of holes  
 and jump to holes that build up score



GAYETY Card above shows that player has hit 3 numbers by skill shots into 3 hole, 6 hole, 10 hole. With MAGIC LINES lit player turns knob, moves first line of Card UP, placing lit 10 in corner, as illustrated by second Card above. With MAGIC-POCKETS lit player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole. Returning to MAGIC-LINES Knobs, player moves second line DOWN and third line UP, scoring 10-4-1 as a diagonal 3-in. line.

MAGIC-POCKETS may be played to RELEASE BALLS from top row holes for down-field action. Simply shoot or button-kick a ball into 1-hole, then button-kick other balls toward 1-hole. Then balls jumping out of 2-hole, being blocked by ball in 1-hole, escape for down-field action. Or 7-hole may be blocked to release balls out of 6-hole.

## Record Earnings Reported

Thrilling combination of MAGIC LINES and MAGIC-POCKETS plus all the profit-proved play-appeal of the greatest Ballygames, from BEACH CLUB to BIG-TIME, is getting the biggest cash-box approval in years. Operators report record-smashing earnings from GAYETY. Get your share! Get GAYETY now!

**TURN KNOBS**  
 with MAGIC-LINES lit to move first 3 lines of Card UP and DOWN for best possible score.

**PRESS BUTTONS**  
 with MAGIC-POCKETS lit to move balls in top row of pockets to LEFT or RIGHT for best possible score.

FAMOUS BEACH CLUB  
 BIG-TIME PLAY-APPEAL



**New Bally bowlers**  
 combine greatest bowler features  
 with new **BONUScore** play-booster

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature... plus popular SPEED-CONTROL and other famous Bally-Bowler features... and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right on-the-nose" BONUScore speed-control. Order from your Bally Distributor today.

Popular **SUPER STRIKES** and **SPEED CONTROL**

**Gold Medal**  
 WITH MATCH-PLAY

**Blue Ribbon**  
 WITHOUT MATCH-PLAY



## BULL'S EYE

COIN-OPERATED JUNIOR SHOOTING-GALLERY

Packed with appeal to junior marksmen, Bally BULL'S EYE... requiring only 1 1/2 ft. by 3 ft. of floor space... is a gold-mine in all locations frequented by youngsters with or without their parents. Operating on a nickel... 10 to 20 shots, depending on skill... BULL'S EYE takes in coins at a rate of \$25 to \$35 per hour. See BULL'S EYE at your Bally Distributor or write for complete details.



## HOT-ROD

COIN-OPERATED AUTO-RIDE

HOT-ROD, miniature model of early style roadster in eye-catching colors... with real headlights and horn... takes youngsters on a rolling, rocking ride for a dime. Throttle permits driver to accelerate speed at will. Riding-time adjustable to 45 seconds, 1 minute, 90 seconds or 3 minutes. Record-changer with 12-disc capacity, concealed in base, is optional equipment. HOT-ROD requires only 34 in. by 68 in. of floor-space to earn really important money in all kiddie-ride locations. Write for details.



## THE CHAMPION

COIN-OPERATED HORSE-RIDE

NEW ALL-METAL CABINET  
 FOR INDOOR AND OUTDOOR OPERATION

Realistic western golden-palomino horse with genuine leather saddle... walks, trots or gallops, as rider controls speed by pulling reins. Riding-time adjustable to 45 seconds, 1 minute, 90 seconds or 3 minutes. THE CHAMPION occupies only 22 in. by 44 in. of floor-space and is the biggest, steadiest money-maker in the kiddie-ride class. See your Bally Distributor or write factory for complete description.