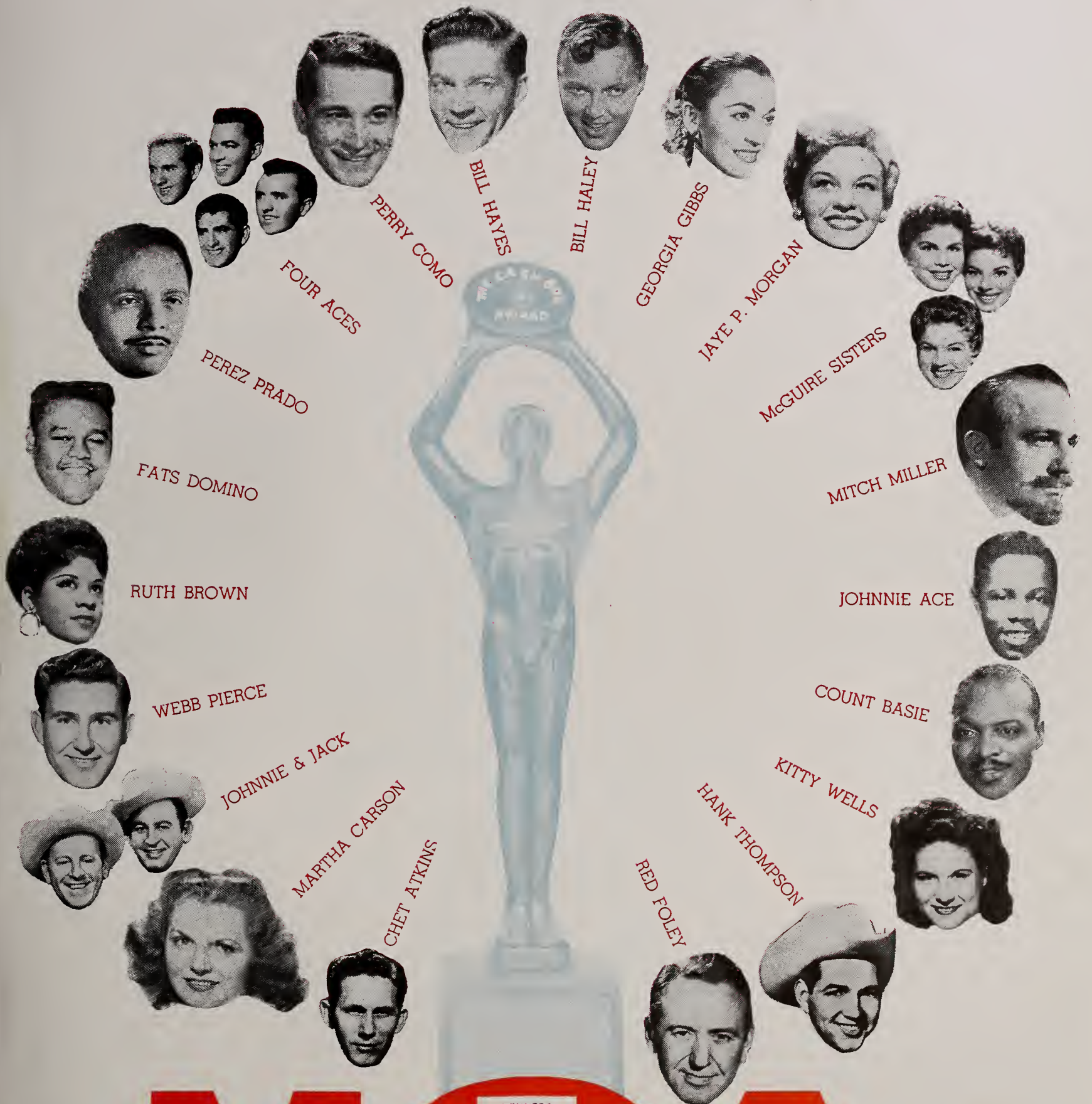


The Cash Box

VOLUME XVII—NUMBER 34

MAY 12, 1956



MOA

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

SIXTH ANNUAL CONVENTION... MAY 6-7-8... MORRISON HOTEL, CHICAGO, ILL.



**MORE
OF THE
"JACK"
IN THE
JUKE
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COMES
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**RCA VICTOR
CUSTOM
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It's no secret in the industry – RCA Victor presses most independent label hits. We supply the quick, complete and competitively priced services that this business demands. With more than 50 years of experience, the latest in equipment, and 3 plants –

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FOUNDED BY BILL GERSH

The Cash Box

Volume XVII—Number 34

May 12, 1956

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A LOT OF RECORDS!

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

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

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

The way to really see what this purchasing means is to imagine what the record business would be like without juke boxes. First we would have to assume that it could ever have gotten off the ground. And that in itself is problematical since in the early thirties when the record industry was almost dealt a deathblow by radio, it was the juke

box operator who almost single handedly kept the record business going by continued buying and continual exposure until a whole new audience could be created for the purchasing of records. But supposing it did survive without juke box help, certainly today the market for records would be a fraction of what it actually is, for not only would there be a market less 50,000,000 to start with, but by the lack of exposure and promotion which juke box play must necessarily give, current sales could never have developed to the point at which we find them today.

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

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

In the years to come, the juke box industry will continue to be the bellwether which leads the record business into new heights of prosperity.

Thanks MOA-
FOR YOUR HELP IN MAKING
1955 MY GREATEST RECORD
YEAR...



HOPE TO KEEP THE COINS
ROLLING IN WITH:

"JOHN HENRY"
"THE ROVIN' GAMBLER"

Tennessee
Ernie Ford



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					
AA—Double A	CL—Cardinal	ES—Essex	JD—Jay Dee	OL—Olympic	SO—Sound
AB—Abbott	CO—Columbia	EX—Excello	JU—Jubilee	PA—Parrot	SP—Specialty
AL—Aladdin	CR—Coral	FB—Fabor	JZ—Josie	PE—Peacock	ST—Starlite
AO—Apollo	CT—Cat	FE—Federal	KA—Kapp	PM—Prom	SU—SUN
AP—ABC-Paramount	CW—Crown	FI—Fiesta	KL—King	PP—Peter Pan	TA—Tampo
AR—Arcade	DA—Dana	4 Star—Four Star	LI—Liberty	PR—Prestige	TI—Tico
AT—Atlantic	DE—Decca	GE—Gee	LO—London	RA—Rainbow	UN—United
BT—Bethlehem	DL—DeLuxe	GN—Golden	MD—Media	RE—Regent	UQ—Unique
CA—Capitol	DO—Dot	GR—Groove	ME—Mercury	RL—Real	VE—Verve
CD—Cadence	DT—Dootone	GTJ—Good Time	MG—MGM	RM—Rama	VI—RCA Victor
CH—Chess	DU—Duke	Jazz	MO—Modern	RP—RPM	VJ—Vee-Jay
CK—Checker	EP—Epic	HE—Herald	NG—Norgren	SA—Savoy	VK—Vik
	ER—Era	IM—Imperial	OK—Okeh	SE—Secce	WI—Wing

		Pos. Last Week
1	HOT DIGGITY PERRY COMO VI-20-6427 (47-6427)—Perry Como	1
2	HEARTBREAK HOTEL ELVIS PRESLEY MO-985 (45-985)—Cadets VI-20-6420 (47-6420)—Elvis Presley	3
3	POOR PEOPLE OF PARIS LES BAXTER ORCH. CA-3336 (F-3336)—Les Baxter CR-61592 (9-61592)—Lawrence Welk DE-29835 (9-29835)—Russ Morgan LO-1628 (45-1628)—Winifred Atwell MG-12188 (K-12188)—Roger Roger VI-20-6366 (47-6366)—Chet Atkins	2
4	BLUE SUEDE SHOES CARL PERKINS CA-3373 (F-3373)—Bob Roubian CO-21505 (4-21505)—Sid King & 5 Strings DE-29980 (9-29980)—Roy Hall DO-15456 (45-15456)—Jim Lowe KI-4903 (45-4903)—Boyd Bennett ME-70805 (70805 x 45)—Jerry Mercer MG-12197 (K12197)—Sam Taylor SU-234 (45-234)—Carl Perkins VI-20-6450 (47-6450)—Pee Wee King	5
5	WHY DO FOOLS FALL IN LOVE THE TEEN AGERS DE-29832 (9-29832)—Gloria Mann DO-15448 (45-15448)—Gale Storm GE-1002 (45-1002)—The Teen Agers ME-70790 (70790 x 45)—Diamonds	4
6	THE MAGIC TOUCH PLATTERS ME-70819 (70819x45)—Platters	9
7	A TEAR FELL TERESA BREWER AT-1086 (45-1086)—Ivory Joe Hunter CR-61590 (9-61590)—Teresa Brewer VI-20-6482 (47-6482)—Anita Carter	6
8	I'LL BE HOME PAT BOONE CK-830 (45-830)—Flaminges DO-15443 (45-15443)—Pat Boone	7
9	ROCK ISLAND LINE LONNIE DONEGAN CA-3397 (F-3397)—Merrill Moore CR-61613 (9-61613)—Don Cornell DE-29883 (9-29883)—Bobby Darin DO-1279 (45-1279)—Jimmy Work EP-9161 (5-9161)—Jimmy Gavin KI-4918 (45-4918)—Grandpa Jones LI-55019 (45-55019)—Rod McKuen LO-1650 (45-1650)—Lonnie Donegan ME-70831 (70831x45)—Len Dresslar	10
10	LISBON ANTIGUA NELSON RIDDLE CA-3287 (F-3287)—Nelson Riddle CO-40635 (9-40635)—Mitch Miller CR-61553 (9-61553)—Alan Dale CR-61595 (9-61595)—Lawrence Welk VI-20-6406 (47-6406)—Leo Diamond VI-20-6418 (47-6418)—1956 Jazz All Stars	8

11) MOONGLOW & PICNIC. 12) IVORY TOWER. 13) MAIN TITLE (THE MAN WITH THE GOLDEN ARM). 14) LONG TALL SALLY. 15) JUKE BOX BABY. 16) NO, NOT MUCH. 17) EDDIE MY LOVE. 18) CAN YOU FIND IT IN YOUR HEART. 19) ROCK AND ROLL WALTZ. 20) THEME FROM THREE PENNY OPERA. 21) R-O-C-K. 22) THE GREAT PRETENDER. 23) INNAMORATA. 24) THE HAPPY WHISTLER. 25) TOO YOUNG TO GO STEADY. 26) STANDING ON THE CORNER. 27) SAINTS ROCK AND ROLL. 28) MR. WONDERFUL. 29) WITHOUT YOU. 30) I WANT YOU TO BE MY GIRL. 31) CHURCH BELLS MAY RING. 32) MY LITTLE ANGEL. 33) SEE YOU LATER, ALLIGATOR. 34) WILD CHERRY. 35) LOVELY ONE.

W
L

Bally **HIGHS!!!**

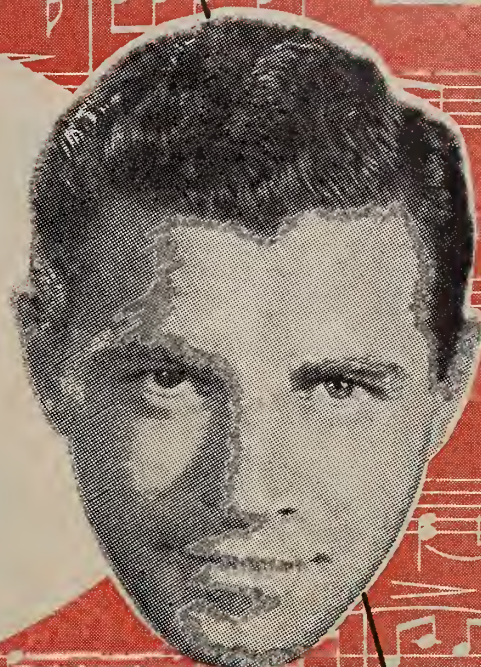
Bob Carroll

**"RED CONFETTI, PINK
BALLOONS AND TAMBOURINES"**

c/w

"HANDWRITING ON THE WALL"

Bally 1006 (7-1006)



Jimmy Hilliard

and his orchestra

"VERANO AMOR"

c/w

"MY ONE AND ONLY LOVE"

Bally 1007 (7-1007)

TO THE M.O.A'ers

*Our sincere thanks for
your help and spins . . .*

Bally Records

"The home of living performance"

RECORD REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓑ FAIR
ⓓ VERY GOOD	ⓓ MEDIOCRE

SOMETHIN' SMITH & THE REDHEADS
(Epic 9168; 5-9168)

B+ "IN A SHANTY IN OLD SHANTY TOWN" (2:48) [M. Witmark ASCAP—Young, Siras, Little] Somethin' Smith and his Redheads hand in a terrific revival version of a great old ricky-tick standard. The new lyrics in Smith's solo are extremely clever and up-to-date and should attract many spins. Great side for the Spring season. Excellent juke fare.

B+ "COAL DUST ON THE FIDDLE" (2:25) [Planetary ASCAP—George, Walker] A wonderful new cornball ditty with a delightful folk flavoring. Boys have a unique charm and sound that gives the tune a commercial quality. Two strong sides that could step out.

DINAH WASHINGTON
(Mercury 70868; 70868x45)

B+ "CAT ON A HOT TIN ROOF" (2:32) [Tee Pee ASCAP—Silver, Alfred] An exciting new bluesy ballad inspired by the title of a current B'way smash drama, is potently portrayed by the inimitable "Miss D."—Dinah Washington. Thrush gets a choral assist on the belted rhythm deck. Exciting biscuit that should do extremely well for the lark. Could break.

B "THE FIRST TIME" (2:40) [Nielson ASCAP—Crain, Weiner] A thrilling fish-beat romancer is beautifully styled by the great talent. Emotional reading of a strong tune.

EDDIE BARCLAY ORCH.
(Mercury 70862; 70862x45)

B "LA CHNOUF" (2:50) [Rayven BMI—Lanjean] A lovely slow beat instrumental blues is wonderfully presented by Eddie Barclay and his orchestra. Unusual instrumental opus. Good for change-of-pace programming.

C+ "TIC TAC TANGO" (3:05) [Leo Feist ASCAP—Marnay, Stern] A clever little tango novelty is superbly presented on this side. Colorful melody and most pleasant orchestration.

BAYOU BILL & HEADLINERS
(Patio 3; 45-3)

B "OLD MAN OF THE MARSHES" (2:35) [Pine Ridge ASCAP—Vidacovich, Winstein] The Patio label introduces Bayou Bill and the Headliners on an exciting galloping beat cajun flavored song. Dramatic piece that drives from the first groove right thru to the end.

C+ "I'LL ALWAYS LOVE YOU DARLING" (2:35) [Robbins ASCAP—Barnes] A simple and inviting waltz beat romancer smoothly handled by Bill and the chorus.

MANTOVANI ORCH.
(London 1669; 45-1669)

B+ "MERRY-GO-ROUND WALTZ" (2:10) [Southern ASCAP—Lawrence, Van Parys] One of France's biggest hits is beautifully executed for the American market by the string-filled Mantovani Orchestra. Gorgeous melody set to a superb arrangement. Could develop into a big Monty hit.

B "HEART OF PARIS" (2:15) [Mills ASCAP—Larue, Auric] Another enchanting European waltz-tempo smash beautifully presented by the maestro. Lovely mood item.

THE CASH BOX DISK OF THE WEEK

"I WANT YOU, I NEED YOU, I LOVE YOU" (2:37)

[Elvis Presley BMI—Mysels, Kosloff]

"MY BABY LEFT ME" (2:13)

[Elvis Presley BMI—Crudup]

ELVIS PRESLEY

(RCA Victor 20-6540; 47-6540)



ELVIS PRESLEY

● When Victor signed Elvis Presley he was billed by the diskery as the artist destined to be "the most talked about performer of the past decade." And it looks as tho

the claims have already come true. The guitar toting sensation is undoubtedly the most sought after singer in the country and he's already left a red hot path on every available chart. He's has the #1 pop single, #1 LP, #1 country single and one of the biggest R & B disks. And the next few weeks should see him repeating the feat with his exciting new release, "I Want You, I Need You, I Love You." It's a dramatic fish-beat romancer emotionally projected by the knee-swinging warbler. Sounds like a great follow-up hit. The teenagers will flip when they hear this. The coupling "My Baby Left Me" is a hard hitting thumper with more country flavoring. Hot two-decker. Top portion has the edge in the pop market. Watch it take off.

"THE TREASURE OF LOVE" (2:11)

[Monument-Progressive BMI—Stallman, Shapiro]

"HE'S GOT ME HOOK, LINE AND SINKER" (2:37)

[Reeve BMI]

DOROTHY COLLINS

(Coral 61647; 9-61647)



DOROTHY COLLINS

● The rock and roll field has supplied Dorothy Collins with two big songs that have sent her skyrocketing up the popularity ladder among record buyers—"My Boy — Flat

Top" and "Seven Days." So it's only natural that she stay with the same profitable source for her latest release, "The Treasure Of Love." The tune is one of the best fish-beat romancers to come along in many months and is destined to be a real big seller. Dorothy's interpretation is the best thing she's done since she joined the label and could easily become her biggest hit. The lower lid, "He's Got Me Hook, Line and Sinker," is a catchy little bouncer perly presented by the popular femme. Top half should attract stacks of coin.

CAROLE CREVELING
(Euterpean 5001; 45-5001)

B "WILLOW WEEP FOR ME" (2:57) [—Ronell] Carole Creveling makes an impressive debut on the Euterpean label with a beautiful blue-mood interpretation of a great standard. Striking arrangement and delivery Thrush has a terrific voice, and simple bass and drum accompaniment is exceptionally thrilling. Strong side. Jockeys oughta get a kick out of this one.

B "BETWEEN THE DEVIL AND THE DEEP BLUE SEA" (2:09)

[—Koehler, Arlen] Bass, drums and piano accompany the thrush on her flight thru this great evergreen. Carole has a refreshing and individual sound that could make the grade. Bright future in store for the lass.

GEORGIE SHAW

(Decca 29906; 9-29906)

B "WHAT A FOOL WAS I" (2:57) [Pinelawn BMI—Holmes] Georgie Shaw hands in a pretty new deck as he offers a tearful romantic opus. Emotional delivery. Chorus assists in fine form. Good side.

C+ "RUN, RUN, RUN" [Treble ASCAP—Bennett] Shaw bounces through this lively and appealing tune. Different from the run-of-the-mill material.

BOB CARROLL

(Bally 1006; 7-1006)

B+ "RED CONFETTI, PINK BALLOONS AND TAMBOURINESS" (2:05) [Famous ASCAP—David, Livingston] Bob Carroll bows on the Bally label with a beautiful new latin beat romantic ballad that could step out and blossom into a healthy hit. Wonderful tune given an excellent delivery.

C+ "HAND WRITING ON THE WALL" (2:30) [Famous ASCAP—Bennett] A cute shuffle beat romancer invitingly styled by the songwriter.

MARC FREDERICKS, Piano & Orch.
(Dot 15465; 45-15465)

B+ "TO LOVE AGAIN" (2:47) [Columbia Pics ASCAP—Washington, Stoloff, Sidney] The lovely Chopin Nocturne employed in the new pic "The Eddy Duchin Story," is beautifully executed by pianist Marc Fredericks with an orchestral accompaniment. Voice is heard in background singing without words. Lovely waxing that should do extremely well when the pic hits the local cinemas. Song is already making the grade. This rendition should take a cut of the melon.

C+ "MEXICO CITY" (2:26) [Galatin BMI—Thompson] The ork floats through a lush and flowery latin tempo creation on this side. Melodious.

RAY BLOCH ORCH.

(Coral 61635; 9-61635)

B+ "LOST HORIZON" (3:20) [Horizon ASCAP—Warren, Lawrence, Lee] From the forthcoming musical "Shangri-La" stems this beautiful theme which Ray Bloch, the orchestra and chorus handle so wonderfully. Enchanting melody. Warm and touching delivery.

C+ "WEDDING IN MONACO" (2:48) [Hollywood ASCAP—Bloch, Neufeld] In keeping up with current events, Bloch's orchestra offers a light and infectious instrumental novelty describing, musically, the recent wedding in Monaco.

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.

- ★ "SIXTEEN CHICKS" Joe Clay Vik 0211; 4X-0211
- ★ "IN A SHANTY IN OLD SHANTY TOWN" Somethin' Smith & The Red Heads ... Epic 9168; 5-9168
- ★ "CAT ON A HOT TIN ROOF" Dinah Washington Mercury 70868; 70868x45
- ★ "MERRY-GO-ROUND WALTZ" Mantovani Orch. London 1669; 45-1669
- ★ "HOLD ON" Ralph Waldo Cummings ABC-Paramount 9697; 45-9697
- ★ "FROM THIS MOMENT ON" Lena Horne RCA Victor 20-6512; 47-6512

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

HOT DIGGITY

...thank you operators!

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

RCA VICTOR



Direction
GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON



RECORD REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓑ FAIR
ⓒ VERY GOOD	ⓒ MEDIOCRE

THE CASH BOX SLEEPER OF THE WEEK

"LAZY RIVER" (2:06)
[Peer International BMI—
Carmichael, Arodin]

"THIS TRAIN" (2:42)
[Mills ASCAP—Tharpe]

ROBERTA SHERWOOD
(Decca 29911; 9-29911)

● Roberta Sherwood, one of Decca's most promising new pacticees displays her spellbinding vocal attributes on an exciting new version of a great standard which Decca has lifted from the lark's first Decca LP, "Introducing Roberta Sherwood". The tune is the well known classic "Lazy River", but under Roberta's control, it becomes a new and exciting experience. The first half of the side is delivered in a slow, torchy style with grunts, etc. But at mid point all the stops are pulled out and the chirp cuts thru a wild and woolly reading. Flip is another side from the same LP, "This Train". An exciting spiritual jumper. Note to dee-jays: listen to "Lazy River" at 33 1/3 rpm.

"FREE" (2:18)
[Laurel ASCAP—Marks, Connelly]

"IT'S WILD" (2:38)
[Cragsmoor BMI—Haymes]

TOMMY LEONETTI
(Capitol 3442; F-3442)

● Tommy Leonetti, an extremely talented warbler who has done some beautiful work for Capitol, gets hold of a top grade piece of material and hands in a side that could skyrocket him to stardom. It's far and away the youngster's best performance to date and it all comes about on a tune with the simple title "Free". Tommy works with a choral backdrop as he smoothly shuffles through this delightful lilting love affair. Excellent teaming of artist and material. The lower lid, "It's Wild", is a catchy swinger colorfully fashioned to a good up-beat. Top deck is the one to watch.

"YOURS IS MY HEART ALONE"
[Shubert ASCAP—Lehar, Smith,
Loehner, Casini]

"O, MADONNA!"
[Jubilee ASCAP—Discant, Bass]

ENZO STUARTI
(Jubilee 5243; 45-5243)

● Enzo Stuarti, an exciting newcomer to the wax world, introduces two beautiful ballads that should establish him as a name artist. On one half, the powerful crooner gives out with a striking romantic piece labelled "Yours Is My Heart Alone". A touching big-voice reading of a top drawer piece of material. The lad gave the song a big send-off on a recent "Ed Sullivan Show". The other half "O, Madonna!" is an attractive and lively American adaptation of a delightful Italian folk favorite. Beautiful job that should create a sensation in certain locations. Twin-threat.

"THE SEARCHERS (Ride Away)"
(2:50)

[M. Witmark ASCAP—Jones]

"THE SOMEWHERE VOICE"
(2:45) [Duchess BMI—Cadby]

DANNY KNIGHT
(MGM 12252; K12252)

● "The Searchers", the title tune of a forthcoming \$2,000,000 Western film from the Warner Studios, starring John Wayne, serves to introduce a terrific newcomer on the MGM label, Danny Knight. The lad has a dramatic and polished voice and hands in a stirring performance on this galloping western song. It's an exciting "High Noon" type ditty that's themed throughout the film and sung during the opening and closing credits. The lower lid is another western song, this one stemming from the Worthington Minor TV show "Frontier". Top half is the side for action.

FRED ASTAIRE
(Verve 2009; 2009x45)

ⓑ "HELLO, BABY" (2:48) [General ASCAP—Jaffe, Astaire Ruick] Fred Astaire makes his debut on Verve with a charming and easy-going up-tempo ballad. Smooth item that brings to mind the 1930's. Astaire has that unexplainable warmth that gives a song a special meaning. Lovely side.

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

CAROL RICHARDS
(RCA Victor 20-6497; 47-6497)

ⓑ "FIRST ROW BALCONY" (2:04) [E. B. Marks BMI—Raleigh, Edwards] Carol Richards, familiar to the public for her work on the Bob Crosby Show, comes up with a strong platter for teenagers. Here she tells the sad story about a fella who stood her up. Good, commercial fish-beat. Could happen.

ⓒ "MY SWEET LITTLE MUSIC BOX" (2:26) [Shapiro, Bernstein ASCAP—Mann, Lowe] Another pretty fish-beat ballad delightfully executed by the lark.

LOU MONTE
(RCA Victor 20-6522; 47-6522)

ⓑ "ID'VE BAKED A CAKE" (2:00) [Robert ASCAP—Merrill, Hoffman, Trace] Lou Monte, who's done big things with Italian novelties, comes up with a wonderful new Italian comedy version of a smash ditty from the recent past. Colorful cutie that should do well for the star. Strong juke item.

ⓑ "ASK YOUR HEART" (2:30) [Regent BMI—Engvick, Laub] Lou gets serious on this end and chants a warm and delightful romancer set to a pleasant shuffle tempo. Pretty side.

PETER MARSHALL
(Melba 103; 45-103)

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

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

MICHEL LEGRAND ORCH.
(Columbia 40692; 4-40692)

ⓑ "SMILE" [Bourne ASCAP—Chaplin] Michel Legrand, one of the most talented of the world's young arrangers, displays his mastery of music as he guides the ork through a lush and fascinating arrangement of an enchanting theme that has become a standard in just a few years. Lovely mood item.

ⓒ "BONJOUR, PARIS" [Bourne & Biem ASCAP—Kosma] From the film "M'sieur La Caille" comes this sentimental blues instrumental. Whistling throughout creates a desired atmosphere of loneliness. Pretty piece.

RALPH WALDO CUMMINGS
(ABC-Paramount 9697; 45-9697)

ⓑ "HOLD ON" (2:11) [Robt. Devere BMI—Reid, Jay] Ralph Cummings, familiar to folks for his Pall Mall commercials, hands in a strong side here as he sings a touching song of love. Could develop into a big hit. Charming item with sleeper qualities.

ⓒ "THE BLACK WEEKEND" (2:42) [Sunbeam BMI—Rich, Brody] An appealing waltz tempo is the base for this interesting folk type tune about a fateful day when 600 died in an accident.

GUY LOMBARDO ORCH.
(Capitol 3411; F-3411)

ⓑ "CHARLESTON PARISIEN" (2:31) [Leeds ASCAP—Moulin] Guy Lombardo and the ork do a superb job on a light-hearted bouncer with a refreshing easy-going rickety tempo. Contagious ditty that could make some noise for the gang. Strong instrumental item.

ⓑ "RINKA TINKA MAN" (2:36) [Amer. Academy ASCAP—Bentley] Kenny Gardner and the Lombardo Trio handle the vocal chores on this colorful cornball cutie. Happy affair. Good change of pace listening.

BILLY ECKSTINE
(MGM 12237; K12237)

ⓑ "MY FICKLE HEART" (2:56) [Ivan Mogull ASCAP—Allen, Stillman] A smooth rhythm backdrop by Nelson Riddle assists the rich Eckstine voice as he cruises through a pleasant ballad.

ⓒ "OUT OF MY MIND! OUT OF MY MIND!" (3:20) [Jefferson ASCAP—Jordan, Bass] The polished crooner leans into a tearful love song on this portion and comes off with a good side that his fans should enjoy.

EARTHA KITT
(RCA Victor 20-6521; 47-6521)

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

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

LINK DAVIS
(Starday 242; 45-242)

ⓑ "SIXTEEN CHICKS" (2:10) (Starrite BMI—Davis, Walker] Link Davis follows the successful formula employed by many country artists as he belts out a hard hitting rock and roller that really cuts. Solid dance item that could take off. Good item for country and pop markets.

ⓒ "GRASSHOPPER ROCK" [Starrite BMI—Davis] Another hard hitting swinger with the "Blue Suede Shoes" style and sound.



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MALE
VOCAL
GROUP
OF 1955**

(The Cash Box Operator Poll)

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SPLENDORED
THING"**

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Song of 1955*

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Millions of Plays ...*

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"TO LOVE AGAIN"

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b/w

"Charlie Was A Boxer"

DECCA 29889

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in the
MGM Technicolor Film*

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IN
LAS VEGAS**

*Personal Mgr.
HERB KESSLER*



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VERY GOOD

GOOD
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MEDIOCRE

JOHNNIE RAY

(Columbia 40695; 4-40695)

B "GOODBYE, AU REVOIR, ADIOS" (2:30) [George Paxton ASCAP—Gallop, Wayne] Johnnie Ray pulls out all the stops on this half and belts out a wild and tormented rock and roller. Ray really gives the tune a send off.

C+ "BECAUSE I LOVE YOU" (2:18) [Hollis BMI—Price] A shuffle, fish-beat and a choral group serve up the background for this big voiced reading of another dramatic ballad.

LAWRENCE WELK ORCH.

(Coral 61644; 9-61644)

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

B "I COULD HAVE DANCED ALL NIGHT" (2:09) [Chappell ASCAP—Loewe, Lerner] Alice Lon and the Sparklers handle the vocal duties on this spright and lively ballad from the same B'way musical hit. Excellent coupling for the jukes. This tune is making noise, and Welk's rendition should make an impression on his many fans.

JACK PLEIS ORCH.

(Decca 29920; 9-29920)

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

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

THE BEAU BRUMMELS

(Vik 0208; 4X-0208)

B "IN SELF DEFENSE" (2:17) [Peer Inter'l BMI—Thomas] The Beau Brummels come up with a strong side on their first Vik release. A pretty delivery of an emotional fish-beat ballad. Boys have a commercial blend and should please the youngsters.

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

PERCY FAITH ORCH.

(Columbia 40696; 4-40696)

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

B "WITH A LITTLE BIT OF LUCK" (2:14) [Chappell ASCAP—Lerner, Loewe] Another pleasant item from the same show. An attractive military number with a high stepping march tempo.

JOE CLAY

(Vik 0211; 4X-0211)

B+ "SIXTEEN CHICKS" (1:58) [Starrite BMI—Davis, Walker] Vik introduces a thrilling newcomer with the currently popular Presleyan sound singing a wild and exciting thumper that oughta have the kids hopping. It's a hard-hitting side tailor-made for any teenage location. Could break out.

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

WINIFRED ATWELL &
FRANK CHACKSFIELD O.

(London 1667; 45-1667)

B+ "PORT-AU-PRINCE" (2:01) [E. B. Marks BMI—Wayne] Winfred Atwell, riding atop the British best seller lists with her version of "Poor People", flies across the keyboard once again, dishing out a lively and ear-pleasing version of another American pop hit. Pretty melody.

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

HELEN FORREST

(Capitol 3417; F-3417)

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

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

LENA HORNE

(RCA Victor 20-6512; 47-6512)

B+ "FROM THIS MOMENT ON" (1:55) [T. B. Harms ASCAP—Porter] A great Cole Porter classic of more recent vintage is sensationally styled by the one and only Lena Horne. A thrilling up-beat swing rendition that drives. Thrush sells a tune as few can. Could step out.

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

FRED NORMAN ORCH.

(MGM 12231; K-12231)

B "CHERRY COKE" (2:39) [Laerteas ASCAP—Norman, Douglas] Fred Norman and the orch cruise through a free swinging instrumental jumper with a good dance tempo for the kids. Easy going rhythm piece.

C+ "POST TIME" (2:54) [Laerteas ASCAP—Norman, Jacobs] Another catchy jump item. This melody is based on the familiar post time theme trumpeted at the race tracks.



*Gratefully
Johnnie
Ray*

Current Release

**"GOODBYE, AU REVOIR,
ADIOS"**

b/w

"BECAUSE I LOVE YOU"

40695; 4-40695

COLUMBIA  RECORDS

Personal Management: BERNIE LANG

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



Vital Statistics—Paul Howard, one of the leading deejays in the Wheeling, W. Va. area for the past nine years, has joined WCUE-Akron, O. . . . Lonnie Johnson now dee jaying at KFOX-L.A. 3:30 to 4:30 daily and KALI-L.A. 6-7 Mondays and Tuesdays.

John Ademy (WCAO-Baltimore, Md.) lighting his first candle as MC of the two hour afternoon "600 Serenade" on May 18. . . . Says Arnie "Woo Woo" Ginsberg (WBOS-Boston, Mass.) "Jack McDermott does not have the only night



DICK DOTY
(WHAM—Rochester, N. Y.)

show in Boston on Sunday night. "Night Train" and I are on seven nights a week." . . . Newport News and Norfolk, Va. audiences find nights passing very quickly with the aid of Ed Ivory of WGH. . . . We hear lots of nice things about Dick Reynolds and his work to combat juvenile delinquency. . . . Dick Drury (WHHH-Warren, O.) asks that those sending him records and promotion material send it to WHHH. Lots of mail has been arriving at WERE-Cleveland, but Dick is only at the latter station weekends. . . . Harold Barlow, Hudson Record Company, tells us Dick Doty, (WHAM-Rochester, N. Y.) has been spinning "Hopes and Dreams" and will run a "Hopes and Dreams" contest. . . . Art King (WBSM-New Bedford, Mass.) has launched a new show, "Sentimental Ballroom" in which he features the top tunes of his other shows, standards from some new albums. It has turned into a tremendous audience draw—and just as important—has grabbed a "big" sponsor. . . . Chicago deejays will participate in the "Disk Jockey Derby," one of the major attractions of the 1956 harness racing season at Maywood Park. Slated for the first heat on Tuesday, May 1, were: Jim Mills (WAAF); Dan Sorkin (WCFL); Bob Carpenter (WAAF); Richard Stanz (WBKB and WGES). The second, third and fourth heats will be raced by the Bob Carpenter (WAAF); Dick Coughlan (WGN); Jim Daris (WEDC); Dick Elliott (WHFC); Marty Faye (WAAF); Tony Ford (WGES); Dick Harley (WHFC) Jim Lounsbury (WGN); Paul Saliner (WGN); Steve Schickel (WGN); Jack Stilwel (WLS); Spider Webb (WAIT). . . . Larry Coney (WWPG-Palm Beach, Fla.) conducting teen-age bashes each day between 4-6 pm when the kids dance, sing and help him answer the phone. . . . All the promotion men talking about Bob Horn's (WFIL-Philadelphia) new pet, a baby lion. Latest is Walt Hofer. The cat is just finding its teeth and Horn is teaching it to bite pluggers.

Ed Bonner (KXOK-St. Louis, Mo.) calls his publishing firm Radoir. . . . Ed Penner (WTAO-Boston) will fly 2000 miles to do a single four hour show for Boston recruits taking their basic training at Lackland Air Force Base, San Antonio, Texas. Ed will tape the entire show and will broadcast over WTAO on Monday, May 14.

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

**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. HEARTBREAK HOTEL | Elvis Presley (RCA Victor) |
| 2. MOONGLOW & THEME FROM PICNIC | { Morris Stoloff (Decca)
George Cates (Coral) |
| 3. HOT DIGGITY | Perry Como (RCA Victor) |
| 4. IVORY TOWER | { Cathy Carr (Fraternity)
Otis Williams & Charms (DeLuxe)
Gale Storm (Dot) |
| 5. POOR PEOPLE OF PARIS | Les Baxter (Capitol) |
| 6. THE MAGIC TOUCH | Platters (Mercury) |
| 7. BLUE SUEDE SHOES | Carl Perkins (Sun) |
| 8. MAIN TITLE (MAN WITH THE GOLDEN ARM) | { Dick Jacobs (Coral)
Richard Maltby (Vik)
Elmer Bernstein (Decca) |
| 9. ROCK ISLAND LINE | Lonnie Donegan (London) |
| 10. STANDING ON THE CORNER | Four Lads (Columbia) |
- 11) CAN YOU FIND IT IN YOUR HEART. 12) THE HAPPY WHISTLER. 13) WHY DO FOOLS FALL IN LOVE. 14) THE WAYWARD WIND. 15) A TEAR FELL. 16) TOO YOUNG TO GO STEADY. 17) NO NOT MUCH. 18) MY LITTLE ANGEL. 19) LISBON ANTIGUA. 20) MR. WONDERFUL; LONG TALL SALLY; WALK HAND IN HAND; WITHOUT YOU; I'M IN LOVE AGAIN.

Frankie Lymon and The Teenagers

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

The Cleftones

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

The Valentines

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

Frankie Lymon and The Teenagers

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

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GIL BERNAL

I'LL COME BACK TO YOU
b/w Keep Those Wanderin'
Eyes Off My Baby
AMERICAN 1034

DANNY WELTON
(Harmonica Solo with Orchestra)

FAIR WIND
b/w 'Til the Band Goes Home
AMERICAN 1012

MAE WILLIAMS

I WENT TO THE VILLAGE
b/w Huckleberries
AMERICAN 1011

CATCHING ON

KAY CEE JONES
SMALL TOWN b/w
Awaken, My Lonely One
AMERICAN 1033

STILL GOING STRONG

KAY CEE JONES
THE JAPANESE FAREWELL SONG
b/w I Wore Dark Glasses
AMERICAN 1031

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THE CASH BOX

Disk Jockeys

REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by disk jockeys throughout the nation for the week ending May 5, without any changes on the part of THE CASH BOX.

Gene Piatt

- KELO—Sioux Falls, S. Dak.
1. Moonglow & Picnic (Cates)
2. Main Title (Dick Jacobs)
3. Walk Hand In Hand (Martin)
4. How Do I Love You (Wayne)
5. Wayward Wind (Gogi Grant)
6. Too Young To Go Steady (Nat Cole)
7. To You My Love (G. Shaw)
8. Port-Au-Prince (N. Riddle)
9. To Love Again (Cavallero/Damone)
10. Beyond The Sea (R. Williams)

Dick White

- WOKY—Milwaukee, Wis.
1. Look Homeward Angel (Four Esquires)
2. Juke Box Baby (Perry Como)
3. Ivory Tower (Cathy Carr)
4. Heartbreak Hotel (E. Presley)
5. Rock Island Line (L. Donegan)
6. Moonglow & Picnic (Cates)
7. Wayward Wind (Gogi Grant)
8. Angel Pie (Peggy King)
9. Standing On The Corner (Four Lads)
10. Eddie My Love (Fontanes)

Marty Henry

- KIEV—Glendale, Calif.
1. Poor People Of Paris (Baxter)
2. Rock Island Line (L. Donegan)
3. No Not Much (Four Lads)
4. Innamorata (Dean Martin)
5. Without You (Eddie Fisher)
6. Too Young To Go Steady (Nat Cole)
7. Standing On The Corner (All Artists)
8. Infatuation (Renato Carosone)
9. Mr. Wonderful (S. Vaughan)
10. Rio Batucada (George Cates)

"Little Joe" Augello

- WOHO—Toledo, Ohio
1. Heartbreak Hotel (E. Presley)
2. Moonglow & Picnic (Cates)
3. Magic Touch (Platters)
4. Happy Whistler (Robertson)
5. Can You Find It In Your Heart (Tony Bennett)
6. Long Tall Sally (Little Richard)
7. A Tear Fell (Teresa Brewer)
8. I Want You To Be My Girl (Teenagers)
9. Too Young To Go Steady (Nat Cole)
10. Little Girl Of Mine (Cleffones)

Ken Johnston

- WNRC—New Rochelle, N. Y.
1. Rock Island Line (Donegan)
2. Ivory Tower (Cathy Carr)
3. Standing On The Corner (Four Lads)
4. Most Happy Fella (F. Laine)
5. Can You Find It In Your Heart (Tony Bennett)
6. Street Where You Live (Vic Damone)
7. Poor People Of Paris (Baxter)
8. I Could Have Danced All Night (Sylvia Syms)
9. Play For Keeps (J. P. Morgan)
10. Kissing Is Fun (P. Wright)

Ray Schreiner

- WRNL—Richmond, Va.
1. Ivory Tower (Otis Williams)
2. Happy Whistler (Robertson)
3. Can You Find It In Your Heart (Tony Bennett)
4. Money Honey (Elvis Presley)
5. Slippin' And Slidin' (Little Richard)
6. Too Young To Go Steady (Nat Cole)
7. Walk Hand In Hand (Tony Martin)
8. Magic Touch (Platters)
9. Rock Island Line (Donegan)
10. Moonglow & Picnic (Stoloff)

Larry Coney

- WWPG—Palm Beach, Fla.
1. Long Tall Sally (Little Richard)
2. Heartbreak Hotel (E. Presley)
3. Saints Rock & Roll (B. Haley)
4. Blue Suede Shoes (C. Perkins)
5. Why Do Fools Fall In Love (Teenagers)
6. Church Bells May Ring (Diamonds)
7. See You Later, Alligator (Bill Haley)
8. Eddie My Love (Chordettes)
9. Hot Diggity (Perry Como)
10. Great Pretender (Platters)

Pat Chamburs

- WFLA—Tampa, Florida
1. Poor People Of Paris (Baxter)
2. Main Title (Richard Maltby)
3. Look Homeward Angel (Four Esquires)
4. Port-Au-Prince (N. Riddle)
5. Happy Whistler (Robertson)
6. Picnic (Ralph Marterie)
7. A Little Love Can Go A Long Way (Dream Weavers)
8. Du Bist Schoen Wie Musik (Vico Torriani)
9. Quiet Village (G. Wright)
10. Sinner Man (Les Baxter)

Jerry Wichner

- WINZ—Miami, Florida
1. Magic Touch (Platters)
2. Hot Diggity (Perry Como)
3. Happy Whistler (Robertson)
4. On The Street Where You Live (Vic Damone)
5. Hell Hath No Fury (F. Laine)
6. Standing On The Corner (Dean Martin)
7. Love Me As Though There Were No Tomorrow (Collins)
8. A Tear Fell (Teresa Brewer)
9. No Not Much (Four Lads)
10. Heartbreak Hotel (E. Presley)

Alene McKinney

- KBIG—Hollywood, Calif.
1. Hot Diggity (Perry Como)
2. Wayward Wind (Gogi Grant)
3. Kiss Me Another (G. Gibbs)
4. Happy Whistler (Robertson)
5. I Got Lost In His Arms (Roberta Sherwood)
6. Without You (Eddie Fisher)
7. Moonglow & Picnic (Cates)
8. Too Young To Go Steady (Cole/Page)
9. Birds And The Bees (Adams)
10. Dance If You Want To Dance (Gisele MacKenzie)

Shep Fields

- KTHT—Houston, Texas
1. Poor People Of Paris (Baxter/Kaye)
2. Hot Diggity (Perry Como)
3. Too Young To Go Steady (Nat Cole)
4. Can You Find It In Your Heart (Tony Bennett)
5. Lisbon Antigua (N. Riddle)
6. Heartbreak Hotel (E. Presley)
7. Main Title (Dick Jacobs)
8. Port-Au-Prince (N. Riddle)
9. Lovely One (Four Voices)
10. Say It Ain't So, Joe (Johnson)

Bob Kloss

- WKWK—Wheeling, W. Va.
1. I'm In Love Again (Domino)
2. I Want You To Be My Girl (Teenagers)
3. Corrine Corrina (Joe Turner)
4. Too Young To Go Steady (Nat Cole)
5. Can You Find It In Your Heart (Tony Bennett)
6. My Little Angel (Four Lads)
7. \$64,000 Question (T. Travis)
8. Without You (Eddie Fisher)
9. I Was The One (E. Presley)
10. Flamenco Love (Al Caiola)

Dick Gilbert

- KTYL—Phoenix, Arizona
1. Poor People Of Paris (Baxter)
2. Walk Hand In Hand (Vaughn)
3. Why Do Fools Fall In Love (Gale Storm)
4. How Do I Love You (Wayne)
5. Flamenco Love (Don Costa)
6. Wayward Wind (Gogi Grant)
7. End of a Love Affair (Kallman)
8. Riviera (Buddy Bregman)
9. Three Penny Opera (Hyman)
10. Saints' Rock & Roll (Haley)

Al Radka

- KFRE—Fresno, Calif.
1. Heartbreak Hotel (E. Presley)
2. Hot Diggity (Perry Como)
3. Standing On The Corner (Four Lads)
4. Held For Questioning (Draper)
5. Joshua Tree (Champ Butler)
6. Without You (Eddie Fisher)
7. Ivory Tower (Cathy Carr)
8. Rock Island Line (Donegan)
9. A Tear Fell (Teresa Brewer)
10. No, Not Much (Four Lads)

Jim Avery

- KCLX—Colfax, Wash.
1. Hot Diggity (Perry Como)
2. Ivory Tower (Otis Williams)
3. Heartbreak Hotel (E. Presley)
4. No, Not Much (Four Lads)
5. Poor People Of Paris (Baxter)
6. I'll Be Home (Pat Boone)
7. You Are My Love (4 Tunes)
8. Moonglow & Picnic (Cates)
9. Why Do Fools Fall In Love (Gale Storm)
10. Blue Suede Shoes (E. Presley)

Dick Reynolds

- WHKK—Akron, Ohio
1. Corrine Corrina (Joe Turner)
2. Heartbreak Hotel (E. Presley)
3. Magic Touch (Platters)
4. Will You, Willyum (Martin)
5. Happy Whistler (Robertson)
6. Rock-A-Bye Baby (Brandon)
7. Wayward Wind (Gogi Grant)
8. Honky Tonk Rock (Johnson)
9. Ruby Baby (Drifters)
10. We Go Together (Moonglows)

George Sanders

- KRKC—Hollywood, Calif.
1. Poor People Of Paris (Baxter)
2. No Not Much (The Four Lads)
3. Lisbon Antigua (N. Riddle)
4. Hot Diggity (Perry Como)
5. The Wayward Wind (Grant)
6. Juke Box Baby (Perry Como)
7. Eddie My Love (Fontanes)
8. My Little Angel (Four Lads)
9. Main Title (Richard Maltby)
10. Mr. Wonderful (Peggy Lee)

Lou "Salty" Morton

- WQXI—Atlanta, Ga.
1. Heartbreak Hotel (E. Presley)
2. Hot Diggity (Perry Como)
3. Ivory Tower (Cathy Carr)
4. Main Title (Richard Maltby)
5. Rock Island Line (L. Donegan)
6. Happy Whistler (Robertson)
7. My Little Angel (Four Lads)
8. Mr. Wonderful (Peggy Lee)
9. 3 Penny Opera (Paul & Ford)
10. Wayward Wind (Gogi Grant)

Johnny "Alligator" Argo

- WKDA—Nashville, Tenn.
1. I'm In Love Again (Fats Domino)
2. Solo (Guy Mitchell)
3. Graduation Day (Rover Boys)
4. You Better Believe It (Paul Grayten)
5. Real Thing (Spiders)
6. Long Tall Sally (Little Richard)
7. Main Title (Richard Maltby)
8. Short Walk (Joe Smith)
9. Heartbreak Hotel (E. Presley)
10. Honey Love (Four Lovers)

Art Hellyer

- WCFL—Chicago, Illinois
1. Moonglow & Picnic (Cates)
2. Can You Find It In Your Heart (Tony Bennett)
3. Too Young To Go Steady (Nat Cole)
4. Hi-Lili, Hi-Lo (Dick Hyman)
5. Port-Au-Prince (N. Riddle)
6. Innamorata (Jerry Vale)
7. Heartbreak Hotel (E. Presley)
8. Blue Suede Shoes (Perkins)
9. Cherry Lips (Billy Farrell)
10. Wayard Wind (Gogi Grant)

Paul Coburn

- KOL—Seattle, Wash.
1. Church Bells May Ring (Diamonds)
2. Moonglow & Picnic (Cates)
3. A Tear Fell (Teresa Brewer)
4. Lovely One (Four Voices)
5. Magic Touch (Platters)
6. Happy Whistler (Robertson)
7. Wayward Wind (Gogi Grant)
8. Ivory Tower (Gale Storm)
9. Walk Hand In Hand (Andy Williams)
10. Joey, Joey, Joey (Lancers)

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

THE CASH BOX
Disk Jockey's
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by disk jockeys throughout the nation for the week ending May 5, without any changes on the part of THE CASH BOX.

- Al Mortimer**
WRAC—Williamsport, Pa.
1. Blue Suede Shoes (Perkins)
 2. Hot Diggity (Perry Como)
 3. Too Young To Go Steady (Nat Cole)
 4. Eddie My Love (The Teen Queens)
 5. Mr. Wonderful (S. Vaughan)
 6. Without You (Eddie Fisher)
 7. Main Title (Elmer Bernstein)
 8. Magic Touch (Platters)
 9. Moonglow & Picnic (Cates)
 10. Walk Hand In Hand (Martin)

- David Dreis**
KENT—Shreveport, La.
1. Main Title (Dick Jacobs)
 2. Long Tall Sally (Little Richard)
 3. Ivory Tower (Otis Williams)
 4. I Could've Danced All Night (Charlie Applewhite)
 5. Moonglow & Picnic (Stoloff/Cates)
 6. Little Girl Of Mine (Cleffones)
 7. Why Do Fools Fall In Love (Teenagers)
 8. My Little Angel/Standing On The Corner (Four Lads)
 9. Flamenco Love (Al Caiola)
 10. Heartbreak Hotel (E. Presley)

- George De Forest**
WNTM—Vero Beach, Fla.
1. Poor People Of Paris (Baxter)
 2. Heartbreak Hotel (E. Presley)
 3. Why Do Fools Fall In Love (Teen Agers)
 4. Mr. Wonderful (S. Vaughan)
 5. Baubles, Bangles & Beads (Dick Hyman)
 6. Main Title (Billy May)
 7. Ask Me (Nat Cole)
 8. Long Tall Sally (Pat Boone)
 9. Lisbon Antigua (N. Riddle)
 10. No Not Much (Four Lads)

- Bob Gribben**
KDTH—Dubuque, Iowa
1. Ivory Tower (Otis Williams)
 2. Blue Suede Shoes (Perkins)
 3. Why Do Fools Fall In Love (Diamonds)
 4. Moonglow & Picnic (Cates)
 5. Can You Find It In Your Heart (Tony Bennett)
 6. Church Bells May Ring (Willows)
 7. Main Title (Richard Maltby)
 8. Hot Diggity (Perry Como)
 9. Rock Island Line (L. Donegan)
 10. Mr. Wonderful (S. Vaughan)

- Sammy David**
KRMD—Shreveport, La.
1. Walk Hand In Hand (Martin)
 2. Lovely One (Four Voices)
 3. Too Young To Go Steady (Nat Cole)
 4. Magic Touch (Platters)
 5. Moonglow & Picnic (Stoloff)
 6. Hot Diggity (Perry Como)
 7. Main Title (Dick Jacobs)
 8. Mr. Wonderful (S. Vaughan)
 9. R.O.C.K. (Bill Haley)
 10. Wayward Wind (Gogi Grant)

- Don Mullally**
WTWN—St. Johnsbury, Vermont
1. Poor People Of Paris (Baxter)
 2. Hot Diggity (Perry Como)
 3. Lisbon Antigua (N. Riddle)
 4. No Not Much (Four Lads)
 5. Rock Island Line (D. Cornell)
 6. Heartbreak Hotel (E. Presley)
 7. Moonglow & Picnic (Stoloff)
 8. Ivory Tower (Gale Storm)
 9. April In Paris (Count Basie)
 10. Flowers Mean Forgiveness (Frank Sinatra)

- Scott Muni**
WSMB—New Orleans, La.
1. Ivory Tower (Otis Williams)
 2. Walk Hand In Hand (Martin)
 3. It Only Hurts For A Little While (Ames Bros.)
 4. Hot Diggity/Juke Box Baby (Perry Como)
 5. Midnite In Paris (F. Verna)
 6. Can You Find It In Your Heart (Tony Bennett)
 7. I'm In Love Again (Domino)
 8. On The Street Where You Live (Vic Damone)
 9. Old Man Of The Marshes (Bayou Bill)
 10. Two Loves Have I (Commodores)

- Jack Barr**
KUDL—Kansas City, Mo.
1. Heartbreak Hotel (E. Presley)
 2. Blue Suede Shoes (Perkins)
 3. Long Tall Sally (Little Richard)
 4. I'm In Love Again (Fats Domino)
 5. Magic Touch (Platters)
 6. Moonglow & Picnic (Stoloff)
 7. Main Title (Richard Maltby)
 8. Hot Diggity (Perry Como)
 9. Rock Island Line (Donegan)
 10. Ivory Tower (Otis Williams)

- Dave Sweet**
WBMS—New Bedford, Mass.
1. I've Grown Accustomed To Your Face (Sid Feller)
 2. Flowers Mean Forgiveness (Frank Sinatra)
 3. Moonglow & Picnic (Stoloff)
 4. Rock Island Line (D. Cornell)
 5. Rio Batucada (Leroy Holmes)
 6. Wayward Wind (Gogi Grant)
 7. My Little Angel (Four Lads)
 8. Too Young To Go Steady (Page/Cole)
 9. Too Many Teardrops (Baker Sisters)
 10. Somebody Somewhere (Roy Hamilton)

- Mort Uussbaum**
WBBF—Rochester, N. Y.
1. That Girl (Mitch Miller)
 2. Lucky Pierre (Joe Carr)
 3. Portuguese Washerwoman (Joe Carr)
 4. Poor People Of Paris (Baxter)
 5. Lisbon Antigua (N. Riddle)
 6. Hot Diggity (Perry Como)
 7. 3 Penny Opera (D. Hyman)
 8. Wayward Wind (Gogi Grant)
 9. Standing On The Corner (Four Lads)
 10. Picnic (McGuire)

- Bob Watson**
WQXI—Atlanta, Ga.
1. Moonglow & Picnic (Stoloff)
 2. Hot Diggity (Perry Como)
 3. Mr. Wonderful (Peggy Lee)
 4. Ivory Tower (Cathy Carr)
 5. Can You Find It In Your Heart (Tony Bennett)
 6. Main Title (Dick Jacobs)
 7. Without You (Eddie Fisher)
 8. I Could Have Danced All Night (Rosemary Clooney)
 9. \$64,000 Question (T. Travis)
 10. Dance If You Want To Dance (Gisele MacKenzie)

- Irene McMahl**
KLAN—Renton, Wash.
1. Poor People Of Paris (Baxter)
 2. No Not Much (Four Lads)
 3. Heartbreak Hotel (E. Presley)
 4. Mr. Wonderful (Teddi King)
 5. Main Title (Dick Jacobs)
 6. Moonglow & Picnic (Cates)
 7. Magic Touch (Platters)
 8. Hot Diggity (Perry Como)
 9. Too Close For Comfort (Jaye P. Morgan)
 10. My Little Angel (Four Lads)

- Milton Q. Ford**
WMAL—N.W. Washington, D. C.
1. Heartbreak Hotel (E. Presley)
 2. Blue Suede Shoes (C. Perkins)
 3. Moonglow & Picnic (Stoloff)
 4. Long Tall Sally (Little Richard)
 5. Port-Au-Prince (N. Riddle)
 6. Ivory Tower (Cathy Carr)
 7. Rock Island Line (L. Donegan)
 8. Why Do Fools Fall In Love (Gale Storm)
 9. A Tear Fell (Teresa Brewer)
 10. Poor People Of Paris (Baxter)

- Tom Edwards**
WERE—Cleveland, Ohio
1. A Little Love Will Go A Long Way (Dream Weavers)
 2. Ivory Tower (Cathy Carr)
 3. Walk Hand In Hand (Martin/William)
 4. Portuguese Washerwoman (Joe Carr)
 5. Moonglow & Picnic (Cates)
 6. I Could Have Danced All Night (Sylvia Syms)
 7. In A Little Spanish Town (Bing Crosby)
 8. Hot Diggity (Perry Como)
 9. Too Young To Go Steady (Cole/Page)
 10. Wayward Wind (Gogi Grant)

- Vince Brascia**
KBMI—Las Vegas, Nevada
1. Poor People Of Paris (Baxter)
 2. Too Young To Go Steady (Nat Cole)
 3. Hot Diggity (Perry Como)
 4. Innamorata (Dean Martin)
 5. Lisbon Antigua (N. Riddle)
 6. Can You Find It In Your Heart (Tony Bennett)
 7. Main Title (Dick Jacobs)
 8. Without You (J. Desmond)
 9. Port-Au-Prince (N. Riddle)
 10. Joey, Joey, Joey (Lancers)

- Jim Shearon**
CKJL—St. Jerome, Que., Montreal, Canada
1. Blue Suede Shoes (E. Presley)
 2. Why Do Fools Fall In Love (Teen Agers)
 3. Heartbreak Hotel (E. Presley)
 4. Hot Diggity (Perry Como)
 5. Poor People Of Paris (Russ Morgan)
 6. Rock Island Line (Donegan)
 7. Walk Hand In Hand (Tony Martin)
 8. Crazy Little Palace (Billy Williams)
 9. No Not Much (Four Lads)
 10. Moonglow & Picnic (Cates)

- John Gilliland**
KCUL—Ft. Worth, Texas
1. Moonglow & Picnic (Stoloff)
 2. Two Loves Have I (Commodores)
 3. Heartbreak Hotel (E. Presley)
 4. Ivory Tower (O. Williams)
 5. Magic Touch (Platters)
 6. Happy Whistler (Robertson)
 7. Honky Tonk Rock (Betty Johnson)
 8. Main Title (Dick Jacobs)
 9. My Little Angel (Four Lads)
 10. Can You Find It In Your Heart (Tony Bennett)

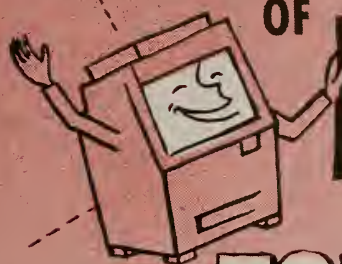
- Phil Ives**
WMMW—Meriden, Conn.
1. Poor People Of Paris (Baxter)
 2. Rock Island Line (B. Darrin)
 3. Main Title (Dick Jacobs)
 4. Without You (Eddie Fisher)
 5. Port-Au-Prince (N. Riddle)
 6. Too Close For Comfort (Sammy Davis, Jr.)
 7. Wayward Wind (Gogi Grant)
 8. Ivory Tower (Gale Storm)
 9. Can You Find It In Your Heart (Tony Bennett)
 10. On The Street Where You Live (Vic Damone)

- Sam Blessing**
KOSI—Denver, Colo.
1. Heartbreak Hotel (Presley)
 2. Magic Touch (Platters)
 3. Ivory Tower (Williams/Storm)
 4. Poor People Of Paris (Baxter)
 5. Hot Diggity (Perry Como)
 6. Blue Suede Shoes (Perkins)
 7. Main Title (May/Bernstein)
 8. Rock Island Line (Donegan)
 9. No, Not Much (Four Lads)
 10. Eddie My Love (Fontaines/Chordettes)

- Gerry Myers**
CKOY—Ottawa, Canada
1. Heartbreak Hotel (E. Presley)
 2. Ivory Tower (Cathy Carr)
 3. Moonglow & Picnic (Cates)
 4. My Little Angel (Four Lads)
 5. Wayward Wind (Gogi Grant)
 6. Long Tall Sally (Pat Boone)
 7. Happy Whistler (Robertson)
 8. Magic Touch (Platters)
 9. Rock Island Line (L. Donegan)
 10. Main Title (Billy May)

- Mike Woloson**
WNOR—Norfolk, Va.
1. Moonglow & Picnic (Stoloff)
 2. Ivory Tower (Cathy Carr)
 3. Port-Au-Prince (N. Riddle)
 4. On The Street Where You Live (Vic Damone)
 5. Wayward Wind (Gogi Grant)
 6. Can You Find It In Your Heart (Tony Bennett)
 7. Too Young To Go Steady (Page Cole)
 8. Joey, Joey, Joey (Lancers Griffin)
 9. Birds And The Bees (A. Dale)
 10. I Could Have Danced All Night (Shore/Syms)

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MOONGLOW

SENSATIONALLY FEATURED IN THE COLUMBIA PICTURE "PICNIC"

- George Cates Orchestra and Chorus—Coral
- Morris Stoloff and the Columbia Pictures Orchestra—Decca
- Bob Eberly with Enoch Light Orchestra—Grand Award
- Jimmy Carroll Orchestra and Chorus—Bell

In the **TOP 10** R & B
Corrine Corrina

- Joe Turner—Atlantic
- Swingin' Sam—Coral

Headin' for **TOP 10**
MIDNIGHT BREEZE

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

Short'nin' Bread Rock

- Kay Cee Jones—American
- The Gayles—ABC-Paramount
- Etta James—Modern

CHINA BOOGIE

- Helmut Zacharias—Decca

Small Town

- Kay Cee Jones—American

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BOOTH 14

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SID PARNES, Editor-In-Chief, New York
NORMAN ORLECK, Associate Editor, New York
JACK DEVANEY, Mgr., Hollywood

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votes as
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OF 1955



The McGuire Sisters



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"PICNIC"
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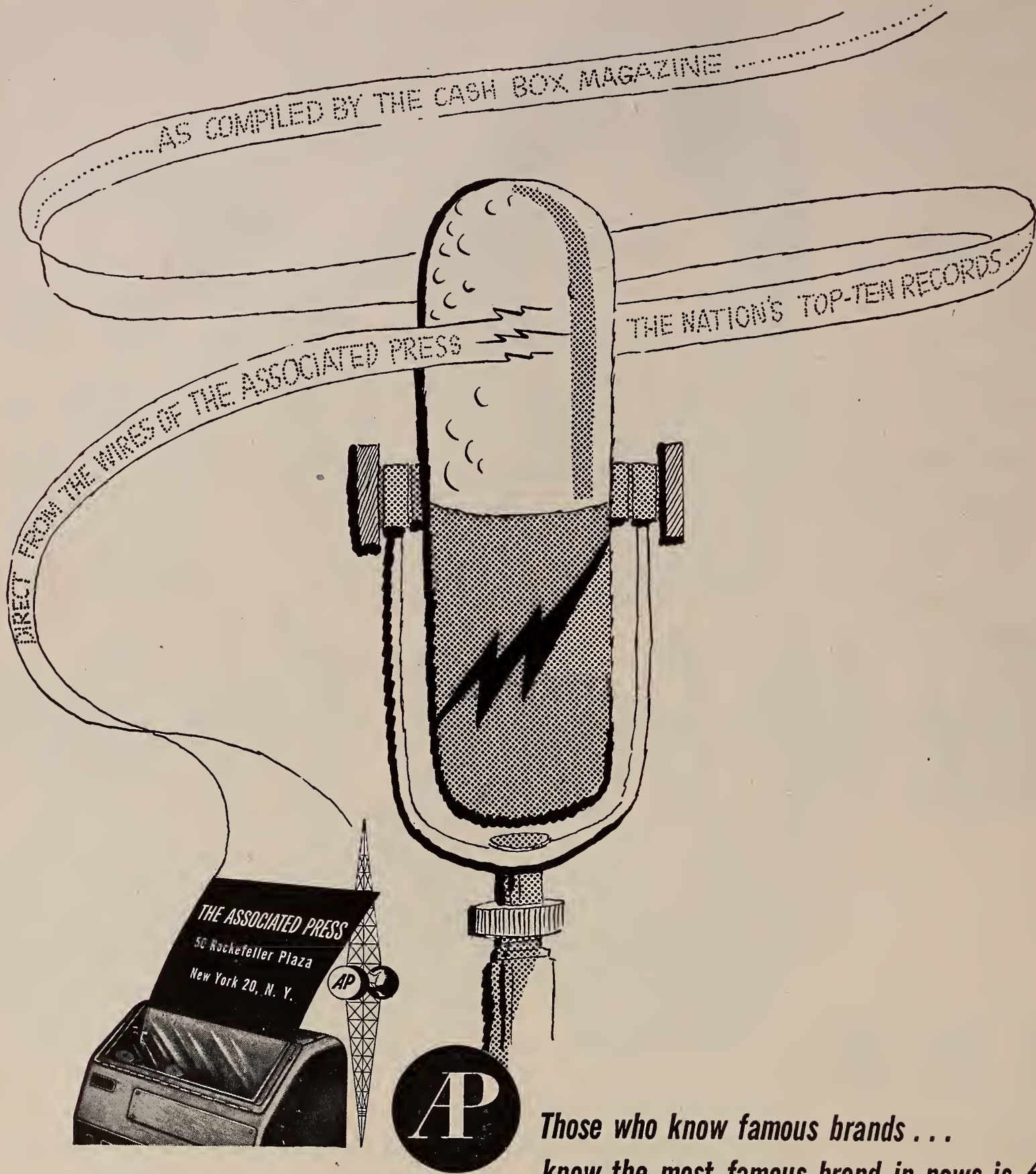
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"DELILAH JONES"
Based on "Main Title" theme from "The Man With the Golden Arm"

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DEAN MARTIN'S
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"STANDING ON THE CORNER"

and

"WATCHING THE WORLD GO BY"

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going strong

"INNAMORATA"

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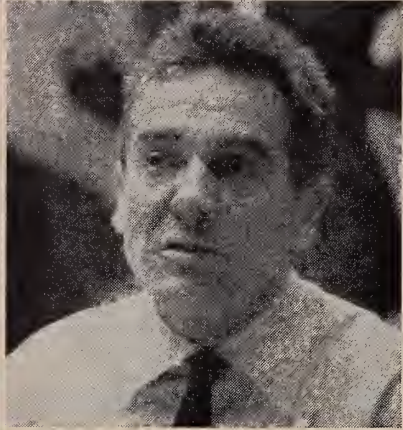
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B/W

"YOU'D BETTER STOP"

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V-2011 • V-2011X45

DON, DICK 'N JIMMY

SING

"YOU'VE GOTTA HAVE EYES"

B/W

"I NEVER KNEW"

Orchestra Conducted by
BUDDY BREGMAN

V-2010 • V-2010X45



BOBBY SCOTT

SINGS

"SHE'S FUNNY THAT WAY"

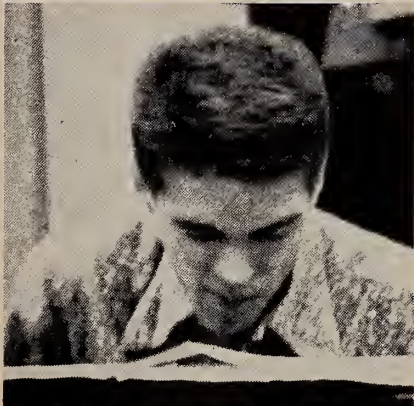
B/W

"DANNY BOY"

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THE GENE KRUPA QUARTET

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STAN WILSON

"ONE FOR MY BABY"

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JACK COSTANZO, CONGA DRUMS

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Nerve Records

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THE CASH BOX ROUND THE WAX CIRCLE

NEW YORK:

Toni Arden will be featured on the Max Liebman TV Spec May 12 which will be a tribute to music by George Gershwin. Toni will also do the Woolworth Hour May 20th prior to a return date at the Fontainebleu in Miami on June 19th. . . . Bill Haley and his Comets about to close a deal which calls for \$15,000 a week for three weeks in England. . . . Tony Bennett pretty well set for a summer replacement stint on the Perry Como show in August or September. Patti Page and Julius LaRosa are already definite. . . . Bob Merrill is entering the singing field. The songwriter, will soon have an album released by Coral with him singing his own hits. . . . Teresa Brewer received the Key to the City from the Mayor of Toledo, her hometown when she arrived there last Friday to star in a huge weekend benefit show for the Holy Rosary parish. . . . Dick Roman of Double A Records has been signed to a television contract by WLW-TV in Cincinnati, Ohio. . . . Hi Records, new pop subsidiary label of Eastman Records, is releasing its first disk this week by Cliff Holland. . . . Bob Allen, back from a promotional tour to thank the disk jockeys for making "Moments To Remember" and "No, Not Much" million sellers, reports strong action on his current disks, "Can You Find It In Your Heart" by Tony Bennett and "Play For Keeps" by Jaye P. Morgan. . . . Mona Carol, Casino recording artist, has been invited to be a guest at the Variety Club annual "Mother of The Year" affair. Mrs. Earl Warren, wife of the Supreme Court Justice, will be named Mother of The Year and the affair will be attended by Mrs. Eisenhower and wives of Justices of the Supreme Court. Mona will sing her latest recording "Will I Always Be Your Sweetheart."



TONI ARDEN

George Gobel in town for opening of latest flicker, "The Birds And The Bees" and work on his disk of title tune. . . . Walt Hayum, Epic Records merchandise manager, here for promotion on newest Something Smith and The Redheads release, "Shanty In Old Shanty Town." . . . Len Garmisa busy entertaining Frank Hobbs, ABC-Paramount national sales manager, Sam Clark, ABC-Paramount president, and Harry Levine, vice-president. . . . Dick Bock of Pacific Jazz around town calling on the distributors and deejays. . . . Marion McPartland returned to scene of last triumph, the London House, on 5/2 for 4 weeks. Marion followed the Calvin Jackson Quartet, which drew crowds and encores. . . . Newest musical TVer to hit this town's screens is half-hour effort called "Dial Nine For Music" on WGN-TV. Show uses blow-ups of trade mags, including The Cash Box, as backdrops. . . . Eli Phelps, formerly with Decca, now managing the Cloisters. . . . Bunny Lauth, free-lance promoter, back to work after recent illness. . . . Nat "King" Cole started serenading here on 5/10. . . . The Shorty Rogers jazz group sharing the spotlight with the Modern Jazz Quartet at the Blue Note. . . . Arnold Shaw, general professional manager and vice president of E. B. Marks Music Corp., visiting with Mort Hillman, mid-west rep for the firm, and wife. . . . Gloria Van guested on the Buddy Lester Show for a week. Gloria's latest disking, "When The World Was Young" reported to be getting lots of airing. . . . Little known facts department: Dan Belloc and his ork did the background music for both Cathy Carr's "Ivory Tower" and Dick Noel's "The Birds And The Bees." . . . Columbia Records just signed the St. Louis Symphony Orchestra. . . . Pee Wee Erwin and his Dixieland Band providing the sounds at the Preview Lounge. . . . We hear that the nicest thing about laziness is that you don't have to work at it. Another nice thing is that now we can always blame it on spring fever!

CHICAGO:

Tom Mosely, RCA-Victor's western representative, presented Elvis Presley with his gold record of "Heartbreak Hotel" at the New Frontier in Las Vegas last week. . . . Jim Ameche's new D. J. show over KDAY, Santa Monica between six and seven P.M. will be called "The Roll Call Club" and will feature R&B records for the teenage group. . . . Most of the distributors, music operators and manufacturers in the Los Angeles area will be attending the MCA convention in Chicago this week. . . . Chuck Miller may have a two-sided hit in his new Mercury release of "Baltimore Jones" and "Bright Red Convertible." . . . Irwin Zucker doing the promotion for the new "Bob Crosby Show" album on Columbia. . . . Lisa Kirk phoning disk-jockeys around the country on her first record for Columbia. She and Buddy Pepper are currently appearing at the Fairmount in San Francisco. . . . Bob Stern expecting big things from the new RKO-Unique label. . . . Billy Strange was a big hit with the teenagers at Jerry Nessler's Record Hop in San Diego. The kids rushed the stage when he announced he was giving away 100 copies of his new Era record of "Porcupine." . . . New TV music show "Down In Tin Pan Alley" bowed this week with songwriters Ben Oakland and Harold Spina. . . . Guy Ward, formerly with American Records has been named National Sales Manager for Sunset Records. . . . Dick Allen and Stan Hoffman have formed Pattern Records with a first release out this week featuring April Ames. . . . Decca aiming all promotion on the new Jimmie Wakely release for the pop market. . . . Maze Records recording an LP of original tunes and old standards with Bill Norman. . . . Phil Kahl of Patricia Music in town for a few days. . . . Carole Creveling, new young singer from Laguna Beach, out with her first single this week. Local D.J.'s have been giving her LP a good play. . . . Patty Andrews and Liberace both doing the Howard Miller show from Las Vegas.



NAT "KING" COLE

HOLLYWOOD:

Carole Creveling

Carole Creveling

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 Greetings and Thanks
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 Throughout
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Current RCA Victor Hit
"WALK HAND IN HAND"
 and
"FLAMENCO LOVE"
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"MEET ME IN LAS VEGAS"
Mrs. Tony Martin
CYD CHARISSE



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NEW RELEASES

"No One To Blame But You"

"Cowboys Don't Cry"

THE DeCASTRO SISTERS

AB # 3019

"Stop The Clock Rock"

"Whose Little Pigeon Are You"

THE CREEL SISTERS

AB # 3022

"You've Turned Off The Music"

"Can't Get You Out Of My Mind"

LaFAWN PAUL

AB # 3023

"Whirlwind"

"Where Were You"

GINNY WRIGHT

FA # 133

"Hot Rod Is Her Name"

"Why Must I Wonder"

TOM TALL

FA # 132

"I Believe In My Lord"

"Down In The Valley Where
The Green Grass Grows"

WANDA GANN

FA # 133

"Junco Returns"

"What About Me"

LARRY EVANS

FA # 4009

"The Birds And The Bees"

"It Makes Me So Mad"

DUSTY ROSE

FA # 120

INSTRUMENTAL

"Whose Little Pigeon Are You"

"Stop The Clock Rock"

FABOR ROBISON and
His String Music Band

FA # 4010

"Tennessee Walkin' Horse"

"Waltzing Willie"

THE SUNSETTERS

AB # 3017

STILL GOING STRONG

"Too Late Now"

"Give Me Time"

THE DeCASTRO SISTERS

AB # 3011

"If I'd Only Known"

"Shameless Kissin'"

JUDY KILEEN

AB # 3015

"I Do Whatta Do"

"I Got Somebody To Love"

THE CREEL SISTERS

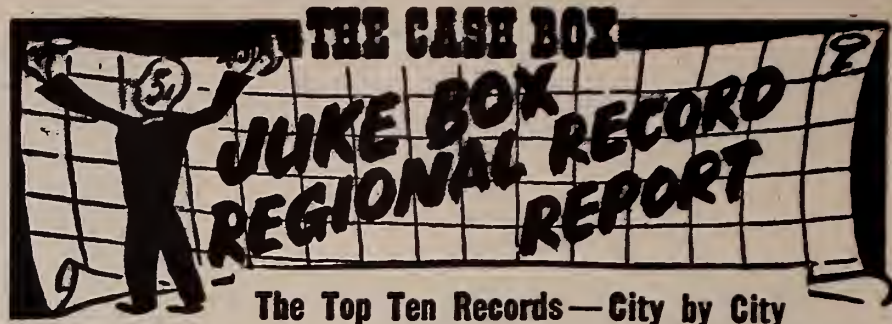
AB # 3015

Next Year's Big Christmas Hit!

"Snowbound For Christmas"

THE DeCASTRO SISTERS

AB # 3011



New York, N. Y.

1. Heartbreak Hotel (Presley)
2. Poor People of Paris (Baxter)
3. Hot Diggity (Perry Como)
4. Why Do Fools Fall In Love (Teen Agers)
5. Blue Suede Shoes (Perkins)
6. Magic Touch (Platters)
7. Lisbon Antigua (N. Riddle)
8. Moonglow & Picnic (Stoloff)
9. Main Title (Bernstein Jacobs/Maltby)
10. 3 Penny Opera (Dick Hyman)

Chicago, Ill.

1. Heartbreak Hotel (Presley)
2. Hot Diggity (Perry Como)
3. Wayward Wind (Gogi Grant)
4. Blue Suede Shoes (Perkins)
5. Why Do Fools Fall In Love (Teen Agers)
6. Ivory Tower (Cathy Carr)
7. Moonglow & Picnic (Cates)
8. Main Title (Richard Maltby)
9. A Tear Fell (Teresa Brewer)
10. Poor People of Paris (Baxter)

Los Angeles, Calif.

1. Heartbreak Hotel (Presley)
2. Poor People of Paris (Baxter)
3. Blue Suede Shoes (Perkins)
4. Hot Diggity (Perry Como)
5. Why Do Fools Fall In Love (Teen Agers)
6. Main Title (Elmer Bernstein)
7. No, Not Much (Four Lads)
8. Moonglow & Picnic (Cates)
9. Lisbon Antigua (N. Riddle)
10. Ivory Tower (Cathy Carr)

Atlanta, Ga.

1. Heartbreak Hotel (Presley)
2. Moonglow & Picnic (Stoloff)
3. Ivory Tower (Cathy Carr)
4. Poor People Of Paris (Baxter)
5. Magic Touch (Platters)
6. Rock Island Line (Donegan)
7. Happy Whistler (Robertson)
8. Hot Diggity (Perry Como)
9. Too Young To Go Steady (Nat Cole)
10. Blue Suede Shoes (Perkins)

Denver, Colo.

1. Heartbreak Hotel (Presley)
2. Poor People Of Paris (Baxter)
3. Magic Touch (Platters)
4. Hot Diggity (Perry Como)
5. No Not Much (Four Lads)
6. Ivory Tower (Williams/Storm)
7. Blue Suede Shoes (Perkins)
8. Lisbon Antigua (N. Riddle)
9. Main Title (Bernstein/Maltby)
10. Rock Island Line (Donegan)

New Orleans, La.

1. Heartbreak Hotel (Presley)
2. Magic Touch (Platters)
3. Juke Box Baby (Perry Como)
4. I'm In Love Again (Domino)
5. Poor People Of Paris (Baxter)
6. Ivory Tower (Williams Carr)
7. Hot Diggity (Perry Como)
8. Blue Suede Shoes (Perkins)
9. Standing On The Corner (Ames Bros.)
10. Moonglow & Picnic (Stoloff)

Shoals, Ind.

1. Heartbreak Hotel (Presley)
2. Why Do Fools Fall In Love (Gale Storm)
3. Blue Suede Shoes (Bennett)
4. Poor People Of Paris (Baxter)
5. Ivory Tower (Gale Storm)
6. Juke Box Baby (Perry Como)
7. Eddie My Love (Fontanes)
8. Wild Cherry (Don Cherry)
9. Lisbon Antigua (N. Riddle)
10. R-O-C-K (Bill Haley)

Pittsburgh, Pa.

1. Moonglow & Picnic (Cates/Stoloff)
2. Heartbreak Hotel (Presley)
3. Hot Diggity (Perry Como)
4. Main Title (Richard Maltby)
5. I'm In Love Again (Domino)
6. Ivory Tower (Williams/Carr)
7. My Little Angel (Four Lads)
8. Magic Touch (Platters)
9. Poor People Of Paris (Baxter)
10. Happy Whistler (Robertson)

San Francisco, Calif.

1. Poor People Of Paris (Baxter)
2. Why Do Fools Fall In Love (Teen Agers)
3. Blue Suede Shoes (Perkins)
4. Heartbreak Hotel (Presley)
5. Hot Diggity (Perry Como)
6. Moonglow & Picnic (Stoloff)
7. No, Not Much (Four Lads)
8. Lisbon Antigua (N. Riddle)
9. Main Title (Elmer Bernstein)
10. Magic Touch (Platters)

Detroit, Mich.

1. Heartbreak Hotel (Presley)
2. Moonglow & Picnic (Cates)
3. I Want You To Be My Girl (Teen Agers)
4. Happy Whistler (Robertson)
5. Can You Find It In Your Heart (Tony Bennett)
6. Little Girl Of Mine (Clefontes)
7. My Little Angel (Four Lads)
8. Long Tall Sally (L. Richard)
9. Magic Touch (Platters)
10. Ivory Tower (Williams/Carr)

Minneapolis, Minn.

1. Heartbreak Hotel (Presley)
2. Moonglow & Picnic (Cates/Stoloff)
3. Rock Island Line (Donegan)
4. Blue Suede Shoes (Perkins)
5. Hot Diggity (Perry Como)
6. Why Do Fools Fall In Love (Teen Agers)
7. Ivory Tower (Carr & Williams)
8. Mockin' Bird (Four Lads)
9. Crazy Little Palace (Williams)
10. Standing On The Corner (Four Lads)

Baltimore, Md.

1. Heartbreak Hotel (Presley)
2. Moonglow & Picnic (Stoloff/Cates)
3. Ivory Tower (Williams/Carr)
4. Blue Suede Shoes (Perkins)
5. It Only Hurts For A Little While (Ames Bros.)
6. My Little Angel (Four Lads)
7. Magic Touch (Platters)
8. Saint's Rock And Roll (Haley)
9. Hot Diggity (Perry Como)
10. I Want You To Be My Girl (Teen Agers)

Cincinnati, Ohio

1. Heartbreak Hotel (Presley)
2. Moonglow & Picnic (Stoloff/Cates)
3. Hot Diggity (Perry Como)
4. Poor People Of Paris (Baxter)
5. Ivory Tower (Cathy Carr)
6. I'll Be Home (Pat Boone)
7. Long Tall Sally (L. Richard)
8. Why Do Fools Fall In Love (Teen Agers/Diamonds/Storm)
9. Magic Touch (Platters)
10. Church Bells May Ring (Diamonds)

Seattle, Wash.

1. A Tear Fell (Teresa Brewer)
2. Moonglow & Picnic (Cates)
3. Heartbreak Hotel (Presley)
4. Church Bells May Ring (Willows)
5. Poor People of Paris (Baxter)
6. Why Do Fools Fall In Love (Teen Agers)
7. Lovely One (Four Voices)
8. Magic Touch (Platters)
9. Hot Diggity (Perry Como)
10. The Happy Whistler (Don Robertson)

Philadelphia, Pa.

1. Moonglow & Picnic (Stoloff/Cates)
2. Why Do Fools Fall In Love (Teen Agers)
3. Heartbreak Hotel (E. Presley)
4. Blue Suede Shoes (Perkins)
5. Poor People of Paris (Baxter)
6. Ivory Tower (Cathy Carr)
7. Juke Box Baby (Perry Como)
8. Too Close For Comfort (Eddie Gorme)
9. Magic Touch (Platters)
10. Lisbon Antigua (N. Riddle)

Cleveland, Ohio

1. Ivory Tower (Carr/Williams)
2. Moonglow & Picnic (Cates)
3. My Little Angel (Four Lads)
4. Poor People of Paris (Baxter)
5. Can You Find It In Your Heart (Tony Bennett)
6. Little Girl of Mine (Clefontes)
7. Blue Suede Shoes (Perkins)
8. Slippin' And Slidin' (Richard)
9. Heartbreak Hotel (Presley)
10. I Want You To Be My Girl (Teen Agers)

St. Louis, Mo.

1. Heartbreak Hotel (Presley)
2. Moonglow & Picnic (Cates/Stoloff)
3. Blue Suede Shoes (Perkins)
4. Main Title (Richard Maltby)
5. Rock Island Line (Donegan)
6. Ivory Tower (Cathy Carr)
7. Hot Diggity (Perry Como)
8. Cherry Lips (Four Corners)
9. Happy Whistler (Robertson)
10. Long Tall Sally (Richard/Boone)

Milwaukee, Wisc.

1. Heartbreak Hotel (Presley)
2. Ivory Tower (Cathy Carr)
3. Wayward Wind (Gogi Grant)
4. Main Title (Dick Jacobs)
5. Rock Island Line (Donegan)
6. Moonglow & Picnic (Cates)
7. Why Do Fools Fall In Love (Teen Agers)
8. Hot Diggity (Perry Como)
9. Happy Whistler (Robertson)
10. Walk Hand In Hand (Williams/Martin)

Houston, Tex.

1. Long Tall Sally (L. Richard)
2. Heartbreak Hotel (Presley)
3. Little Girl Of Mine (Clefontes)
4. Ivory Tower (Otis Williams)
5. I'm In Love Again (Domino)
6. Magic Touch (Platters)
7. Moonglow & Picnic (Stoloff/Cates)
8. Why Do Fools Fall In Love (Diamonds/Teen Agers)
9. Can You Find It In Your Heart (Tony Bennett)
10. Wayward Wind (Gogi Grant)

Kansas City, Mo.

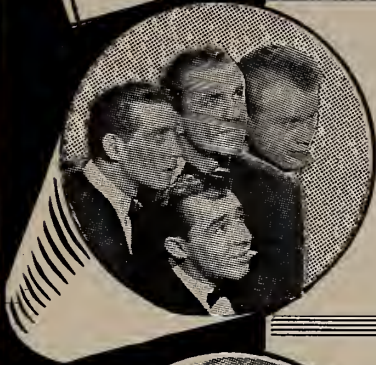
1. Heartbreak Hotel (Presley)
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4. Ivory Tower (Carr-Williams)
5. Main Title (Richard Maltby)
6. Magic Touch (Platters)
7. Long Tall Sally (L. Richard)
8. Lovely One (Four Voices)
9. I'm In Love Again (Domino)
10. Hot Diggity (Perry Como)

Boston, Mass.

1. Heartbreak Hotel (Presley)
2. Poor People Of Paris (Baxter)
3. Moonglow & Picnic (Stoloff)
4. Blue Suede Shoes (Perkins)
5. Standing On The Corner (Four Lads)
6. My Blue Heaven (Domino)
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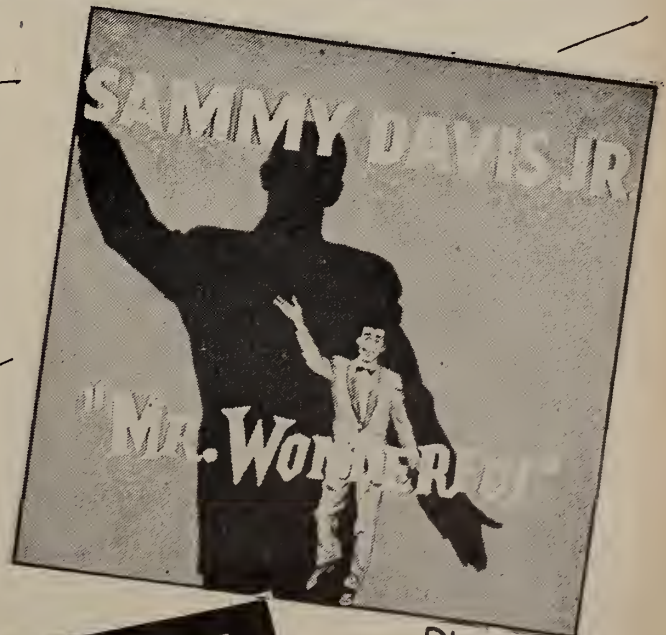
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THE CASH BOX

Album Reviews

POPULAR

"PAT BOONE"—Dot DLP-3012 (1-12" LP)
AIN'T THAT A SHAME; RICH IN LOVE; TWO HEARTS; NO OTHER ARMS; NOW I KNOW; GEE WHITTAKERS; AT MY FRONT DOOR; TAKE THE TIME; TUTTI FRUTTI; TRA-LA-LA; TENNESSEE SATURDAY NIGHT; I'LL BE HOME.

In a comparatively short span of time, Pat Boone has skyrocketed to stardom. This LP shows why. On this Dot release Pat is heard in a collection, with the exception of two numbers, of his previous and current hit singles. With most of his output on a single LP one gains a greater perspective of Pat's vocal versatility. He has had singing success that stretches from the strenuous Rock 'n Roller "Ain't That A Shame" to the serene, "I'll Be Home". The two pieces heard for the first time are the pleasing slow-paced ballad, "Rich In Love" and an inspirational tune, "Now I Know". The set should have strong sales stemming from the hoard of Pat's teen-age admirers.

"FRANKIE LAINE AND THE FOUR LADS"—Columbia CL 861 (1-12" LP)
JUBA-JUBA-JUBALEE; WHERE CAN I GO; WHAT WOULD I DO; LET ME BE READY, LORD; DIDN'T HE MOAN; I FEEL LIKE MY TIME AIN'T LONG; RAIN, RAIN, RAIN; GOD'S GONNA TAKE THE SAINTS TO HEAVEN; WA-HOO; REMEMBER ME; AIN'T IT A PITY AND A SHAME; I HEARD THE ANGELS SINGING.

The perfect matching of an individual vocalist and a gifted quartet is offered on this Columbia platter. Frankie Laine and the Four Lads combine their great vocal personalities on twelve songs of faith re-charged with a modern sound. The spirituals are either performed at a hand clapping fervor ("Rain, Rain, Rain") or with due restraint ("Ain't It A Shame"). In any tempo, Laine and the Lads instill so much sincerity and spark into the numbers that the listener is overwhelmed with respect and excitement for the magnificent delivery of the pieces. The enormous popularity of Laine and the Lads should account for terrific sales of the disk. It's one of the most refreshing disks to hit the market.

"TORCHY"—Carmen McRae—Decca DL 8267 (1-12" LP)
LAST NIGHT WHEN WE WERE YOUNG; SPEAK LOW; BUT BEAUTIFUL; IF YOU'D STAY THE WAY I DREAM ABOUT YOU; MIDNIGHT SUN; MY FUTURE JUST PASSED; YESTERDAYS; WE'LL BE TOGETHER AGAIN; I'M A DREAMER AREN'T WE ALL; GOOD MORNING HEARTACHE; STAR EYES; I DON'T STAND A GHOST OF A CHANCE WITH YOU.

Carmen McRae is one of the most talented song stylists making her mark on the jazz-pop scene. Though Miss McRae has been a pro for a number of years, she has within the past few years, gotten firmly entrenched into the single and LP collections of an appreciative audience. Carmen has happily preferred to feed on a steady diet of nutritious material in her recording sessions; and on this Decca disk she has given her warm and intimate delivery to 12 mainstays of pop music. Closely following Miss McRae's musical rise has been a large group of fans that will want this set. Superb display of refreshing and extremely delightful vocalesthenics.

"THE EDDY DUCHIN STORY"—Original Recordings By Eddy Duchin—Columbia CL 790 (1-12" LP)

CHOPIN'S E-FLAT NOCTURNE; TIME ON MY HANDS; WHAT IS THIS THING CALLED LOVE?; SHINE ON HARVEST MOON; SMILES; YOU'RE MY EVERYTHING; APRIL SHOWERS; BRAZIL; THREE O'CLOCK IN THE MORNING; THE MAN I LOVE; JUST ONE OF THOSE THINGS; BLUE ROOM; AM I BLUE; STARDUST; TILL WE MEET AGAIN.

Columbia throws its hat into the Eddy Duchin ring with 15 original recordings by the late pianist. The sessions cover the 8 year span between 1939 and 1947. Duchin's urbane keyboard art is smartly associated with some of his best remembered (i.e. "Chopin's E-Flat Nocturne", "Brazil") ivory inventions. Perfectly preserved sound. The release of the Duchin film-bio will help land the set on the charts.

"SUDDENLY THERE'S . . ."—Gogi Grant—Orchestra Conducted And Arranged by Buddy Bregman—Era EL 20001 (1-12" LP)

SUDDENLY THERE'S A VALLEY; I LET A SONG GO OUT OF MY HEART; LOVE IS THE SWEETEST THING; I'LL NEVER BE THE SAME; THE ONE I LOVE; THERE WILL NEVER BE ANOTHER YOU; WRAP YOUR TROUBLES IN DREAMS; WHAT'S NEW; ALL OF ME; I DON'T WANT TO WALK WITHOUT YOU; IT HAPPENS EVERY SPRING; WHO ARE WE.

Gogi Grant, a relatively recent entrant ("Suddenly There's A Valley") among the chart blazers, makes her initial LP release a most pleasant one. Concentrating on some starry-eyed standards, Gogi sings with sentiment and sympathy. Buddy Bregman ably aides the thrush with a smooth modern orchestral and combo background. With Gogi on the charts again with "Wayward Wind" sales should be greatly boosted.

"THE ROARING 20's"—The Charleston City All Stars—Grand Award G. A. 33-327 (1-12" LP)

CHARLESTON; HOT LIPS; HO; IF YOU KNEW SUSIE; TOOT TOOT TOOTSIE; SOMEBODY STOLE MY GAL; YES SIR, THAT'S MY BABY; CHARLIE MY BOY; BLACK BOTTOM; BUTTON UP YOUR OVERCOAT; YES, WE HAVE NO BANANAS; SIDE BY SIDE.

Grand Award's latest offering is a jolly, authoritative re-creation of the sounds that set mom and dad on their toes during the zany decade of the twenties. The Charleston City All Stars, mostly composed of TV musicians, keep up a torrid pace with a flamboyant sense of what chart tunes sounded like about thirty years ago. On some numbers the boys are delightfully accompanied by typical group vocalizing associated with that bygone era. Here's a thoroughly entertaining and nostalgic waxing. Great waxing with which to stretch those vocal cords at a party.

"SPRING FEVER"—Don, Dick 'n Jimmy—Modern LMP 1205 (1-12" LP)

LOVE IN BLOOM; TOO YOUNG; THAT'S WHAT I LIKE; THIS IS HEAVEN; JUNE IN JANUARY; ANGELA MIA; DESIRE; THE TOUCH OF YOUR LIPS; SYMPHONY; OUT IN THE COLD AGAIN; THE LAST TIME; IT'S EASY TO REMEMBER.

Don, Dick 'n Jimmy, a vocal-instrumental combo, supply an easy going, almost effortless array of sessions designed to create a romantic mood. They succeed quite well as their masculine, yet velvety tones languidly take on 12 time-tested melodies. Nice, all around market will find the disk a satisfying addition to its collection devoted to the soft and sweet stuff.

"SONGS FOR MY MAN"—Frances Wayne With Neal Hefti And His Orchestra—Epic LN 3222 (1-12" LP)

IN THE STILL OF THE NIGHT; MOOD INDIGO; DO IT AGAIN; HE NEEDS ME; I'M BEGINNING TO SEE THE LIGHT; I CONCENTRATE ON YOU; THE MAN I LOVE; HE'S MY GUY; ALL OR NOTHING AT ALL; I FALL IN LOVE TOO EASILY; AUTUMN LEAVES; IT COULD HAPPEN TO YOU.

Frances Wayne's first LP effort for Epic has her delightfully involved with some wonderful numbers. Expertly accompanied by her hubby Neal Hefti and his ork, Frances gives her selections good interpretative, swing whirls. A pressing of exceptional merit is the gal's earthy treatment of a Gershwin oldie, "Do It Again". Both the vocals and orchestrations offer pop collectors a disk of special distinction.

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

THE CASH BOX

Album Reviews

JAZZ

"AMBASSADOR SATCH"—European Concert Recordings—Louis Armstrong And His All-Stars—Columbia CL 840 (1-12" LP)

ROYAL GARDEN BLUES; TIN ROOF BLUES; THE FAITHFUL HUSSAR; MUSKRAT RAMBLE; ALL OF ME; TWELFTH STREET RAG; UNDECIDED; DARDANELLA; WEST END BLUES; TIGER RAG.

American jazz has gotten off to a flying start in Europe thanks largely to a jazzman who gave the folks abroad plenty of reasons why they should take to the cool stuff. This Columbia pressing features some of the actual concerts Satchmo played on the Continent during his recent tour. It can be said without the slightest hesitation that the Europeans, as far as the enthusiastic approval given Louie on this disk is concerned, have taken wholeheartedly to our music. The scintillating Dixieland delights by Armstrong and his All-Stars over there will get a resounding sales approval from jazz fans here. Look at the get-up on Louis on the package cover. It's a gasser.

"DIZ AND GETZ"—Dizzy Gillespie, Trumpet, Stan Getz, Saxophone—Norgran MGN-1050 (1-12" LP)

IT DON'T MEAN A THING; I LET A SONG GO OUT OF MY HEART; EXACTLY LIKE YOU; IT'S THE TALK OF THE TOWN; IMPROMPTU; ONE ALONE; GIRL OF MY DREAMS; SIBONEY.

The abbreviated names Diz and Getz is enough to invoke an immediate response from jazz enthusiasts. For Dizzy Gillespie and Stan Getz are two giants in the jazz world with somewhat different schools of jazz thought but with imagination and a firm jazz sense as their common ground. Both boys perform on this disk with some rich and varied sounds that are off limits to most artists in the same instrumental class. Sensitive support is contributed by pianist Oscar Peterson. Choice coupling makes this jazz issue one of considerable sales value. Should go great guns with the groovey cats.

"THE EXCITING GENE KRUPA"—Clef MG C-687 (1-12" LP)

CORONATION; OVERTIME; IMAGINATION; DON'T TAKE YOUR LOVE FROM ME; MIDGET; I'M COMING, VIRGINIA; PAYIN' THEM DUES BLUES; JUNGLE DRUMS; SHOWCASE; SWEDISH SNAKPS.

Veteran drummer Gene Krupa makes another jazz entry sparkle with his solid swing percussion work. Mostly originals (by performing trumpeter Charlie Shavers) set the groundwork for Krupa. Pieces like "Midget" and "Showcase" will give the jazz enthusiast the greatest amount of insight into Krupa's artistry. Vital supporting roles are played by Charlie Shavers (trumpet) and Teddy Wilson (piano). Highly satisfying jazz romp.

"BROTHER MATTHEW WITH EDDIE CONDON'S JAZZ BAND"—ABC-Paramount ABC-121 (1-12" LP)

LINGER AWHILE; SOMEDAY SWEETHEART; MY BLUE HEAVEN; OUT OF NOWHERE; SWEET GEORGIA BROWN; BLUES FOR BOYCE; THE WORLD IS WAITING FOR THE SUNRISE; I WISH THAT I COULD SHIMMY LIKE MY SISTER KATE; I NEVER KNEW.

A jazzman who took to the cley some years back is the alto sax player on this exciting jazz waxing. Working with Eddie Condon's Jazz Band, Brother Matthew (familiar to many of the maturer jazz fans as Boyce Brown) makes a charity inspired "comeback" with some highly capable sax solos. The disk displays 8 evergreens in both soft and robust Dixieland arrangements. Sales will get a lift from the publicity Brother Matthew has been getting in various national mags.

"SINGIN' KAY STARR/SWINGIN' ERROLL GARNER"—Modern LMP-1203 (1-12" LP)

AIN'T MISBEHAVIN'; GOOD FOR NOTHING JOE; LOVER; JUST YOU, JUST ME; LITTLE GIRL; THEM THERE EYES; WHAT IS THIS THING CALLED LOVE; TENDERLY; SOMEONE TO WATCH OVER ME; BLUE LOU.

Two great artists team their talents on a delightful new release of recordings out of the past. Featured are jazz pianist Erroll Garner and femme favorite, Kay Starr. Both stars are well represented with some classy, soft touch (i.e. "Lover") keyboard artistry by Garner and some belt 'em (i.e. "Them There Eyes") vocals by Starr. The recording was made on-the-spot at the Shrine Auditorium in Los Angeles. The two artists have a solid following in their respective fields and the result should be a hearty sales showing for this exciting package.

CLASSICAL

RESPIGHI: Feste Romane—KODALY: Hary Janos Suite—Arturo Toscanini And The NBC Symphony Orchestra—RCA Victor LM-1973 (1-12" LP)

Two descriptive works composed in this century provide Arturo Toscanini with sufficient body for the Maestro to further enlarge his almost legendary stature. Respighi's "Feste Romane" and Kodaly's "Hary Janos" (a suite from the composer's opera of the same name) aim and succeed with color and melody in bringing their musical narration across. Arturo Toscanini, set in broad type on the package is the set's principal sales factor.

ERNESTO HALFFTER: El Cojo Enamorado—Pilar Lopez And Her Ballet Espanol With The Orquesta Sinfonica Espanola—Capitol P 18003 (1-12" LP)

This is another in a series of Capitol recordings of music from various nations actually recorded in the country of the music's origin. This disk features the Spanish ballet "El Cojo Enamorado" by Ernesto Halffter. Its flavorful and rhythmic score is danced by famed Pilar Lopez and her Ballet Espanol and played by the Orquesta Sinfonica Espanola. Also included on the waxing are five dances (i.e. "El Albaicin" from Albeniz's "Iberia") that capture the Spanish spirit too. The set was recorded in Barcelona, Spain. Superb sound. Colorful cover. Good entry for folk and classical fans.

BRAHMS: Tragic Overture, Op. 81—Academic Festival Overture, Op. 80—Symphony No. 3 In F Major, Op. 90—Antal Dorati Conducts The Minneapolis Symphony Orchestra—Mercury MG 50072 (1-12" LP)

This single LP has been fitted to contain three favorites by Brahms. Two contrasting Overtures make up the first side; the rather doleful "Tragic" and boisterous "Academic" overtures. Brahms' lyrical "Third Symphony" is the disk's third opus and, as in the overtures, Antal Dorati and the Minneapolis Symphony Orchestra hand in a reliable display of orchestral craftsmanship. Good sound. The classical collector has a rare bargain in getting the three works for the price of one LP.



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MO-985 (45-985)	CADETS	GALE STORM	TEEN AGERS	13—Main Title	★CA-3372 (F-3372)
Church Bells May Ring		<i>I Walk Alone</i>	<i>Please Be Mine</i>	(Man With The Golden Arm)	BILLY MAY
★VI-20-6420 (47-6420)	ELVIS PRESLEY	★ME-70790 (70790 x 45)	DIAMONDS		Phonograph Song
<i>I Was The One</i>		<i>You Baby You</i>		CO-40664 (4-40664)	LES ELGART
2	4	8	11	23	47
Moonglow & Theme from Picnic	4	★AT-1086 (45-1086)	★CR-61590 (9-61590)	23—I'm In Love Again	DO-15462 (45-15462)
★CR-61618 (9-61618)	GEORGE CATES	IVORY JOE HUNTER	TERESA BREWER		FONTANE SISTERS
<i>Rio Batucada</i>		<i>I Need You By My Side</i>	<i>Bo Weevil</i>	DO-15462 (45-15462)	<i>You Always Hurt The One You Love</i>
★DE-29888 (9-29888)	MORRIS STOLOFF	VI-20-6482 (47-6482)	ANITA CARTER	★IM-5386 (45-5386)	FATS DOMINO
<i>Picnic</i>		<i>One Heartache At A Time</i>		My Blue Heaven	
3	2	9	10	24	31
Blue Suede Shoes	2	★FR-734 (45-734)	★FR-734 (45-734)	24—Church Bells May Ring	★MB-102 (45-102)
CA-3373 (F-3373)	BOB ROUBIAN	CATHY CARR	CATHY CARR		<i>Baby Tell Me</i>
<i>Candy Coated Kisses</i>		<i>Please, Please Believe Me</i>	<i>Please, Please Believe Me</i>	★ME-70835 (70835 x 45)	DIAMONDS
CO-21505 (45-21505)	SID KING & 5 STRINGS	RL-1310 (45-1310)	LALO GUERRERO	Little Girl Of Mine	ME-70835 (70835 x 45)
<i>Let 'Er Roll</i>		★SU-234 (45-234)	MERRILL MOORE	MO-985 (45-985)	CADETS
DE-29980 (9-29980)	ROY HALL	★SU-234 (45-234)	★SU-234 (45-234)	Heartbreak Hotel	RE-7502 (45-7502)
Luscious		★SU-234 (45-234)	★SU-234 (45-234)	BOB OAKES & SULTANS	BOB OAKES & SULTANS
DO-15456 (45-15456)	JIM LOWE	★SU-234 (45-234)	★SU-234 (45-234)	<i>You Gotta Rock & Roll</i>	
<i>The \$64,000 Question</i>		★SU-234 (45-234)	★SU-234 (45-234)	25	35
★KI-4903 (45-4903)	BOYD BENNETT	★SU-234 (45-234)	★SU-234 (45-234)	25—Walk Hand In Hand	★CD-1288 (45-1288)
<i>Mumblos Blues</i>		★SU-234 (45-234)	★SU-234 (45-234)		ANDY WILLIAMS
ME-70805 (70805x45)	JERRY MERCER	★SU-234 (45-234)	★SU-234 (45-234)	★CD-1288 (45-1288)	ANDY WILLIAMS
<i>Ghost Of My Love</i>		★SU-234 (45-234)	★SU-234 (45-234)	KA-143 (45-143)	Not Any More
MG-12197 (K12197)	SAM TAYLOR	★SU-234 (45-234)	★SU-234 (45-234)	DENNY VAUGHAN	Just Sing A Song
<i>Ta A Wild Rose</i>		★SU-234 (45-234)	★SU-234 (45-234)	★VI-20-6493 (47-6493)	TONY MARTIN
★SU-234 (45-234)	CARL PERKINS	★SU-234 (45-234)	★SU-234 (45-234)	Flamenco Love	
VI-20-6450 (47-6450)	PEE WEE KING	★SU-234 (45-234)	★SU-234 (45-234)	26	18
<i>Tennessee Dancin' Doll</i>		★SU-234 (45-234)	★SU-234 (45-234)	26—No Not Much	★CO-40629 (4-40629)
4	3	15	24	26	16
Hot Diggity	3	★SU-234 (45-234)	★SU-234 (45-234)		FOUR LADS
★VI-20-6427 (47-6427)	PERRY COMO	★SU-234 (45-234)	★SU-234 (45-234)	★CD-1288 (45-1288)	ANDY WILLIAMS
<i>Juke Box Baby</i>		★SU-234 (45-234)	★SU-234 (45-234)	KA-143 (45-143)	Not Any More
5	7	16	17	27	23
The Magic Touch	7	★SU-234 (45-234)	★SU-234 (45-234)	★VI-20-6493 (47-6493)	TONY MARTIN
★ME-70819 (70819 x 45)	PLATTERS	★SU-234 (45-234)	★SU-234 (45-234)	Flamenco Love	
<i>Winner Take All</i>		★SU-234 (45-234)	★SU-234 (45-234)	27	23
6	5	17	18	27	21
Poor People Of Paris	5	★SU-234 (45-234)	★SU-234 (45-234)	★CO-40629 (4-40629)	FOUR LADS
★CA-3336 (F-3336)	LES BAXTER	★SU-234 (45-234)	★SU-234 (45-234)	★CD-1288 (45-1288)	ANDY WILLIAMS
<i>Helen Of Troy</i>		★SU-234 (45-234)	★SU-234 (45-234)	KA-143 (45-143)	Not Any More
CR-61592 (9-61592)	LAWRENCE WELK	★SU-234 (45-234)	★SU-234 (45-234)	DENNY VAUGHAN	Just Sing A Song
<i>Nobody Knows But The Lord</i>		★SU-234 (45-234)	★SU-234 (45-234)	★VI-20-6493 (47-6493)	TONY MARTIN
DE-29835 (9-29835)	RUSS MORGAN	★SU-234 (45-234)	★SU-234 (45-234)	Flamenco Love	
<i>Anabelle</i>		★SU-234 (45-234)	★SU-234 (45-234)	28	21
GR-0144 (4G-0144)	CHRIS POWELL	★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
<i>Themo form Three Penny Opera</i>		★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
LO-1628 (45-1628)	WINIFRED ATWELL	★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
<i>Stardust</i>		★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
MG-12188 (K12188)	ROGER ROGER	★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
<i>Chinese Bolero</i>		★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
TI-351 (45-351)	PETE TERRACE	★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
★VI-20-6366 (47-6366)	CHET ATKINS	★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
<i>Honey</i>		★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
VI-20-6498 (47-6498)	PABLO BELTRAN	★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
<i>No, Not Much</i>		★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
7	6	18	19	28	17
Why Do Fools Fall In Love	6	★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
★DE-29832 (9-29832)	GLORIA MANN	★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT
<i>Partners For Life</i>		★SU-234 (45-234)	★SU-234 (45-234)	★CO-40667 (4-40667)	TONY BENNETT

Pos.	Pos.	Pos.	Pos.	Pos.	Pos.
5/5	4/28	5/5	4/28	5/5	4/28
22	14	VI-20-6419 (47-6419)	★VI-20-6427 (47-6427)	35	20
Juke Box Baby	14	JOHN GORDY	PERRY COMO	35—It Only Hurts For A Little While	★VI-20-6481 (47-6481)
★VI-20-6427 (47-6427)	Hot Diggity	Anabelle	Hot Diggity		<i>If You Wanna See Mammie</i>
23	47	VI-20-6417 (47-6417)	VI-20-6418 (47-6418)	36	20
I'm In Love Again	47	TITO PUENTE	JAZZ ALL STARS	36—Rock And Roll Waltz	VE-2000 (2000 x 45)
DO-15462 (45-15462)	Fontane Sisters	Mama Ines	Lisbon Antigo		B. BREGMAN & A. O'DAY
★IM-5386 (45-5386)	<i>You Always Hurt The One You Love</i>	1956		20	19
24	31	28	30	36	33
Church Bells May Ring	31	Little Girl Of Mine	ME-70835 (70835 x 45)	36—Rock And Roll Waltz	I'm With You
★MB-102 (45-102)	WILLOWS	30	33	36	33
<i>Baby Tell Me</i>		30	33	36	33
★ME-70835 (70835 x 45)	DIAMONDS	30	33	36	33
Little Girl Of Mine		30	33	36	33
MO-985 (45-985)	CADETS	30	33	36	33
Heartbreak Hotel		30	33	36	33
RE-7502 (45-7502)	BOB OAKES & SULTANS	30	33	36	33
<i>You Gotta Rock & Roll</i>		30	33	36	33
25	35	29	25	37	25
Walk Hand In Hand	35	Too Young To Go Steady	★CA-3390 (F-3390)	37	25
★CD-1288 (45-1288)	ANDY WILLIAMS	25	20	37	25
KA-143 (45-143)	Not Any More	25	20	37	25
DENNY VAUGHAN	Just Sing A Song	25	20	37	25
★VI-20-6493 (47-6493)	TONY MARTIN	25	20	37	25
Flamenco Love		25	20	37	25
26	18	30	33	38	33
No Not Much	18	My Little Angel	★CO-40674 (4-40674)	38	33
★CO-40629 (4-40629)	FOUR LADS	33	48	38	33
★VI-20-6498 (47-6498)	PABLO BELTRAN	33	48	38	33
<i>Poor People of Paris</i>		33	48	38	33
27	23	31	19	39	36
Theme From Three Penny Opera	23	Eddie My Love	★CD-1284 (45-1284)	39	36
CA-3329 (F-3329)	LES PAUL & MARY FORD	19	17	39	36
<i>In Nuevo Laredo</i>		19	17	39	36
CO-40587 (4-40587)	LOUIS ARMSTRONG	19	17	39	36
<i>Back O' Town Blues</i>		19	17	39	36
CO-40586 (4-40586)	TURK MURPHY	19	17	39	36
<i>Maryland, My Maryland</i>		19	17	39	36
CR-61574 (9-61574)	LAWRENCE WELK	19	17	39	36
<i>Stompin' At The Savoy</i>		19	17	39	36
DE-29816 (9-29816)	OWEN BRADLEY	19	17	39	36
<i>Lights Of Vienna</i>		19	17	39	36
DO-15444 (45-15444)	BILLY VAUGHAN	19	17	39	36
<i>Little Boy Blue</i>		19	17	39	36
GR-0144 (4G-0144)	CHRIS POWELL	19	17	39	36
<i>Poor People Of Paris</i>		19	17	39	36
LO-1645 (45-1645)	ERIC RODGERS TRIO	19	17	39	36
<i>Alsha</i>		19	17	39	36
★ME-70781 (70781 x 45)	RICHARD HAYMAN & JAN AUGUST	19	17	39	36
<i>I'll Be With You In Apple Blossom Time</i>		19	17	39	36
★MG-12149 (K12149)	DICK HYMAN TRIO	19	17	39	36
<i>Bowles, Bangles & Beads</i>		19	17	39	36

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To the Music Ops, Dealers and Disk Jockeys of America Our Humblest THANKS

for your invaluable aid in the Horatio Alger rise of the following artists in the short span of 2 years—

The Platters..... Mercury

"ONLY YOU"
"THE GREAT PRETENDER"
and now
"THE MAGIC TOUCH"

The Blockbusters..... Aladdin

"IN A LITTLE SPANISH TOWN"
"WHY BABY WHY"

The Flairs..... Ampar

"SHE LOVES TO ROCK"
and
"IN SELF DEFENSE"

Joe Houston..... Modern

"ALL NIGHT"

Stuart Rose..... Ampar

"I COMPLAINED"
and now
"HAVE FAITH"

The Penguins..... Mercury

"EARTH ANGEL"
and now
"PEACE OF MIND"
b/w
"DEALER OF DREAMS"

Shirley Gunter..... Modern

"OOP SHOOP"
and now
"HEADIN' HOME"

The Colts..... Vita

"ADORABLE"
"HONEY BUN"
"SWEET SIXTEEN"

Sugar & Spice..... Mercury

"HEY JOE"
"INDEED I LOVE YOU"

COMING UP

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

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RETAIL OUTLETS

From Coast to Coast

MELODY SONG SHOPS, INC. Brooklyn, N. Y.

- 1. I Want You To Be My Girl (Teen Agers)
2. Heartbreak Hotel (E. Presley)
3. Little Girl Of Mine (Cleffones)
4. Hot Diggity (Perry Como)
5. Innamorata (Jerry Vale)
6. Why Do Fools Fall In Love (Teen Agers)
7. Magic Touch (Platters)
8. Lisbon Antigua (N. Riddle)
9. Main Title (E. Bernstein)
10. Eddie My Love (Teen Queens)

HUDSON-ROSS Chicago, Ill.

- 1. Moonglow & Picnic (Cates)
2. Heartbreak Hotel (E. Presley)
3. Wayward Wind (Gogi Grant)
4. Hot Diggity (Perry Como)
5. Main Title (R. Maltby)
6. Why Do Fools Fall In Love (Teen Agers)
7. Blue Suede Shoes (Perkins)
8. Flamenco Love (T. Martin)
9. Happy Whistler (Robertson)
10. A Tear Fell (Teresa Brewer)

REGAL RECORD SHOP Los Angeles, Calif.

- 1. On The Street Where You Live (Vic Damone)
2. Heartbreak Hotel (Presley)
3. Moonglow & Picnic (Cates)
4. Wayward Wind (Gogi Grant)
5. Why Do Fools Fall In Love (Teen Agers)
6. Ivory Tower (Cathy Carr)
7. Rock Island Line (Donegan)
8. Happy Whistler (Robertson)
9. Hot Diggity (Perry Como)
10. Main Title (E. Bernstein)

RICHLOY DIST. Philadelphia, Pa.

- 1. Long Tall Sally (L. Richard)
2. Heartbreak Hotel (E. Presley)
3. Ivory Tower (O. Williams)
4. A Tear Fell (Teresa Brewer)
5. Hot Diggity (Perry Como)
6. My Blue Heaven (F. Domino)
7. Magic Touch (Platters)
8. Standing On The Corner (Four Lads)
9. Crazy Little Palace (Williams)
10. Wayward Wind (Gogi Grant)

BOWMAN'S RECORD SHOP Bridgeport, Conn.

- 1. Heartbreak Hotel (E. Presley)
2. Moonglow & Picnic (Stoloff)
3. R-O-C-K (Bill Haley)
4. I Want You To Be My Girl (Teen Agers)
5. Little Girl of Mine (Cleffones)
6. Hot Diggity (Perry Como)
7. Poor People of Paris (Baxter)
8. A Tear Fell (Teresa Brewer)
9. Magic Touch (Platters)
10. Wayward Wind (Gogi Grant)

G. C. MURPHY CO. Washington, D. C.

- 1. Heartbreak Hotel (E. Presley)
2. Hot Diggity (Perry Como)
3. Blue Suede Shoes (Perkins)
4. I'll Be Home (Pat Boone)
5. Magic Touch (Platters)
6. Poor People of Paris (Baxter)
7. Moonglow & Picnic (Stoloff)
8. Why Do Fools Fall In Love (Teen Agers)
9. Rock Island Line (Donegan)
10. Main Title (R. Maltby)

BERGENFIELD MUSIC INC. Bergenfield, N. J.

- 1. Heartbreak Hotel (E. Presley)
2. Hot Diggity (Perry Como)
3. Blue Suede Shoes (Perkins)
4. Magic Touch (Platters)
5. I Want You To Be My Girl (Teen Agers)
6. A Tear Fell (Teresa Brewer)
7. Rock Island Line (Donegan)
8. Poor People of Paris (Baxter)
9. Main Title (Dick Jacobs)
10. Long Tall Sally (L. Richard)

BERT'S CAMERA CENTER Baton Rouge, La.

- 1. Moonglow & Picnic (Stoloff)
2. Magic Touch (Platters)
3. Corrine Corrina (Joe Turner)
4. Ivory Tower (Otis Williams)
5. My Blue Heaven (Fats Domino)
6. Lost Dream (E. Freeman)
7. I Was The One (E. Presley)
8. Wayward Wind (Gogi Grant)
9. Blue Suede Shoes (Perkins)
10. It Only Hurts For A Little While (Ames Bros.)

KATZ DRUG CO. Kansas City, Mo.

- 1. Moonglow (Morris Stoloff)
2. Heartbreak Hotel (E. Presley)
3. Ivory Tower (Cathy Carr)
4. Magic Touch (Platters)
5. Long Tall Sally (L. Richard)
6. Blue Suede Shoes (Perkins)
7. I'm In Love Again (Domino)
8. Man With The Golden Arm (Richard Maltby)
9. Wild Cherry (Don Cherry)
10. Rock Island Line (Donegan)

A. HARRIS & CO. Dallas, Tex.

- 1. Moonglow (Morris Stoloff)
2. Long Tall Sally (L. Richard)
3. Blue Suede Shoes (Perkins)
4. Crying In The Night (Virginia Thompson)
5. My Blue Heaven (F. Domino)
6. Wayward Wind (Gogi Grant)
7. A Tear Fell (Teresa Brewer)
8. Why Do Fools Fall In Love (Diamonds)
9. Heartbreak Hotel (E. Presley)
10. Saints Marching In (B. Haley)

NORTH MAIN REC. SHOP Houston, Tex.

- 1. I'm In Love Again (Domino)
2. Long Tall Sally (Richard)
3. Little Girl Of Mine (Cleffones)
4. Moonglow (George Cates)
5. Ivory Tower (Charms)
6. Magic Touch (Platters)
7. I Want You To Be My Girl (Teen Agers)
8. Why Do Fools Fall In Love (Teen Agers)
9. Can You Find It In Your Heart (Tony Bennett)
10. Wayward Wind (Gogi Grant)

BEN BROWN MUSIC Lynn, Mass.

- 1. Heartbreak Hotel (E. Presley)
2. My Blue Heaven (Domino)
3. Hot Diggity (Perry Como)
4. Can You Find It In Your Heart (Tony Bennett)
5. Standing On The Corner (Four Lads)
6. Magic Touch (Platters)
7. Theme From Picnic (Stoloff)
8. Happy Whistler (Robertson)
9. Church Bells May Ring (Willows)
10. Wayward Wind (Gogi Grant)

DISC & NEEDLE RECORD SHOPS, INC. Minneapolis, Minn.

- 1. Moonglow & Picnic (Cates)
2. Heartbreak Hotel (E. Presley)
3. Why Do Fools Fall In Love (Diamonds)
4. Standing On The Corner (Four Lads)
5. Long Tall Sally (Pat Boone)
6. Walk Hand In Hand (Vaughn)
7. Rock Island Line (Donegan)
8. The Mockin' Bird (4 Lads)
9. Blue Suede Shoes (Perkins)
10. Crazy Little Palace (Williams)

SONG SHOP Cincinnati, Ohio

- 1. Moonglow & Picnic (Stoloff)
2. Long Tall Sally (Richard)
3. Church Bells May Ring (Diamonds)
4. Moonglow & Picnic (Cates)
5. Magic Touch (Platters)
6. Hot Diggity (Perry Como)
7. Heartbreak Hotel (E. Presley)
8. On The Street Where You Live (Vic Damone)
9. Ivory Tower (Cathy Carr)
10. A Tear Fell (Teresa Brewer)

YEAGERS MUSIC SHOP Baltimore, Md.

- 1. Heartbreak Hotel (Presley)
2. I Want You To Be My Girl (Teen Agers)
3. Blue Suede Shoes (Perkins)
4. My Little Angel (Four Lads)
5. Saints Rock And Roll (Haley)
6. Long Tall Sally (L. Richard)
7. Ivory Tower (Williams/Carr)
8. It Only Hurts For A Little While (Ames Bros.)
9. Why Do Fools Fall In Love (Teen Agers)
10. Magic Touch (Platters)

ANDRE'S RECORD SHOP Lonsing, Mich.

- 1. Rock Island Line (Donegan)
2. Heartbreak Hotel (E. Presley)
3. Blue Suede Shoes (Perkins)
4. Saints Rock & Roll (Haley)
5. Hot Diggity (Perry Como)
6. Magic Touch (Platters)
7. Moonglow & Picnic (Cates)
8. Church Bells May Ring (Diamonds)
9. Ivory Tower (Otis Williams)
10. Long Tall Sally (L. Richard)

GARDEN CITY MUSIC CTR. Garden City, N. Y.

- 1. Blue Suede Shoes (Perkins)
2. Hot Diggity (Perry Como)
3. Moonglow (Morris Stoloff)
4. Poor People Of Paris (Baxter)
5. Heartbreak Hotel (E. Presley)
6. Main Title (Dick Jacobs)
7. Lisbon Antigua (N. Riddle)
8. Magic Touch (Platters)
9. Why Do Fools Fall In Love (Teen Agers)
10. Moritat (Dick Hyman)

THE MUSIC SHOP Springfield, Ill.

- 1. Heartbreak Hotel (E. Presley)
2. Blue Suede Shoes (Perkins)
3. Hot Diggity (Perry Como)
4. Moonglow (George Cates)
5. A Tear Fell (Teresa Brewer)
6. Poor People Of Paris (Baxter)
7. Why Do Fools Fall In Love (Teen Agers)
8. To You My Love (Nick Noble)
9. Main Title (E. Bernstein)
10. Lisbon Antigua (N. Riddle)

ODLAND MUSIC SHOP Sioux Falls, S. Dak.

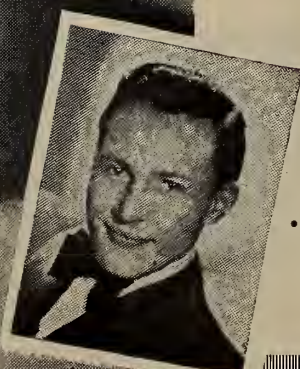
- 1. Moonglow & Picnic (Stoloff)
2. Poor People of Paris (Baxter)
3. Hot Diggity (Perry Como)
4. Magic Touch (Platters)
5. Rock Island Line (Donegan)
6. A Tear Fell (Teresa Brewer)
7. Eddie My Love (Chordettes)
8. Blue Suede Shoes (Perkins)
9. Moritat (Lawrence Welk)
10. Heartbreak Hotel (Presley)

RADIO DOCTORS Milwaukee, Wisc.

- 1. Main Title (Dick Jacobs)
2. Wayward Wind (Gogi Grant)
3. Moonglow & Picnic (Cates)
4. Heartbreak Hotel (Presley)
5. Ivory Tower (Cathy Carr)
6. Happy Whistler (Robertson)
7. Winner Take All/Magic Touch (Platters)
8. Walk Hand In Hand (Williams)
9. A Little Love Can Go A Long Long Way (Weavers)
10. Hi-Lili, Hi Lo (Dick Hyman)

MADRONA RECORD SHOP Portland, Ore.

- 1. Moonglow & Picnic (Cates)
2. Heartbreak Hotel (E. Presley)
3. Long Tall Sally (Pat Boone)
4. A Tear Fell (Teresa Brewer)
5. Ivory Tower (Gale Storm)
6. Moonglow & Picnic (Stoloff)
7. Main Title (Elmer Bernstein)
8. Hot Diggity (Perry Como)
9. Wayward Wind (Gogi Grant)
10. Ivory Tower (Cathy Carr)



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MUSIC OPERATORS OF AMERICA

Toni Arden

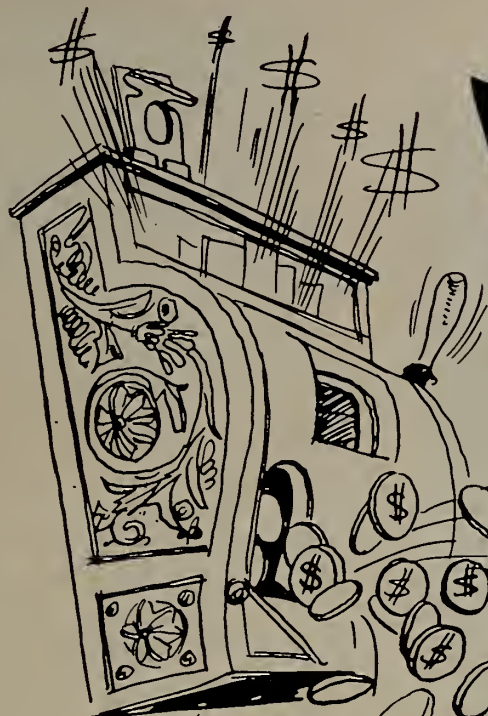
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"IN PARADISE"
THE COOKIES - 1084

"SWEET BABY
OF MINE"
RUTH BROWN - 1091

"YOUR PROMISE
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THE DRIFTERS - 1089

"DROWN IN MY
OWN TEARS"
RAY CHARLES - 1085

"CORRINE, CORRINA"
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"FEE-FEE-FI-FO-FUM"
LAVERN BAKER - 1093

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OF LOVE"
CLYDE McSPHATTER - 1092

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ANOTHER**

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GEORGIA GIBBS
Mercury

Published by
E. B. MARKS MUSIC CORP.



See You
At The
M.O.A.

ABC-PARAMOUNT

Outstanding Service



MINNEAPOLIS—Don Kelly of Minneapolis-St. Paul radio station WLOL has received a special commendation from the Minneapolis and Hennepin County Chapter of the Red Cross for "outstanding service in public information." Kelly recently spent 58 consecutive hours in the main window of a leading Minneapolis department store (Donaldson's), until he raised more than \$1,000 for the Red Cross.



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

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

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

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

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

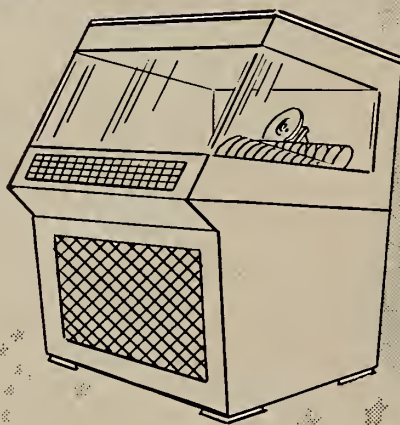
The Armstrong saga is still keeping everyone in suspense, and although tickets have been sold for many concerts, there is still that big question mark as to whether permits will be granted for the great Louis to play in London. Everything is subject to exchange contracts between the British group and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

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

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

A PERMO-POINT NEEDLE

made today's coin
phonographs
possible...

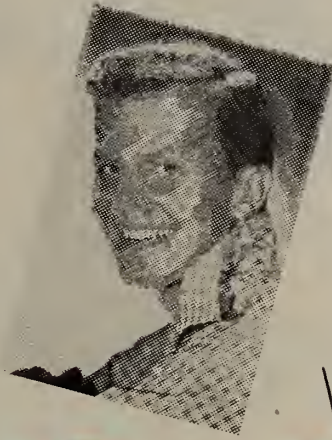


Plenty of Music Operators remember when needle replacement was the big headache.

The phonograph needle most called for today by Music Operators is PERMO-POINT . . . the needle that pioneered the way.

PERMO-POINT
PHONOGRAPH NEEDLES
DIAMOND, JEWEL, OR PRECIOUS METAL TIPS

PERMO, INC. CHICAGO 26, ILL.



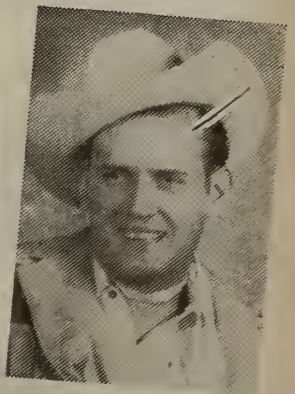
"The play's the thing..."



*The Commodores
the Classmates*



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



STOP BY AND SAY HELLO AT THE DOT BOOTH, HOTEL MORRISON, AND MEET THE DOT ARTISTS

Thanks
Ops

The Chordettes

Bill Hayes

Marion Marlowe

Andy Williams

the Mariners

the Barry Sisters

the Four Tophatters

Archie Bleyer



WHAT IS POP?

Week by week it becomes harder and harder to differentiate between the various categories of the music business. There was a time when a record automatically fell into either the pop, rhythm and blues, or country field. Today no such easy distinction is possible.

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

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

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

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

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

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

Gold Records



HOLLYWOOD—An occasion highlighting a recent CBS-TV "Shower of Stars" television production, was the presentation by Frankie Laine of gold records to Capitol Records artists Nelson Riddle and Les Baxter. The records signify the sales of over 1,000,000 copies. Nelson received the award for "Lisbon Antigua" and Les for "Poor People of Paris."

Victor Has Best Quarter Ever

NEW YORK—David Sarnoff, chairman of the board of the Radio Corporation of America, reported to some 1000 RCA stockholders at the annual meeting, last week, that sales from January through March had reached \$274,848,000—an increase of \$18,543,000, or 7%, over sales for the similar period last year. In addition, he remarked, that even better days were ahead.

Net profits for the initial quarter amounted to \$12,727,000, equal, after preferred dividend requirements, to 85 cents a common share. This was a rise of \$159,000 over the net profit of \$12,568,000, or 84 cents a common share, for the previous year.

Looking into the future, Sarnoff stated, "The present annual volume of the electronics industry is estimated to be \$11,000,000,000. With the developments under way, and the prospects ahead, it seems to me reasonable that this figure will double by the end of the next decade. By that time, RCA's annual volume of business will, I believe, also be double its present size. This would mean a gross business of \$2,000,000,000 a year, with increased profits and dividends to stockholders."

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

Greetings

M. O. A.

Mike Kurlan

**Modern
Distributing
Co., Inc.**

2978 W. Pico
Los Angeles Calif.



MOA EXTRA SPECIALS

"TREASURE OF LOVE"

Coral 61647



Dorothy Collins

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

Coral 61647

WITH A LITTLE BIT OF LUCK

vocal by Larry Hooper

b/w

I'VE GROWN ACCUSTOMED TO HER FACE

vocal by Dick Dale

Coral 61645



Lawrence Welk and his Orchestra

I COULD HAVE DANCED ALL NIGHT

vocal by Alice Lon

b/w

ON THE STREET WHERE YOU LIVE

vocal by Larry Dean

Coral 61644

LAWRENCE WELK

presents

THE LEMMON SISTERS GRADUATION DAY

b/w

THE TOY TIGER

Coral 61648



LAWRENCE WELK

presents

BUDDY MERRILL IT MAY BE SILLY

b/w

ROCK AND ROLL RUBY

Coral 61649



CORAL RECORDS

America's Fastest Growing Record Company

Thanks *These*
OP'S for *Original*
SMASH
HITS

EDDIE
MY LOVE

The Teen Queens

RPM 453

THE GIRL IN
MY DREAMS

The Cliques

Mod. 987

WHY DID I
FALL IN LOVE

The Jacks

RPM 458

SO ALL ALONE
BABY MINE

The Teen Queens

RPM 460

Modern RECORDS *RPM*
9317 w. washington blvd.
culver city, california

RECORDS ARE THE GATEWAY TO STARDOM!

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

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

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

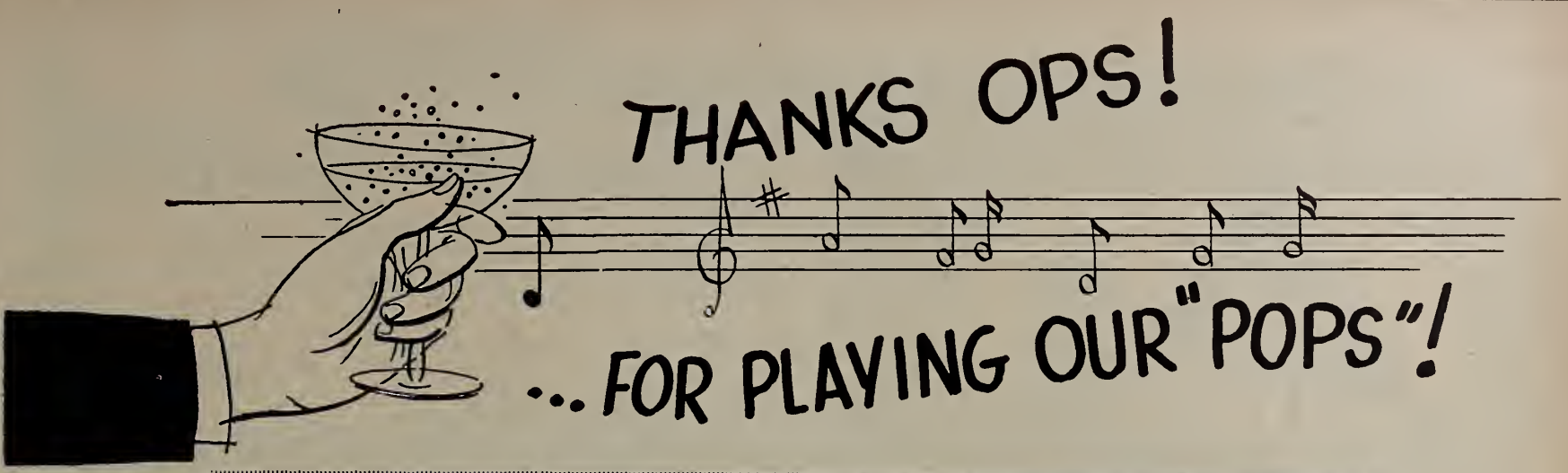
There used to be a time when record artists were somehow not considered the equal of artists who reached the public through a different medium. Today that prejudice is disappearing. Even established artists are benefiting by hit records. Take the case of Tennessee Ernie. He had been on television for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

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

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

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

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



3 Albums in the **TOP 6** LAST WEEK!

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

1 "SPARKLING STRINGS"
Coral 57011

3 "TV FAVORITES"
Coral 57025

6 "SHAMROCKS & CHAMPAGNE"
Coral 57036



LAWRENCE WELK

AND HIS CHAMPAGNE MUSIC.....

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

Sponsored By The

DODGE DEALERS OF AMERICA

Personal Management
GABBE, LUTZ and HELLER
New York Hollywood

Public Relations
Ralph Portnor

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

BREAKING BIG IN ALL MARKETS!

**INA
SHANTY
IN OLD
SHANTY
TOWN**

**SOMETHIN'
SMITH
and the
RED-
HEADS**



b/w

GOAL DUST ON THE FIDDLE

Orchestra Under the Direction of

O. B. MASINGILL

EPIC 5-9168



THE CASH BOX
SURE SHOTS

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

"PICNIC" **THE CASH BOX** 4/14
DISK OF THE WEEK

"DELILAH JONES"

McGuire Sisters Coral 61627; 9-61627

"GRADUATION DAY" **THE CASH BOX** 4/28-5/25
SLEEPER OF THE WEEK

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

"TANGO OF THE DRUMS" **THE CASH BOX** 4/28
DISK OF THE WEEK

Les Baxter Orch. Capitol 3404; F-3404

"KISS ME ANOTHER" **THE CASH BOX** 4/21
DISK OF THE WEEK

Georgia Gibbs Mercury 70850; 70850x45

**"IT ONLY HURTS FOR
A LITTLE WHILE"** **THE CASH BOX** 4/14
BEST BETS

Ames Bros. RCA Victor 20/47-6481

**CANADIAN
CAPERS**

MONTREAL MEMOS:

The Rock 'n Roll Show of 1956, featuring top artist Bill Haley, the Teenagers and many others, drew capacity crowds at the Forum this past Sunday.



THE TEENAGERS

... Ricky Layne and his dialectic dummy "Vel Vel" into the Fontaine Bleu Room of the Chez Paree opening next Tuesday, May 8th for a popular return engagement. ... Booked into the Cafe New Orleans for one week only is Capitol Records' artist Al Martino. ... Tonight marks the first Montreal appearance of song star Renee Lamy when she premieres at the Ritz Cafe of the Ritz Carlton Hotel. ... After a successful engagement in Quebec City, French singing star Marjane heads this way to headline the new revue



BILL HALEY

at the Cafe St. Jacques. ... Doing tremendous business at the El Morocco is the great Ella Fitzgerald. She will be followed next week by another great star Sarah Vaughan on May 14th. ... Into their 34th week at the Blue Angel is Scotty Stevenson and his "Nighthawks". ... Booked for a one week engagement starting May 28th at the El Morocco are the Millionaires.

"IVORY TOWER"

b/w

"TO YOU, MY LOVE"

Lalo Guerrero

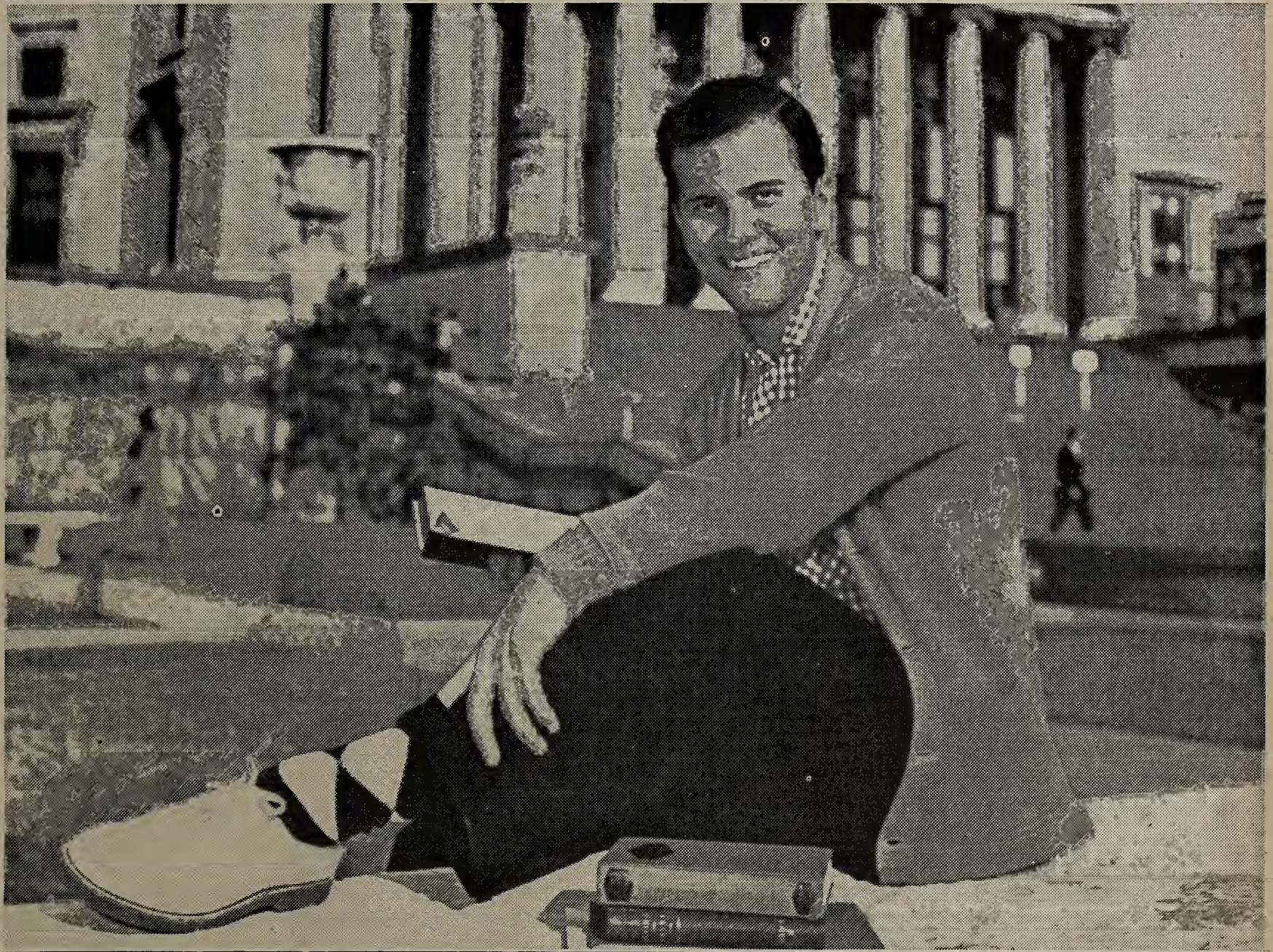
REAL # 1310



RECORD CO.

1486 No. Fair Oaks Ave.
Pasadena, Calif.

**THE ONLY ARTIST IN THE HISTORY OF THE
MUSIC BUSINESS TO BE ON THE "BEST SELLING RETAIL
RECORD CHARTS" 38 OUT OF 52 WEEKS IN HIS
FIRST YEAR ON RECORDS.**



Thanks Ops for making it all possible
Pat Boone

CURRENT RELEASE: **Long Tall Sally • Just as Long as I'm With You** DOT 15457

EXCLUSIVELY *Dot*

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

MORE BRILLIANT DIAMONDS

**DISTRIBUTORS
REPEATED FOUR
ORDERS WITHIN
TWO WEEKS
FOR**

No. 3001



"HONEY BEE"

b/w "THE ROCK AND THE ROLL"

With the Vocal Magic of **Gloria Wood**

Fast climbing record which will remain in the boxes until played out is **No. 3002**

**"12th STREET RAG" b/w
"BUTTON UP YOUR OVERCOAT"**

by Art and Dotty Todd

New 12" LP's

D-6 MUSIC STRICTLY FOR DANCING

By Pete Lofthouse and his Danceable Music. Yes, you'll want to dance . . . and listen. Vocals by David Street.

D-7 LIGHT MUSIC

By Ronnie Kemper with songs we never forget—as sung in your own living room.

D-8 PRELUDE TO PASSION

By the Bluestone Orchestra. Moods created by masterful strings where 38 musicians combine to give many hours of colorful, danceable, rich music.

**ALL ON THE FASTEST GROWING
LABEL IN THE COUNTRY**



**DIAMOND
RECORDS** 6446 Santa Monica Blvd.
Hollywood 38, Calif.

STEADY SELLERS

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

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

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

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

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

Artists like those are just as hard to come by as the big stars. Record firms that nurture them with the same care are assuring themselves the basic product that every business needs.



*tic-tac-toe
let's go
with
JOE*



*for more
plays
JOE CLAY'S
SIXTEEN CHICKS
B/W
DUCK TAIL
X/4X-0211*

*get on
it quick!*

it's on



HOTOTIS WILLIAMS
and his CHARMSIVORY TOWER
DELUXE 6093THAT'S YOUR MISTAKE
DELUXE 6091LITTLE WILLIE JOHN
FEVER
b/wLETTER FROM MY DARLING
KING 4935JAMES BROWN with the
FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
FEDERAL 12258BOYD BENNETT
LET ME LOVE YOU
b/w
THE GROOVY AGE
KING 4925EARL BOSTIC
BUGLE CALL RAG
b/w
I'LL STRING ALONG
WITH YOU
KING 4905THE MIDNIGHTERS
OPEN UP THE BACK DOOR
b/w
ROCK, GRANNY, ROLL
FEDERAL 12260MOON MULLICAN
ROCK AND ROLL
MR. BULLFROG
b/w
I'M MAD WITH YOU
KING 4915JIMMY NOLEN
WIPE YOUR TEARS
b/w
DON'T LEAVE ME NO MORE
FEDERAL 12262**NEW RELEASES!!!**MAC CURTIS
IF I HAD ME A WOMAN
b/w
JUST SO YOU CALL ME
KING 4927THE DRIVERS
SMOOTH, SLOW AND EASY
b/w
WOMEN
DELUXE 6094**KING**
RECORDS

STAY WITH THOSE SONGS

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

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

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

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

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

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

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

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

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

Decca's New "Holiday" Campaign Starts Rolling

NEW YORK—One of the most extensive promotions in the history of Decca Records is currently being put into operation by the label. The promotion is on its "Holiday Series". In the fall of 1955 the company issued nine sets in the series, and the great success of these albums has resulted in the release of six additional LP's. The 15 sets that comprise the series are: "Your Musical Holiday In Paris," "Italy," "Vienna," "The Alps," "Rio," "Hawaii," "Havana," "The West Indies," "South America," "The Dominican Republic," "The South," "Barcelona," "Mexico," "New York," and "Spain." The last six named are the new releases. Decca is going all-out in promoting the series on the disk jockey, dealer and consumer levels. The promotion is titled "Your Passport to Profit and Pleasure".

A large number of disk jockeys all across the country will receive from Decca a 12-inch LP "Holiday Sampler," on which is a selection from each of the 15 Holiday albums. This sampler, along with suggested script material, will be shipped to jockeys, in a specially designed envelope. Also for deejays, Decca has prepared a recorded interview by the Honorable Robert F. Wagner, Mayor of New York City. The interview disk and accompanying script will be delivered with the LP of "Holiday In New York" to further promote that album.

An important part of the promotion for dealers is Decca's window display contest. The winning dealer and the Decca salesman whose territory he is in (each with a companion of his choice) will be flown to Brazil for a Holiday in Rio. Transportation for this trip has been arranged via a tie-up with Varig Airlines, "Luxury link between the Americas". Before arriving in Rio, the winners will also spend three days in the Ciudad Trujillo as guests of the Dominican Republic Tourist Office. In Rio the visitors will stay at the Copacabana Palace. Besides all expenses being paid, and planned entertainment, the winners will be presented with an American Express Travelers Cheque for their personal use. In addition to the vacation for the First Prize winners, Decca will also make other awards to runners-up. These include: A 16mm Bell & Howell sound projector and a series of full length feature films from the library of United World Films, Inc. as Second Prize; "The Eldorado"—new model Decca high fidelity phonograph as Third Prize; A Harmony Electric Guitar and amplifier as Fourth Prize; and other prizes of travelling cases by Leed's Travelwear. Judges for the contest will be: Lowell Thomas, international traveler and producer of the new Cinerama film "Seven Wonders of The World"; Bob Austin of *The Cash Box*; Neil Harrison of Record and Sound Retailing; Paul Ackerman of Billboard; and Marilyn Hartson, record dealer and winner of Decca 1955 "Spanish Fiesta" window contest.

Dealers will be supplied with extensive display material for the exploitation of the Holiday Series. Main unit is an electric flip card display. This will be augmented by mounted and unmounted lithos of the albums in the series, and colorful posters from spots all over the world that are among the locations included in the Holiday albums. The travel bureaus of each of these countries have cooperated in making the material available. Decca salesmen will present the promotion plans to their dealers via a special kit—a canvas airplane case from Varig Airlines—in which will be contained all the necessary information and material, including bound litho folders.

The consumer will be made aware of the Holiday Series via a specially designed leaflet, attractively illustrated; by extensive advertising on national and local levels, and by reviews on the albums which will appear in newspapers all over the country.

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

Follow
LONDON
RECORDS



**for
the
hits!**

**MY
SEPTEMBER
LOVE**

**DAVID
WHITFIELD**

1654

**ROSES
OF
PICARDY**

**THE
JOHNSTON
BROS.**

1616

**LOOK
HOMEWARD
ANGEL**

**THE FOUR
ESQUIRES**

1652

**ROCK
ISLAND
LINE**

**LONNIE
DONEGAN**

1650

New!

MAY IS MANTOVANI MONTH

MANTOVANI

**MERRY
GO-ROUND WALTZ**

B/W HEARTS OF PARIS #1669

New!

WINIFRED ATWELL

and FRANK CHACKSFIELD

PORT AU PRINCE

B/W

STARLIGHT

#1667

JUST RELEASED!

"MORE GEORGE WRIGHT"

The Mighty Wurlitzer Pipe Organ

12" Long Play Album **R-707**

"GEORGE WRIGHT'S SHOWTIME"

Wurlitzer Pipe Organ

12" Long Play Album **R-708**

HIFIRECORD from
HIGH FIDELITY RECORDING CO.
6087 SUNSET BLVD. HOLLYWOOD 28, CAL.

Congratulations

M.O.A.

Jay Kay

Distributing Co.

2978 W. Pico Blvd.
Los Angeles, Calif.

KAPP — CLEF — NORGRAN

New One-Stop For Los Angeles

LOS ANGELES—A new one-stop operation was opened this week in Los Angeles at 2775 West Pico Blvd., by Norton Beckman. Beckman is the owner of two retail record shops and has been active in the record business in Southern California for the last ten years. He is president of the Recorded Music Dealers Association of Southern California.

The new one-stop will be competitively priced for operators and will contain a complete mail order department. Beckman announced that the store will remain open seven days a week from 9 AM to 9 PM for the convenience of operators who might wish to phone in orders over the weekend to be picked up on a Monday.

A complete title strip service will also be available to ops. An open house cocktail party will be held to mark the official opening on May 14.

Reactivated Diamond Label In Midst of Heavy Recording Schedule

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

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

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

Valando Takes Over Johnny Marks' "Free"

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

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

Visitor From The "Forbidden Planet"



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

BOUND TO MAKE A Big SPLASH!

Marrin Rainwater sings

"HOT and COLD"

b/w

"MR. BLUES"

MGM-12240

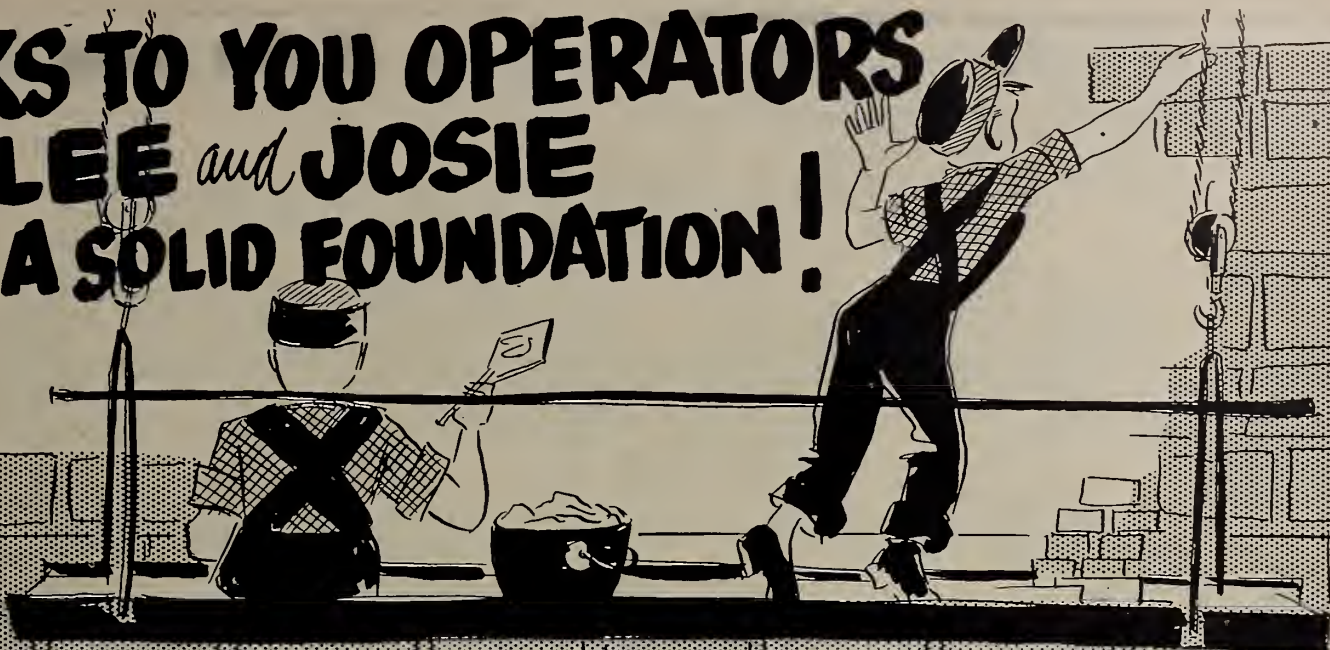
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THANKS TO YOU OPERATORS JUBILEE *and* JOSIE BUILDS A SOLID FOUNDATION!



The One in a million voice

Enzo Stuarti O' MADONNA

b/w

YOURS IS MY HEART ALONE

Jubilee 5243

Steve Clayton THE MAN WITH SEVEN LOVES

b/w

STRAIGHT FROM THE SHOULDER

Jubilee 5242

The Capri Sisters AFTER SCHOOL ROCK AND ROLL

b/w

THE OCCARINA ROLL

Jubilee 5244

Jo Ann Tolley
Ethel Ennis
Della Reese
King Sisters

The Four Tunes DANCING WITH TEARS IN MY EYES

b/w

FAR AWAY PLACES

Jubilee 5245



Jubilee Records

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JOSIE FOUNDATION BUILDERS

The Cadillacs ZOOM

Josie 792

Vinni Monte YOUR CUTE LITTLE WAYS

b/w

WITHOUT YOUR LOVE

Josie 793

Day, Dawn & Dusk

WHO ARE YOU KISSING

b/w

ANYTIME

Josie 794

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



Josie Records

1650 Broadway, New York City

BEST WISHES . . . MOA

Here's a CARAVAN of HITS—Picking Up Steam

Beverly
Allegre
"HOLD
ME
CLOSE"
b/w
"Every Little
Bit Of Me"

Caravan # 15603

Earl
Jackson
"COYOTE"
b/w
"I'm Gonna
Try
Religion"

Caravan # 15602

Going Strong
Orlando
Roberson
"FOREVER
TRUE"
b/w
"THE FIRST
KISS"

Caravan # 15601

CARAVAN RECORDS, INC.

ROUTE 4, PARAMUS, N. J. (Gilbert 4-0262)
Promotion: LOUIS-ROWE, 200 W. 57 ST., N. Y.

Top 15 Best Selling Pop Albums

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

WMCA Opens New Madison Avenue Studios

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

One of the pioneer stations in New York, WMCA has changed locations three times in the past, but this is the first move from the Broadway area. Originally located (1925) in the McAlpin Hotel at Broadway and 33rd

Street, the station subsequently moved to 53rd Street and Broadway, then to 52nd and Broadway (1937), where it enjoyed a brief network stint as part of the Intercity System sharing programs with Boston, Philadelphia and Washington.

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

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

GOGI GRANT'S "WAYWARD WIND"

The Hit That It Is

ERA RECORD CO. HOLLYWOOD CALIFORNIA

Welcome to CHICAGO

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

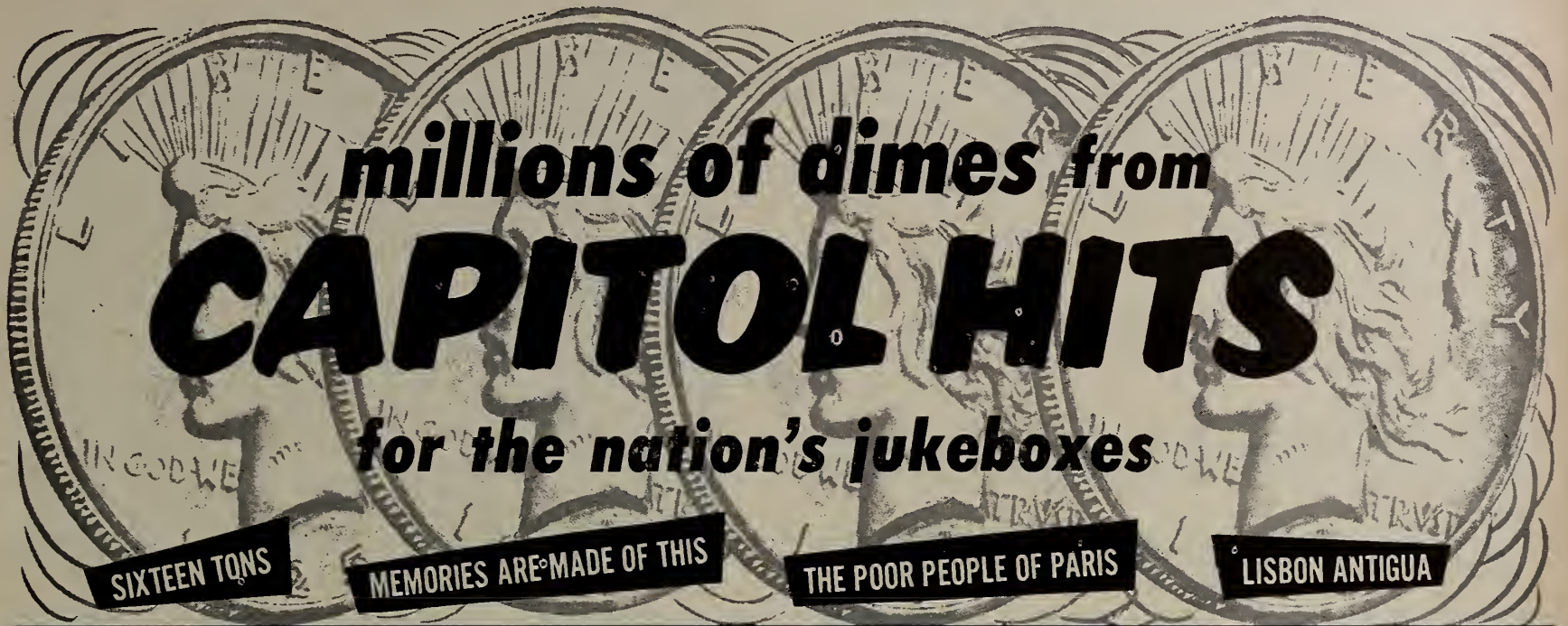
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2029 SOUTH MICHIGAN AVE., CHICAGO 16, ILLINOIS (All Phones: CAIumet 5-6605)

"Julie, Julie All The Time"



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



ALREADY ON THEIR WAY TO THE TOP

<p>THE HAPPY WHISTLER Don Robertson record no. 3391</p>	<p>TANGO OF THE DRUMS Les Baxter record no. 3404</p>	<p>STANDING ON THE CORNER Dean Martin record no. 3414</p>	<p>THE ROVIN' GAMBLER "Tennessee" Ernie Ford record no. 3421</p>	<p>HOPING THAT YOU'RE HOPING The Louvin Brothers record no. 3413</p>
<p>PORTUGUESE WASHERWOMEN Joe "Fingers" Carr record no. 3418</p>	<p>FRIENDSHIP RING Patty Andrews record no. 3403</p>	<p>GRADUATION DAY The Four Freshmen record no. 3410</p>	<p>HOW LITTLE WE KNOW FIVE HUNDRED GUYS Frank Sinatra record no. 3423</p>	<p>SHE'S THE MOST I DREAMT I DWELT IN HEAVEN The Five Keys record no. 3392</p>

NEW	NEW	NEW	NEW	NEW	NEW	NEW	
<p>TEX RITTER</p> <p>THE WAYWARD WIND</p> <p>THE SEARCHERS</p>  <p>record no. 3430</p>	<p>MILT BUCKNER</p> <p>THE LATE, LATE SHOW</p> <p>HEY NOW, ZORINA!</p>  <p>record no. 3424</p>	<p>VICKI YOUNG</p> <p>LET THERE BE YOU</p> <p>(I'M) ALL SHOOK UP</p>  <p>record no. 3425</p>	<p>RAY ANTHONY</p> <p>CHUBASCO</p> <p>THE SLEEP-WALKER</p>  <p>record no. 3416</p>	<p>THE PHANTOM</p> <p>FIVE FOOT TWO, EYES OF BLUE</p> <p>WHISPERING</p>  <p>record no. 3427</p>	<p>THE JUMPING JACKS</p> <p>ABOUT A QUARTER TO NINE</p> <p>LADY, PLAY YOUR MANDOLIN</p>  <p>record no. 3415</p>	<p>PEE WEE HUNT</p> <p>SWEDISH RHAPSODY</p> <p>THE OBJECT OF MY AFFECTION</p>  <p>record no. 3426</p>	<p>HELEN FORREST</p> <p>I LOVE YOU MUCH TOO MUCH</p> <p>TAKING A CHANCE ON LOVE</p>  <p>record no. 3417</p>
<p>THE JORDANAIREs</p> <p>ROCK 'N ROLL RELIGION</p> <p>DO UNTO OTHERS</p>  <p>record no. 3420</p>	<p>BERT CONVY</p> <p>HEAVEN ON EARTH</p>  <p>record no. 3409</p>	<p>JERRY REED</p> <p>WHEN I FOUND YOU</p> <p>MISTER WHIZ</p>  <p>record no. 3429</p>	<p>Thanks Op's</p> <p>See you at the MOA rm.25</p> 				

CONGRATULATIONS MOA

THANKS OPERATORS

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Jack Andrews

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The Song From
"THE SEARCHERS"
and
"Portuguese Washerwoman"
by
JOE SHERMAN
his Ork and Chorus
KAPP 149



COMING UP FAST—
ERNE WOODS
singing
"EVERYONE KNEW"
AVENUE RECORD 33586



Watch For:
BILL NORMAN'S
next release
M.Z 1013

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"JOHN HENRY"
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"Best Pop & Country Disks of 1955"



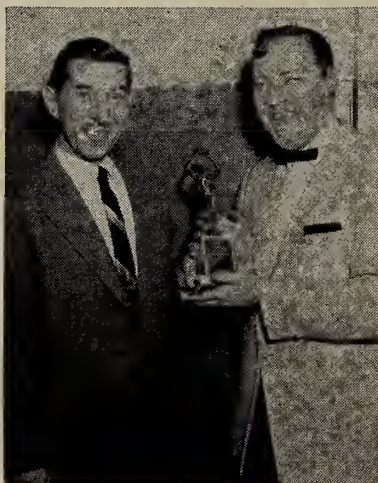
NEW YORK—Milton Rackmil (2nd from left) president of Decca Records, and Leonard Schneider (3rd from left) vice-president of Decca are presented with The Cash Box Trophies by Bob Austin (left) and Joe Orleck of The Cash Box, for the top record hits of the year 1955 as selected by the Juke box operators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

"Best Studio Orchestra of 1955"



NEW YORK—Bob Austin presents Mitch Miller with The Cash Box Award for securing the number one spot in the Studio Orchestra category of the 10th Annual poll. At the same time, Miller accepts his "Make Believe Ballroom" trophy from WNEW jockey Jerry Marshall for winning the popularity poll conducted annually by the New York platter spinner.

"Top Record of 1955"



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

"Top Male Vocalist of 1955"



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



GREETINGS MOA FROM M-G-M

VISIT M-G-M RECORDS BOOTH #18

ON THE CHARTS

JONI JAMES
I WOKE UP CRYING
THE MAVERICK QUEEN
(From Republic picture)
MGM 12213 • K12213

EXCITING NEW HIT

DANNY KNIGHT
THE SEARCHERS
(RIDE AWAY)
(From C. V. Whitney film "The Searchers")
and
THE SOMEWHERE VOICE
MGM 12252 • K12252

ROBBIN HOOD
THE ROCK-A-BYE BLUES
and
BEAUTIFUL, BEAUTIFUL LOVE
MGM 12221 K12221
CONNIE FRANCIS

HITTING THE CHARTS

DICK HYMAN TRIO
HI-LILI, HI-LO
and
JUNGLERO
(From MGM Film "Lili")
MGM 12207 • K12207

ROSALIND PAIGE
HAVE FAITH and HAVE PATIENCE
and
LET ME BE THE FIRST ONE
MGM 12229 • K12229

BIG PLUG ABC-TV "STAR TONIGHT" SHOW MAY 24

FORGETTING
BIG PLUG ON NBC-TV SHOW "MODERN ROMANCES"
and
SEND FOR MY BABY
MGM 12251 K12251
JOHNNY OLIVER

IN ATTRACTIVE SLEEVE

DAVID ROSE
FORBIDDEN PLANET
(Inspired by the MGM film)
MGM 12243 • K12243
THEME FROM **THE SWAN**
and
(From MGM film "The Swan")

BETTY MADIGAN
SURPRISE
and
I MISS THE BOY
MGM 12214 • K12214

SIX FEET OF HEAVEN
and
A GOOD WOMAN'S LOVE
MGM 12230 K12230
MARVIN RAINWATER

IN ATTRACTIVE SLEEVE

BARRY GORDON
I CAN'T WHISTLE
and
THE MILKMAN'S POLKA
MGM 12222 • K12222

CHARLIE APPLEWHITE
I COULD HAVE DANCED ALL NIGHT
(From Musical "My Fair Lady")
and
SHANGRI-LA
(From Musical "Shangri-La")
MGM 12220 • K12220

MR. BLUES
BILLBOARD AND CASH BOX PICK
and
HOT AND COLD
MGM 12240 K12240

OCIE SMITH
LOST HORIZON
(From Musical Prod. "Shangri-La")
MGM 12233 • K12233
GOING, GOING, GONE

LEROY HOLMES & HIS ORCH. & CHORUS
TO LOVE AGAIN
(Theme from "The Eddy Duchin Story")
MGM 12234 • K12234
PLEASE DON'T FORGET ME, DEAR

DON GIBSON
SWEET DREAMS
WATCH THIS ONE
and
THE ROAD OF LIFE ALONE
MGM 12194 K12194

CONGRATULATIONS
AND BEST WISHES
TO
OFFICERS & MEMBERS M. O. A.

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ADS from LEADING RECORD FIRMS,
ARTISTS and PUBLISHERS**

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**AP
CHOOSES
THE
CASH BOX**

In all this world, there is probably no more reliable news service than Associated Press.

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

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

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

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

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

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

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

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

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

BIGGER THAN "ROCK ISLAND LINE"!

A NEW BIG SMASH BY

LONNIE DONEGAN



"LOST JOHN"

AND

"STEWBALL"

MERCURY 70872

NOW EXCLUSIVELY ON MERCURY RECORDS
In Cooperation With Nixa Of London




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



Moving Along...THANKS TO MOA

**PATIO RECORDS
OF NEW ORLEANS**

with two great releases



**JOHN
GARY**
singing
"DON'T CRY"
b/w
"I THOUGHT
I HAD YOU"
PO 4



A Cajun-Country
Winner
**SAL
(Bayou Bill)
VANCE**
singing
"OLD MAN OF
THE MARSHES"
b/w
"I'LL ALWAYS LOVE
YOU DARLING"
PO 3

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Thanks Operators

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Records Are Your BEST BUY In Entertainment

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

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

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

And there's a great story to tell.

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

Moreover, while the price of almost every other form of entertainment has been going up, the price of many records has been going down. For instance a Broadway show can now cost anywhere up to eight or nine dollars a ticket—and that's not at scalpers' prices. The cost of movies, concerts and other public performances has been on the upgrade for years. A television set can cost hundreds of dollars. And yet a single record still costs less than a dollar and an album costs less than ever.

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

Why not?

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

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

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

TERESA BREWNER

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

current



hit

"A TEAR FELL"

b/w

"Bo Weevil"

Coral 61590; 9-61590



Thanks Ops for making
"CHURCH BELLS MAY RING"
THE WILLOWS

Melba # 102

a smash National Pop and R & B Hit!

Now Watch For . . .

"GONE WITH THE WIND"
SHEPHERD SISTERS

Melba # 101

and

"MY LOVELY LOVE"
PETER MARSHALL

Melba # 103

MELBA RECORD CO. subsidiary of ROMEX RECORDS
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Pop, Joe and Irv Cohen

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**Meeting Dates Of
 Music Operators' Associations**

- May 7—California Music Merchants' Assn.
 Place: 311 Club, 311 Broadway, Oakland, Calif.
- 7—United Music Operators of Michigan
 Place: Fort Wayne Hotel, Detroit, Mich.
- 7—Baltimore Amusement Machine Operators' Assn.
 Place: Mandell-Ballow Restaurant, Reisterstown Rd. &
 Rogers Ave., Baltimore, Md.
- 8—Western Massachusetts Music Guild
 Place: DeMarco's Restaurant, West Springfield, Mass.
- 8—California Music Merchants' Assn.
 Place: Fresno Hotel, Fresno, Calif.
- 9—California Music Merchants' Assn.
 Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 10—California Music Merchants' Assn.
 Place: U. S. Grant Hotel, San Diego, Calif.
- 10—Massachusetts Music Operators' Assn.
 Place: Beaconsfield Hotel, Boston, Mass.
- 12—Phonograph Merchants' Assn., Cleveland
 Place: Hollenden Hotel, Cleveland, Ohio (Banquet)
 Time: 6:30 PM—Parlors A-B-C (Cocktails)
 7:30 PM—Main Ballroom (Dinner)
- 14—Tri-County Juke Box Operators' Assn.
 Place: Elum Music Offices, Massillon, Ohio
- 16—New York State Operators' Guild
 Place: Governor Clinton Hotel, Kingston, N. Y.
- 16—Automatic Equipment & Coin Machine Owners' Assn.,
 Inc., Indiana
 Place: Room 24, 550 Broadway, Gary, Ind.
- 17—Eastern Ohio Phonograph Operators' Assn.
 Place: 4104 Rush Blvd., Youngstown 12, Ohio (execu-
 tive board).
- 17—Phonograph Merchants' Assn., Cleveland, Ohio
 Place: Hollenden Hotel, Cleveland, Ohio (executive
 board).
- 21—Westchester Operators' Guild, Inc.
 Place: American Legion Hall, 57 Mitchell Place, White
 Plains, N. Y.
- June 2—Music Guild of Nebraska
 Place: Pawnee Hotel, North Platte, Neb.
- 7—Phonograph Merchants' Assn., Cleveland, Ohio
 Place: Hollenden Hotel, Cleveland, Ohio (General).
- 7—California Music Merchants' Assn.
 Place: Sacramento Hotel, Sacramento, Calif.
- 7—Eastern Ohio Phonograph Operators' Assn.
 Place: 4104 Rush Blvd., Youngstown 12, Ohio (General).
- 21—West Virginia Music Operators' Assn.
 Place: Daniel Boone Hotel, Charleston, W. Va., (executive
 board)
- 22 & 23—West Virginia Music Operators' Assn.
 Place: Daniel Boone Hotel, Charleston, W. Va. (conven-
 tion)
- 25—Central States Music Guild
 Place: 805 Main Street, Peoria, Ill.

Attention: Operators' Associations

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

*To Members of the Music Operators of America
Gathered in Chicago and Everywhere*



THANKS OPS
for your wonderful help!



**SARAH
VAUGHAN**

current MERCURY Hit

**"HOT AND COLD
RUNNING TEARS"**

coupled with

"THAT'S NOT THE KIND OF LOVE I WANT"

Mercury 70846

A Best Selling Album

**"SARAH VAUGHAN
IN THE LAND OF HI-FI"**

EmArcy MG-36058



personal management

GEORGE TREADWELL

1650 Broadway

New York, N. Y.

IMPROVED RECORDS!

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

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

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

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

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

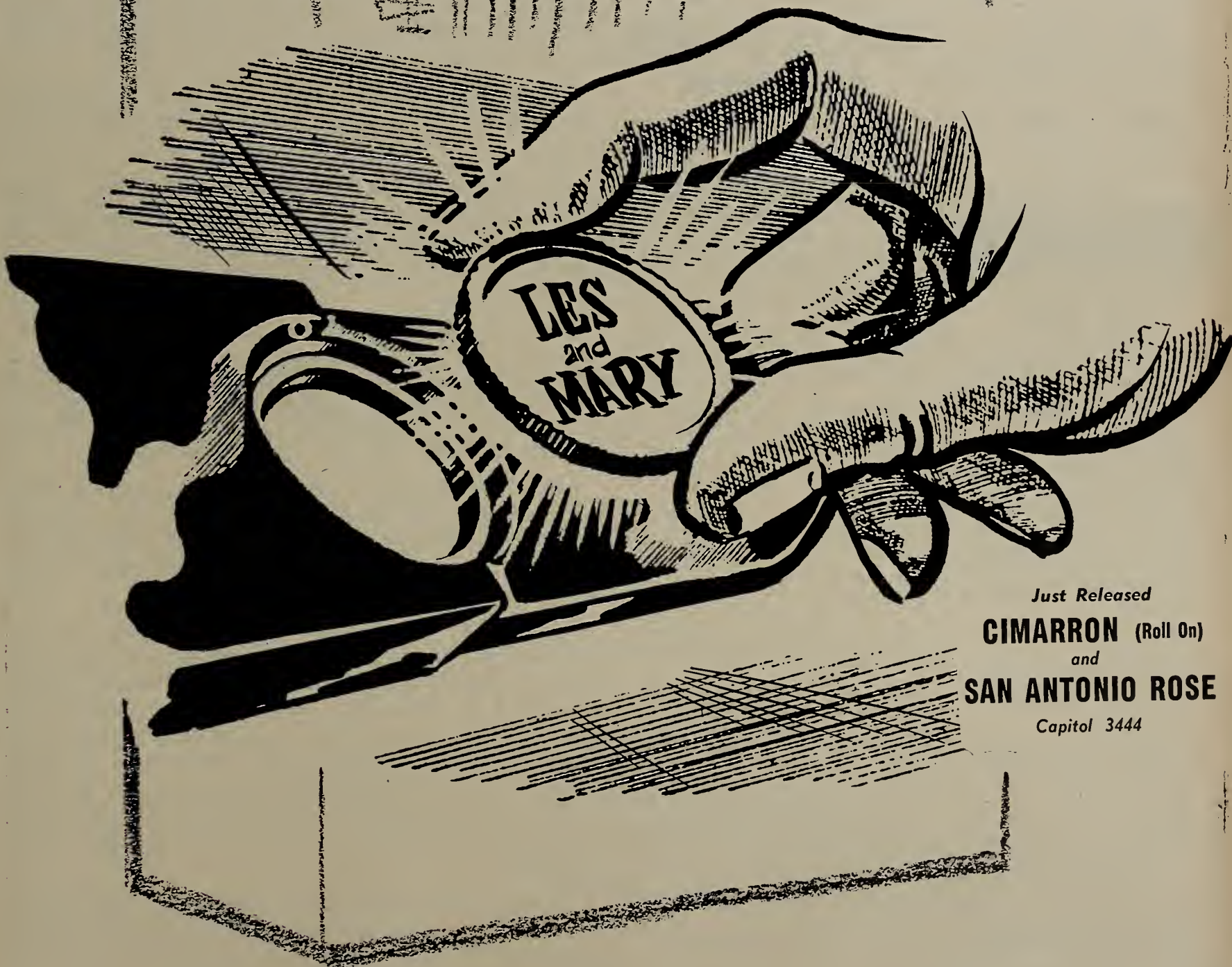
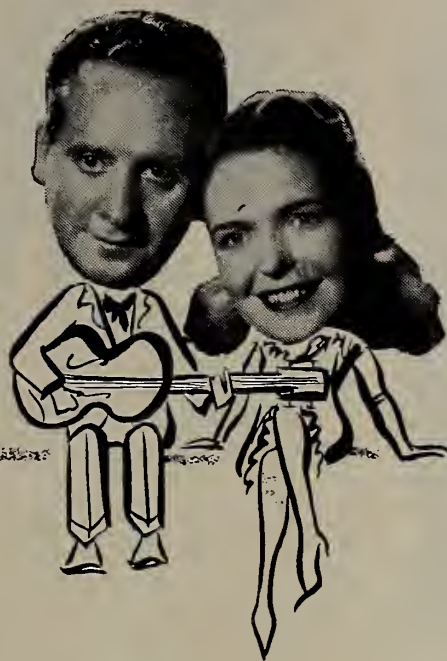
Of course a hit sells. But what most diskeries have found out is that they have a large catalogue. It is these records which nothing happens to unless they are physically good records. And even hits sell in larger quantity when they are pressed well.

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

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

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

Thanks MOA'ers



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

Personal Management
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CAPITOL RECORDS

GIBSON GUITARS

Greeting Cancer Crusaders



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

TIMING

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

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

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

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

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

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

The same applies to disk jockey play.

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

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

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

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

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

Tells of One-Stop Advantages

CHICAGO—"Some of the largest operators in our territory are switching to one-stops," stated Joe Sipiora of Singer One-Stop, this city.

"The operators are beginning to realize that even with the five cents more, one-stop service lowers the overall cost," Sipiora declared.

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

"There is also a saving in time and manpower if the operator picks up his own records.

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

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

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

"Actually, we set up some routes and ship at specific intervals to operators who don't know what they are getting until they receive our selections based on what is really selling.

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

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

Real Names Philly Distrib

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

Dotti Malone
"EVERYTHING BUT YOU"

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A REPLY TO THE CASH BOX EDITORIAL

OF

MAY 5 — PAGE 43

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

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

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

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

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

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

AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS
575 Madison Avenue, New York, N. Y.

Ted Heath Completes Tour of U.S. With Carnegie Hall Concert

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

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

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

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

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

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

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

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

Retailers: Merchandise Your Records

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

Unfortunately, record retailers don't always remember this.

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

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

Yet many retailers are still living in the dark ages as far as selling is concerned.

Just take the case of packaged merchandise.

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

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

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

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Decca Pacts Billy Ward

NEW YORK—Decca Records has announced the addition of several new artists to its roster. A&R Director Milt Gabler has pacted Billy Ward and his Dominoes. Ward will record in two entirely different styles. In addition to his usual R&B renditions, he will also be heard on Decca in straight pop arrangements with full orchestral background. His first sides, in the latter style, were cut on Milt Gabler's recent trip to the Coast. The first sides are: "St. Therese Of The Roses" and "Home Is Where You Hang Your Heart." Also when he was on the Coast, Gabler signed California thrush Kay Brown to a Decca pact. Her first sides will be released shortly. The third artist to be signed is vocalist Johnny Carroll. Carroll, a native of Godley, Texas, was signed by Paul Cohen. The 18-year-old singer will make his debut with "Rock N' Roll Ruby" and "Tryin' To Get To You."

Verve Signs Jane Powell

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

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

Bill Silbert To West Coast

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

All Smiles



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

ISN'T IT WONDERFUL!

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

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 we would like to point out a few of them.

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

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

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

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

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

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

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B/W

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**3 HOURS
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RPM 455

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GEORGE SMITH

RPM 456

Modern RECORDS **RPM**
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Culver City, California

THE CASH BOX RHYTHM N' BLUES Ramblings

NEW YORK:

Tommy "Dr. Jive" Smalls, WWRL's popular r & b deejay, has been elected Mayor of Harlem for a two year term in a recent public election held by the residents of the Uptown New York area. Voting was by signed ballots mailed to the Negro Locality Mayor's Committee, incorporated in New York State to conduct elections for honorary mayors in localities in and around New York City. Ballots containing the names of three candidates nominated by the Committee were printed in paid advertisements in the Amsterdam News and New York Age Defender, leading Negro weekly newspaper publications. Prominent city officials and celebrities from the show business world will be on hand for Dr. Jive's inauguration which will take place at Small's Paradise Nightclub on May 16. . . . Bob Rosen, Herald Records, tells us the new Turbans' release, "B-I-N-G-O (Bingo)" and "I'm Nobody's" has gotten a big sendoff by distribs and jockeys. For the time being it seems to be "B-I-N-G-O" that is getting the major portion of attention. Rosen also advises that quite a number of jocks have turned the Cashmere's deck over and are now working on "Little Dream Girl". . . . Charlie Fuqua brings his "Inkspots" into The Silver Spur, Phoenix, Arizona, May 18 for



CLYDE McPHATTER

one week. . . . Hy and Sam Weiss, Old Town Records, setting up their activities so that they can make the MOA show this week. Hy and Sam will see everyone on the floor and entertain at the Hotel Croyden. They have three items moving nicely for them at the moment. Robert and Johnny's "I Believe In You"; "Crazy Love" by the Royaltones; and "Two In Love" by Ruth McFadden. In addition, they've just released "Chicken Hop" by Billy Bland which they think will be even bigger than his previous "Chicken in the Basket". . . . "Without a doubt," writes Dick Drury (WHHH-Warren, Ohio), "the new Clyde McPhatter record, 'Treasure Of Love' on Atlantic, is the greatest he's done. It even, in my opinion, surpasses 'Honey Love' of a couple of years ago." . . . As of this moment the latest word is that The National Jazz R & B Disk Jockey Association has once again set its date for the Chicago convention back to the original May 18, 19 and 20. Too many jocks had made arrangements for those dates and the organization decided to adhere to the initial plans. Jockey Jack Gibson president, advises the meet will be held at the Hotel Sutherland at 47th and Drexel Blvd. Gibson, thru this column, asks all jockeys who have not been reached by phone or letter to consider this a blanket invitation to attend. . . . Joe Liebowitz, Premium Records, has signed a new group, The Escorts (four boys and a girl), and Arthur Lake, a big voice with strong individual vocal traits that "will have the girls swooning." Liebowitz will make a one week trip to the midwest to plug his current hit, "My Heart's Desire" by The Wheels, which has been getting real strong action in many territories. . . . Joe Novack, owner of the exclusive Laurels Country Club in Monticello, New York, has signed the RCA Victor recording stars, Lecuona Cuban Boys Orchestra, to headline at the popular resort for the next three summer seasons. . . . Emilio Reyes and his Mardi Gras Mambo recording band are currently playing those torrid cha-cha-chas and mambo at the swank Golden Slipper Nightclub, Glen Cove, Long Island. . . . Ed "Tex" Curtis, who tells us he wrote, arranged, and conducted "Song of the Dreamer", "Donna" and "I Want Your Love Tonight" for Duke Records, now plans to do free lance work for any company that desires his services as a composer, arranger, and conductor. Tex has also written hits "Lovey Dovey", The Clovers; "It Should Have Been Me", Ray Charles; "If You Love Me", The Clovers; "Wild Cherry", Don Cherry; and quite a few others. . . . Rubin "The Rube" Pittman, who airs "The Harlem Serenade" at WLIB-New York daily from 6:30 to 8:30, writes to say he finds The Cash Box



FOUR FELLOWS



HEARTBEATS

"Top Fifteen" irreplaceable in his programming. . . . Henry Boye just a wee bit excited about a novelty rock and roll tune he is collaborating on with Jessie Stone. . . . The r & b talent in the local area this week really got together and put on a knockout show for the kids in Harlem this week. At the third B'Nai Brith-Board of Ed Harlem dance of the season about seven hundred teenagers saw a show that consisted of The Heartbeats, Billy Dawn, Mabel Lee, and Bee Bee Queen (all of Hull Records), with piano assist from Bill Miller, A & R head of Hull; The Miller Sisters, Ember Records; Roy Gaines, Groove Records; The Four Fellows, Glory Records; and The Willows, Melba Records. Dance music was supplied by the spectacular new Latin band, Moncho Lena, a fast rising group that will make its biggest impression on the New York market this season when it goes into the Palladium for a long stay. The pyrotechnical combination is signed to Ansonia Records. As always, Dick Sugar, WEVD deejay, gave his time and vocal chords to me the affair. Dick has become a tremendous favorite of the Harlem kids, who have witnessed his earnest efforts in their behalf for two years. . . . Monty Bruce, who was formerly allied with Leo Rogers and Morty Craft, tells us he is making plans to come back into the business as a manufacturer on his own. Rogers is now associated with Andrea Records and Craft with Melba Records. . . . The finals of the WOV-New York Piano scholarship took place at the WOV studios on May 4. Six talented youngsters vied for three scholarship courses of advanced lessons taught by Mary Lou Williams and other great jazz artists.



JESSIE STONE

Things buzzing at Rama, Gee as the Goldner-Kolsky outfit has three items high in both r & b and pop National charts. The Teenagers' "Why Do Fools

Fall In Love" and "I Want You To Be My Girl" two of the strongest sellers in the country with "Little Girl of Mine" by the Clefftones not very far behind. Joe Kolski leaves for the coast to promote the three hits and two new items, "Dilly-Dally-Darling" and "Every Fortune Teller Tells Me" by 16 year old thrush, Anne Kaye, who shouts on the Kay Starr kick. The other is "Listen Baby" and "I'm Not A Deceiver" by the Mellow Keys. George Goldner planes out to the MOA show this weekend, where he will also do a bit of promoting. . . . At presstime the combined Rama, Gee and Tico baseball team was meeting the Decca Records club at Central Park.

B. B. King, one of the nation's leading r & b artists became a member of the Negro Chamber of Commerce in Memphis, Tenn. . . . A last minute addition to the item above about the National Jazz, Rhythm and Blues Disk Jockey Association, is the agenda of the Chicago May 18 to 20 meet at the Hotel Sutherland. The jockeys will start arriving as early as Thursday, May 17, and will register Friday, May 18, from 8 to 10 a. m. The schedule is as follows:

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

CHICAGO:

The Coasters, riding high on the charts with their latest waxing "Down In Mexico", in town for promotion work on this disk. . . . Wing Records reports that Marie Knight's "Tell Me Why" is turning out to be a big one for them. Marie just signed with Wing and was formerly known for her work with Sister Rosetta Tharpe. . . . Hampton Hawes due for appearances at the Blue Note. . . . Shaw Artists tell us that they have a total of 187 bands and singing groups around the country on one-nighters. . . . Art Blakey and the Jazz Messengers return to the Crown, 5/29. Their last appearance really had the crowds rockin'. . . . The Ahmad Jamal Trio drawing fans to the Pershing Lounge. . . . George Leaner reports that "My Heart's Desire" by The Wheels on Premium "looks like it's going to take off". George adds that Joe Liebowitz of Premium called to say that the disk sold 15,000 in New York in one week. . . . Len Chess really busy with his hits. Can't even take a breather to advise



THE FLAIRS

which one is making the most noise. . . . Bill Doggett wowing them at the Crown Propellor. . . . Wing Records just signed alto sax player, Dick Johnson. He is skedded to make an LP. . . . The Blockbusters, whose R & B version of "Why Baby Why" is making some noise, skedded for promotion work here. . . . The Flairs and Shirley Gunter also due in to see the sights. . . . Two big R & R packaged shows touring the nation. The one featuring Bill Haley and The Comets skedded to rock the Amphitheatre. The other is taking the southern route. . . . Vee-Jay Records verra happy over the reaction chart-wise to "Up On The Mountain" by The Magnificents, but wish that people would stop listing it as "Up In The Mountain". . . . Because of the popularity of R & R, Milwaukee's stage show theatres are battling it out to see which one can get the bigger stars, the biggest shows and the most crowds. R & R has Milwaukee rockin'.

LOS ANGELES:

Mike Gradny making the rounds of the disk-jockeys with The Colts' new Vita release, which looks like another big one for the group. . . . Eddie Ray introducing Vivian Green to the disk-jockeys in town. The former Denver Disk-jockey has a first record of "Thanks For Nothing" out on the Imperial label. . . . Irv Shorten pleased with the way "Talk To Me" by Mel Williams on the Dig label has taken off. . . . Jim Ameche will feature R & B records on part of his shows on KDAY, Santa Monica. . . . Buck Ram and Jean Bennett will have a Personality Productions booth at the MOA convention in Chicago, probably the first time that artists' representatives have had their own booth at the show. . . . Harry Fox, back from a distributor tour of the western states, on which he represented several independent lines. . . . Jake Porter entertained Pop and Mom Cohen of Essex Record Distributors in Newark during their recent visit. . . . Most of the independent distributors and manufacturers in town are attending the MOA convention this week in Chicago. . . . Things are jumping at Modern records with a new pop release by the Teen Queens and the first of Modern's new album line out this week. . . . The Coasters currently doing top business at the Regal Theatre in Chicago. . . . According to Lohman-Burrell Associates, new releases by both The Medallions and The Meadowlarks are going pop for the Dootone label. . . . Smiley Lewis' new Imperial record of "Please Listen To Me" could be another "I Hear You Knocking" for him. . . . Modern Records covered the Kay Cee Jones record of "Shortnin' Bread Rock and Roll" with Etta James. . . . Jim Warren of Central Sales says that "Cherokee Dance" by Bob Landers is taking off in the Los Angeles area.



BUCK RAM

The Significance of "The Cash Box"

R & B CHARTS

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

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

Why has *The Cash Box* taken on such importance in this field?

Because nowhere else is the information we offer available with the same degree of accuracy, honesty and integrity.

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

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

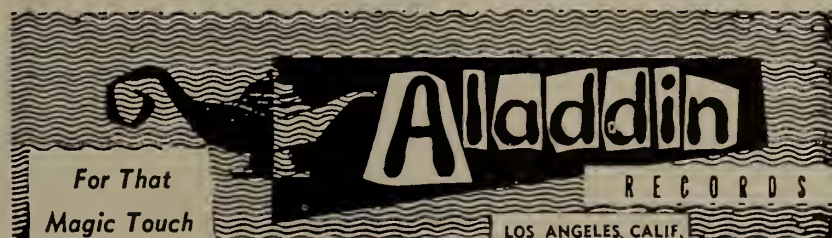
And this authority has taken on unsuspected proportions now that R&B has such an overwhelming influence on the Pop field.

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

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

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

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

WHAT A DISH!**WHAT A BEAT!****WHAT A RECORD!****40,000 SOLD IN THE FIRST WEEK!****"FRENCH FRIED POTATOES
AND KETCHUP"****AMOS MILBURN****ALADDIN # 3320**

For That
Magic Touch
Pyramid Music Co.

6087 Sunset Blvd., Hollywood 28

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

VEE-JAY'S LUCKY 7 NEW HITS

1

Jimmy Reed
"Can't Stand To See You Go"

VEE-JAY #186

2

Eddie Taylor
"Big Town Playboy"

VEE-JAY #185

3

The El Dorados
"Now That You've Gone"

VEE-JAY #180

4

The Magnificents
"Up On The Mountain"

VEE-JAY #183

5

The Spaniels
"Dear Heart"
c/w
"Why Won't You Dance"

VEE-JAY #189

6

The Swan Silvertones
"JESUS REMEMBERS"
c/w
"My Soul Is A Witness"

VEE-JAY #182

7

The Spiritualaires
OF COLUMBIA, S. C.

"When The Saints Go Marching In"

VEE-JAY #181

Vee-Jay RECORDS, INC.

2129 So. Michigan Ave. Chicago, Ill.

IN PHILLY IT'S

MARNEL DISTRIBUTING CO.

1622 FAIRMOUNT AVE.

STevenson 2-5650

Hello Ops from Andrea's Three Star Lineup—The Harptones, Jelly Beans and Jumpin' Jacks

Already released and breaking big—The Harptones

"WHAT IS YOUR DECISION" and "GIMMIE SOME"

Andrea 100

Just released—The Jelly Beans

"WHAT IS YOUR SECRET"

ANDREA RECORDS

1650 Broadway, N. Y. C.

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 Operotors In New York City, Chicago and New Orleans.

1

I WANT YOU TO BE MY GIRL
Teen Agers
(Gee 1012)

2

HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420)

3

THE MAGIC TOUCH
Platters
(Mercury 70819)

4

BLUE SUEDE SHOES
Carl Perkins
(Sun 234)

5

LITTLE GIRL OF MINE
Cleftones
(Gee 1011)

6

WHY DO FOOLS FALL IN LOVE
Teen Agers
(Gee 1002)

7

LONG TALL SALLY
Little Richard
(Specialty 572)

8

CORRINE CORRINA
Joe Turner
(Atlantic 1088)

9

MY BLUE HEAVEN
Fats Domino
(Imperial 5386)

10

GIRL OF MY DREAMS
Cliques
(Modern 987)

BLUE SUEDE SHOES
Carl Perkins
(Sun 234)

LONG TALL SALLY
Little Richard
(Specialty 572)

FORTY DAYS AND FORTY NIGHTS
Muddy Waters
(Chess 1620)

WE GO TOGETHER
Moonglows
(Chess 1619)

DROWN IN MY OWN TEARS
Ray Charles
(Atlantic 1085)

UP ON THE MOUNTAIN
Magnificents
(Vee-Jay 183)

DOWN IN MEXICO
Coasters
(Atco 6064)

CORRINE CORRINA
Joe Turner
(Atlantic 1088)

WHO
Little Walter
(Checker 833)

WHY DO FOOLS FALL IN LOVE
Teen Agers
(Gee 1002)

I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386)

CORRINE CORRINA
Joe Turner
(Atlantic 1088)

LONG TALL SALLY
Little Richard
(Specialty 572)

SHIRLEY JEAN
Big Walter
(Peacock 1661)

LOST DREAMS
Ernie Freeman
(Imperial 5381)

IVORY TOWER
Otis Williams
(DeLuxe 6093)

THE MAGIC TOUCH
Platters
(Mercury 70819)

SLIPPIN' AND SLIDIN'
Little Richard
(Specialty 572)

BLUE SUEDE SHOES
Carl Perkins
(Sun 234)

FORTY DAYS AND FORTY NIGHTS
Muddy Waters
(Chess 1620)

in
DETROIT

in
NEWARK

in
MOBILE

1

LONG TALL SALLY
Little Richard
(Specialty 572)

2

HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420)

3

BLUE SUEDE SHOES
Carl Perkins
(Sun 234)

4

LITTLE GIRL OF MINE
Cleftones
(Gee 1011)

5

DOWN IN MEXICO
Coasters
(Atco 6064)

6

PLEASE, PLEASE, PLEASE
James Brown
(Federal 12258)

7

I WANT YOU TO BE MY GIRL
Teen Agers
(Gee 1012)

8

WHY DO FOOLS FALL IN LOVE
Teen Agers
(Gee 1002)

9

WHO
Little Walter
(Checker 833)

10

I'LL BE HOME
Flamingos
(Checker 830)

BLUE SUEDE SHOES
Carl Perkins
(Sun 234)

I WANT YOU TO BE MY GIRL
Teen Agers
(Gee 1012)

I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386)

CORRINE CORRINA
Joe Turner
(Atlantic 1088)

LONG TALL SALLY
Little Richard
(Specialty 572)

MY BLUE HEAVEN
Fats Domino
(Imperial 5386)

LOST DREAMS
Ernie Freeman
(Imperial 5381)

MY HEART'S DESIRE
Wheels
(Premium 405)

IVORY TOWER
Otis Williams
(DeLuxe 6093)

WE GO TOGETHER
Moonglows
(Chess 1619)

LONG TALL SALLY
Little Richard
(Specialty 572)

PLEASE, PLEASE, PLEASE
James Brown
(Federal 12258)

BLUE SUEDE SHOES
Carl Perkins
(Sun 234)

LOST DREAMS
Ernie Freeman
(Imperial 5387)

I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386)

FORTY DAYS AND FORTY NIGHTS
Muddy Waters
(Chess 1620)

CORRINE CORRINA
Joe Turner
(Atlantic 1088)

DOWN IN MEXICO
Coasters
(Atco 6064)

DROWN IN MY OWN TEARS
Ray Charles
(Atlantic 1085)

TRY ROCK AND ROLL
Bobby Mitchell
(Imperial 5387)

THE CASH BOX



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.

	in PHILADELPHIA	in LOS ANGELES	in ST. LOUIS
1	LONG TALL SALLY Little Richard (Specialty 572)	LONG TALL SALLY Little Richard (Specialty 572)	LONG TALL SALLY Little Richard (Specialty 572)
2	MY BLUE HEAVEN Fats Domino (Imperial 5386)	MY BLUE HEAVEN Fats Domino (Imperial 5386)	BLUE SUEDE SHOES Carl Perkins (Sun 234)
3	BLUE SUEDE SHOES Carl Perkins (Sun 234)	WHY DO FOOLS FALL IN LOVE Teen Agers (Gee 1002)	HEARTBREAK HOTEL Elvis Presley (RCA Victor 20-6420)
4	WE GO TOGETHER Moonglows (Chess 1619)	A CASUAL LOOK Sixteens (Flip 315)	FORTY DAYS AND FORTY NIGHTS Muddy Waters (Chess 1620)
5	CHURCH BELLS MAY RING Willows (Melba 102)	CHERRY LIPS Robins (Whippet 100)	CORRINE CORRINA Joe Turner (Atlantic 1088)
6	THE MAGIC TOUCH Platters (Mercury 70819)	BLUE SUEDE SHOES Carl Perkins (Sun 234)	WHY DO FOOLS FALL IN LOVE Teen Agers (Gee 1002)
7	PLEASE MR. DISC JOCKEY Sensations (Atco 6067)	CORRINE CORRINA Joe Turner (Atlantic 1088)	SLIPPIN' AND SLIDIN' Little Richard (Specialty 572)
8	WHY DO FOOLS FALL IN LOVE Teen Agers (Gee 1002)	LAST CALL George Jenkins (Tampa 112)	THE MAGIC TOUCH Platters (Mercury 70819)
9	DROWN IN MY OWN TEARS Ray Charles (Atlantic 1085)	PLEASE, PLEASE, PLEASE James Brown (Federal 12258)	NEED YOUR LOVE SO BAD Little Willie John (King 4841)
10	DOWN IN MEXICO Coasters (Atco 6064)	TALK TO ME Mel Williams (Dig 107)	I'M IN LOVE AGAIN Fats Domino (Imperial 5386)

in DALLAS	in ATLANTA	in MEMPHIS
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1	LONG TALL SALLY Little Richard (Specialty 572)	LONG TALL SALLY Little Richard (Specialty 572)	PLEADIN' FOR LOVE Larry Birdsong (Excelllo 2076)
2	HEARTBREAK HOTEL Elvis Presley (RCA Victor 20-6420)	CORRINE CORRINA Joe Turner (Atlantic 1088)	CORRINE CORRINA Joe Turner (Atlantic 1088)
3	I'M IN LOVE AGAIN Fats Domino (Imperial 5386)	SLIPPIN' AND SLIDIN' Little Richard (Specialty 572)	LONG TALL SALLY Little Richard (Specialty 572)
4	BLUE SUEDE SHOES Carl Perkins (Sun 234)	I'M IN LOVE AGAIN Fats Domino (Imperial 5386)	FORTY DAYS AND FORTY NIGHTS Muddy Waters (Chess 1620)
5	IVORY TOWER Otis Williams (DeLuxe 6093)	I WANT YOU TO BE MY GIRL Teen Agers (Gee 1012)	BLUE SUEDE SHOES Carl Perkins (Sun 234)
6	PLEASE, PLEASE, PLEASE James Brown (Federal 12258)	FORTY DAYS AND FORTY NIGHTS Muddy Waters (Chess 1620)	I'M IN LOVE AGAIN Fats Domino (Imperial 5386)
7	PLEADIN' FOR LOVE Larry Birdsong (Excelllo 2076)	THE MAGIC TOUCH Platters (Mercury 70819)	IVORY TOWER Otis Williams (DeLuxe 6093)
8	LOST DREAMS Ernie Freeman (Imperial 5381)	RUBY BABY Drifters (Atlantic 1089)	I WANT YOU TO BE MY GIRL Teen Agers (Gee 1012)
9	CORRINE CORRINA Joe Turner (Atlantic 1088)	CAN'T STAND TO SEE YOU GO Jimmy Reed (Vee-Jay 186)	DARK IS THE NIGHT (Pts. 1 & 2) B. B. King (RPM 459)
10	MY BLUE HEAVEN Fats Domino (Imperial 5386)	BLUE SUEDE SHOES Carl Perkins (Sun 234)	HEARTBREAK HOTEL Elvis Presley (RCA Victor 20-6420)

THE CASH BOX TERRITORIAL TIPS

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

- (Listed Alphabetically)
- * indicates first appearance on Territorial Tips
 - A CASUAL LOOK
Six Teens (Flip 315)
 - *BABY MINE
 - *SO ALL ALONE
Teen Queens (RPM 460)
 - CHERRY LIPS
Robins (Whippet 100)
 - *CAN'T STAND TO SEE YOU GO
Jimmy Reed (Vee-Jay 186)
 - *DARK IS THE NIGHT (Pts. 1 & 2)
B. B. King (RPM 459)
 - *FEVER
Little Willie John (King 4935)
 - GIRL IN MY DREAMS
Cliques (Modern 987)
 - I'M A FOOL
Turks (Money 215)
 - LAST CALL
George Jenkins (Tampa 112)
 - LITTLE GIRL OF MINE
Cleftones (Gee 1011)
 - LOST DREAMS / ROCKIN' AROUND
Ernie Freeman (Imperial 5381)
 - MY HEART'S DESIRE
Wheels (Premium 405)
 - PLEADIN' FOR LOVE
Larry Birdsong (Excelllo 2076)
 - PLEASE DON'T DRIVE ME AWAY
Charles Brown (Aladdin 3316)
 - PLEASE MR. DISC JOCKEY
Sensations (Atco 6067)
 - RUBY BABY/YOUR PROMISE TO BE MINE
Drifters (Atlantic 1089)
 - SHIRLEY JEAN
Big Walter (Peacock 1661)
 - SWEET BABY OF MINE
Ruth Brown (Atlantic 1091)
 - TALK TO ME
Mel Williams (Dig 107)
 - *TREASURE OF LOVE
Clyde McPhatter (Atlantic 1092)
 - TRY ROCK AND ROLL
Bobby Mitchell (Imperial 5387)
 - UP ON THE MOUNTAIN
Magnificents (Vee-Jay 183)
 - *WOO WOO TRAIN
Valentines (Rama 3005)

CHESS RECORD CO.
4750 52 COTTAGE GROVE AVE
CHICAGO 15, ILLINOIS

THE FLAMINGOS
"A Kiss From Your Lips"
CHECKER # 837

LITTLE WALTER
"One More Chance"
CHECKER # 838

MUDDY WATERS
"40 Days And 40 Nights"
CHESS # 1620

THE MOONGLOWS
"We Go Together"
CHESS # 1619

EDDIE BOYD
"Don't"
CHESS # 1621

Checker RECORD CO.
4750-52 COTTAGE GROVE AVE
CHICAGO 15, ILLINOIS

ATCO's
GOT
2 Hits

"DOWN IN MEXICO"
The Coasters - 6064

"PLEASE MR. DISC JOCKEY"
The Sensations - 6067

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

2 Sided Smash!

THE TURBANS

"B-I-N-G-O"

and

"I'M NOBODY'S"

Herald # 478

A new singing discovery

ARNIE WILLIAMS

singing a rock 'n roll version of that great standard

"MARGIE"

and

"Come On Sweetie"

Herald # 479

Herald RECORDS
1497 B'way,
New York City, N.Y.

KEEP YOUR EYE ON THIS ONE!

"PLEADIN' FOR LOVE"

Larry Birdsong

EXCELLO 2076

WRITE WIRE PHONE
NASHBORO RECORD CO., INC.
177 3rd Ave., Nashville, Tenn.
(Phone: Chapel 2-2215)

FOR THE BEST IN
ROCK & ROLL
POP
RHYTHM & BLUES
CALL ON

ALL-STATE
RECORD DISTRIBUTING CO.
2033 SO. MICHIGAN AVENUE
CHICAGO 16, ILLINOIS
(Phone: CAlumet 5-0924)

NEW HOT RELEASE
THE COLTS

"NEVER NO MORE"
"HEY YOU, SHOO BEE OOH BEE"

VITA # 130

THE CASH BOX BEST BET

"VENUS"

THE SQUIRES

VITA # 128

VITA RECORDS

1486 No. Fair Oaks, Pasadena, Calif.

THE CASH BOX

R & B SURE SHOTS

The Cash Box R&B "Sure Shots" highlight records which reports from retail dealers and juke box operators throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

"CAN'T STAND TO SEE YOU GO"

THE CASH BOX
"AWARD OF THE WEEK" 4/28

Jimmy Reed

Vee-Jay 186

"DARK IS THE NIGHT"
(Pts. 1 & 2)

B. B. King

RPM 459

"FEVER"

THE CASH BOX
"AWARD OF THE WEEK" 5/12

Little Willie John

King 4935

"GIRL IN MY DREAMS"

Cliques

Modern 987

"PLEASE MR. DISC JOCKEY"

THE CASH BOX
"AWARD OF THE WEEK" 4/14

Sensations

Atco 6067

Performing For The Youngsters



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

Shown above are—top picture, The Harptones; center left, Dick Sugar and Roy Gaines; center right, Ruth McFadden; and bottom, Jose Curbello and his band.

NEW HOT RELEASE!

by

The Jayhawks

"STRANDED IN THE JUNGLE"

b/w

"MY ONLY DARLING"

FLASH # 109

FLASH RECORDS

623 E. Vernon Ave. Los Angeles, California

Heading For The Top!

5381

Ernie Freeman

"Lost Dreams"

Imperial Records

SAVOY SAVOY

THE CASH BOX
"AWARD OF THE WEEK"

"SAY YOU'RE MINE"

The SAVOYS

Savoy # 1188

A DEFINITE HIT!

SAVOY RECORD CO
58 MARKET ST.
NEWARK, N. J.

"Most Promising New Male of 1955"



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

"Most Promising R & B Female of 1955"



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

"Best R & B Band of 1955"



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

"Best R & B Female of 1955"



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

lantic v.p.; and Marty Ostrow, *The Cash Box*.

RED HOT HIT!
5386
FATS DOMINO
"I'm In Love Again"
"My Blue Heaven"
Imperial Records

**GREETINGS . . . COIN OPERATORS
from GROOVE**

Thanks for All Those Past Plays
and for Some Real Coin-Catchers

WATCH THESE—

Varetta Dillard
"CHERRY BLOSSOM"

b/w

"GONNA TELL MY BABY"

G/4G-0152

Al Sears
"ROCK AND ROLL BALL"

b/w

"LOVE CALL"

G/4G-0151

Piano Red
"THAT'S MY DESIRE"
b/w
"I AIN'T NOBODY'S FOOL"

G/4G-0145

GROOVE is looking forward to seeing all of you at
the RCA Victor Booth at the MOA Convention

GROOVE
A PRODUCT OF RADIO CORPORATION OF AMERICA
MADE IN U.S.A.

155 East 24th Street, N. Y. 10, N. Y.

RHYTHM 'N BLUES REVIEWS

ⓐ AWARD & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓑ FAIR
ⓓ VERY GOOD	ⓓ MEDIOCRE

THE TWI-LIGHTERS

(Groove 4G-0154)

B "SITTIN' IN A CORNER" (2:40) [Conley Music BMI—Slay, Crewe] The Twi-Lighters bounce lightly through an infectious quick beat rocker. It is a sprightly waxing on which the lads blend in solid manner. Deck rides as the band swings, the sax screams, and the lads deliver.

B "IT'S A COLD COLD RAINY DAY" (2:40) [Conley Music BMI—Slay, Crewe] The group swings out on a middle beat jump blues. Good sound and infectious material. Two ok teener sides.

SIL AUSTIN

(Wing 90075)

B "SIL'S GROOVE" (2:23) [Jim Jam BMI—] Sil Austin and the band turn in a swinging quick beat instrumental with a featured wild sax. Hot jump for the kids to hop to.

B "TITANIC" (2:42) [Hartsdale BMI—] Another quickbeat instrumental that also highlights a torrid and exhausting sax. Driving tempo guaranteed to knock out the kids and the musicians. Very exciting.

MILLER SISTERS

(Ember 1004)

B+ "HOW AM I TO KNOW" (2:30) [Angel Music BMI—Miller] The Miller Sisters blend beautifully on a slow, swaying romancer. The gals melt tenderly as they turn in a warm and ear tickling performance.

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

JOHNNY LATORE

(Grand 140)

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

C+ "RED HOT" (2:41) [Meyers Music-Presman, Phillips, Latore] Latore backs with another rocker piece of material that comes off an ok side.

BABS GONZALES

(Blue Note 1638)

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

B "ROUND ABOUT MIDNIGHT" (2:41) [Monk, Williams, Hanighen ASCAP—] Babs is really mellow on this deck as he projects effectively in a smoothly commercial manner. Soft lights effort.

THE CASH BOX

★ AWARD O' THE WEEK ★

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

[Arc BMI—Davis, Fratto]

"GET WITH IT" (2:23)

[Arc BMI—Z. Carey]

THE FLAMINGOS

(Checker 837)

● The Flamingos follow their national hit, "I'll Be Home," with another very good piece of material, "A Kiss From Your Lips." A slow paced love ballad, the lads sing it with delicacy and emotion. It is a moving piece of wax with a lightly swinging melody that the kids can latch on to. This one is pop as well as r and b fare and we look for the deck to make it in both fields. Stay close to this side. The flip, "Get With It," is a middle beat rocker for the dance set. The Flamingos milk it, coming up with an ok side—but for the charts it's "A Kiss From Your Lips."

"BUDDY'S BOOGIE" (2:38)

[Sophisticate Music—BMI]

"I'LL DEARLY LOVE YOU" (2:32)

[Sophisticate Music—BMI]

BUDDY JOHNSON

(Wing 90074)



BUDDY JOHNSON

● Buddy Johnson's aggregation must come up with a strong wax to top "I Don't Want Nobody," and he might have just that in his instrumental offering, "Buddy's Boogie."

Boogie." It is a fascinating deck with an infectious beat. The etching has a solid combination of sound and beat. This is one of the rare instrumentals that come along every once in a while and makes it big. It could happen here. The flip, "I'll Dearly Love You," is a big voice ballad offering by the Johnson orchestra with Floyd Ryland handling the vocal chores. Ryland is of the Hamilton, Hibbler school. Starry-eyed swooners will go for this deck. However, for the overall big action we look to "Buddy's Boogie."

BILLY DAWN

(Hull 715)

B+ "DON'T MAKE ME LOSE MY LOVE FOR YOU" (2:17) [Keel Music BMI—Miller, Smith] Billy Dawn makes his vocal debut on Hull and turns in a good reading of a slow, swinging, melodic blues. It is an item that can grab action.

B "THIS WAY TO LOVE" (2:50) [Keel BMI—Smith, Miller] Dawn turns in a similarly good job on a slow rhythmic romancer. Tuneful deck. Dawn has two pleasing, easy to listen to sides.

THE ROCKERS

(Federal 12267)

B "WHAT AM I TO DO" (2:12) [Armo BMI—Ike Turner] The Rockers offer a spirited middle beat jump with a rhythmic, staccato delivery. The lad's all mixed up and the best advice his friends can offer is "suffer." Ok deck.

B "I'LL DIE IN LOVE WITH YOU" (3:00) [Armo BMI—Turner, Bass] A lovely ballad of slow tempo delivery with warmth. It will be very familiar to the kids. Simply arranged and easy to listen to.

JOHNNY ANGEL

(Excello 2077)

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

C+ "I REALIZE" (2:47) [Excellorc BMI—J. W. Perry] Angel sings a love ballad of slow tempo with tender delivery. It is an item that follows a familiar melody line.

EDDIE TAYLOR

(Vee-Jay 185)

B+ "RIDE 'EM ON DOWN" (2:50) [Conrad BMI—E. Taylor] Eddie Taylor wails a slow rhythmic down home blues in a manner that spells ok action. Better than fair country deck.

B "BIGTOWN PLAYBOY" (3:00) [Conrad BMI—E. Taylor] Taylor backs with a similar piece of material. Ok item.

INSPIRATIONS

(Apollo 494)

B+ "RAINDROPS" (The Crying Song) (2:33) [Bess BMI—Inspirations] The Inspirations debut on Apollo with a "crying song" that is tenderly chanted against a sobbing background. Effective and moving. An item like this can become ludicrous so very easily, but the group handles it well.

B "MAGGIE" (2:35) [Bess BMI—Inspirations] The Inspirations jump a quick beat on the flip with a happy reading. Ok coupler.

THE CASH BOX

Rhythm 'N Blues **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.

★ "RAINDROPS"The Inspirations..... Apollo 494

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

RHYTHM 'N' BLUES REVIEWS

DISK & SLEEPER GOOD
EXCELLENT FAIR
VERY GOOD MEDIOCRE

THE CASH BOX

Rhythm 'N' Blues **SLEEPER OF THE WEEK**

"DEALER OF DREAMS" (2:35)

[Panther Music ASCAP]

"PEACE OF MIND" (2:51)

[Pera Music BMI]

THE PENGUINS

(Wing 90076)



PENGUINS

● The Penguins make their newest release, "Dealer of Dreams," a con-

tender for honors with their polished chanting of the ballad lovely. It is a rhythmic pretty on which the Penguins are able to embroider their particular brand of harmony. A full bag of vocal tricks, some new, some old, are employed in the fashioning of this side, and the results are pleasing and most effective. Look for this deck to be the strongest Penguins' wax since "Earth Angel." The flip, "Peace of Mind," is one from the same school. A pretty, slow beat ballad, delicately blended. Restful and pleasing listening—but we favor "Dealer of Dreams."

"I'M NOBODY'S (2:41)

[Angel BMI—Clowney, Kirkland]

"B-I-N-G-O (BINGO)" (2:12)

[Angel BMI—Robert Riley]

THE TURBANS

(Herold 478)

● The Turbans, searching for another "When You Dance," back two strong sides that might be answer. "I'm Nobody's" is a slow paced, melodic ballad, in which the lads plead for romance. It is gimmick filled, effectively offered with excellent teamwork, and tunelessly pleasing. The flip, "B-I-N-G-O," is

complete about face in which the boys rock to a novelty idea in which they replace Bingo numbers with romance. A quick beat jump, it is a great shout item for the listener to come back with as it practically begs for the audience to participate. Two solid waxes, either of which can make it.

THE CARPETS
(Federal 12269)

● **"CHICKEN BACKS" (2:00)**
[Armo BMI—Gadson] The Carpets rock a middle beat jump with an ok blend of voices. It is a swinging little ditty that comes off with a happy sound guaranteed to please.

● **"LONELY ME" (3:05)** [Armo BMI—Gadson] The vocal combo offers a slow paced melodic ballad on the flip. It is a tuneful drifter on which the lead voice turns in a solid performance.

JIMMY BINKLEY

(Checker 835)

● **"MESSIN' AROUND" (2:05)**
[Arc BMI—J. Binkley] Jimmy Binkley does a strong job of wailing saxing on a middle beat piece of material. Instrumental side featuring the Binkley sax.

● **"YOU MADE A BOO BOO" (2:18)** [Arc BMI—J. Binkley] Cute staccato rhythm wax featuring a chuckly narrative vocal and a strong Binkley sax. Pleasing side.

SPIRITUAL

CHOSEN GOSPEL SINGERS
(Noshbaro 573)

● **"HALLELUJAH" (2:50)** [Excellorec BMI—J. Johnson] The Chosen Gospel Singers offer a middle beat gospel number with a commanding lead against a rhythmic well organized answering group. Ok religious deck.

● **"THIS OLD SOUL OF MINE" (2:55)** [Excellorec BMI—J. Johnson] The Singers back with a slow paced sincere effort that moves the listener. Two sides the gospel market will appreciate.

THE KANSAS CITY SOUL REVIVERS
(Dootone 395)

● **"JESUS CAME AT MIDNIGHT" (2:35)** [Dootsie Williams BMI—Mose Lindsay] The Kansas City Soul Revivers offer an inspiring slow beat with an emotional reading. Moving wax tenderly done.

● **"IN THE GARDEN" (2:40)** [Dootsie Williams BMI—] Slow beat melodious religious tune offered with a reverent reading that moves the listener. Rhythmic, soft, and exciting. This is a strong coupling that should grab off a good religious sale.

JAZZ

MOUSE BONATI

(Patio MJ 2)

● **"MOUSE'S HOUSE" (2:35)** [Patio—Jack Martin] Mouse Bonati and his group deliver a swinging quick beat for the modern jazz clientele. Ensemble work and solos work up some interesting ideas and the deck should do well where exposed.

● **"WHAT A DIFFERENCE A DAY MADE" (2:38)** [B. Marks ASCAP—Adams, Grever] Bonati does a delectable sax bit here, aided by the balance of the group specifically, Frank on a piano solo, but it's Bonati's side and a fine side it is.

THE CASH BOX

Rhythm 'N' Blues Disk Jockey

REGIONAL RECORD REPORTS

Bill Thornton
KRLW—Wolnut Ridge, Ark.

1. Magic Touch (Platters)
2. I Was The One (E. Presley)
3. Blue Suede Shoes (Perkins)
4. Ivory Tower (Otis Williams)
5. Speedoo (Cadillacs)
6. Long Tall Sally (Little Richard)
7. Heartbreak Hotel (E. Presley)
8. Why Do Fools Fall In Love (Teen Agers)
9. A Tear Fell (Ivory J. Hunter)
10. Winner Take All (Platters)

George Deforest
WNTM—Vero Beach, Fla.

1. Slippin' & Slidin' (L. Richard)
2. We Go Together (Moonglows)
3. Long Tall Sally (L. Richard)
4. Ain't She Sweet (Sensations)
5. Heartbreak Hotel (E. Presley)
6. I'm In Love Again (Fats Domino)
7. Why Do Fools Fall In Love (Teen Agers)
8. R-O-C-K (Bill Haley)
9. Open Up That Door (Nappy Brown)
10. How Long (Heartbeats)

Bill Marlowe
WCOP—Boston, Moss.

1. My Blue Heaven (F. Domino)
2. Heartbreak Hotel (E. Presley)
3. Crazy Little Palace (Billy Williams)
4. Little Girl Of Mine (Cleftones)
5. Corrine Corrina (Joe Turner)
6. I'm Not A Know It All (Frankie Lyman)
7. Lovin' And Bein' Loved Not (Cindy and Lindy)
8. Long Tall Sally (Little Richard)
9. Blue Suede Shoes (Perkins)
10. Now That You've Gone (El Dorados)

Al Mortimer
WRAC—WilliamSPORT, Pa.

1. Why Do Fools Fall In Love (Teen Agers)
2. Blue Suede Shoes (Perkins)
3. Ivory Tower (Cathy Carr)
4. Eddie My Love (Teen Queens)
5. Magic Touch (Platters)
6. Long Tall Sally (L. Richard)
7. Church Bells May Ring (Willows)
8. Heartbreak Hotel (E. Presley)
9. Winner Take All (Platters)
10. Lost Dreams (Ernie Freeman)

Paul Drew
WHLS—Port Huron, Mich.

1. In Self Defense (Flairs)
2. Long Tall Sally (L. Richard)
3. I Want You To Be My Girl (Teen Agers)
4. Cherry Lips (Robins)
5. Heartbreak Hotel (E. Presley)
6. Ivory Tower (Otis Williams)
7. Girl In My Dreams (Cleftones)
8. You Didn't Even Know My Name (Bobby Lewis)
9. Down In Mexico (Coasters)
10. Little Girl Of Mine (Cleftones)

Jimmie Jones
KPRS—Konsos City, Mo.

1. Long Tall Sally (L. Richard)
2. Why Do Fools Fall In Love (Teen Agers)
3. I'm In Love Again (Fats Domino)
4. Lost Dreams (Ernie Freeman)
5. Why Do I (Carpets)
6. Down In Mexico (Coasters)
7. Please, Please, Please (James Brown)
8. In Paradise (Cookies)
9. Your Promise To Be Mine (Drifters)
10. Church Bells May Ring (Cadets)

Eddie Dillon
WMBS—Uniontown, Pa.

1. Long Tall Sally (L. Richard)
2. Blue Suede Shoes (Perkins)
3. I'm In Love Again (Fats Domino)
4. Strange Love (Native Boys)
5. Girl In My Dreams (Cleftones)
6. Little Girl Of Mine (Cleftones)
7. Sister Sockeye (Turbans)
8. Corrine Corrina (Joe Turner)
9. I'm Wise (Ruth Durand)
10. Why Do Fools Fall In Love (Frankie Lyman)

Harkins & Rankin
KTHE—Thermopolis, Wyo.

1. I Want You To Be My Girl (Teen Agers)
2. Cherry Lips (Robins)
3. WPLJ (Four Deuces)
4. Corrine Corrina (Joe Turner)
5. Winner Take All (Platters)
6. Long Tall Sally (Little Richard)
7. Money (Five Pennies)
8. Can't Stand To See You Go (Jimmy Reed)
9. She Loves To Rock (Flairs)
10. Ko Ko Wop (El Capris)

Kelson Fisher
WSID—Baltimore, Md.

1. Long Tall Sally (L. Richard)
2. Please Mr. D. J. (Yvonne/Sensations)
3. Why Do Fools Fall In Love (Teen Agers)
4. I'm In Love Again (Fats Domino)
5. Lost Dreams (Ernie Freeman)
6. Need Your Love (Flamingos)
7. Church Bells May Ring (Willows)
8. Ivory Tower (Otis Williams)
9. In Paradise (Cookies)
10. Drown In My Tears (Ray Charles)



PEACOCK'S got a "ROCK 'N ROLLER"

1 **"ROCK AND ROLL BELLS"**
b/w
"ALL OVER, GOODBYE"

by a new artist
Louis Jones
Peacock # 1663

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

3 **The Original (5) Blind Boys**
(Jackson Harmoners) with something new
"THERE'S NO NEED TO CRY"
b/w
"SAVE A SEAT FOR ME"
Peacock # 1760

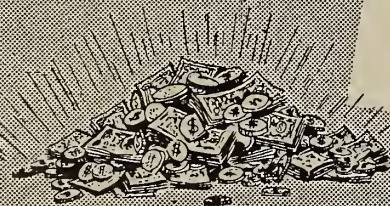
4 **"MY LOVE"**
b/w
"YOU'RE SIMPLY DRIVIN' ME MAD"
beautifully delivered by
Carl Van Moon
on Duke # 151



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NAME
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Pos. Last Week

- | | | |
|----|---|----|
| 1 | LONG TALL SALLY
Little Richard
(Specialty 572) | 1 |
| 2 | BLUE SUEDE SHOES
Carl Perkins
(Sun 234) | 2 |
| 3 | CORRINE CORRINA
Joe Turner
(Atlantic 1088) | 5 |
| 4 | WHY DO FOOLS FALL IN LOVE
Teen Agers
(Gee 1002) | 3 |
| 5 | I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386) | 11 |
| 6 | HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420) | 6 |
| 7 | THE MAGIC TOUCH
Platters
(Mercury 70819) | 4 |
| 8 | MY BLUE HEAVEN
Fats Domino
(Imperial 5386) | 7 |
| 9 | SLIPPIN' AND SLIDIN'
Little Richard
(Specialty 572) | 13 |
| 10 | I WANT YOU TO BE MY GIRL
Teen Agers
(Gee 1012) | — |
| 11 | FORTY DAYS AND FORTY NIGHTS
Muddy Waters
(Chess 1620) | — |
| 12 | PLEASE, PLEASE, PLEASE
James Brown
(Federal 12258) | 8 |
| 13 | DOWN IN MEXICO
Coasters
(Atco 6064) | 9 |
| 14 | IVORY TOWER
Otis Williams
(DeLuxe 6093) | 10 |
| 15 | DROWN IN MY OWN TEARS
Ray Charles
(Atlantic 1085) | 12 |

JAZZ COMES OF AGE!

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

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

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

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

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

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

It all adds up to the fact that jazz has come of age and that the packaged jazz market has become an important part of the music and record industry picture.

OLD TOWN Presents —

A Hit!

"CHICKEN HOP"

Billy Bland

O.T. 1022

"I BELIEVE IN YOU"

b/w "Train To Paradise"

Robert and Johnny

O.T. 1021

Going Strong!

"CRAZY LOVE"

Royaltones

O.T. 1018

Moving Steady

"TWO IN LOVE"

Ruth McFadden

O.T. 1020

Old Town Records

701 - 7th Ave. (CO 5-8810) N. Y.

Thanks Ops!

"EASY, EASY BABY"

ANN COLE

Ba 224

"GOING HOME TO STAY"

THE HEARTS

Ba 222

New!!!

"AFTER HOURS EXPRESS"

FRANK "Floorshow" CULLEY

Ba 226

"I REMEMBER"

THE SUBURBANS

Ba 227



108 W. 44th St.

2 HOT NEW RELEASES!

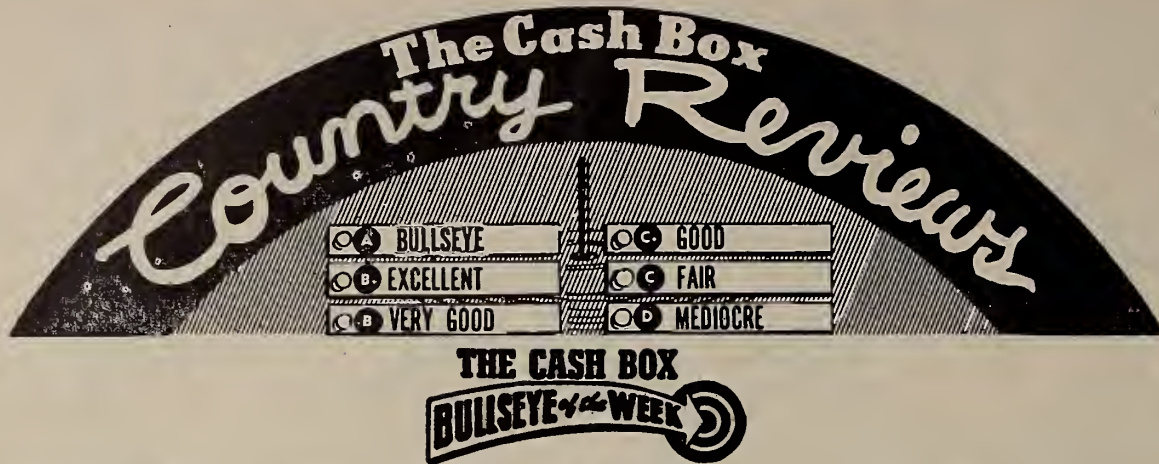
"DANCE AND SWING"

b/w "I WANT A LOVE"
THE MEDALLIONS
393

"PLEASE LOVE A FOOL"

b/w "OOP BOOPY OOP"
DON JULIAN'S MEADOWLARKS
394

DOOTONE RECORDS
9512 S. Central Ave., Los Angeles, Calif.



"MY BABY LEFT ME" (2:13)
[Elvis Presley BMI—A. Crudup]
"I WANT YOU, I NEED YOU, I LOVE YOU" (2:37)
[Elvis Presley BMI—M. Mysels, I. Kosloff]
ELVIS PRESLEY
(RCA Victor 20-6540; 47-6540)

● There's no doubt about it, Elvis Presley is just about the hottest artist to hit the wax field in a long, long time. The chanter has not only topped almost every conceivable chart in the pop, r & b and country fields with his smash, "Heartbreak Hotel" but also has become the number one seller in the packaged goods market with his "Elvis Presley" LP. And now the current rage of the bobby-soxers comes up with two more stirring performances on a pair of tunes tagged, "My Baby Left Me," a swingin' sentimental rhythm item, and "I Want You, I Need You, I Love You," a moving, romantic shuffle ballad. Need we say more about Presley's selling potential?

"PICKIN' A CHICKEN" (1:58)
[Hill & Range BMI—Bernfield, Demortimer, Roberts]
"MY LIPS ARE SEALED" (2:22)
[Hill & Range BMI—B. Weisman, H. Blair, B. Peppers]
JIM REEVES
(RCA Victor 20-6517; 47-6517)

● It looks as though Jim Reeves has come up with his most powerful two-sider to date and both ends of the release are as different as day and night. One end "Pickin' A Chicken," is a gay, quick moving, samba tempo novelty complete with whistlin' and handclappin'. It's a wonderful, musical pick-me-up that could be tremendous country and pop-wise. "My Lips Are Sealed" is a very beautiful, up tempo, lilting weeper ballad that receives a lovely choral backdrop. Reeves sounds just great on both ends of the disk. Get with this one. It can't miss.

"THE MEANEST BLUES IN THE WORLD" (2:16)
[Valley BMI—M. Carson]
"BE GOOD BABY" (2:15)
[Valley BMI—M. Carson]
MAC WISEMAN
(Dot 1282; 45-1282)

● Two new tunes that have all the earmarks of a grade "A" success hit the country disk market this week. And the star on this double-decker is Mac Wiseman. One end, "The Meanest Blues In The World," is a solid driving, rhythmic piece that the chanter socks out in captivating fashion. Terrific instrumental backdrop enhances the platter. Wiseman changes the pace on the other half as he effectively sings and whistles a beautiful, middle beat, romantic ballad tagged "Be Good Baby."

"IF I HAD ME A WOMAN" (2:18)
[Armo BMI—Shell, Price]
"JUST SO YOU CALL ME" (2:28)
[Armo BMI—Shell, Price]
MAC CURTIS
(King 4056; 45-4056)

● A new artist with a great vocal style makes his debut on the King label with a terrific slicing that could break through and put his name all over the popularity charts. His name is Mac Curtis and the tune is tagged "If I Had Me A Woman." It's a pulsating, quick paced, Presleyesque rocker that is exciting in material and performance. Sensational sound and instrumental support on a deck that has the all-market appeal. Under side, "Just So You Call Me", is a sentimental, slow paced, rhythmic ditty that cannot be easily overlooked. However, it's the top half for the quick action.

THUMPER JONES
(Starday 240; 45-240)

B+ **"ROCK IT" (2:15)** [Starrite BMI—G. Jones] Thumper Jones, who rumor has it is George Jones, comes up with a potent house-rocker and he really gives it everything he's got right from the opening bar.

B+ **"HOW COME IT" (2:20)** [Starrite BMI—G. Jones] On this end Thumper belts out a similar item that could develop into a hot property for ops and dealers. Socko instrumentation on two decks that are gonna keep the kids swingin' all day long.

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

B+ **"JUKE BOX HELP ME FIND MY BABY" [BMI—H. Gunter]** The Rhythm Rockers delightfully showcase an infectious vocal by Hard-rock Gunter as he intros on the label with an intriguing, beaty, quick paced, rhythmic blues item. Could be a real sleeper. Keep close tabs on this one.

C+ **"FIDDLE BOP" [BMI—H. Gunter]** Here the Rockers back up the dandy vocal and fiddle playin' of Sonny Durham on an enticing bouncer for the teen-age hoofers. Flavorful two-sider.

TERRY FELL
(RCA Victor 20-6515; 47-6515)

B+ **"WHAM! BAM! HOT ZIGGITY ZAM" (2:00)** [Ross Jungnickel ASCAP—A. Schroeder] Terry Fell has some tantalizing material to work with as he comes up with a bright vocal performance on a cute ditty that bounces merrily along in happy-go-lucky style.

B+ **"CONSOLATION PRIZE" (2:12)** [Fairway BMI—F. Stryker] The artist sings with a great deal of feeling as he delivers this potent, middle beat lover's lament. Top quality pairing. Either end can happen. Watch 'em both.

GEORGE & EARL
(Mercury 70852; 70852x45)

B+ **"BETTER STOP LOOK AND LISTEN" (1:43)** [Acuff-Rose BMI—J. D. Miller] Hopping on the rock 'n roll bandwagon, George and Earl tell the gal to heed their advice as they etch this inviting, quick paced jump-novelty.

B **"DONE GONE" [Cedarwood BMI—Helms, Taylor]** The boys are really upset 'cause their baby left them on this rhythmic, quick beat blues ditty. Two strong box-hoppers.

JOEY GILLS
(Mercury 70867; 70867x45)

B+ **"CONSOLATION PRIZE" (2:30)** [Fairway BMI—F. Stryker] A strong piece of weeper material that's being recorded by a number of companies is dramatically offered on the Mercury label by Joey Gills. Grade "A" side that should take a healthy cut of the sales melon, should the tune break.

B+ **"(I'M LIKE) A DOG WITHOUT A BONE" (2:14)** [Acuff-Rose BMI—Miller] On this end the songster dishes up a fresh approach to a familiar romantic theme. It's a fetching, up tempo ditty that makes for a standout coupling.

CURTIS GORDON
(Mercury 70861; 70861x45)

B+ **"MOBILE, ALABAMA" (1:56)** [Tree BMI—C. Gordon] Curtis Gordon turns in an engaging vocal effort as he enthusiastically belts out his feelings for his home-town. A catchy, swingin' jumper that should latch onto a heap of sales and spins.

B **"DRAGGIN'" (1:47)** [Alpine BMI—C. Gordon] On this end Gordon 'drives' out a solid rock 'n roller that deals with a current teen-age auto racing fad.

HANK PENNY
(Decca 29926; 9-29926)

B+ **"SOUTHERN FRIED CHICKEN" (2:25)** [Magnus BMI—J. Aberth, J. Davis, T. Williams] Hank Penny comes up with a tasteful cover of a contagious, quick beat ditty that's starting to make noise. Refreshing set of lyrics on a deck that could bounce its way into the hit category.

B **"ROCK OF GIBRALTAR" (2:29)** [Penny BMI—B. Mize] Here Penny zestfully tells us that he's able to dance all day and night to the current rock 'n roll rhythm. Enjoyable choral and musical assist on both ends of the biscuit.

EDDY AKRIDGE
(Capitol 3419; F3419)

B+ **"CONSOLATION PRIZE" (2:19)** [Fairway BMI—F. Stryker] Champion bareback rider, Eddy Akridge, makes an impressive debut on wax as he effectively delivers a moderate paced romantic weeper. Strong contender for the charts.

B **"WHAT CAN I DO" (2:10)** [Tree BMI—Keller, Carrigan, Hawkins] On this end Akridge turns in another fine performance as he neatly spins an up tempo pleader that could also kick up the dust.

FABOR ROBISON
(Fabor 4010; 4010x45)

B **"WHOSE LITTLE PIGEON ARE YOU" (2:50)** [Dandelion BMI—G. Wallace] Fabor prexy, Fabor Robison, displays his talents as a batoneer as he leads his string music band through a delightful, light-hearted bouncer. Pleasant platter that makes for easy-on-the-ears listening.

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

JERRY JERICHO
(Daffan 104; 45-104)

C+ **"I'M GETTING MORE THAN MY SHARE" [Hill & Range BMI—Daffan, Shoss]** Jerry Jericho sends up an expressive reading on this tearful, up tempo ballad as he tenderly pours out his story of how he's had more than his fill of heartaches.

C+ **"ALWAYS LEND A HELPING HAND" [Hill & Range BMI—Daffan, Shoss]** On the lower portion Jericho smoothly renders a heart-warming, moderate paced moralizer. Pretty wedding of melody and lyrics.

THE CREEL SISTERS
(Abbot 3022; 45-3022)

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

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

DON RENO & RED SMILEY
(King 4921; 45-4921)

B+ **"OLD HOME PLACE" (2:06)** [Lois BMI—Reno, Haney] Don Reno and Red Smiley offer a first rate vocal duet as they stay with the 'pure country sound' on this persuasive, fast paced sentimental platter with heart-felt lyrics.

B **"BANJO RIFF" (2:34)** [Lois BMI—Reno, Norman, Mann] This end Reno and Smiley, along with the Tennessee Cutups, go strictly instrumental as they wax a sprightly, quick beat ditty in light and happy style. Excellent banjo pickin' on both lids.

THE CASH BOX Country Roundup

Hank Snow (RCA Victor) recently returned to Nashville after an extended tour of Canada and the north-country. According to word from Colonel Tom Parker, the tour was highly successful.

A recent Nashville visitor was Capitol records A&R Chief, Ken Nelson, who, in addition to doing several sessions with Capitol artists, visited with his many friends here.



JOHNNIE & JACK

Paul Cohen, A&R head for Decca records country music department, was also in town last week, during which time he directed several sessions for Decca recording artists.

Back at the Opry after several weeks playing personal appearances are Johnnie & Jack (RCA Victor) and Kitty Wells (Decca). Johnnie & Jack have teamed up with Ruby Wells again on their new release, "Baby, It's In The Making" and "You Can't Divorce My Heart". Still keeping it in the Wright family, the Kitty Wells recording with her daughter Carol Sue "How Far Is Heaven", is catching the spins. Flip "Dust On The Bible" is a favorite sacred standard.

On May 15th, Elvis Presley, Hank Snow and the Jordanaires are set for an appearance at the City Auditorium in Memphis, Tennessee during the Cotton Festival. This show is being promoted by Bob Neal and Col. Tom Parker.

Mother Maybelle and the Carter Sisters, George Morgan and the Candy Kids, Hal and Ginger Willis will be working the big Tent Theatre on the Royal American Shows Midway May 13-19 during the Cotton Festival in Memphis, Tenn.

Eddy Arnold just completed two big shows in Houston, Texas set by Col. Tom Parker. Tom Diskin worked the promotion.

Elvis Presley was presented with a "Gold Record" during his recent engagement at the New Frontier Hotel, Las Vegas, for his smash recording "Heartbreak Hotel".

Paul Kallinger, XERF, Del Rio, Texas, recently celebrated the 11th anniversary of his marriage to his lovely wife, Ann. The Kallingers have three youngsters.

After completing three successful years with Falstaff Beer doing radio, TV and personal appearances, Hank Thompson and Falstaff have entered into a new three-year agreement, according to manager Jim Halsey this week. Halsey also reports that Hank is set for the Calgary Stampede, Calgary, Canada this year. It marks the first time country music has been the feature show of the Stampede. Thompson is also set for the Texas State Fair, Wyoming Frontier Days, the 89er Celebration, the Colorado A&M Rodeo, the Wyoming A&M Rodeo and the Edmonton Exposition, Edmonton, Canada.



GEORGE MORGAN

Jim Reeves out this week with a new RCA Victor coupling: "My Lips Are Sealed" and "Pickin' A Chicken". This one looks great for Jim and could do much to swell his already strong popularity. Manager, Herb Shucher, reportedly readying a comprehensive

promotion plan on the diskings.

Manager Gabe Tucker reports the following personal appearance dates skedded for the Wilburn Brothers and Justin Tubb: May 21, Laurel, Miss.; May 22, Logtown, Miss.; May 23, Bogalusa, Miss.; May 24, McNeil, Miss.; and May 25 and 26 in Meridian, Miss. In Meridian, the unit will participate in the Jimmie Rodgers—National Country Music Day celebration.

Set for release by Capitol this week was "Aladdin" and "That Big Ol' Moon" by Ferlin Huskey. Huskey recently introduced the "Aladdin" diskings on the ABC-TV network Grand Ole Opry show.

* * * * *

Guest singer on the first Eddy Arnold Show, which originates in Springfield, was lovely pop singer Delores Hawkins of Epic Records. The Arnold show made its ABC-TV debut on Thursday, April 26.

"Lonesome George" Gobel recently made a return appearance at WLS, Chicago, where he started in the entertainment business as a boy soprano back in 1931. George was in Chicago for the premiere showing of his picture "The Birds and the Bees". He was inducted into the Air Corps during a performance of the WLS National Barn Dance on September 26, 1942.



JACK TURNER

Audrey Williams is getting a lot of attention via her latest MGM recording of "Ain't Nothin' Gonna Be Allright Now" and "Livin' It Up And Havin' A Ball". Audrey recently made a tour of DJ's throughout the southland in the interest of the diskings.

"The Waltz Of The Angels" as done on Capitol by Wynn Stewart constitutes a top first-release by the talented singer. Stewart's etching has been the object of much conversation.

Among the new releases this week is "Wham! Bam! Hot Ziggity Zam" and "Consolation Prize" by Terry Fell on RCA Victor. The coupling should catch much attention for Fell.

DJ Jack Turner reports that a recent Pulse rating included both his "Alabama Jubilee" and "The Jack Turner Show" among the top-rated shows in the Montgomery, Alabama area. Turner is excited over his Hickory release of "Everybody's Rockin' But Me" which was released this week. It could be the one for Jack!

It was reported this week that the Bower Sisters are now regular members of the cast of the WWVA—World's Original Jamboree, Wheeling, West Virginia. All of the Jamboree stars are keeping busy with personal appearances, according to word from Lee Moore. Moore has a new release out on the Cross Country label this week coupling "Remember Me" and "Let's Say Goodbye Like We Said Hello", two old favorites.

Lou Millet pens that he has made plans to attend the Jimmie Rodgers Day Celebration in Meridian, Miss., May 25-26, and hopes to see many of his

friends there. Lou has as his number one tune "I Get So Doggone Lonesome", this week.

"Bailin' Wire" Bob Strack, KIMO, Independence, Missouri, writes that a big Grand Ole Opry show featuring Jim Reeves, The Carlisles, Salty & Mattie, Arlie Duff, Stringbean and Bill Wimberly, is all set for an appearance in Kansas City this weekend. Bob's number one tune this week is "Who Will It Be" by Justin Tubb.

* * * * *

Ray Godwin, WFJX, Fort Jackson, S. C., deejay now spinning three daily C&W shows and one daily Gospel show in the Fort Jackson area. Ray pens that "Once More" by Dusty Owens and Dona Darlene on Admiral is moving good for him. "Rockin' Daddy" by Eddie Bond is in the top spot on Ray's shows.

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

Nice note from Ernie Lindell doing a big job for country music throughout Maine, New Hampshire, Vermont, Eastern New York and the provinces of Quebec to Montreal, Canada. Lindell is heard daily 3:45, Wednesdays 6:15 and Saturdays at 7 P.M. over Mt. Washington TV Channel 8.



ERNIE LINDELL

Received the informative 'Joan & Marion Hall National Fan Club' News from Club Editor J. E. (Red) Swarr. News includes a bio on "Mr. Personality", Bill Carter who's currently out with his first Republic waxing tagged "By The Sweat Of My Brow" and "You Ain't Got My Address". Henry Boye, writer of "Call Off The Wedding", informs us that he and Fred Stryker have collaborated on a new tune that has big potential. George T. Popkins, "Pop's Country Store", WXGI-Richmond, Va. types that recently the show went into its 6th year on the air and that Red Foley's opening song meant a total of 2,200 spins for the "redhead". . . . George N. Haxell, Co-active President of the 'Hillbilly-Folk Record Collectors' Club' and Co-editor of the H.F.R. Journal writes to tell us of Country and Western activities in the British Isles. He says that the Journal is the only magazine in the United Kingdom dealing with C & W stars on record and that he would be pleased to hear from them. Haxell notes that Jack Terry, WRUL deejay, who spins the country disks for the fans in Britain over his "Country Hayride" show, could use new records from all companies, promotion men and publishers and to be informed of all the stars' activities. Terry's address is WRUL, World Wide Broadcasting System, 1 E. 57th St., New York 22, N. Y. Haxell goes on to say that the organization is responsible for the release in England, on the Philips label, of Carl Smith's "Loose Talk" and "More Than Anything Else In The World" and also for Faron Young's Capitol waxing of "Live Fast, Love Hard And Die Young" and "All Right".

Sheriff Tex Davis, WCMS, Norfolk, Virginia, reports a packed house at a recent performance of a country music unit in Norfolk. Package included Ernest Tubb, Marty Robbins, Autry Inman, Bonnie Lou, Jerry Reed, Tommie Smith, and the Wilburn Brothers. Tex reports his top spinner as "You're Not Play Love" by the Wilburn Brothers.



JOANIE & MARION HALL

The Blackwood Brothers report their itinerary for the next few days includes dates in Waycross, Georgia; Macon, Georgia; Asheville, North Carolina; Memphis, Tennessee; and Birmingham, Alabama.

Bill Carrigan, manager of station WHLP, Centerville, Tennessee, sends out a signal for more major wax this week. Bill reports that his shows are getting strong response from 17 middle Tennessee counties.

Paul Simkins, WBAM, Montgomery, Alabama, deejay, recently celebrated his first anniversary as a country-western DJ with that station. Simkins spins several hours of country wax daily and is especially interested in hearing from artists who can furnish him with short tape messages.

Eddie Bond (Mercury) continues to draw much attention because of his able waxing of "Rockin' Daddy" and "I Got A Woman". Focus seems to be on the "Rockin' Daddy" side which is right in line with the current trend.

Also going great in the current taste is "Beautiful Baby" as done on Columbia by the Ozark Jubilee's Bobby Lord. Tune was penned by prolific Boud Bryant.



BILL CARTER

Comments continue heavy and favorable on the Dave Rich waxing of "I'm Glad" and "Darling I'm Lonesome". This RCA Victor record has done much to enhance the popularity of "Young Dave"!

Carl Perkins, Sonny James, Justin Tubb, Johnny Cash and The Belw Twins, recently did SRO business during a Texas tour, according to word from J. F. Dolan this week. The group did well in spite of rain at all performances.

Bristol-Myers began their sponsorship of a full two-hour segment of the Big "D" Jamboree this week. Sponsors tied in promo via ads, pictures and stories in the Dallas papers.

Other Big "D" news this week reports that Charline Arthur is slated for some mighty newsworthy bookings in the near future, while Sonny James is readying for his new Capitol release which is a formidable follow-up to his current "For Rent".

Carl Perkins is reportedly in good condition now, with the loss of a little weight following his auto-collision. Carl, whose wife recently presented him with a baby boy, is set for an appearance on the Perry Como TV show in the very near future. The fans reportedly flooded the Como show with mail following Perkins' accident.

News from Springfield, Missouri, (home of the "Ozark Jubilee") says that Springfield ranks behind only New York and Hollywood in the origination of network video during the peak-audience night-time hours. The two popular shows that are catching all of this attention are "Ozark Jubilee" starring Red Foley, and the new Thursday evening "Eddy Arnold Show". Both are featured on the ABC-TV network.

* * * * *

The Brown Sisters, Maxine and Bonnie, returned to the "Ozark Jubilee" recently with first Red Foley, then Bobby Lord, filling in for brother Jim Edward who is currently on tour with the US Army at Fort Carson, Colorado.

Discussing Her Record



NASHVILLE, TENNESSEE—Evidently enjoying their confab are Audrey Williams (MGM) and Bill Morgan, WSM night-time deejay. Object of the discussion is the current release by Audrey which couples "Ain't Nothin' Gonna Be Allright Nohow" and "Livin' It Up And Havin' A Ball." Tune has been drawing lots of attention to the pert songstress and has taken off in many areas.

All Out Drive On New Bob Crosby Album

HOLLYWOOD—An all-out radio and television promotion on Columbia's big-selling "Bob Crosby Show" album was launched May 1 with the signing of three independent record promotion men, Irwin Zucker in Hollywood, Paul Brown in New York, and Dick Le Palm in Chicago.

Each has been signed by Crosby to exploit the album in their respective areas of the nation.

Released in early April, the album won immediate acceptance with the public following plugs on Crosby's

top-rated afternoon CBS-TV Show, which emanated from Hollywood at 12:30 p.m., Pacific Coast time.

The album features Crosby in the vocal spotlight, together with the regular members of the TV cast, The Modernaires, Carol Richards, Joanie O'Brien, Charlie Teagarden and the Bobcats.

Among the selections are "San Antonio Rose," "I Gotta Have My Baby Back," "Lazy Bones," "And You Forgot About Me," "Whispering Hope," and others.

Don Gibson
SWEET DREAMS
MGM-12194

THE 10 TOP
THE CASH BOX
Country Best Sellers

(PLUS THE NEXT FIVE)

1. **HEARTBREAK HOTEL**
Elvis Presley (RCA Victor 20-6420; 47-6420)
2. **BLUE SUEDE SHOES**
Carl Perkins (Sun 234; 45-234)
3. **YES, I KNOW WHY**
Webb Pierce (Decca 29805; 9-29805)
4. **YOU AND ME**
Kitty Wells & Red Foley (Decca 29740; 9-29740)
5. **I FORGOT TO REMEMBER TO FORGET**
Elvis Presley (RCA Victor 20-6357; 47-6357) (Sun 223; 45-223)
6. **I DON'T BELIEVE YOU'VE MET MY BABY**
Louvain Brothers (Capitol 3300; F3300)
7. **BLACKBOARD OF MY HEART**
Hank Thompson (Capitol 3347; F3347)
8. **I'VE GOT FIVE DOLLARS**
Faron Young (Capitol 3369; F3369)
9. **WHY, BABY, WHY**
Red Sovine & Webb Pierce (Decca 29739; 9-29739)
10. **YOU'RE STILL MINE**
Faron Young (Capitol 3347; F3347)
11. **SO DOGGONE LONESOME**
12. **WHAT WOULD YOU DO (IF JESUS CAME TO YOUR HOUSE)**
13. **LITTLE ROSA**
14. **'CAUSE I LOVE YOU**
15. **FOR RENT**
15. **FOLSOM PRISON BLUES**
15. **I'VE CHANGED**
15. **I WAS THE ONE**
15. **IT'S YOU, ONLY YOU, THAT I LOVE**

Ferlin Huskey

"Aladdin's Lamp"

Capital # 3428

OPAL MUSIC

6308 Sunset Blvd., Hollywood 28, Calif.

STARS OF WWVA's "World's Original Jamboree"

★ ★ ★ ★ ★

★ JIMMIE WILLIAMS - MGM

"My Suspicious Mind"

★ HARDROCK GUNTER - Cross Country
"Juke Box Help Me Find My Baby"

★ HYLO BROWN - Capitol

"One Sided Love Affair"

★ WILMA LEE & STONEY COOPER - Hickory

"I Want To Be Laved"

THE CASH BOX

Country Disk Jockey

REGIONAL RECORD REPORTS



- BOB JENNINGS**
WGAC—Nashville, Tenn.
1. I Take The Chance (Browns)
 2. Little Rosa (Sovine & Pierce)
 3. You and Me (Wells & Foley)
 4. I've Got 5 Dollars (F. Young)
 5. Dust On The Bible (Wells)
 6. Rock Island Line (Jones)
 7. I've Changed (Carl Smith)
 8. You're Calling Me Sweetheart (Jean Shepard)
 9. The Sun Keeps Shining (Everly Bros.)
 10. Darling, I'm Lonesome (Rich)

- GUY SMITH**
KUDL—Kansas City, Mo.
1. Heartbreak Hotel (E. Presley)
 2. Blue Suede Shoes (Perkins)
 3. Blackboard Of My Heart (Hank Thompson)
 4. What Would You Do (Porter Wagoner)
 5. Little Rosa (Sovine & Pierce)
 6. Rock Island Line (Donegan)
 7. Folsom Prison Blues (Cash)
 8. 'Cause I Love You (Pierce)
 9. You're Still Mine (F. Young)
 10. I Forgot To Remember (Elvis Presley)

- LARRY DEXTER**
WRHC—Jacksonville, Fla.
1. If You Do, Dear (Carl Smith)
 2. It's You, Only You That I Love (Snow & Carter)
 3. Little Rosa (Sovine & Pierce)
 4. If You Were Mine (Reeves)
 5. Why, Baby, Why (Sovine & Pierce)
 6. I'm A Fool (Slim Whitman)
 7. 'Cause I Love You (Pierce)
 8. You and Me (Wells & Foley)
 9. Tall Man (Rose Maddox)
 10. I Got A Woman (Presley)

- CLAY EAGER**
WLW—Cincinnati, Ohio
1. Yes, I Know Why (Pierce)
 2. So Doggone Lonesome (Tubb)
 3. Blue Suede Shoes (Perkins)
 4. Little Rosa (Sovine & Pierce)
 5. I've Changed (Carl Smith)
 6. How Far Is Heaven (Wells)
 7. Steppin Out (J. Skinner)
 8. Heartbreak Hotel (E. Presley)
 9. What Would You Do (Hanby)
 10. Another Woman's Man (Mimi Roman)

- BILL THORNTON**
KRLW—Walnut Ridge, Mo.
1. Yes, I Know Why (Pierce)
 2. You're Still Mine (Young)
 3. Long Tall Sally (Robbins)
 4. I Take The Chance (Browns)
 5. Lying Brown Eyes (Davis Sisters)
 6. You Done Me Wrong (Price)
 7. It's You, Only You That I Love (Snow & Carter)
 8. Bad Girl (Slim Rhodes)
 9. Goo-Goo, Da-Da (Browns)
 10. Little Rosa (Sovine & Pierce)

- JIMMIE WILLIAMS**
WNOP—Newport, Ky.
1. Little Rosa (Sovine & Pierce)
 2. On My Mind (Flatt & Scruggs)
 3. How Far Is Heaven (Kitty Wells & Carol Sue)
 4. I Don't Believe You've Met My Baby (Louvins)
 5. You and Me (Foley & Wells)
 6. Rock Island Line (Donegan)
 7. I Take The Chance (Browns)
 8. Ever-Ready Kisses (Pardners)
 9. Crazy Arms (Ray Price)
 10. You're Calling Me Sweetheart Again (Jean Shepard)

- GEORGE T. POPKINS**
"POP'S COUNTRY STORE"
WXGI—Richmond, Va.
1. I Take The Chance (Browns)
 2. For Rent (Sonny James)
 3. I'm Ragged But Right (Jones)
 4. You're Still Mine (F. Young)
 5. Uncle Pen (Porter Wagoner)
 6. Rock and Roll Bullfrog (Moon Mullican)
 7. Hey There You (Rusty & Doug)
 8. Baby's Gone (Luke Gordon)
 9. Hoping That You're Hoping (Louvins)
 10. Fallen Angel (S. MacDonald)

- BILL CARRIGAN**
WHLP—Centerville, Tenn.
1. Hold Everything (Red Sovine)
 2. For Rent (Sonny James)
 3. Let It Roll (G. Douglas)
 4. You're Still Mine (F. Young)
 5. House Of Gold (Jordanaires)
 6. How Far Is Heaven (Wells)
 7. Rock Island Line (J. Work)
 8. Little Rosa (Pierce & Sovine)
 9. I'm Right You're Wrong (Benny Martin)
 10. You Nearly Lose Your Mind (Roy Moss)

- PAUL KALLINGER**
XERF—Del Rio, Tex.
1. Heartbreak Hotel (E. Presley)
 2. Blue Suede Shoes (Perkins)
 3. Seasons Of My Heart (Jimmy Newman)
 4. You and Me (Wells & Foley)
 5. Two By Four (Leon Payne)
 6. For Rent (Sonny James)
 7. Ain't Nothin' Gonna Be All Right (Audrey Williams)
 8. Rockin' Daddy (Eddie Bond)
 9. It's You, Only That I Love (Hank Snow)
 10. I've Changed (Carl Smith)

- BILL BENTLEY**
KSTV—Stephenville, Tex.
1. I've Changed (Carl Smith)
 2. Seasons Of My Heart (Jimmy Newman)
 3. I've Got 5 Dollars (F. Young)
 4. Blackboard Of My Heart (Hank Thompson)
 5. Tall Men (Rose Maddox)
 6. If You Were Mine (Reeves)
 7. For Rent (Sonny James)
 8. That's All (Ernie Ford)
 9. Rockin' Mockin' Bird (Arnold)
 10. Will Ya Willyum (Martin)

- RAY GODWIN**
WFJX—Fort Jackson, S. C.
1. Rockin' Daddy (Eddie Bond)
 2. I Take The Chance (Browns)
 3. Honky Tonk Man (Horton)
 4. Tall Men (Rose Maddox)
 5. These Hands (Lefty Frizzell)
 6. Too Young To Know (Gordon)
 7. I Cried Again (W. Jackson)
 8. Pickin' Peas (Carlisle)
 9. If You Do Dear (C. Smith)
 10. Ain't Nothin' Gonna Be All Right Nohow (A. Williams)

- DON VEDDER**
WLHF—Little Falls, N. Y.
1. One Heartache At A Time (Anita Carter)
 2. It's You, Only You (Snow)
 3. Childish Love (Louvain Bros.)
 4. Rock Island Line (Donegan)
 5. Hold Everything (Red Sovine)
 6. Once More (Dusty Owens)
 7. Give Me Some Of Yours (Jimmy Spellman)
 8. Little Tom (Ferlin Huskey)
 9. On My Mind (Flatt/Scruggs)
 10. Tell Me Who (Pickard Family)

- CLIFF RODGERS**
WHKK—Akron, Ohio
1. I've Got 5 Dollars (Young)
 2. Southern Fried Chicken (Rutledge & Cimmarons)
 3. Crazy Arms (Ray Price)
 4. I Take The Chance (Browns)
 5. Have I Told You Lately (Lu & Scotty)
 6. Little Rosa (Sovine & Pierce)
 7. Uncle Pen (Porter Wagoner)
 8. If You Do, Dear (C. Smith)
 9. Promises (Lefty Frizzell)
 10. Mr. Teardrop (Marty Robbins)

- "TEX" JUSTUS & NORM HALL**
Triangle Network—Boonville, Ind.
1. Heartbreak Hotel (E. Presley)
 2. I Don't Believe You Met My Baby (Louvins)
 3. Blue Suede Shoes (Perkins)
 4. So Doggone Lonesome (Cash)
 5. You're Still Mine (F. Young)
 6. Little Rosa (Sovine & Pierce)
 7. You & Me (Wells & Foley)
 8. If You Do, Dear (Carl Smith)
 9. He Loved Me Once (Shepard)
 10. Blackboard Of My Heart (Hank Thompson)

- BUCKSKIN BOE**
KIKI—Honolulu, Hawaii
1. Heartbreak Hotel (E. Presley)
 2. Blue Suede Shoes (Perkins)
 3. You're Still Mine (F. Young)
 4. Yes, I Know Why (W. Pierce)
 5. Blackboard Of My Heart (Hank Thompson)
 6. Rock Island Line (Donegan)
 7. Run Boy (Ray Price)
 8. What Would You Do (Wagner)
 9. Today Is The Tomorrow (Lefty Frizzell)
 10. Little Rosa (Sovine & Pierce)

- GEORGE DE FOREST**
WNTM—Vero Beach, Fla.
1. Heartbreak Hotel (Presley)
 2. Rock Island Line (J. Work)
 3. Blue Suede Shoes (Perkins)
 4. So Doggone Lonesome (Cash)
 5. I Forgot To Remember (Elvis Presley)
 6. I've Got 5 Dollars (Young)
 7. Why, Baby, Why (Sovine & Pierce)
 8. I've Changed (Carl Smith)
 9. Tall Men (Rose Maddox)
 10. Blackboard of My Heart (Hank Thompson)

- "SHOELESS KEN"**
WHWB—Rutland, Vt.
1. Heartbreak Hotel (E. Presley)
 2. Blue Suede Shoes (Perkins)
 3. So Doggone Lonesome (Cash)
 4. Yes, I Know Why (Pierce)
 5. Why, Baby Why (Locklin)
 6. Blackboard Of My Heart (Hank Thompson)
 7. Long Tall Sally (M. Robbins)
 8. I Was The One (E. Presley)
 9. Where Did Sunshine Go (Little Jimmy Dickens)
 10. Itchin' For My Baby (Fairburn)

- MARY WILSON**
KCLX—Calfax, Wash.
1. Blue Suede Shoes (P.W. King)
 2. Heartbreak Hotel (E. Presley)
 3. What Would You Do (Porter Wagoner)
 4. 'Cause I Love You (Pierce)
 5. These Hands (Hank Reeves)
 6. That's A Sad Affair (Reeves)
 7. I've Changed (Carl Smith)
 8. Can Can Skirt (H. June Van)
 9. How Far Is Heaven (Wells)
 10. I've Got 5 Dollars (Young)

- ELMER SNODGRASS**
WGGA—Gainesville, Ga.
1. You and Me (Wells & Foley)
 2. I Wanna Be Loved (Johnnie & Jack)
 3. You're Still Mine (F. Young)
 4. Yes, I Know Why (W. Pierce)
 5. Little Rosa (Sovine & Pierce)
 6. Too Young To Know (Gordon)
 7. Dust On Bible (K. Wells)
 8. Why, Baby, Why (Sovine & Pierce)
 9. What Would You Do (Sovine)
 10. I Take The Chance (Browns)

- HENRY TUCK**
WREV—Reidsville, N. C.
1. You And Me (Wells & Foley)
 2. On My Mind (Flatt & Scruggs)
 3. My Stolen Love (S. James)
 4. Yes, I Know Why (Pierce)
 5. It's You, And Only You, I Love (Snow & Carter)
 6. Who Will It Be (J. Tubb)
 7. I've Changed (Carl Smith)
 8. I Won't Be Loved (Johnnie & Jack)
 9. Folsom Prison Blues (Cash)
 10. I Don't Care What You Used To Be (Frankie Starr)

- "FLORIDA HAYSEED"**
CHUCK BROWN
WJWS—South Hill, Va.
1. On My Mind (Flatt & Scruggs)
 2. You And Me (Wells & Foley)
 3. I Want To Be Loved (Lee & Cooper)
 4. I Don't Believe You've Met My Baby (Louvins)
 5. How Far Is Heaven (Wells)
 6. So Doggone Lonesome (Tubb)
 7. Yes, I Know Why (Pierce)
 8. For Rent (Sonny James)
 9. If Jesus Came To Your House (Tex Ritter)
 10. You Nearly Lose Your Mind (Justin Tubb)

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

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

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

WSM Grand Ole Opry To Broadcast From Meridian On Rodgers Day

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

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

Web Records Opens Branch Offices

Adds Distributors

NEW YORK—Web Music Publishing Co., maker of Web Records and Web Tapes now releases both these items thru their own distributing offices, as well as thru distributors. Branch offices have recently been opened for Web Distributing Co., (the new Web distributing cognomen) in Cincinnati 5, Ohio, Waterloo, Indiana, and The Gulf Record Company, Angleton, Texas, has just been appointed an independent distributor for the Web line. All offices, Web distributors and Web Distributing Co., handle all Web Records and Web Tapes as well.

"Best Country Record"



HOLLYWOOD—Ralph Peer, head of Peer International, accepts The Cash Box trophy from Jack Devaney for "In The Jailhouse Now" which was voted "The Best Country Record of 1955" by the nation's juke box operators in the annual Cash Box poll.

CINCINNATI CUT-UPS

The 4th annual anniversary Jamboree of the Jimmy Skinner's Music Center held at Verona Lake Ranch was a big success although it rained throughout the day. Our country cousins turned out by the thousands to celebrate the event. Jimmie Williams (MGM) and this reporter did not get there until late in the afternoon due to Jimmie's personal appearance on the World's Original Jamboree over WWVA, but we did arrive in time to shake the hands of many, including Claude Sweet, who came up from Renfro Valley. There were the Country Partners, that fine new group just out on RCA Victor, Marty Roberts who emceed the show, The Davis Sisters just back from appearing at Circle Theatre, Rudy Hansen, The Geer Sisters and Dixie Lee from WLW's Hayride, Jimmie Osborne up from Louisville, Country Boy Ray Scott from down the road a piece, Aunt Emmie from Hogwash, Estel Lee, Lillian Munz and Lou Epstein all from the Record Shop. Yep, as usual we had a big time.

Stan Matlock's "Magazine of the Air" show now has more time over WKRC, the time that was formerly occupied by Tom McCarthy. Friends tell us that Hugh Cherry is in New York rehearsing for a Summer Stock show. . . . Larry Vincent's song "If I Had My Life To Live Over" has been recorded by Mary Healey and Peter Lind Hayes. Larry says "tear-jerkers are coming back".

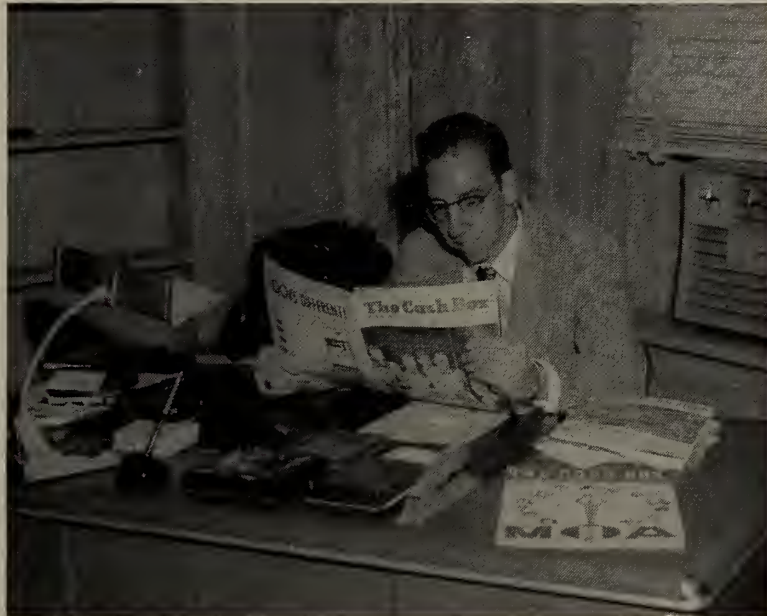
NEWS FROM WWVA's World Original Jamboree, Wheeling, W. Va.—Paul Meyers tells us that the station will soon issue a general letter giving their stand on Country Music. Lee Sutton, popular deejay and emcee of the Jamboree, has started a crusade against rock-and-roll into the country field. (More about this story later) . . . Joe Lucas from Hickory records was in town visiting with Stony Cooper. . . . Nice tone from "Cowboy" Howard Vokes who recently attended the Jamboree. . . . The Bower Sisters are the new sister team that looks real good on the show. . . . Buddy Messner is back on the show with Mollie Darr.

Pretty Bad Touch

ROCHESTER, N. Y.—The Associated Press reported an incident in a humorous vein which took place in an all night tavern here.

Seems that a juke box got jammed and a patron volunteered to fix the trouble. When his hand became tangled in the mechanism, he was forced to wait the arrival of the operator. While stuck in the machine, he had to listen to a recording "The Magic Touch" which kept playing continuously.

Getting Acquainted



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

THE TEN COUNTRY RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

(PLUS THE NEXT TEN)

- | | |
|---------------------------|--|
| 1. HEARTBREAK HOTEL | Elvis Presley (RCA Victor) |
| 2. BLUE SUEDE SHOES | Carl Perkins (Sun) |
| 3. YES, I KNOW WHY | Webb Pierce (Decca) |
| 4. YOU'RE STILL MINE | Faron Young (Capitol) |
| 5. LITTLE ROSA | Red Sovine & Webb Pierce (Decca) |
| 6. YOU AND ME | Kitty Wells & Red Foley (Decca) |
| 7. FOR RENT | Sonny James (Capitol) |
| 8. I TAKE THE CHANCE | The Browns (RCA Victor) |
| 9. BLACKBOARD OF MY HEART | Hank Thompson (Capitol) |
| 10. SO DOGGONE LONESOME | { Johnny Cash (Sun)
Ernest Tubb (Decca) |

11) HOW FAR IS HEAVEN. 12) WHAT WOULD YOU DO (IF JESUS CAME TO YOUR HOUSE). 13) I'VE CHANGED. 14) I'VE GOT FIVE DOLLARS. 15) I DON'T BELIEVE YOU'VE MET MY BABY. 16) ROCK ISLAND LINE. 17) HONKY TONK MAN. 18) SEASONS OF MY HEART. 19) WHY, BABY, WHY. 20) 'CAUSE I LOVE YOU; I WANT TO BE LOVED; I WAS THE ONE; FOLSOM PRISON BLUES; IT'S YOU, ONLY YOU, THAT I LOVE; YOU'RE NOT PLAY LOVE; LONG TALL SALLY; ON MY MIND.

HEARTBREAK HOTEL

1 Elvis Presley (RCA Victor 20-6420; 47-6420) 1

BLUE SUEDE SHOES

2 Carl Perkins (Sun 234; 45-234) 2

YES, I KNOW WHY

3 Webb Pierce (Decca 29805; 9-29805) 3

I FORGOT TO REMEMBER TO FORGET

4 Elvis Presley (RCA Victor 20-6357; 47-6357) (Sun 223; 45-223) 4

YOU AND ME

5 Kitty Wells & Red Foley (Decca 29740; 9-29740) 5

WHY, BABY, WHY

6 Red Sovine & Webb Pierce (Decca 29739; 9-29739) 7
 George Jones (Starday 202; 45-202)

I DON'T BELIEVE YOU'VE MET MY BABY

7 Louvin Brothers (Capitol 3300; F3300) 6

I'VE GOT FIVE DOLLARS

8 Faron Young (Capitol 3369; F3369)

BLACKBOARD OF MY HEART

9 Hank Thompson (Capitol 3347; F3347) 9

SO DOGGONE LONESOME

10 Johnny Cash (Sun 232; 45-232) 8
 Ernest Tubb (Decca 29836; 9-29836)



In Memory of
J. L. (JOE) FRANK
 PEE WEE KING

to program music

properly...

...you need **45 RPM SINGLE RECORDS**

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

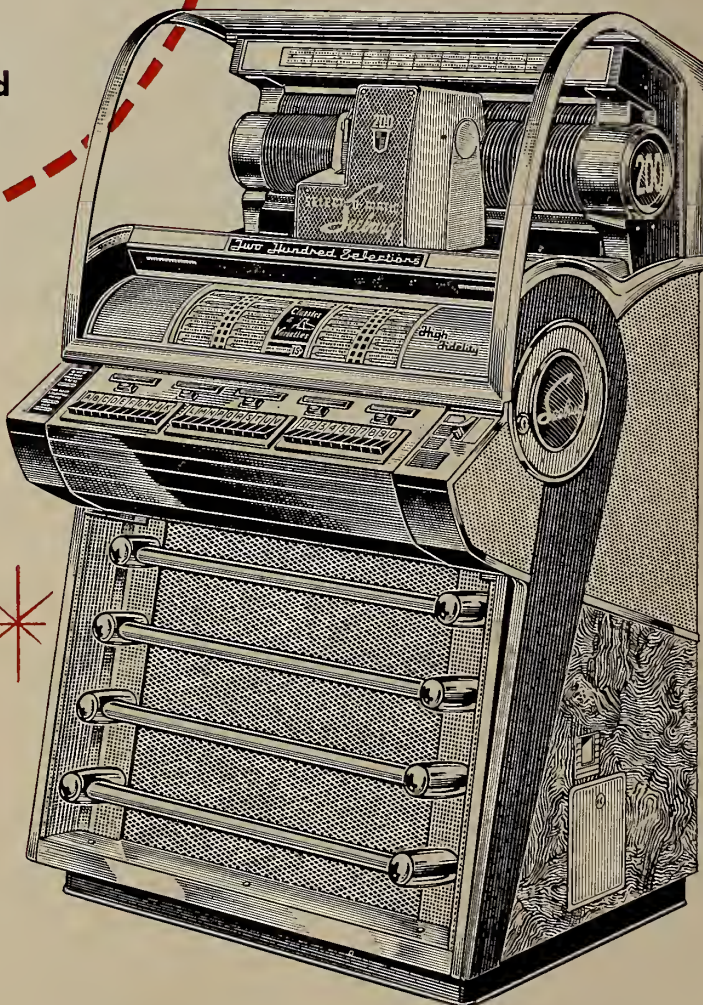
...you need **45 RPM EXTENDED PLAY RECORDS**

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

...you need the **V-200**

THE WORLD'S FIRST DUAL MUSIC SYSTEM!

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



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

America's finest and most complete music systems



3 CONVENTIONS IN ONE WEEK

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

**Here
and
There**

**and
from
Everywhere...**

**Coinmen
Attending
the
MOA
Convention
are
saying...
Meet Me
in
BOOTH
No. 14**

**(The Cash Box Exhibit)
and
the
Cash
Box
Suite 2431**

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

This week three conventions are in progress.

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

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

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

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

There is no doubt that some new machines are being shown right this very minute—even while someone is reading this editorial—both on the convention

floors, in suites of the hotel, or at some of the factories about town.

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

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

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

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

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

Yep, this is conventiontime once again.

MOA 6th ANNUAL SHOW UNDER WAY IN CHICAGO

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

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

Convention will carry on thru Tuesday, May 8.

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

Chicago manufacturers are holding

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

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

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

PROGRAM

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

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

MONDAY, MAY 7—Exhibit Hours: 2:30 P.M. until 8 P.M. Forum Meeting: 1 P.M. to 2:15 P.M. Business meeting from 10 A.M. to 12 noon. MOA Cocktail Hour, 8 P.M. in Venetian Room. At 9:00 P.M. in Venetian Room a talk by William E. FitzGerald, AMI, Inc., "You Can Do Something Now About Public Relations". World Premiere of new color movie "Music for Everyone", a 21-minute film on the importance of music in our every day lives. Remarks by John W. Haddock, AMI, Inc.

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

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

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

"PUBLIC RELATIONS AND LOCAL AND STATE LEGISLATION". Moderators: Gordon Stout and Norman Gefke of the South Dakota Music Operators Association.

"DEPRECIATION,—A KEY TO SOUND JUKE BOX MANAGEMENT AND MERCHANDISING OF THE OPERATOR'S BUSINESS". Moderators: Harry Snodgrass of Albuquerque, N. M., and Jimmy Tolisano of Hartford, Conn.

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

EXHIBITORS

Booth	Booth
34—ABC-Paramount Records	41—Horoscopes, Inc.
5—AMI, Incorporated	46 } J. H. Keeney & Company, Inc.
45—Auto-Photo Co., Inc.	47 and }
54—Paul Bennett Co.	48 }
12—The Billboard Publishing Co.	50 } The Bert Lane Co., Inc.
8 and 9 } Broadcast Music, Inc.	51 }
31—Capitol Projector Corp.	18—M-G-M Records
25—Capitol Records	30—MOA Membership Booth
14—The Cash Box	32—Mercury Records
52 and 53 } Chicago Coin Machine Co.	1 } National Projectors, Inc.
16—Columbia Records	2 and }
22—Coral Records	3 }
23—Decca Records	10—Permo, Inc.
11—Diamond Records	33—Personality Productions
19 } Dot Records	24—RCA Victor Records
20 and }	4—Rock-Ola Manufacturing Corp.
21 }	7—J. P. Seeburg Corp.
36—Downbeat	15—Star Title Strip Co.
29—Edolite Products	35—U. S. Navy
37 and 38 } Exhibit Supply Co.	13—U-Test-M Manufacturing Co.
17—Ferris Records	27 } Valley Manufacturing Co.
60 and 61 } Fischer Sales & Mfg.	28 }
58 and 59 } Genco Mfg. & Sales Co.	43—Vu-Aid Sales, Inc.
49—Gym Cycle Amusement Co.	44—Wico Corp.
	55 } Williams Manufacturing and Co.
	56 and }
	57 }
	6—The Rudolph Wurlitzer Co.

WELCOME...

MUSIC OPERATORS of AMERICA



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



at

THE
M
O
R
R
I
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O
N
HOTEL

ROCK-OLA

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

The Cash Box' Chicago Directory

MANUFACTURERS AND DISTRIBUTORS OF COIN OPERATED MUSIC AND AMUSEMENTS

A Guide For Visitors To The City Of Chicago

(1956 EDITION)

● The Cash Box' Chicago Directory of manufacturers and distributors of coin operated music and amusements, "A Guide For Visitors To The City Of Chicago", appeared in the "Chicago Chatter" column of The Cash Box from 1949 each year through 1954. In 1955 The Cash Box' Chicago Directory was published in booklet form. But due to the demand that it again appear as a full page, so that it could be pasted on cardboard and hung up in offices as well as used under glass of office desks, it is being published this seventh consecutive year in full page form. The Cash Box' Chicago Directory contains the names of all people to see at each of the manufacturers and distributors of music and amusements. It allows visitors to regulate their visits by giving the approximate taxicab time from the "Loop" (central, downtown) area of the city. Those driving to Chicago are also given street directions by numbers and distances of streets from the main Chicago intersection point, Madison and State Streets. All streets numbers tend west, south, east and north from this intersection point. If there are any persons or firms not listed here the visitor may be seeking, he should phone:

THE CASH BOX 32 W. RANDOLPH ST.
CHICAGO 1 (Tel.: DEarborn 2-0045)

MANUFACTURERS

AMI, Inc.

134 North LaSalle Street (Tel. ANdover 3-2964)
Sales Director's offices and Export Division of Grand Rapids, Mich. factory. Located in heart of the Loop area, corner of LaSalle and Randolph Streets. Currently manufacture: Hi-Fi Automatic Phonographs and Automatic Music Accessories.

See: *Edward R. Ratajack; Max Lewin.*

AUTO-BELL MANUFACTURING CO

29 West Kinzie Street (Tel. DEarborn 7-0078)
Located just outside the Loop district of the city on the near North side. (Kinzie St. is 300 North). Firm manufactures: Club type amusements.

See: *S. Wolf; Harold Brown*

BALLY MANUFACTURING CO.

2640 Belmont Avenue (Tel. CORnelia 7-6060)
Located on Northwest side of city. About 25 to 30 minutes from the Loop by cab. (Belmont Ave. is 3200 North). Firm currently manufactures: Inline and Novelty Pinballs, Bowlers, Kiddie Rides, Pool Tables.

See: *Ray T. Moloney; Andy Renn; George Jenkins; Herb Jones; Jack Nelson; Bill O'Donnell; Dan Moloney; Tom Callaghan; Art Garvey; Phil Weinberg.*

BUCKLEY MANUFACTURING CO.

4223 West Lake Street (Tel. VAN Buren 6-6636)
Located on West side of city. About 25 to 30 minutes from the Loop by cab. (Lake Street is 200 North). Firm currently manufactures: Bells.

See: *Patrick J. Buckley; Jerry Haley.*

CHICAGO COIN MACHINE CO.

1725 West Diversey Blvd. (Tel. WELLington 5-4600)
Located on Northwest side of city. About 20 to 25 minutes from the Loop by cab. (Diversey Blvd. is 2800 North). Firm currently manufactures: Pool Tables.

See: *Samuel Wolberg; Samuel Gensburg; Edw. E. Levin.*

EXHIBIT SUPPLY COMPANY

4218 West Lake Street (Tel. VAN Buren 6-3100)
Located on West side of city. About 25 to 30 minutes from the Loop by cab. (Lake Street is 200 North). Firm currently manufactures: Guns, Arcade Machines, Card Vendors, Arcade Supplies, Pool Tables.

See: *Sam Lewis; Frank Mercuri; Ed Hall; Chet Gore.*

J. F. FRANTZ MFG. CO.

1940 West Lake Street (Tel. TAYlor 9-2399)
Located on West side of city. About 15 minutes from the Loop by cab. (Lake Street is 200 North). Firm currently manufactures: Scales, Counter Games.

See: *John F. Frantz; N. Glass.*

GAMES, INC.

663 North Wells Street (Tel. MICHigan 2-5101)
Located on near North side of city. About 10 to 15 minutes from the Loop by cab. (600 North is Erie Street). Firm currently manufactures: Club type amusements.

See: *Clarence Schuyler.*

GENCO MFG. & SALES CO.

2621 North Ashland Ave. (Tel. BUckingham 1-1235)
Located on Northwest side of the city. About 20 to 25 minutes from the Loop by cab. (Ashland Ave., is 1600 West). Firm currently manufactures: Guns, Pool Tables.

See: *Ayron Gensburg; Ralph Sheffield; Al Warren.*

D. GOTTLIEB & COMPANY

1140 North Kostner Ave. (Tel. ALbany 2-2640)
Located on West side of the city. About 30 minutes from the Loop by cab. (Kostner Avenue is 4400 West). Firm currently manufactures: Amusement pinballs.

See: *David Gottlieb; Sol Gottlieb; Nate Gottlieb; Alvin Gottlieb; Judd Weinberg.*

J. H. KEENEY & CO., INC.

2600 West 50th Street (Tel. HEMlock 4-5500)
Located on Southwest side of the city. About 25 to 30 minutes from the Loop by cab. (2600 West is Rockwell Street). Firm currently manufactures: Complete line of Vending Machines; Bowlers; Pool Tables.

See: *Roy McGinnis; Paul Huebsch; John Conroe; Bill Coan; Bill Bolles; V. N. Allbritten.*

MARVEL MANUFACTURING CO.

2847 West Fullerton Ave. (Tel. DICKens 2-2424)
Located on Northwest side of the city. About 20 to 25 minutes from the Loop by cab. (Fullerton Avenue is 2400 North). Firm currently manufactures: Overhead and Wall Type Scoreboards; Plastic Phono Replacements, Pool Tables.

See: *Ted Rubenstein.*

ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Avenue (Tel. NEvada 8-7600)
Located on Northwest side of the city. About 15 to 20 minutes from the Loop by cab. (Kedzie Ave. is 3200 West). Firm currently manufactures: Hi-Fi Automatic Phonographs and Automatic Music Accessories.

See: *David C. Rockola; Ed Ristau; Les Rieck; Kurt Kluever; Wayne T. Bradfield.*

J. P. SEEBURG CORP.

1500 Dayton Street (Tel. MICHigan 2-0800)
Located on near North side of the city. About 15 minutes from the Loop by cab. (Dayton Street is 1000 West). Firm currently manufactures: Hi-Fi Automatic Phonographs and Automatic Music Accessories; Home Model Phonographs; Background Hi-Fi Music Systems.

See: *Tom Herrick.*

UNITED MANUFACTURING CO.

3401 North California Ave. (Tel. CORnelia 7-2240)
Located on Northwest side of the city. About 30 minutes from the Loop by cab. (California Ave. is 2800 West). Firm currently manufactures: Shuffle Alleys; Inline games; Guns; Pool Tables.

See: *Lyn Durant; Herb Oettinger; Bill DeSelm; Ray Riehl; John Casola; Al Thaelke.*

WATLING MANUFACTURING CO.

4650 West Fulton Street (Tel. COLUMbus 1-2770)
Located on West side of the city. About 35 minutes from the Loop by cab. (Fulton Street is 300 North). Firm currently manufactures: Scales.

See: *John Watling.*

WILLIAMS MANUFACTURING CO.

4242 West Fillmore Street (Tel. NEvada 2-4900)
Located on West side of the city. About 25 minutes from the Loop by cab. (Fillmore Street is 1100 South). Firm currently manufactures: Five-Ball Games; Special Type Amusement Games; Pool Tables.

See: *Harry Williams; Sam Stern; J. A. Weinand.*

DISTRIBUTORS

ALL-STATE COIN MACHINE EXCHANGE

4407 West Fullerton Ave. (Tel. BELmont 5-6770)
Located on Northwest side of the city. About 30 minutes from the Loop by cab. (Fullerton Ave. is 2400 North). Distributors for: J. H. Keeney & Co., Inc.

See: *Vince Shay; Stanley Levin; Mickey Schaefer.*

ATLAS MUSIC COMPANY

2122 North Western Ave. (Tel. ARmitage 6-5005)
Located on Northwest side of the city. About 15 to 20 minutes from the Loop by cab. (Western Ave. is 2400 West). Distributors for: J. P. Seeburg Corp.

See: *Maurie Ginsburg; Eddie Ginsburg; Nate Feinstein; Harold Schwartz; Bill Phillips.*

AUTOMATIC PHONOGRAPH DISTRIBUTING CO.

806 North Milwaukee Ave. (Tel. CHesapeake 3-4900)
Located on near Northwest side of the city. About 10 to 15 minutes from the Loop by cab. (Milwaukee Ave. intersects Chicago Ave., 800 North, at this point). Distributors for: AMI, Inc.

See: *Mike Spagnola; Phil Weisman; Joe Glimco.*

COVEN MUSIC CORP.

3181 North Elston Ave. (Tel. INdependence 3-2210)
Located on the Northwest side of the city. About 25 minutes from the Loop by cab. (Elston Ave. intersects California Ave., 2800 West, at this point). Distributors for: Rudolph Wurlitzer Co.

See: *Ben Coven; Carl Christiansen.*

DONAN DISTRIBUTING CO.

5007 North Kedzie Ave. (Tel. JUNiper 8-5211)
Located on far Northwest side of the city. About 35 minutes from the Loop by cab. (Kedzie Ave. is 3200 West). Distributors for: Bally Mfg. Co.

See: *Don Moloney; Mac Brier.*

EMPIRE COIN MACHINE EXCHANGE

1012 North Milwaukee Ave. (Tel. EVerglade 4-2600)
Located on near Northwest side of the city. About 15 minutes from the Loop by cab. (Milwaukee Ave. intersects Augusta Blvd., 1000 North, at this point). Distributors for: Auto-Photo Co., Genco Mfg. & Sales Co., United Mfg. Co., Williams Mfg. Co.

See: *Gil Kitt; Joe Robbins; Jerry Bremner; Jack Burns.*

FIRST COIN MACHINE EXCHANGE

1750 West North Avenue (Tel. DICKens 2-0500)
Located on Northwest side of the city. About 20 minutes from the Loop by cab. (North Ave. is 1600 North). Distributors for: Chicago Coin Machine Co., Exhibit Supply Co., International Mutoscope Corp.

See: *Wally Finke; Joe Kline; Sam Kolber.*

GATEWAY DISTRIBUTING CO.

3622 West North Ave. (Tel. DICKens 2-4620)
Located on Northwest side of the city. About 30 minutes from the Loop by cab. (North Ave. is 1600 North). Distributors for: Valley Mfg. Co.

See: *Fred Minter; Bud Kottke.*

GLOBE DISTRIBUTING CO.

1623 North California Ave. (Tel. ARmitage 6-0780)
Located on Northwest side of the city. About 25 minutes from the Loop by cab. (California Ave. is 2800 West). Distributors for: Downey-Johnson Coin Counters.

See: *Charles Johnson.*

MONARCH COIN MACHINE, INC.

2257 North Lincoln Ave. (Tel. LINcoln 9-3996)
Located on the North side of the city. About 20 minutes from the Loop by cab. (Lincoln Ave. intersects Fullerton Ave. one block north from this point). Distributors for: Fischer Mfg. Co.

See: *Charles Pieri.*

NATIONAL COIN MACHINE EXCHANGE

1411 West Diversey Blvd. (Tel. BUckingham 1-6666)
Located on near North side of the city. About 15 minutes from the Loop by cab. (Diversey Blvd. is 2800 North). Distributors for: D. Gottlieb & Co.

See: *Joe Schwartz; Ronald Schwartz; Mort Levinson; Sheldon Spiro.*

PURVEYOR DISTRIBUTING CO.

4322 North Western Ave. (Tel. JUNiper 8-1814)
Located on Northwest side of the city. About 30 minutes from the Loop by cab. (Western Ave. is 2400 West). Distributors for: J. H. Keeney & Co., Inc.

See: *Herb Perkins; Monte West.*

WORLD WIDE DISTRIBUTORS

2330 North Western Ave. (Tel. EVerglade 4-2300)
Located on Northwest side of the city. About 20 minutes from the Loop by cab. (Western Ave. is 2400 West). Distributors for: Rock-Ola Mfg. Corp., Williams Mfg. Co.

See: *Al Stern; Joel Stern; Len Micon; Fred Skor.*

AMI Announces New Model "G-200" Phono

Bally Presents "Magic Pool"



JACK NELSON

CHICAGO—Jack Nelson, general sales manager of Bally Manufacturing

Company, this city, advises that Bally's latest pool game "Magic-Pool" is now on display at all Bally distributors.

"'Magic-Pool' is the only front-play table with real-pool play", states Nelson in describing the game, "and therefor solves the space problem of busy, crowded locations without sufficient space for tables that must be played from all sides."

"'Magic-Pool' contains the Bally-exclusive 'Color-Detector Totalizers' that automatically score for the player who sinks his opponent's ball, and automatically penalizes the player who sinks his own ball.

The table is 36 inches by 52 inches, and is available in choice of 2 dimes or 1 quarter operation.

"Our distributors can make immediate deliveries," concluded Nelson.

Gottlieb Intros "Derby Day"



DAVID GOTTLIEB

CHICAGO—"We were receiving orders for our latest four-player pinball, 'Derby Day', even before we started volume production," Dave Gottlieb of D. Gottlieb & Company, this city, announced this past week.

"All of our machines are tested nationwide before any orders are finally accepted," he added.

"In the case of 'Derby Day', there was immediate favorable reaction."

"Orders began to come in from distributors all over the country who had heard about or seen 'Derby Day' in action during the test period.

"These orders were accepted only tentatively until testing was concluded," Gottlieb stated.

"Sometimes we discard a machine if it does not test out to meet our expectations or those of the distributors and operators."

"We are now shipping 'Derby Day' in quantity. The distributors are keeping us busy by phone, wires and rush letters," Gottlieb declared.

The new pinball has four targets and six rollover advance lights for each horse.

Horses arriving in win, place and show positions light the hole for special score.

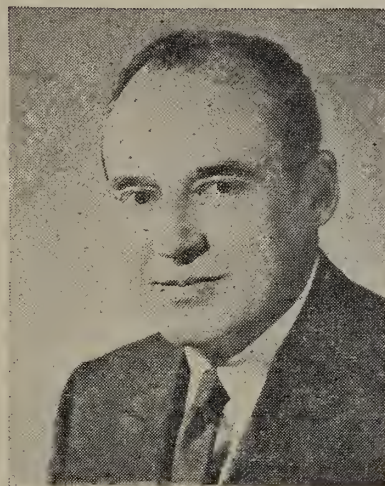
Lining up all horses at any point in the race lights the rollover button for specials.

High score goes to seven million. Action is provided by two "cyclonic" kickers, an "actionized" pop bumper and two "super powered" flippers.

Gottlieb stated further that refinements on the machine include chrome plated cabinet, guards around the flipper buttons, extra heavy duty all steel legs and plated side rail cigarette holders.

"'Derby Day' looks like it will be one of our top successes," Gottlieb concluded.

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



JOHN HADDOCK

GRAND RAPIDS, MICH.—John Haddock, president of AMI, Incorporated, this city, announced this week the introduction of a new 200 selection music machine, the "G-200".

Latest in the firm's "G" series, the model "G-200" features a new fast-action record changer designed for faster play and a new ease of accessibility to all components for service speed and convenience.

In describing the new "G-200" AMI phonograph, Haddock detailed some of the features as follows:

New X-200 Variable Program Record Changer

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

The AMI "G-200" plays 200 single selections at standard prices. It can also be set for dual-price play, to play a combination of singles and EPs, with the singles at standard prices and the EPs at extra-price play. Standard factory price setting is for 10¢ play from either a dime or two nickels and 3 plays for a quarter. A wide range of price settings is available, including 2 for 15¢ play. Should the operator want, the machine may be converted to play 120 selections at some future date when the machine is moved to a secondary location. This is done simply by blocking off a section of the title holder area and corresponding push buttons.

The entire record changer assembly is mounted on rails and can be slid out from the cabinet. When in the out position the whole assembly can be rotated a full 360 degrees, and locked at any point in the rotation circle for servicing. The rotary record magazine loads from the top and has positive gear drive that eliminates drive chains or belts. Especially noteworthy is its single direction rotation that eliminates the stop-and-reverse pauses found in all juke boxes that have hitherto slowed down play. This new AMI changer permits playing both sides of any record before passing to the next selection. Playing records in 1, 2, 3 sequence virtually eliminates the end to end scanning previously

required to pick up odd or even selections.

The circular record magazine has V-form storage slots that provide plenty of room for badly warped records and protect grooves from rubbing. Code numbers on the record magazine simplify titling, speed loading, and insure accurate placement of all records. Total playmeter and a popularity meter with simple reset are concealed from public view, but quickly revealed to the operator. The record-now-playing indicator, mechanically operated in conjunction with the movement of the record magazine, is prominently displayed near the front of the record changer shelf.

New Fast-action Selection System

Heavy duty etched circuitry in the selection system completely eliminates all selector magnets, complicated wiring harness, and literally hundreds of soldered connections. Circuits are copper, plated with silver for long dependable service and positive, non-arcing contact. The selection system consists of the following major components:

1. A new Pulse Generator combines with a new cheat-proof credit unit and creates the initial "pulse" when letter and number pushbuttons are depressed after credit is set up for play. Pushbuttons are keyed to title strip numbers for selection simplicity and accuracy. Patron confusion or misunderstanding should not arise, for "Wait" and "Select" lights provide plainly visible play directions. A program-release button allows correction if a wrong letter or number button is pressed. The entire Pulse Generator credit unit and pushbutton assembly is hinged and tilts out from the program panel for minor service attention. It can also be quickly detached for removal to a work bench.

2. New Pulse Converter. This compact unit receives the "pulses" created in the Pulse Generator when pushbuttons are depressed and converts these pulses into playing action. It eliminates the need for separate receivers for wall box operation. The Pulse Converter is compactly designed with all components arranged for maximum accessibility. Only 4 selector relays are used in the entire assembly.

3. New "Can't Forget" Playminder. This assembly "remembers" through positive mechanical action which records have been selected for playing as relayed from the Pulse Converter. Selections are registered as pins corresponding to desired records are pushed into the path of stopping-switches that halt the record magazine at the exact spot called for. The mechanical principle used eliminates the need for multiple voltage regulators ordinarily required to compensate for power fluctuation. Selection pins that have been set up may be canceled quickly when desired by use of a Scan Button located near the front of the changer shelf.

New Titling and Programming Convenience

The entire eye-level 200 title program is on view at all times for selection convenience. Nineteen colorful adhesive-backed programming labels are furnished to merchandise the wide range of selections and help patrons locate their favorites quickly. Programming classifications furnished are New Releases, Progressive Jazz, Popular, Old Favorites, Classical, (Continued on Page 82)

Chicago Bowling News

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

Mercury Records swept three games from second place Atlas Music. Ralph Kick's 488 was high for Mercury. Irv Fisher was high for Atlas with his 486 series.

Paschke Phono won 2 games from Star Music. Rene Gallet with 536, Bobby Gallet with 523 and Ray Gallet's 516 were high for Paschke. Myrtle Sochacki was high for Star and high for women with her 484 series.

Coral Records took three games from Galgano Distributors. Eddie Cicero's 570 was high for Coral and high

for men. Tony Galgano came through with 493 which was high for Galgano.

Decca Records won two from Gillette Distributors. Eli Phelps was high for Decca with 505. Don Baxter was high for Gillette with 508.

Walter Oomens won two from Melody Music. Carl Latino's 556 was high for Oomens. Vic Jaccino, Sr. was high for Melody with his 465.

Singer One-Stop took two from B & B Novelty. Harry Julian with 525 and Red Losasso with an even 500 were high for Singer. Fred Dries was high for B & B with a 521 series.

ABC No. 2 won two games from Coven Music. Gil Losasso turned up high for ABC with an even 500 series. Roy Bauer came through for Coven with his 465 series.

Genco Ships New Two Player Baseball Game "Hi-Fly"



RALPH SHEFFIELD

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

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

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

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

As Avron Gensburg pointed out, "The new features are the finest which have ever been built into a baseball game. We use solid balls, thus no breakage. 'Hi-Fly' features a formica

playing field which is indestructible and easy to clean.

"The cabinet", he continued, "is pin-ball-size, 60 inches long. It is beautifully cork-finished for the greatest durability."

He also explained, "The game itself has adjustable hold-over features. The size of the 'Pennant Hole', for example, is completely adjustable. By batting the ball into the 'Pennant Hole' the player lights up one of the 'Pennant Flags' on the backrack of the game.

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

Gensburg also demonstrated the new, special bonus features, which he labeled, "Among the most important and most outstanding ever to appear on a baseball game. These keep the players coming back to the game and also hold them at the game hour after hour."

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

There is also a "Super Special Pennant Bonus" which scores 100 extra runs each time the ball is batted into the "Pennant Hole".

The action of the game is extremely speedy. The bat controlled by the player is very substantial. It gives him every confidence that he can score large numbers of runs.

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

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

Shipments of the new "Hi-Fly" are going forth just as speedily as possible and as fast as the firm can continue to step up production, Gensburg reported.

AMI New Model "G-200" Phono

(Continued from page 81)

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

Complete "Front Door" Accessibility

Large double front doors with a single lock swing up and out to give access to all parts of the "G-200" without pulling the box out from the wall. The AMI high output, high fidelity amplifier with 25 watts of power, as before, is repositioned to provide added room for changing tubes and connecting auxiliary equipment. Also, sure to be liked by servicemen, is the new metal conduit that leads from the amplifier compartment through the back of the box for carrying lead-in wires from wall boxes and remote speakers. A hinged slug rejector is mounted on front door. The cash bag is in a separate compartment with its own key for security.

DC circuits to the operating mechanisms are controlled by a convenient switch, allowing use of AC cabinet lights for service work while the DC current is shut off to prevent any possibility of the mechanism from starting prematurely. Quick disconnect plug-in connections are provided for all major components so they may be attached or removed with soldering or making individual wire connections. The assemblies with this convenient "unitized" plug-in feature include the pulse generator, the pulse converter, the transfer assembly, the coin switches, the gear motor for the record magazine, the control box, and the gear motor for the transfer assembly. Should any of these units ever need servicing that cannot conveniently be done at the juke box, a replacement assembly may be plugged in to insure uninterrupted service while the other unit is repaired or adjusted.

Wide Use of Color and Chrome

Cabinets are available in a choice of 8 distinctive decorator colors, set off by gleaming metal garnish mouldings and gold-flecked changer compartment backdrop and trim. Soft colored indirect lighting gives a jewel-tone iridescent sheen to the changer area and provides a shimmer of color across the chromed woven metal grill. Concealed lighting makes the pushbuttons, title strips and coin slot stand out even in dimly lighted locations.

Multi-Horn High Fidelity Sound Systems

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

projection of undistorted high frequency tones above the level of surrounding furniture or other obstacles that can absorb or muffle high frequency waves.

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

High Fidelity Components

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

New "Look Ahead" Styling

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

Complete Line of Equipment Featured

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

In addition to the "G-200" juke box and the 200 selection Hideaway, AMI continues to produce its popular 120 and 80 selection Model "G" juke boxes and matching wall boxes to offer a wide choice of equipment that enables the operator to meet the needs and preferences of all his locations.

MAGNA-CORD CONSOLE (Background Music Tape Recorder with Amplifier) . . . \$350

WURLITZER 1800 \$695 | **WURLITZER 1400** \$275
ROCK-OLA COMET (120) 495 | **WURLITZER 1500** 295

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

BIG HORN

It's New

LOCATION TESTED!
 NOW IN PRODUCTION!

FITS ANY LOCATION

HEIGHT—66" WIDTH—24" DEPTH—17"

GAMES, INC.

661 N. WELLS ST., CHICAGO, ILL.

(PHONE: Mlchigan 2-5101)



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

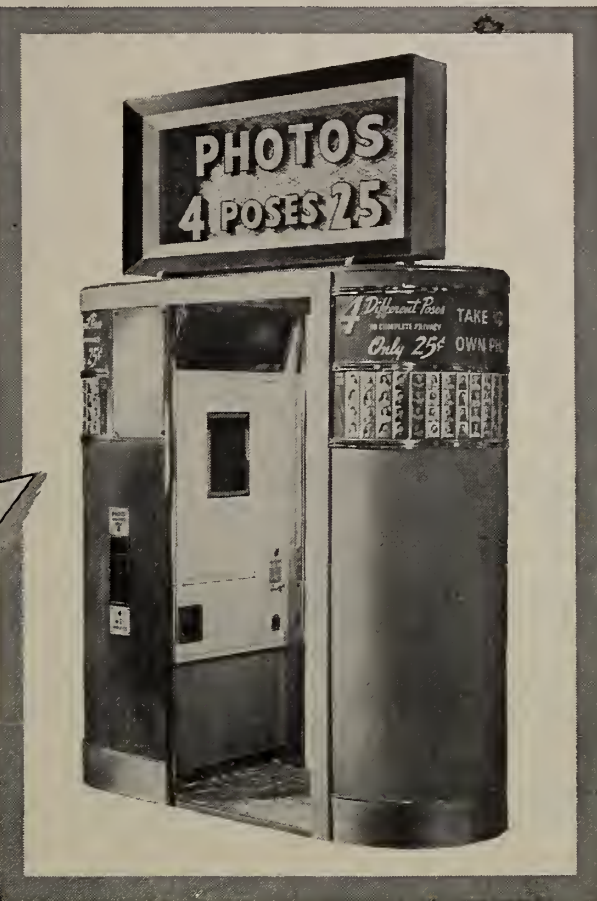


ARE YOU GETTING YOUR SHARE OF DOLLARS FROM THE EVER-GROWING DEMAND FOR MINIATURE PORTRAITS AND ID PHOTOS?

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

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

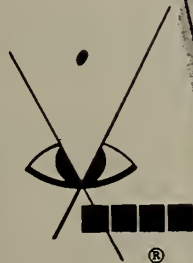
NEW MODEL 11 AUTO-PHOTO STUDIO will photograph and deliver a strip of four photos, each a different pose, every thirty seconds. Long established major operators of coin equipment from Coast to Coast will tell you that "AUTO-PHOTO studios are the steadiest income producers in the industry." See us at Exhibit Booth 45 at MOA Convention May 6th, 7th, and 8th, 1956, Morrison Hotel Chicago, or contact your Auto-Photo Distributor.



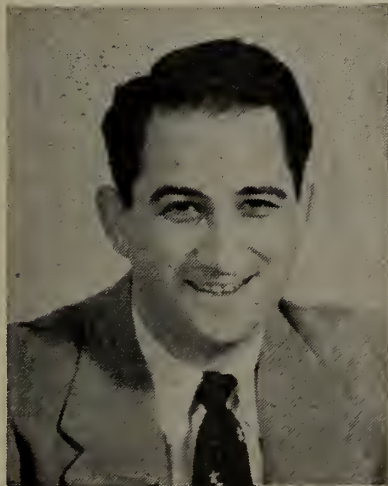
"The Best Investment in the Coin Machine Field"

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Joe Robbins Urges Optimism



JOE ROBBINS

business man would not hold the position he does today. He is an example to the world of what imagination, planning and application can produce. He enjoys the highest standard of living ever known.

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

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

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

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

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

"Just when it seems competitors are getting all the trade, business suddenly becomes rushing.

"The days then aren't long enough", he said.

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

"Orders are not to be had in direct ratio to the downturn of the mouth.

"The upturned mouth and spirit turn up the orders.

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

"No business is 100% successful all of the time. If it weren't for ups and downs and competition, the American

So. Dak. Phono Ops Hold Quarterly Meet

80% of State Operators are Members of Assoc.

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

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

BAL-AMI Distributor



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

GATEWAY FOR PROFITS!

LARGEST SELECTION OF RECONDITIONED JUKE BOXES IN MIDWEST

SEEBURG	AMI	WURLITZER
100-R's	(45 RPM)	1800's
100-G's	E-120	1700's
100-B's	E-40	
100-C's	B's, C's, A's	
100-A's		

Our Prices Can't Be Beaten Anywhere in the U.S. All Machines Shopped and Checked. Money-Back Guarantee on All Machines.

GATEWAY

DISTRIBUTING COMPANY
3622 W. NORTH AVENUE, CHICAGO 47, ILL.
(Tel. Dickens 2-4620)

Exclusive Distributors FOR

CUE STAR MONARCH

C'mon in and see it!

COIN MACHINE, INC.
2257 N. LINCOLN AVENUE, CHICAGO, ILL.
(Tel.: Lincoln 9-3996)

WANT ALL SEEBURG PHONOS

Model M100-A's; M100-B's; M100-C's; M100-G's.

Make offer large quantities to:
A.P.E.C. PLACE DU SAMEDI, 14 BRUSSELS, BELGIUM

Music Operators Must Go All Out

MILLION

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

THESE ARE THE FOUR BILLS

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

THESE ARE THE MEMBERS OF THE JUDICIARY COMMITTEES

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- Sen. Alexander Wiley (Rep., Wis.)*
- Sen. James O. Eastland (Dem., Miss.)*

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- Sen. Estes Kefauver (Dem., Tenn.)*
- Sen. Olin D. Johnston (Dem., S. C.)*
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- Sen. Price Daniel (Dem., Tex.)*
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- Sen. William E. Jenner (Rep., Ind.)*
- Sen. Arthur V. Watkins (Rep., Utah)*
- Sen. Everett McKinley Dirksen (Rep., Ill.)*
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- Sen. John Marshall Butler (Rep., Md.)*

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To Obtain Immediately Over A:

LETTERS

Everyone of the nation's music operators, his friends and his employees, must obtain letters.

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

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

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

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

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

Over a million letters.

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

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

Letters. Letters. More letters. **MILLIONS OF LETTERS!!**

During this election year, during this important period, it is up to every single music operator in the

nation to obtain letters. More letters. Still more letters.

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

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

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

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

Letters. Letters. Letters. **OVER A MILLION LETTERS!**

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

Right from the constituents of the Congressmen and the Senators.

Letters from **VOTERS.**

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

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

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

GET THOSE LETTERS QUICK!!!

IMPORTANT

DO NOT MAIL LETTERS UNTIL YOU ARE ADVISED TO DO SO!!!

20 YEAR CLUB RATES MUSIC BEST EQUIP'T INVESTMENT

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

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

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

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

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

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

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

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

One man answered, "It would mean a financial setback for every operator. It would force operators to curtail all pur-

chases of machines and necessities. This would, eventually, put us all out of business."

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

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

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

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

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

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

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

One man answered, "This is hard to answer. It isn't necessary to have a lot of stops

as it is to have good stops. No two people live alike."

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

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

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

One man's figure ranged up into 300 machines in which he included a large number of bulk vending machines he thought every operator should also own.

One man said, "An operator can make a decent livelihood on 20 locations of 30 machines or more."

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

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

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

The fact that so many are in agreement on certain definite facts gives the entire industry a basis on which to judge the future.

As Locations Go So Goes Ops' Business!

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

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

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

All this regardless of the fact that there are no longer any one-balls, bells, consoles, diggers and other such equipment operating as widely and profusely as there were ten years ago.

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

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

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

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

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

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

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

Continuing growth is noteworthy everywhere. The new super highways that are being built are creating new suburbs and even new towns. More travel has opened far away communities that never before were so much visited.

A great many more factors are attributable to the appreciation which routes have enjoyed.

In short, and as this publication has pointed out time and again, the location is the most important factor in all operating.

As locations go so goes the operator's business.

Can children get cancer?

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

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

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

**American
Cancer
Society**

M.O.A. VISITORS...

See Chicago's largest display of games of all kinds. Relax in our famous "Koinmen's Koffee Room" where refreshments & real hospitality await you at all times!



**EXCLUSIVE DISTRIBUTORS FOR
CHICAGO COIN EXHIBIT SUPPLY
INTERNATIONAL MUTOSCOPE**

THE NATION'S BIGGEST SELECTION OF POOL GAMES

FIRST-Conditioned	NEW—Immediate Delivery!
Exhibit SKILL POOL\$125	Electric Scoring
Chi. Coin CROWN POOL .. 125	
Keeney FASCINATION POOL .. 125	C. C. ADVANCE POOL
Genco TOURNAMENT POOL .. 125	C. C. CLOVER POOL
Fischer CUE-STAR (late) .. 95	EXH. SUPER STAR
Wms. BANK POOL .. 125	EXH. SKILL SCORE
Bally DELUXE POOL (Hinged Top) .. 140	Non-Electric
Exh. 84 DELUXE POOL (Hinged Top) .. 140	
TOP FRAMES scraped, sanded, stained, varnished. Complete with 4 Cue Sticks, Ball, Chalk, Instruction Card. Ready for location!	

Scien. BATTING PRACTICE	\$ 75
Chi. Coin PISTOL	
PETE	75
Exh. SHOOT THE BULL	70
Amuse. BOOMER-ANG	65
ZINGO	65

SHUFFLE GAMES	
FIRST-Conditioned	
CHICAGO COIN	
★ HOLLYWOOD	\$295
★ ARROW	315
★ THUNDERBOLT	295
★ TRIPLE STRIKE	295
★ PLAYTIME	225
★ FLASH	195
★ CR. CR. TARGET	185
★ FEATURE	185
★ STARLIGHT	175
★ SUPER FRAME	165
★ ADVANCE	135
★ KING	120
★ GOLD CUP	115
★ TRIPLE SCORE	85
★ CROWN	85
★ DOUBLE	75
★ NAME	65
★ 10th FRAME	65

BINGOS	TARGET GUNS	Genco 2 Pl. BASKETBALL ..\$195
FIRST-Conditioned	FIRST-Conditioned	Chi Coin HOME RUN .. 175
BALLY	GENCO	Chi-Coin BASKETBALL CHAMP .. 145
GAYTIME ..\$275	WILD WEST C. C. \$355	Mut. ACE BOMBER 145
GAYETY .. 165	RIFLE GALLERY .. 195	Mut. SUPER BOMBER .. 145
BIG TIME .. 310	SKY GUNNER .. 115	Cop. MIDGET MOVIES .. 135
VARIETY .. 185	EXHIBIT	
SURF CLUB .. 125	500 GALLERY ..\$295	Mut. SKY FIGHTER .. 135
ICE FROLICS .. 110	SPORTLAND .. 225	Chi. Coin 4 PLAYER DERBY .. 125
HI FI .. 95	SIX SHOOTER .. 95	Bolly UNDERSEA RAIDER .. 125
PALM SPRINGS .. 90	DALE GUN .. 65	Evans BAT-A-SCORE .. 115
DUDE RANCH .. 90	UNITED	
BEACH CLUB .. 85	DeL. CARNIVAL ..\$245	Bolly BIG INNING .. 115
YACHT CLUB .. 75	KEENEY	Mut. FLYING SAUCERS .. 95
ATLANTIC CITY .. 75	RANGER ..\$250	Chi. Coin GOALEE .. 95
SPOTLIGHT .. 75	SPORTSMAN .. 215	TELEQUIZ (w/Film) .. 95
CONEY ISLAND .. 65	SEEBURG	Evans TEN STRIKE .. 85
	COON HUNT ..\$175	
	SHOOT THE BEAR 145	
	ARCAD	
MEXICO ..\$135	FIRST-Conditioned	
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Amuse. Machine Ops of Philadelphia Plan First Banquet Since 1952

PHILADELPHIA — Joe Silverman, business manager of the Amusement Machines Association of Philadelphia, located in its new offices at 2014 Fairmount Ave., this city, advises the organization plans on running a banquet this year, the first since 1952. Altho a definite date hasn't as yet been arranged, Silverman and the or-

ganization has set a tentative date for Sunday night, June 24. Definite date, and the hall where the banquet will take place will be announced soon. However, members of the association are already planning on a souvenir journal, and are accepting advertisements.

"The Serviceman's Overcoat"

By
Bill Gersh



HENRY Jones was given the very special accountant's position he held because of his precise and extremely careful attention to all details. His job was to check, recheck and then double check the expense accounts of that big firm's many traveling servicemen.

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

So, as the years went by, he could visualize in his mind's eye just exactly what would happen, or what would not happen, wherever a factory serviceman visited. He came to know just about all the angles.

He could, at the same time, figure the expenses that would be incurred almost to the penny, even before the serviceman left for whatever place he was scheduled to visit.

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

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

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

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

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

"Wish we could find some way to get him out of this job."

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

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

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

But for some reason or other, the top executives of the firm believed old Henry was most valuable right where he was at, checking on the expenses of the firm's service force.

Oh, yes, all those marvelous letters and those grand statements of praise and commendation got Henry Jones a few more raises in pay. More help. New and larger offices. More consideration and respect. But no promotion to a higher position in a different department.

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

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

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

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

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

In fact, the whole planned course of this strategy was halted after the fourth month. That was when old

Henry had this serviceman, the one who first tested all the new expense getting ideas and angles, fired.

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

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

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

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

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

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

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

When he landed, he found this city, too, was just as cold and miserable with winter's dismal clouds and the sooty city snow as the one he'd left.

What's more, the location's basement he had to work in was damp, ice-covered and very, very cold. The serviceman worked in his new over-

coat, clumsy as this was and much as he disliked so doing.

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

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

"What does it mean?" the serviceman indignantly echoed old Henry's question.

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

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

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

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

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

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

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

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

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

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

After more examination of the sheet, old Henry called in his assistants. He pointed to the items listed as he said to them,

"I need your help. Somewhere in this expense account is a brand new overcoat."

CIAA Urges Members Wear "Sticker" At MOA Meet

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

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

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

Most important, according to Sam Greenberg, president of the organiza-

tion, is the following.

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

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

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

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

Revive Demand For "Nat'l. Credit Bureau"

Urge Creation of "National Credit Bureau" Before Biz Boom Grows Greater to Offset Possible Over-expansion of Present Easy Credit

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

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

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

They point to the fact that more

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

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

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

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

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

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If you have been actively engaged in the Coin Machine Industry for 20 years or longer you are eligible for membership in the "20 Year Club." Write THE CASH BOX, 32 W. Randolph, Chicago 1

ChiCoin Names R. Warncke & Co.



ED LEVIN

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

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

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

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

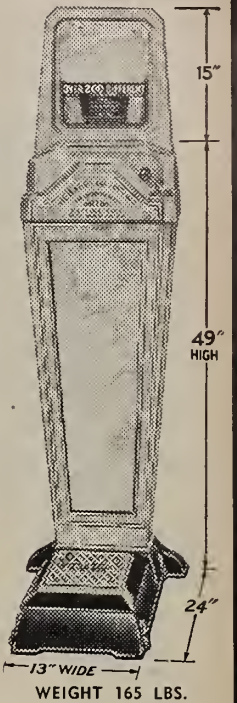
"This firm", he continued, "have proved themselves among the most outstanding in their area.

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

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

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Bally Beauty	95.00
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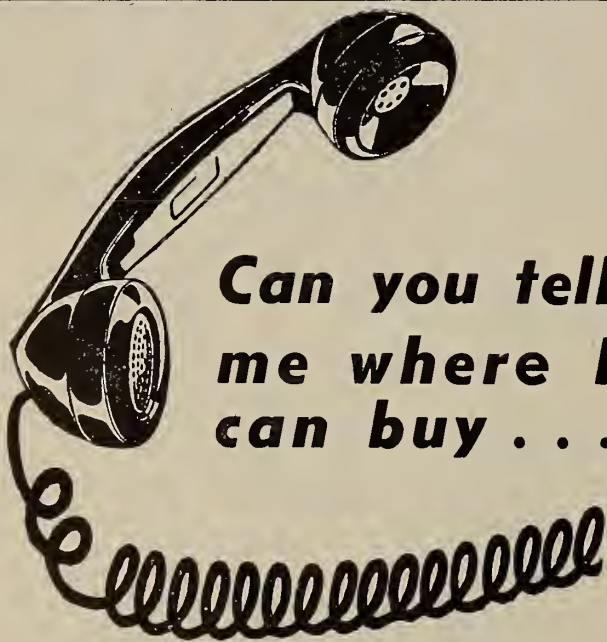
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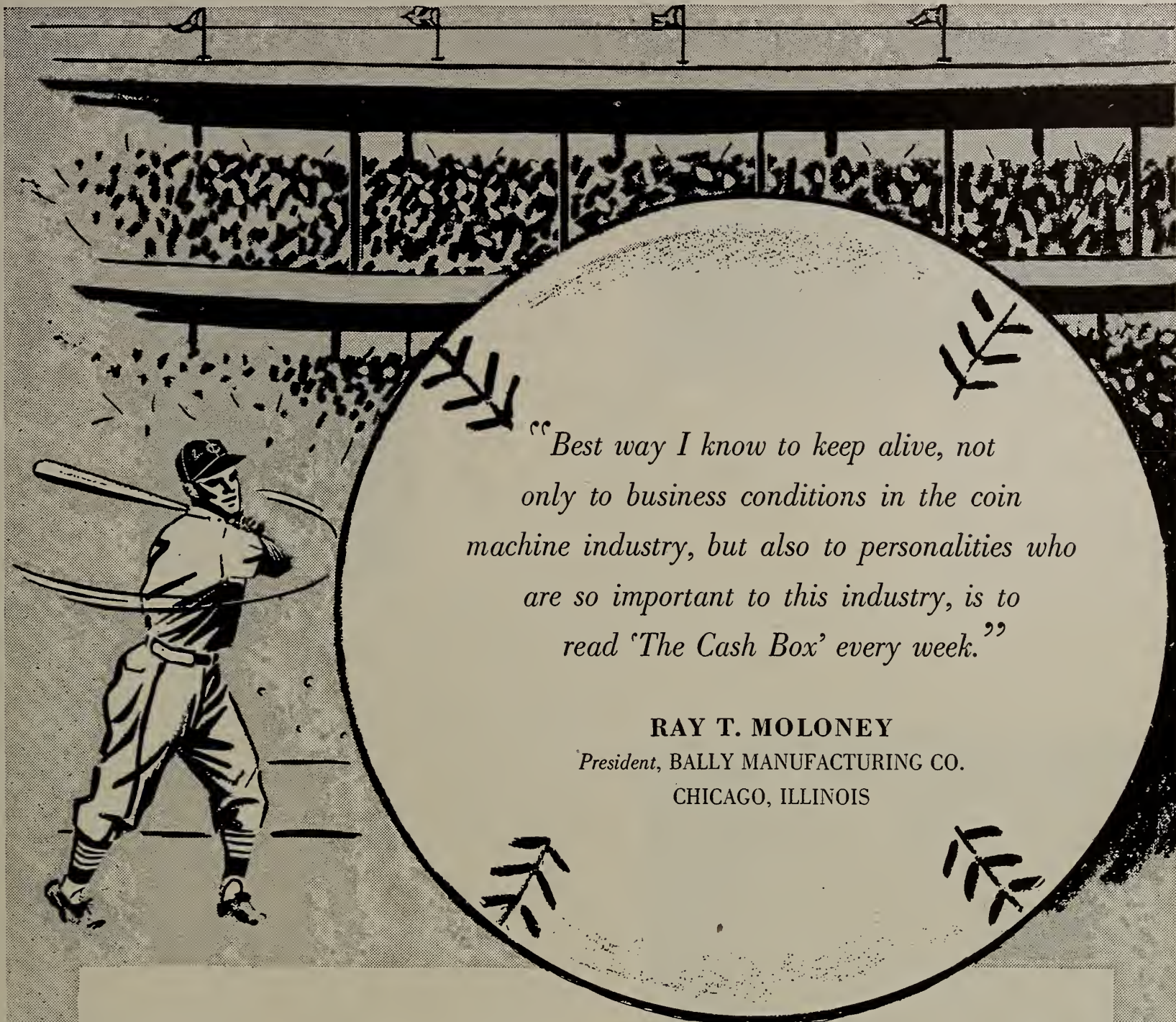
TENNESSEE TOPICS

Memphis coinrow was very busy with southern operators building up their routes for the approaching summer biz. . . Sammon and Pennington, Memphis, report business tops with their lines of Seeburg phonos and the Keeney "Flicker Pool". . . Parker Henderson, Southern Amusement, Memphis, busy helping to unload and uncrate a carload of AMI phonos. . . At S. M. Sales, Memphis, Allan Dixon trying to find room for just one more piece he had just taken in trade. . . Cotton Pennington reports that George Sammon was in the Valley this week. The following operators came in from out of town to visit Pennington this week. Lloyd Baber, Forrest City, Ark.; E. V. Womack, Jonesboro, Ark.; Frank Sullivan; Clarence Spain, Tunica, Miss.; R. L. Harbin, R. L. Harbin, Jr., with W. R. Harbin, Tommy Germigan, Carl Cannon; C. E. Tollwer, Leycants, Ark.; J. W. Singleton, Marked Tree, Ark.; W. D. Smith, Leycants, Ark.; Tom Armstrong, Brinkley, Ark.; E. J. Mahfouy, Stuttgart, Ark.; Allan Jackson, Brinkley, Ark.; H. L. Hopkins, Fordyce, Ark.; Cleve Reed, Rison, Ark.; C. V. Collins, Grenada, Miss.; LaVaughn Johnson, Corinth, Miss.; A. B. Cassinelli, Little Rock, Ark.; C. E. Craig, Little Rock, Ark.; Floyd Williams, Stuttgart, Ark.; E. K. Eby, Pine Bluff, Ark.; Guy Jones and Ed Wilcox, Pine Bluff, Ark.; E. E. Steed, Tupelo, Miss.; Chester Richardson, Greenwood, Miss.; Charles Shuback, Helena, Ark.; Mrs. John Lima, Little Rock, Ark.; Cotton Cole, Paragould, Ark.; John Haley, Canton, Miss.; Manual Wassar, Shelby, Miss.; Drew Canale, Johnny Novarese, Memphis; Henry Trigg, Bill Carver, Charles Marshall. Cotton says he was so busy he had everyone in his office out on the floor. . . H. A. Weller, Ideal, Jackson, getting to be quite a hand at the pool tables. . . George W. Haynes, Murfreesboro, into the hospital this week for an eye operation. He is reported to be doing nicely. . . Joe Bunch, Shearer Amusement, Chattanooga, having some thrilling moments in his new Jaguar. When Joe got home one night, he found his wife, Millie, busy in her first garden planting tomatoes and gourds. Joe told her he was hungry and would like his dinner—and Millie replied, "I'm planting your dinner." . . Over at Chattanooga Coin, Chattanooga, Tony Papa talking about shirts and discussing the possibilities of a shirt vending machine. . . Bill Boyles and Fred Cofer two bright and shining faces. . . Frank Stiel planning to make the Kentucky Derby and then plane into the MOA Convention. . . Red Lawson, Cleveland, Tenn., pulled into Chattanooga Coin for his last stop before heading home. His truck was loaded to the brim. . . Tommy Tomlin, Tommy Distr. Co., Nashville, reports good activity on his J. H. Keeney "Flicker Pool". . . Ops in this area all getting ready for the summer business. . . Rock City Amuse Co. reports business excellent this week. Kenith Break trying to get things in order so that he could get away for the MOA show. . . Sid Baker also plans to be in Chicago for the MOA. . . Frank Swartz reports sales tops on the Exhibit pool tables as well as all other types of machines in Nashville. . . Hermitage Music, Nashville, was hopping and it was difficult to pick up any news inasmuch as everyone was too busy to stop to chat. . . Harry Roy Sanders, G. S. Amusement, Nashville, extremely busy with his Bally "Nite Club". He will also be at the MOA show. . . Julian Silverfield, Nashville, also one of this area's reps who will make sure he gets to the Chi Convention. Here's a partial list of this local's fellows who plan to make it: Tommy Tomlin, Julian Silverfield, Red Hitchcock, H. R. Sanders, Cotton Pennington, Clarence Camp, Parker Henderson, Earl Montgomery, Frank Smith, Allen Dixon, R. L. Harbin, H. A. Weller, Max Hervich, Harry Hervich, O. C. Coker, Dave Franco, Isaac Cohen, O. C. Wood, Adolph Sutton, Guy Slay, D. E. Levine, Charles Hall, T. C. Null, John Haley, Nick Carbajal, John Trueting, P. Carso, Tony Ingrassia, John Evans, Lynn Farr, C. H. Homes, C. B. Hill, Earl Gill, Tony Papa, Fred Cofer, Joe Bunch, Milard Bunch, Frank Stiel, F. A. Blalock, Ed Daniels, Sigg Lett, Martin Tortorich, Lester Bloomingstiel, T. W. Huigh, Bruce Nielson, C. O. Moon, Dyke Hawes, Jake Friedman, Jack Harris, Ted Barnes, John Fitzgerald, James Humphers, A. Hamilton Durning, R. L. (Bob) Feck, John Lynch, Bernard S. Berman, H. C. Robinson, K. A. Cormney, J. T. Roby, Fred H. Copper, S. Rube Stewart, W. F. Venable, Sam Cohen and wife, J. W. Laster, Charles Ewing and wife, Happy Jeffcoat—and plenty of others.

Westchester Operators Guild Banquet to be Largest Yet

PORT CHESTER, N. Y.—Seymour Pollak, secretary of the Westchester Operators Guild, and chairman of the organization's Fifth Annual Banquet, advises that it can now be stated that the 1956 affair will be the largest and best ever held. The banquet will be held at the "42 Club" in Scarsdale, N. Y., on Tuesday evening, May 22. "We should have room for all who want to attend," stated Pollak, "but ask that all persons planning on attending, make their ticket purchases at once so that we can plan seating arrangements." Pollak advises that "the demand for tickets continues to pour in and in almost every case the applicant requests an additional ticket or two. People who have never attended our banquets have

put in reservations. We expect the largest crowd ever, but everyone will be comfortable. There will be enough space for dancing during and after the dinner. Don Joseph and his orchestra will provide the musical background and a well-known master of ceremonies will be on hand to keep our guests in a happy, jovial mood." Working with Pollak on the details of the banquet are Carl Pavesi, Meyer Budinoff, James A. Smith, Edward Goldberg, and Louis Tartaglia. The souvenir journal will be the biggest turned out this year, according to Seymour. The regular monthly meeting of the association has been pushed forward to Monday, May 14, so as not to conflict with the banquet.



"Best way I know to keep alive, not only to business conditions in the coin machine industry, but also to personalities who are so important to this industry, is to read 'The Cash Box' every week."

RAY T. MOLONEY

President, BALLY MANUFACTURING CO.

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

As these leaders have stated time and time again, "This is the true magazine of our industry." Operators have reported

from all over the world, "The Cash Box Price Lists' alone are worth many, many times the \$15 subscription."

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

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THE CASH BOX

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

Casa Riojas Builds Largest Juke Box For Exhibit at Morelos Fair



CUERNAVACA, MORELOS, MEXICO—The largest juke box in the world was set up here by Casa Riojas, exclusive Wurlitzer phonograph distributors for Mexico, at the Fair and Exhibition of Agriculture, Cattle, Industry and Commerce of the States of Morelos, held recently, where Casa Riojas sponsored an exhibit.

The huge juke box was built and lighted exactly as a real juke box, and stood 15 feet and 3 inches high. It was used as the entrance to the exhibit itself, which was 54 feet 4 inches long and 18 feet 8 inches high and 22 feet 3 inches wide. The building and decoration were planned by the advertising department of Casa Riojas in Mexico City and taken to the Exhibit by special transportation.

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

That this terrific display won the acclaim of all is seen by the fact that the Governor of the State, General Rodolfo Lopez de Nava, extended congratulations to Casa Riojas for this original and effective promotion. And in addition, the judges presented Jose Riojas, owner of the distributing firm, with first prize for what was called the "Big Juke Box".

Pictured herewith are two photographs, (top) a daytime view; and (bottom) a nighttime view.



Those Were The Days!

(Convention Days I Mean)

by

Willie (Little Napoleon) Blatt



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

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

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

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

Looking at the pictures on my office wall, I see one that I particularly cherish—one of the last pictures taken of Jack Keeney. A group of us went fishing in the Everglades. In the party were Keeney, Roy McGinnis, Jack Lovelady of Atlanta, and yours truly. We left on a Friday afternoon and after we had some dinner, it was suggested we while away some time playing poker. I had an idea the stakes would be stiff, with a pretty high limit. When we sat down to play, Keeney told us his limit was five and ten, so I thought he meant dollars. But when he made his bet he put ten cents into the pot. Of course, we all had a wonderful time, and when the game was over we used all the winnings for tips.

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

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

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

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

POOL SUPPLIES

IMMEDIATE SHIPMENT!

- Hyatt "Vitalite" BALLS, 2 1/8", 5 ounce, perfectly round and balanced. Set consists of 4 red, 4 white, 1 yellow, and 1 black, per set of 10 balls, No. BP8 \$16.50
- One-piece maple CUES, 48", red lacquered butts, complete with fibre point, tip and bumper Each 1.95
- "Bumper" rubber back BED CLOTH, 36"x52" Each 7.95
- "Bull Dog" brown leather TIPS, assorted sizes, per 100 1.25
- "10 Minute" cue tip CEMENT, 1 ounce tube Each .20
- "Perfection" cue tip CLAMP Each 20c per dozen 2.20
- Cue top SANDERS Each \$1.95, Sander DISCS per dozen45
- CHALK per dozen 45c, per gross 3.75

COMPLETE ILLUSTRATED SUPPLY CIRCULAR FREE ON REQUEST



STRONG AND DURABLE — EASY TO INSTALL

Phonograph REPLACEMENT PLASTICS



Guaranteed Authentic Replacements to Match Originals

A. M. I.

MODEL A	Tops, l. or r.	\$ 8.95
	Centers, l. or r.	15.45
	Bottoms, l. or r.	11.95
MODEL B	Dome	17.95
	Centers, l. or r.	8.95
	Bottoms, l. or r.	8.95
MODEL C	Centers	8.95
	Bottoms, l. or r.	8.95
E-40-80-120	Metal Grille for lower part of machine—eliminates cleaning plastic louvers. 2 to set	10.00

Write for Quantity Prices • Distributors, Write

SEEBURG

Model 100C—Highly polished chrome tubes (replaces glass tubes). Set of 12 \$14.95

Model 146-147-148 Domes \$15.95
Model C—Chrome Pilasters \$17.50 pr.

ROCK-OLA

Available to fit Models 1422, 1426, 1428, 1432, 1434, 1436 and 1438.

WURLITZER

MODEL 1250 Center Dome \$18.95
Dome Ends, ea. 6.10

MODEL 1400 Center Dome 13.45
Dome Ends, ea. 10.50

Bottom Sides, set of 2 \$16.50

MODEL 1500 Center Dome 14.50
MODEL 1015 Top Corner, l. or r. 7.50
Lower Sides, ea. 5.50

Replace old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear —4 curved colored. \$7.75

Also available to fit Models 950, 850, 800, 750, 700, 600, 500.

TERMS: 1/3 deposit, balance C.O.D. or S/D. Satisfaction guaranteed. All prices F.O.B. Chicago.

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**NEW FEATURES!!
NEW SKILL!!
NEW SCORING!!**



UNITED DISTRIBUTING CO. 800 SO. 18th ST. MATTOON, ILL. (Tel.: 8533)

“Greetings MOA Conventioneers”

from

THE SOUTH DAKOTA PHONOGRAPH OPERATORS ASSOCIATION

We may be small but we're an the ball. We are 80% organized. We are solidly sold on MOA. Many of us will be seeing you at the Conventian.

GORDON STOUT, Pres. NORMAN GEFKE, Vice Pres. HAROLD SCOTT, Sec.-Treas.

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

THRU THE COIN CHUTE

ATLANTA ACTIVITIES



C. P. Dinwiddie, sales manager of Sparks Specialty Co., for the last seventeen years, retires this month. All of his friends in the business are sorry to see him leave. We hear he may go into business in Bradentown, Fla. He's been making trips there periodically through the past few years. Jack Harris takes his place. Jack has been in the sales department for the last thirteen years and is highly thought of by everyone in the business. Dinwiddie is a twenty year clubber. . . . Seeburg service manager of the southern territory, E. C. Blankenbecker, supervised Seeburg schools at Sparks Specialty recently. Harris reports large operator turnout for the two days. Some of those in attendance were Frank Bevers, Pee Wee Coward, Jimmy Young, George Harper, Ed Hartness, H. V. Ford, James Floyd, Frank Floyd, O'Neal Powell, Wimpy Doster, Earl Crowell, Lester Black, W. E. Finley, Louis Treadaway, Jimmy Barnes, Everett Clark, Paul Stripling, W. R. Hobbs, Harold Potter, Frank Cannon, Carl Torkelson, Howard Joiner, Jr., Billy English, Hugh Deacon, Frank Jenkins, Frank Gregory, Charles Van, Felix Sutton, Ted Barns, Sam Warshaw, Redford Collins, T. W. Taylor, J. F. Means, William Josey, J. B. Barns, S. H. Bowden, Pop Rainwater, Merret Brown, Bill Hamm, James Crews, Frank J. Pirkle, The Sparks Boys—C. B. Dinwiddie, and C. P. Jr., George Reynolds, Jimmy Simpson, Jack Harris, Dewey Corley, Smokie Loue, Henry Gardner, Bryon McCrimmon. Bryon McCrimmon has just entered the business and will start in the parts department. Bryon was just released from the army. Miss Flora Kennerly, secretary at Sparks, reports R. M. Sparks is out of the hospital and is doing as well as can be expected. R. M. was in a bad wreck on April 2 and was hospitalized as a result. He was lucky at that. He suffered a broken rib, cuts and bruises, but the driver of the other car was killed. . . . H. C. Robinson, Robinson Distr. Co., out in the field working his Rock-Ola and J. H. Keeney lines. Mrs. Robinson reports that business is at its best. H. C. is working like a beaver trying to get everything in shape so that he will be able to get away for the MOA show. . . . Mr. and Mrs. Sam Cohen contemplating a trip to the MOA show this weekend. Cohen says he is well pleased with the business he is doing. . . . C. O. Moon also reports business is good, and is also figuring on getting away for the MOA show. Moon would like to bring his son along, which will be junior's first MOA meet. . . . At Star Music Co. Jack Gelbart indicates he has been doing a fine business. He says the sales on his AMI phonographs have been good, and indications are that Bally's new “Night Club” is a hit. . . . Jake Friedman out on the Lake. . . . Totsy Johnson out beating the bushes. . . . Spoke to Dyke Hawes, Peach State. Dyke is trying to get his affairs in order so that he can get to the MOA convention. He reports he is doing very well on the Wurlitzer phonos in Georgia and North Carolina. . . . Found J. W. Laster, Spalding Amusement, Griffin, at his desk with what would have made a terrific picture. Laster had the top of the desk taken up completely with The Cash Box and money from his collections and Ed Finley's. Also ran into I. D. Friedman at Lasters. . . . Horace Estes, out, but had a nice chat with Mrs. Estes, his mother. . . . Happy Jeffcoat, Griffith Amusement, wants to get to the MOA to sell all the new equipment.

THRU THE COIN CHUTE

DALLAS DOINGS



We were glad to hear that Fred Ellis of Waco is over his bout with an old-fashioned case of the mumps. . . . Eric Kaszynski of Town North Music Shop was the local winner in the Columbia Records' dealer contest. . . . Abe Susman and Bob De Priest winging their way to Chicago for the MOA convention. . . . Buck Stapleton and the Capitol Record sales staff off to New Orleans for their regional meeting. . . . We wish a speedy recovery for W. F. Pankey of S. H. Lynch and Company who is bedded with pneumonia. . . . Don Morris, service manager at State Music Distributors, attending service school in Grand Rapids at the AMI plant. . . . Peter Noel of Texas Record Distributors, London label, touring South Texas on a business trip. . . . Cliff Wilson, Walbox Distributing Company, just returned from Oklahoma. . . . Mrs. A. V. Clawson of DeKalb shopping the Dallas market substituting for her husband. . . . Other visitors seen along coinrow include Kenneth Rowe of Idabel, Oklahoma: Bert Jackson, Longview; Ernest Vathis, Texarkana; Wilbur Brisco and Henry Moore from Waco; Henry Adams, Killeen; Dick Roberts, Gilmer; W. B. Moseley and Buddy Clem of Paris; Buna Carr, Corsicana; D. Price, Italy; W. E. Lilly, Cleburne; Mrs. R. E. Burns and Jimmy Woolsey of Fort Worth. . . . Gene Williams and Tommy Chatten returned from their fishing trip at Lake Texoma with a nice sized catch.

NEW!
TAKE YOUR CUE
FROM THIS VIEW!

Williams
Imperial Pool

will positively increase your location "take"! Why? Because it has greater play appeal due to the Giant Size Bumpers and the much Larger Balls! And Say—take a look across the wonderful Stay-Straight Top!!!

LARGER BALLS!
GIANT BUMPERS!

Williams **Imperial Pool**

CONVERTIBLE TO 2 OR 3 HOLE PLAY WITH CENTER HOLE PLUG!
Occupies only 36 by 64-inch floor space
Equipped with Williams Stabilizers

Super Deluxe 2-TONE Cabinet

2 DIMES PER GAME!
2 or 4 can play!
3 or 4 sided play!

<i>Williams</i> PICCADILLY 2-PLAYER • 5 BALL	<i>Williams</i> CRANE
Now IN PRODUCTION	
<i>Williams</i> DELUXE 4-BAGGER BASEBALL GAME	<i>Williams</i> KLIK BILLIARDS

Williams
MANUFACTURING COMPANY

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

Weighing Scales — Coinbiz Gold Bonds

CHICAGO—For more years than almost anyone in the industry can remember, coin operated weighing scales have been considered "the gold bonds of the coin machines business."

In 1928, 1929, 1930 and for years after, there was a grand rush to purchase coin operated scales. Scales were considered the top equipment of the industry at the time.

In fact, scales were being imported from Germany and being sold here, just as today scales are exported from this country, and sold world-wide.

Many will probably recall the "Seco" scale of that period. Others will also remember the late Arch Andrews and his first model of the International Ticket Scale which was, at the time, so modernistic and so unique that it won a story in The Saturday Evening Post entitled "Millions in Pennies".

During that period the late Tom Watling introduced and featured his famed "Tom Thumb Scale". This be-

came one of the outstanding standard bearers of the entire coin operated weighing scale industry.

And even the Toledo and Camco and others entered into the field to compete with the "Tom Thumb Scale", the Watling scale endured and outlasted them all.

Today, here in Chicago, Watling coin operated weighing scales are being manufactured to meet the demand of a worldwide market. They are considered the "gold bonds" of the industry.

Many can point to scale operations which have persisted over the years, much longer than any other coin operated machines, and are still earning just as much and more than they ever did for their owners.

In fact, complete routes of scales have been inherited by some now engaged in the industry, and these have continued to be the backbone of the firms that own them.

Jim Mangan Issues Diplomatic White Paper



JAMES T. MANGAN

CHICAGO—James T. (Jim) Mangan, well known coin machine advertising expert, this city, this week mailed a 32-page "diplomatic white paper" called "Report to the Uni-

ALL GAMES RIGHT FROM LOCATION IN WORKING ORDER

Williams KING O SWAT	\$325.00
Williams ALL STAR	135.00
Williams BIG LEAGUE	125.00
NEW Bally BULL'S EYE	Write
ROYAL	55.00
CHIEF	75.00
SPEEDY	165.00
CHAMPION	150.00
ROCKET	175.00

6 FIVE WAY, 5 TENTH FRAME, 7 CASCADE, 7 DELUXE, 8 OLYM-PIC—33 machines. For the lot **\$650**

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)

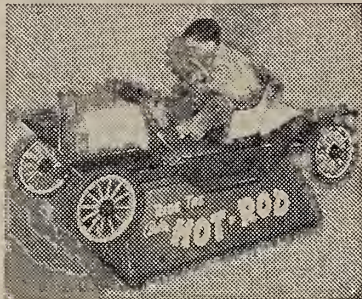
verse" to all delegates to the United Nations.

The document recites the legal background of the seven-year-old space nation, Celestia. A great many coinmen own space in this outer space, and have been granted a passport by Mangan to travel to the Moon on Jim's specially constructed "Space House Ship".

Sensational Bargains
Bally KIDDIE-RIDES
 Brand **NEW** or Like New **USED**



THE CHAMPION



**Bally
HOT-ROD**

Operate Everywhere . . . Make Nothing But Money

NEW AND USED POOL TABLES

All Makes—Ready For Immediate Delivery

AT LOWEST PRICES

PHONE YOUR ORDER NOW

Drop In For A Visit Today

DONAN DISTRIBUTING CO.

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**When
You Enter
The Cash Box
"20 YEAR CLUB"**

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

Bill Gersh
THE CASH BOX
 32 W. Randolph Street
 Chicago 1, Ill.

Dear Bill:

Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year Month

Date of Birth

NAME

FIRM

ADDRESS

CITY ZONE STATE



NEW ENGLAND NIBBLES

Big delegation of distribs and ops exited Hub for the MOA convention in Chicago this week. . . . Ed Ravreby, Associated Amusements (Rock-Ola), planned out with operator Adolph Dugas of Webster, Saturday May 5. . . . Louis Blatt, Atlas Distributors (AMI), left Friday, May 4. . . . Irwin Margold, Trimount Automatic Sales Corp. (Seeburg) and group planned out, and Si Redd, Redd Distributors (Wurlitzer), and another group left for the Chicago sessions. . . . Biz reported good all around with sunshine getting the outdoor locations perking. . . . The executive board of the Massachusetts Amusement Association held a meeting at the Parker House night of April 30 and discussed public relations and the advancement of amusement games in the state. . . . Pool tables still keeping an amazing pace with all distribs reporting demand way up.

Ops in buying for the spring season this week included: John Perry and Dick Johnson, Stoughton; Harry Levine, Milton; Adolph Dugas, Webster; Al Sharpe, Portland, Me.; Ray Faini, Framingham; Dave Baker, Arlington; Lewis and Irving Taube, Manchester, N. H.; Bill Hamel, Concord, N. H.; Ralph Ridgeway, Springfield; Ray Shea, Worcester; Al Dolins, Hyannis; Art Rode, Perryville, Conn.; B. J. Halle, Berlin, N. H.; Martin Oliver, Portland, Me.; and Ralph Lackey, Roxbury. . . . Activity high at Associated Amusements' new headquarters. Opening planned for second week in May. Plans underway to install a one-stop at the Ravreby new plant later on. Richard Mandell, Associated general manager, holding the fort, while bossman Ed Ravreby is at the MOA convention.

At Si Redd's Lincoln Street plant, Bob Jones, genial sales manager, in charge of operations while Si attends the MOA convention. Bally's "Booster Pool" and Chicago Coin's "Clover" and "Advance" pool games going big guns at Redd's and Wurlitzer 1900's getting heavy play from ops. Kiddie rides going out fast here, too. . . . At Associated, United's "Hit Pool" and "Roto Pool" getting the nod from ops. . . . At Trimount, Seeburg "V-200" shipments going out all over New England and big biz reported on arcade equipment and pool games. Guns going big along with baseball games. . . . Big group of ops were in to looksee the new AMI "G-200" phono at Atlas Distributors with Louis and Barney Blatt hosting. . . . Many in the music machine field caught Teddi King's opening at Blinstrub's nitery Monday. . . . Party for disk jocks and music people at Storyville Monday, Apr. 30, started the ball rolling on theme "jazz comes to the supermarket."

See Pool Games As Leading Amusements Thru 1956

Continuing Developments of More Skillful Play Features Plus Automatic Scoring and Fast Play Action Keep Adept Pool Game Players Interested

As Predicted By "The Cash Box" Pool Games Follow Close on Pinball Developments Path

CHICAGO—The belief has now become general thruout this coincenter that the pool games will continue as the leading amusement thruout 1956.

This is based on the continuing development of new style play features as well as the incorporation of ideas which stem back to the great growth of the pinball field.

The more skillful play features, automatic scoring, three and four sided play-action, front play pool tables, new style bumpers and also new ideas in progressive scores, as well as all the other new features which are being added to each new pool game as it appears on the market, help all to realize that the pool games business will continue to lead the amusements division of the industry in volume production and sales.

The lower cost of the pool games has proved tremendously attractive to a great many operators. Many who never were engaged in the amusements division, who specialized in music and vending, have added pool games to their routes. They are find-

ing that this is an extremely lucrative operational feature.

As the players, themselves, become more proficient, the manufacturers are hard put to develop new, better and more tantalizing skill features to maintain the interest of these more skillful players.

It is noteworthy to comment here that *The Cash Box*, very early in the pool games boom, predicted that the members of the industry would not recognize the first type pool tables produced in '55 as time went on.

The Cash Box reported that the development of the pool games was following closely the general course of pinballs.

This is even more noticeable at this time as progressive scoring, as new style bumpers, as total scores and other features are being presented.

The Cash Box still is of the opinion that the pool games which will be presented at the end of '56 will be a far, far cry from what was in vogue in late '55.

THE GREATEST GAME OF SKILL SINCE SKILL POOL!

ENTIRELY NEW INNOVATION
IN POOL GAME PLAY!
EXHIBIT'S

SPANISH POOL



TABLE LAMP IS STANDARD EQUIPMENT

Steel supported
playfield stabilizers
under surface of playfield
prevent warping.

Features a
Completely New
and Different
FRONT END PLAY!

ON DISPLAY AT
YOUR DISTRIBUTORS!
CALL HIM TODAY!

- ★ TAKES EVEN LESS SPACE THAN THE ORIGINAL SKILL POOL!
- ★ REQUIRES SKILL AND THINKING—YET IS EASY TO LEARN AND PLAY!
- ★ HAS THE SAME PLAYER FASCINATION THAT MADE SKILL POOL SUCH A FABULOUS MONEY-MAKER IN LOCATIONS EVERYWHERE!

NOT A
COPY!

NOT A
VARIATION!

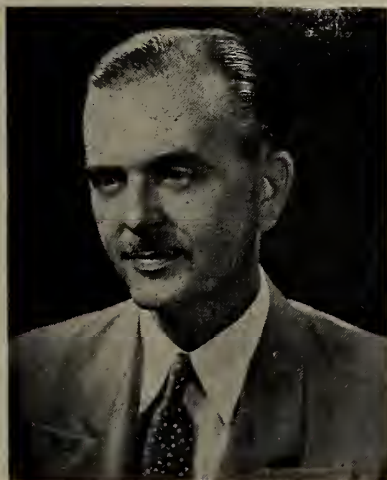
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IMITATION!

THE EXHIBIT SUPPLY CO.

Established 1901

4218 W. Lake St. • Chicago 24, Illinois • Phone: VA 6-3100

J. H. Keeney & Co. Shows New "Deluxe Soup Vendor"



BILL COAN

CHICAGO—J. H. Keeney & Company, Inc., this city, is showing its brand new Soup Vendor for the first time this week.

The "Keeney DeLuxe Soup Vendor" features three different powdered hot soups. These are the three most popular soups in the U.S. Namely: Beef, Chicken and Potato.

The new "Keeney DeLuxe Soup Vendor" has a capacity of 300 cups of soup and is sized so that it can be conveniently and easily located in any place without taking up unnecessary space.

Bill Coan, salesman of the Vending Machines Division of J. H. Keeney & Company Inc., reported this past week:

"Due to the great demand we have had from operators of our cigarette, coffee and cookie vendors, we have just gone into production on our new 'Keeney DeLuxe Soup Vendor'.

"We're showing the merchandiser for the very first time at the MOA convention at the Morrison Hotel here in Chicago.

"We fully believe that those who have seen, and are now operating, our other vending machines, can rest assured that the 'Keeney DeLuxe Soup Vendor' will be just as perfect a machine for the operator.

"Every Keeney vendor is tested and retested and then perfectly set for the operator so that he is assured easier and better operating and the greatest possible profits."

Keeney will also show its complete line of pool games along with its vending machines at the convention.

City Attorney Writes New Ordinance

Mayor Ben Fisher, Jr. Appoints License Committee to Aid in Preparation

MELVINDALE, MICH.—An error was contained in the published report from this city (April 28 issue) that Roy Small, public relations director and conciliator of United Music Operators of Michigan, was to write the license ordinance for this city.

Robert Childs, City Attorney, is to write the ordinance. He will then present this new ordinance to the Mayor and the City Council. He will be helped in the preparation of the new ordinance by the License Committee of the City Council appointed by Mayor Ben Fisher, Jr.

Genial and fair minded Mayor Ben Fisher, Jr. asked that Roy Small also be considered among those who would help with the preparation of the new ordinance as far as automatic music is concerned.

Repair Unit Ready

CHICAGO—"Our 'A.B.T. Challengers' and 'Rifle Sports' are now being shipped in quantity", stated John Frantz of the J. F. Frantz Manufacturing Company, this city.

"Now that we are beginning to catch up with our backlog of orders, we are able to give additional attention to our repair department.

"A.B.T. machines were turned out by the thousands before we took over their manufacture. Some of this equip-

ment is certain to be in need of repair.

"Our fully equipped, modern repair department guarantees complete factory reconditioning on all A.B.T. machines, as well as on the 'Aristo Weighing Scale' and 'Baker Catcher and Kicker', which we also manufacture.

"We also have on hand a full line of parts for the machines", Frantz declared.

Ya Ain't Seen or
Heard Nuthin' Yet-
UNTIL YOU SEE THE NEW

AMI

"G-200"
NOW ON DISPLAY

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

It is understood that the new ordinance will divorce automatic music from amusements.

City Attorney Robert Childs, it is reported, in collaboration with the License Committee, will prepare a very outstanding ordinance for the City Council's vote.

As yet the actual fee that will be charged for the operation of automatic phonographs in this city is unknown.

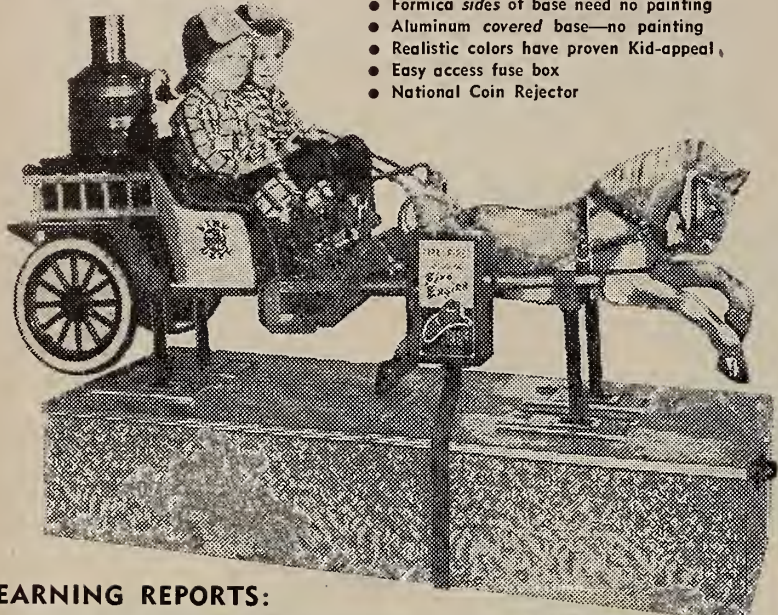
Serving on the Committee, appointed by Mayor Ben Fisher, Jr., cooperating with City Attorney Robert Childs, are Howard Price, William P. Radak, Harold Messinger, William S. McKittrick, Albert Tononi and Dee Wilson.

**Hottest NEW RIDE
in three Years!
STEAM FIRE ENGINE**

Combining the proven appeal to kids of the horse and the Fire Engine in one ride!

SPECIFICATIONS: 72" x 24"

- Durable molded Fibreglass horse
- Molded seat, no upholstering necessary
- Formica sides of base need no painting
- Aluminum covered base—no painting
- Realistic colors have proven Kid-appeal
- Easy access fuse box
- National Coin Rejector



EARNING REPORTS:

"NOTHING LIKE IT"
"A FABULOUS MONEY-MAKER"
"TERRIFIC INCOME"

THE BERT LANE COMPANY

1860 N.E. 146th STREET NORTH MIAMI, FLA.
Phone: Dade 6-4437

**THRU THE COIN CHUTE
CALIFORNIA CLIPPINGS**

This week finds many independent record distributors and coin machine distributors attending the M. O. A. convention being held in Chicago. Los Angeles is being well represented by the large contingent of operators that are attending the convention from this area. . . . Hank Tronick, Minthorne Music Company, was awarded a plaque by the Exhibit Supply Company for the outstanding sales job that Minthorne has done with its "Skill" pool game. Hank is very pleased with the reaction the operators are showing to EP's at the one-stops. . . . Everyone happy that Ben Korte, of Glendale, was well enough to attend his first board meeting of the Los Angeles Division of the California Music Merchants Association. . . . At Badger Sales Company, Inc., Bill Happel and Al Silberman proudly showing the operators the new AMI "G-200" High Fidelity phonograph that had just arrived in the showroom. They were demonstrating the mechanism of the machine that is completely on one base plate which slides out on a turn table that revolves 180 degrees. This feature allows for easy servicing from the front and the elimination of any back door. Fred Gaunt busy planning a large party to celebrate the twelfth birthday of his twin sons, Dick and Fred, Jr. . . . At California Music Company, Gabe Orland is very happy with results of the 2-way radio system that is being used with their service trucks in conjunction with MAC Vendors. Gabe says that this system permits much faster and better service and is a great money saver. He was being deluged with orders from operators on his EP mailer and many contained notes thanking him for the service. Sam Ricklin announcing that they will be breaking ground for the new building within a couple of weeks. Martha Delgado believes that Vaughn Monroe's RCA Victor release of "Rock And Roll Express" will be a big hit for him.

George Nachtweik, former Los Angeles operator, visiting his friends along Pico with his wife and new baby daughter. . . . John Freeman receiving great interest from operators on Williams' new "Crane" at Simon Distributing Company. Jack Simon in Las Vegas visiting his accounts and then on to Chicago and the M. O. A. convention. While Jack is out of town, John will be keeping himself busy supplying equipment for a new arcade that will open this season in the local beach area. . . . Virginia Lee, pretty little singer, was given a farewell party at Romanoff's before leaving on her seven-week USO tour in Alaska. . . . At C. A. Robinson & Company, Charley Robinson and Dave Wallach saying they have three winners in United's "Star Slugger" baseball game, with its free game unit, "Hit" pool game and "Stardust" in-line game that are all recording big sales with the operators. They are completely sold out of "Stardust" and are awaiting another shipment which Charley hopes will arrive before his departure for Chicago and the M. O. A. convention. . . . Red Catlin drove in from his vacation in Blythe to visit his partner, Jess Herman. . . . At Leuenhagen's Record Bar, Kay Solle was predicting that "I'm Mad With You" by Moon Mullican on the King label will go both Western and Pop. Rush Adams dropped by to see Kay and her sister, Mary, and received word that his recording of "The Birds And The Bees" with Loulie Jean Norman on the MGM label was doing well with the operators. There was a big discussion among the operators visiting the "Bar" about Carole Creveling's new single on the Euterpean label of "Willow Weep For Me" which they feel puts her in the "progressive" class. Claire Solle reports that "Te Amo" by The Mulcays has really taken off with the operators. . . . Ken Arnold, in from Blythe, seen along Pico with his son, Dennis.

Phil Robinson off to the M. O. A. convention and consultation at the Chicago Coin Machine Company's factory. Phil says that demands exceed the supply for Chicago Coin's "Advance" pool game and that he can't keep one on the floor. . . . The next meeting of the Los Angeles Division of the California Music Merchants Association will be held May 22nd at one of the nicer Los Angeles hotels or restaurants. . . . At Paul A. Laymon, Inc., Charlie Daniels busy on the phone taking orders for Bally's new "Booster" pool game while Ed Wilkes and Jimmy Wilkens are doing the same on the floor with Bally's "Night Club" game and the Rock-Ola phonograph. . . . Operators Joe De Luna and Dale Endley spent a few days last week on a business trip through the San Joaquin Valley. . . . Gary Sinclair, West Coast sales representative for Wurlitzer, and Mark Bloom, Wurlitzer Distributor for the state of Kansas, in town and visiting Wayne Copeland at Sierra Distributors. Jay Confer, general manager of Culp Distributors Company in Oklahoma, returned to his home office in Oklahoma City after a two-week stay in Los Angeles. With continued good sales of the Wurlitzer "1900", many operators in the Los Angeles area will qualify, by their purchases of "1900s", to attend the big three-day Wurlitzer Centennial Celebration to be held at the Wurlitzer Park in North Tonawanda, New York. Frank Davis, formerly of Minthorne, has joined the staff of Sierra. . . . Operators seen along Pico this week were: John Endo and Tom Tomoyasu of Jet Music; William Thompson and his brother, Sheridan, of Long Beach; Walter Cook of Palos Verdes; Bill Bradley of Covina; S. L. Griffin of Pomona; Pete Shupp of South Gate; Henry Van Stelton of Whittier; George Van Drake of San Bernardino; Bill Williamson, Lou Daniels and his partner, Paul Colaluca of Gardena; Bill Mutchnick of El Monte; Jack Spence, Jack La Greca of Los Angeles and George D'Arcy of Paramount.

**THRU THE COIN CHUTE
WEST TEXAS TINGLES**

M. T. Cornelius, Abilene, talking shop to Mrs. Bert Alcott. . . . Mel and Pee Wee Harp, Harp Music Company, Sweetwater, working late at night setting up pool tables. They have just started using pool tables because of the limited amount of space available in the locations there. . . . Tex Keel, Colorado City, eating a late dinner. . . . Tommy Withrow, Midland, getting all set to attend the MOA convention of which he is an official. He hopes to have some of the West Texas Operators on the program during the convention. . . . George Green, Odessa, talking about expecting this to be one of the best years that the West Texas operators have experienced in quite a while. . . . Bill Sheffield, Odessa, just returned from a trip to Paducah to see how things were running there. . . . Roland and Shirley Duncan, Odessa, are anxiously awaiting the arrival in June of a little sister (they hope) for Butch. . . . Dan Daniels, Pecos, in a hurry to get started checking his route in Monahans.

Congratulations MOA

from

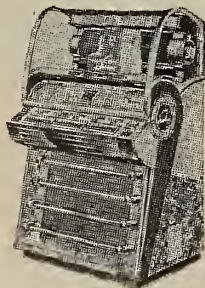
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DOUBLE YOUR PROFITS with Keeney's ARCADE AND FLICKER POOL



It's YOUR OPPORTUNITY—Mr. Operator—to DOUBLE your PROFITS with Keeney's ARCADE and FLICKER POOL. Here's why they give your locations twice as much action:

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Wurlitzer Foundation Awards Scholarships To Four



R. C. ROLING

NORTH TONAWANDA, N. Y.—Four college scholarships, worth \$1000 each per year toward a four-year enrollment in any accredited college or university, have been awarded to three children of employees and to one employee of The Rudolph Wurlitzer Company, it was announced today by R. C. Roling, president of the company.

The four winners are: Roy James Lamm, 243 Irvington Drive, Town of Tonawanda, New York; James Walter MacGinnitie, 718 Normal Road, De Kalb, Illinois, a high school student and an employee of the De Kalb Division of the Wurlitzer Company; Loren Robert Rothschild, 13006 Otsego Street, Sherman Oaks, California; and Paul John Tardif, 36 Massachusetts Avenue, Buffalo, New York.

THE BEST IN MIDDLE WEST

RECONDITIONED—READY FOR LOCATION

POOL TABLES	\$125.00
Genco WILD WEST	325.00
Genco RIFLE GALLERY	225.00
Genco QUARTERBACK	245.00
Exhibit SPORTLAND	225.00
ChiCoin SUPER HOME RUN	225.00
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Gottlieb DIAMOND LIL	175.00
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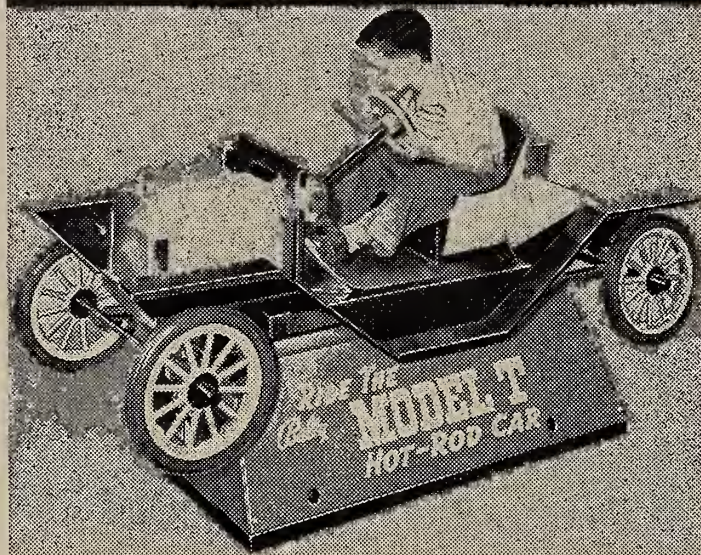
The awards are the result of a competitive college scholarship program established by The Wurlitzer Foundation, a non-profit educational and philanthropic organization.

Twenty-five children and grandchildren of Wurlitzer employees and one employee competed for the scholarships through exams prescribed by a committee of professors at the Illinois Institute of Technology, Chicago, Illinois, and administered by local high school principals.

The Wurlitzer Foundation Scholarships have been set up to recognize and encourage those persons showing "the greatest promise of future contributions to the social and cultural life of their community, as indicated by their present scholastic achievement, social maturity, and constructive personality traits."

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THRU THE COIN CHUTE EASTERN FLASHES

There's nothing like sunshine and clear weather to bring out pep and optimism along coinrow. All wholesalers busy with visiting ops and shipping equip. As a matter of fact, a considerable number of reconditioned amusement machines and juke boxes have been shipped to customers catering to summer trade. As last week-end was sunny and bright, ops feel their collections along highways, shore, and resort areas will be up. What's a matter of concern to ops in the city, is the TV broadcasts of baseball games. Not only are the Yankees, Giants and Dodgers airing home games, but the Dodgers, this season, are bringing in a large number of out-of-town games. As one of the music ops stated, "These TV games are cutting down the number of play hours, and if we don't start getting a dime right away, we're going to be in plenty of trouble."

No matter how many hours of peak play music ops here get, they're much better off than those in Bogota, Colombia. This week, a city ordinance was put into effect banning the use of juke boxes in about 3,000 bars, cafes and other public places from the hours of 6 P.M. to 6 A.M. (We wonder when the patrons will patronize the juke boxes under these conditions). . . . Joe Young and Abe Lipsky, Young Distributing, supply a juke box to NBC-TV which was used in a program on Friday night "Big Story", and on Sunday "Frontiers of Fate". . . . Al Simon, Albert Simon, Inc., returns this week-end (May 5) from a two week vacation in Miami Beach with his wife and family. Meanwhile Al D'Inzillo tells us that ChiCoin's and Genco's pool and amusement games going well. . . . Sandy Moore, the Long Island distrib and operator, off to the MOA show. . . . Ben Chicofsky greatly relieved now that his wife is recuperating from an operation this week. Ben makes a statement that should be remembered by everyone—"I hate to go to hospitals, but after being in one, I'm very thankful that I'm in good health. Business, money and personal problems lose their importance after seeing those poor sick people." . . . Gertrude Browne, Beacon, N. Y., loading up with supplies, and ordering some new equip. Weather great in her area, and she looks forward to a nice pick-up in collections.

Barney (Shugy) Sugerman and Abe Green, Runyon Sales, smiling broadly over music op reaction to the new AMI model "G-200" phono. "I hope AMI has a terrific production program, because it seems as if I could keep them busy all by myself" says Shugy. Both Abe and Shugy leave Friday for MOA, and Ed Burg of Newark, N. J., leaves Saturday. Irv (Kempy) Kempner, dying to get on road to talk AMI "G-200", held up at the office all day Tuesday greeting ops. However, gets away on Wed., off to see Conn. ops. . . . Harry Koepfel, Koepfel Distributing, leaves for Chi for MOA show. Hopes to greet some of his many customers. Hymie will stay in main office during Harry's absence. . . . "Senator" Al Bodkin has a busy week-end. Celebrates his 21st wedding anniversary on Friday, May 4, and then off to Chicago the next day. The "Sen", guest of honor at the UJA-Coin Machine Industry banquet on June 13, and Lou Boorstein, chairman, working day and night to make this event the greatest success in history. . . . Sidney Levine, attorney for MOA, recuperating from his recent operation, spent most of the week at home so that he would be able to attend the Convention. Even so, Sid will have to take it easy. . . . We understand quite a delegation of N. Y. ops to be at show, headed by Al Denver, president of Music Operators of New York, and a vp of the national group. . . . Probably there's no one busier thruout the country than Mike Munves. We had to fight our way into his place this week. Sidewalk loaded with crated equipment awaiting trucks. And everyone inside rushing around. . . . Meyer Parkoff was out when we dropped in at Atlantic New York Corp., and Murray Kaye, Nat Solow and Gene Brody all busy with customers. Couldn't get any items here, but it was quite evident that the Seeburg phonos were keeping all the bunch here busy.

THRU THE COIN CHUTE UPPER MID-WEST MUSINGS

John Buterac, Arrowhead Amusement Co., Hibbing, Minn. spent a few hours in the Twin Cities shopping for equipment for his route. Johnny made the trip in his new Cadillac. . . . Mr. and Mrs. A. A. Cluseau of Grand Rapids, Minn. took off for a week's vacation at Excelsior Springs, Ark. but before Gabby could take off on the trip he had to call on his good friend and competitor to bring his suitcase to Minneapolis. . . . Ron Manolis of Huron, S.D. and Ted Salvesson Sr., also Huron, had talked about coming into town together but didn't. However, by coincidence, they made the trip into the Twin Cities and met each other here. Ted shopped around and picked up some used phonographs for the route. . . . Mike Young of Soldiers Grove, Wisc. spent a day in the Twin Cities shopping for equipment for his route and also picking up records for his juke boxes. . . . Mr. and Mrs. James Stolp of Greenbush, Minn. were seen busily shopping for records for their route. . . . Pat Boone, Dot recording artist, spent a day in Minneapolis making the rounds of the DJ's with members of the Harold N. Lieberman Company who are the Dot distributors in this area. . . . Seen here and there shopping for equipment and picking up parts and records were Ben Kragtorp of Tracy, Minn.; Frank Phillips of Winona, Minn.; Floyd Shaw of Eden Valley, Minn.; Stan Woznak of Little Falls, Minn.; Red Wilbur of Duluth, Minn.; Fred Kovanen of Moose Lake, Minn.; Jim Stansfield of Winona, Minn.; and Wilfred Jahnke of Red Lake Falls, Minn.

THRU THE COIN CHUTE

CHICAGO CHATTER

This issue of The Cash Box set a new speed delivery record. It came off the presses in New York at noontime on Saturday and was on hand for convention earlybirds in The Cash Box' suite at the Morrison Hotel, Chicago, late Saturday afternoon. More than 36 hours ahead of regular scheduled distribution time. Another great tribute to American printing ingenuity, transport speed and commercial progress. . . . Avron Gensburg, Ralph Sheffield and Al Warren showing Genco's new "Hi-Fly" baseball game. The trio tremendously enthused over the reports which they received from their distributors. Believe that their new "Hi-Fly" destined to be one of Genco's greatest. . . . Ed Levin of ChiCoin telling about the firm's appointment of R. Warncke & Co. of Houston, Tex. as its distributors in that area. Sam Gensburg, in the meantime, advises that the firm's newest, "Rotation Pool," already being shipped in good volume and has met with instant approval. . . . Ben and Trudy Coven busier than ever preparing for the confirmation of their son, Jeffrey, at the Covenant Club. . . . John Haddock, Bill FitzGerald, Ed Ratajack, Max Levin and the entire staff of AMI all hepped up over reception of its new "G-200" as well as its public relations program. . . . Gee, Dad, it's—R. C. Rolfing, Morris Bristol, A. D. Palmer, Bob Bear, and lots of others from Wurlitzer. All busier than bees getting ready for so many, many things. Like the opening of a big southern plant. The 3 day festival at No. Tonawanda this August. Sales

and more sales.

The peanut machine serviceman made a bad mistake that so irked his operator-boss he fired him. The serviceman, after some argument, sadly stated, "Well, I learned something working for you." The operator asked, "What's that?" wondering whether he might not have acted too hastily in firing him. "I learned," the serviceman replied, "that twelve ounces make a pound."

Sincerest condolences to George A. Miller on the loss of his mother this past week. . . . Lou Boasberg of Noo Orleans advises that the entire back part of his Canal St. Arcade will feature pool games. The press in his city very much interested in this development and will be on hand to take pictures. . . . Busier than ever long before convention week got under way, C. T. McKelvy, Tom Herrick, Bob Dunlap, and all the others over at Seeburg where so many called around to say "Hello." . . . Dave, Nate, Sol and Alvin Gottlieb along with Judd Weinberg not only greeting the firm's friends even before the conventions and meetings got under way but having dinner with distributors. . . . Dave Rockola, Ed Ristau, Les Rieck, Kurt Kluever and Wayne Bradfield on hand to greet all visitors to the big Rock-Ola factory and at the Rock-Ola booths. . . . The entire Bally factory a busy, busy spot as visitors flock in to greet Ray Moloney, George Jenkins, Herb Jones, Bill O'Donnell, Tom Callaghan, Dan Moloney, Art Garvey, Phil Weinberg and all the others and also enjoy the hospitality and entertainment of that "Entertainer DeLuxe" Bill O'Donnell and his assistant, "Texas Phil" (Weinberg). . . . Keeney's Billy Coan thrilled with the firm's new DeLuxe Soup Vendor and showing it to one and all along with Keeney's other merchandisers, while Roy McGinnis, Paul Huebsch, Bill Bolles, Vel Allbritten and other Keeneymen show their pool games.

They still talk about the three operator-partners who held a conference on how to best operate a brand new game they'd been given to test. "Let's crowd the game with plenty extra awards and charge fifty cents a play," said one. "No," said the second, "let's crowd the playing field and back glass with pictures of pretty girls and charge a quarter a play." "Listen you town," said the third partner, "let's crowd the game with players and charge a dime." Claim prettiest switchboard girl in town is Barbara Hartmann at Genco. . . . Fred Kline, brother of Joe (First Coin) Kline, is laid up with recurring malaria that he picked up during War II. (Get well quick, Fred). . . . Vince Shay, Stanley Levin and Mickey Shaefer of All-State, chorus their answer to conventiontime, "Let's have fun." . . . Harry Williams, Sam Stern and Art Weinand thrilled to teeney-weeney pieces with the success of their latest products and enjoying the commendation of all at the convention. . . . "We'll show pool games only," stated Sam Lewis, Frank Mercuri, Ed Hall, Chet Gore of Exhibit. This firm showing at both MOA and NVA conventions one after the other. . . . Nice card from Mary Gillette, countersigned by her gals, Ina Fitzsimmons and Charlotte Hughes who are basking in Jamaica's sunshine. . . . Thanks a million to Bill Rodstein of Philly

whose very sweet letter re: How great The Cash Box is. . . . Gorgeous circular sent out by Herb Jones featuring sweet sweetheart, Betty Johnson, and her great disk of "Honky Tonk Rock" b/w "Say It Ain't So, Joe." . . . John Frantz all hepped up over production now under way for the products he's taken over and the business that his firm receiving from all over everywhere as a result. . . . Gil Kitt, Joe Robbins, Jack Burns and Jerry Bremner of Empire take time out to extend a big invitation to one and all to visit with them at their very special suite in the Morrison Hotel during the convention. . . . Jammed to the rafters—that's what started over at United long before convention doors opened—and is still going on—with Herb Oettinger, Bill DeSelm, Johnny Casola, and all the other grand guys (even including "Big Swede" Helstrom) entertaining all visitors but royally (or should we say 'Unitedly'?). . . . Can you answer this question: What Will Boom Juke Box Play?

The brand new operator who had just bought and located his first game, after a week of anxious days and sleepless nights, rushed eagerly and starry-eyed to his one location to make his very first collection. When he got there he found the machine turned about, the plug pulled and the game loaded high with empty cases under which hung a crudely lettered sign reading, "Out Of Order." Inquiry revealed that the game had become unplayable the day after he'd located it. Not knowing a thing about repairing the machine he phoned the distributor to quickly send out a mechanic. In the meantime he removed the empty cases, opened

PICK UP

YOUR COPY

OF THE MOA ISSUE

OF THE CASH BOX

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- Joe Robbins**
- Jack Burns**
- Jerry Bremner**

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CHICAGO CHATTER (Cont.)

up the game and stood staring in amazement at the maze of complex wiring and mechanism. He was still staring when the mechanic walked in. The mechanic looked at him and asked, "Your first out of order?" When the new operator replied in the affirmative, the mechanic smiled encouragingly and said, "Mine, too."

Zeke Wolf and Harold Brown at Auto-Bell expect plenty visitors to see their latest. . . . Ted Rubenstein expects his firm to be one of the busiest of the busy with his new phono plastic replacements and his new kit. . . . Clarence Schuyler of Games, Inc. arranged appointments to coincide with the convention. . . . Maurie and Eddie Ginsburg, Nate Feinstein, Harold Schwartz and Bill Phillips greeting many friends and visitors at their beautiful Atlas Music building. . . . Mike Spagnola and Phil Weisman proud of the new AMI "G-200." . . . Don Moloney and Mac Brier looking things over and talking Bally products all over everywhere. . . . Wally Finke, Joe Kline and Sam Kolber asking one and all "What's New." . . . Fred Minter and Bud Kottke of Gateway making deals as fast as they can. . . . Charles (Little Jimmy) Johnson cracking one joke right after the other and giving everyone a grand bellylaugh. . . . Charley Pieri looking things over to see what's what and why. . . . Joe Schwartz, Ronald Schwartz, Mort Levinson and Sheldon Spiro doing business right along. . . . Herb Perkins and Monte West at the Keeney booths telling local ops where to come to buy.

HAPPY BIRTHDAY THIS WEEK TO: Herbert Oettinger, Chicago, Ill. . . . Earl F. Palmer, Chicago, Ill. . . . Max Roth, Wilkes-Barre, Pa. . . . Otto F. Wissner, Mt. Clemens, Mich. . . . Manning Whitbeck, Schenectady, N. Y. . . . Charley Aronson, Brooklyn, N. Y. . . . Otis C. Wood, Andalusia, Ala. . . . Otto Gage, Fayetteville, Ark. . . . Jack Kelner, Chicago, Ill. . . . Alex A. Mitchell, Montgomery, W. Va. . . . Jack Simon, Los Angeles, Cal. . . . Frank J. Mandia, Shrewsbury, N. J. . . . J. Leon Horkin, Birmingham, Ala. . . . Nat Cohn, New York, N. Y.

WORTH REPEATING: It is not so much what we know as how we use what we know.

at **BOOTH 14**

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64,000,000 Employed

Thruout U. S. In April.

This is Highest Figure

For Any April in History

WASHINGTON, D. C.—Regardless of the fact that certain employment areas are spotty, the number of employed workers in the United States was 64,000,000 in April, the highest figure for any April in history, according to figures supplied by Government experts this week.

In addition to this high employment, these experts advise that the number of jobless declined by more than 300,000 to a total of 2,500,000.

The highest employment level this country has ever reached in any month came last August, when 65,000,000 workers held jobs.

Following the release of these statistics, Sinclair Weeks, Secretary of Commerce, told a news conference that he felt a "cheery optimism" about business and employment. Weeks predicted that the second quarter of the year would "at least equal" the high levels of business activity registered thru the first three months.

Weeks also discussed the report from the Office of Business Economics, which showed that personal income reached a record annual rate of \$315,000,000,000 in March. This was \$1.5 billion above the February level.

For the first three months of this year, Weeks said, personal income ran at an average annual rate of \$313,700,000,000, a gain of over \$20 billion above the first quarter of 1955. He said most of the increase had been in wages, which rose by \$1 billion. There were higher average earnings. Another factor was the recent amendment that raised the minimum hourly wages in industries from 75c to \$1.

These two items are of particular interest to coinmen, particularly those with equipment patronized by spring and summer vacationers. With more people employed and with more people having extra money to spend, locations catering to travelling and vacationing workers will surely find added play on coin operated machines. This is a good hint to these operators to make sure they have the best amusement machines and juke boxes spotted in locations which tourists will be patronizing.

HAVE YOU BEEN ACTIVELY ENGAGED IN THE COIN MACHINES INDUSTRY FOR 50 YEARS OR LONGER?

If you have, you are eligible for membership in the "Golden Circle" of the "20 Year Club". There are, at the present time, four members of the "Golden Circle". They are

- Harry S. Lavine, Oil City, La. 57 Years
- Cece Mills, Chicago, Ill. 54 Years
- Albert S. Levy, Dayton, O. 53 Years
- George R. Thayer, Binghamton, N. Y. 50 Years

HAVE YOU BEEN ACTIVELY ENGAGED IN THE COIN MACHINES INDUSTRY FOR 20 YEARS OR LONGER?

If you have, you are eligible for membership in the world-famed "20 Year Club". Over 1,000 men and women of the industry are now members of the "20 Year Club". Remember — there are no dues, no costs to you of any kind whatsoever. The "20 Year Club" was created to honor those men and women who have given 20 years or more of their lifetimes to help build this industry.

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If you have, you are eligible to become an "Alternate Member" of the "20 Year Club". You automatically enter into the "20 Year Club" when you reach your 20th year in the industry. You receive all privileges of all members of the "20 Year Club" as well as the advantage of being a member of the one and only club that honors the people who helped build this industry.

FILL OUT AND MAIL THIS APPLICATION TODAY !!!

I HAVE BEEN ACTIVELY ENGAGED IN THE COIN MACHINES INDUSTRY FOR:

- 50 YEARS
- 20 YEARS
- 10 YEARS

DAY, MONTH, YEAR WHEN I ENTERED THE INDUSTRY

DAY, MONTH, YEAR OF BIRTH

FULL NAME

MAILING ADDRESS

CITY ZONE STATE

TEAR OFF AND MAIL TODAY TO:

Bill Gersh, THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

English Amuse Ops To Discuss Legislation

LONDON, ENGLAND — England's amusement machine operators are confronted with impending legislation on the subject of "gaming", which could have serious repercussions among what is called here "single site" operators.

In order to discuss this serious prob-

lem, the Amusement Trades Association invited all its members, and non-members as well, to attend an open general meeting at the Shaftesbury Hotel, London, on May 2.

It is feared that the new legislation may result in the imposition of harsh restrictions.

Even greater than our "Champion Baseball"

NOW READY... GENCO'S NEW, EXCITING BASEBALL GAME

FOR 1 OR 2 PLAYERS



NEW!
ADJUSTABLE
HOLD-OVER
PENNANT FEATURE
and multiple or
single replay

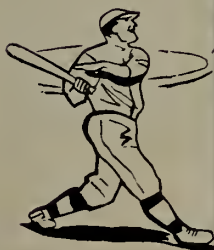
NEW!
KING SIZE
1 1/2" SOLID
BREAK-PROOF
BALLS!

**BALLS SOAR
4 FT. THROUGH THE AIR
WITHOUT THE USE
OF RAMPS**

NEW!
COMPACT
PIN GAME SIZE
CABINET
—only 60" long, 24" wide,
69" high

NEW!
COLORFUL
FORMICA
PLAYING FIELD!

- Scores — singles, doubles, triples, home runs
- Over the Fence Feature — Scores up to 50 Runs
- "Pennant" feature scores 100 Bonus Runs
- Back rack shows realistic base-running action
- Realistic Wooden Bat
- Beautiful, modernistic cabinet with new mar-proof finish



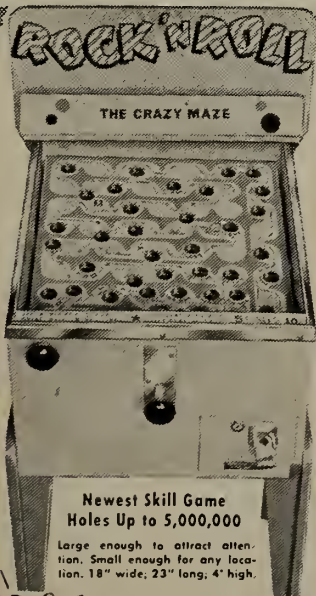
3 OUTS AN INNING
—adjustable to 1, 2, or 3 Innings

SEE your GENCO Distributor

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

**It's crazy, man
...but how they
like to play it!**

**ROCK 'n ROLL
THE CRAZY MAZE**



Newest Skill Game
Holes Up to 5,000,000
Large enough to attract attention. Small enough for any location. 18" wide, 23" long, 4" high.

Player rocks playing field in all directions to move ball along the road, thru the maze. The further he travels the higher the score and excitement mount. A fast, suspenseful, thrilling game that keeps them playing and spending.

See ROCK 'N ROLL On Display At Your Distributor or write to

INTERNATIONAL MUTOSCOPE CORPORATION
44-02 Eleventh Street, Long Island City 1, N. Y. STiltwell 4-3800

Newark, N. J. Council Considers Licenses For Vendors

NEWARK, N. J.—An ordinance to give the City Council here more stringent control over milk vending machines was taken April 19.

This ordinance was recommended by City Health Officer Aaron H. Haskin.

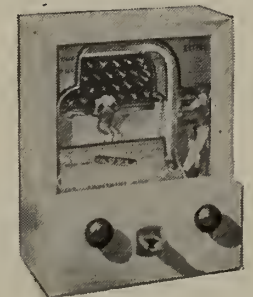
Action on another ordinance which would regulate machines vending bread, sandwiches, candy and other foods was delayed by the council at the request of City Corporation Counsel Vincent P. Torppey, who said he wanted to rewrite some sections of that measure.

Haskin explained he doesn't want milk and sandwich vending machines in unsanitary sections of factories or in dirty basements.

The milk ordinance would require a \$10 license fee for each machine. A license could not be granted without Haskin's approval.

A fee of \$1 to \$10 was suggested for other vending machines, with the lowest rate for penny-candy devices.

KICKER & CATCHER



- A.B.T. Rifle Sport Gallery
- A.B.T. Challenger (Target Pistol)
- A.B.T. Weighing Scale
- Pace Aristo Scale

Manufacture and Sales
J. F. FRANTZ MFG. CO.
1940 W. LAKE ST., CHICAGO 12, ILL.
(Tel.: TAYlor 9-2399)

Full Line of Parts at all times. Repairs and Reconditioning on all A.B.T. equipment

All vending devices would be barred in areas where zoning regulations prohibit businesses.

GOTTLIEB PRESENTS

DERBY DAY

The Sport of Kings With All Its Action, Color and Thrills



- Chrome Plated Cabinet Guards Around Flipper Buttons
- Extra Heavy Duty All Steel Legs and Plated Side Rail Cigarette Holders

Subject to AMUSEMENT TAX Only!

SEE DERBY DAY AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs
as American as Baseball and Hot Dogs!

4 Targets and 6 Rollovers Advance Lights For Each Horse

Horses Arriving in Win, Place and Show Positions Light Hole For Special Score

Lining Up All Horses at Any Point in Race Lights Rollover Button For Specials

- High Score to 7 Million
- 2 Cyclonic Kickers
- Actionized Pop Bumper
- 2 Super Powered Flippers

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

FOR DAVIS REBUILT EQUIPMENT WITH DAVIS 6-POINT GUARANTEE
Call Us Collect—
Syracuse 75-1631
Phenographs converted to 10c play if requested.

DAVIS CORPORATION
SEEBURG FACTORY DISTRIBUTORS
725 WATER STREET
SYRACUSE, NEW YORK

Chicago Coin Shipping New "Rotation Pool"

CHICAGO—Shipments are already under way of Chicago Coin Machine Company's new "Rotation Pool" to the firm's distributors all over the nation, according to Edward E. Levin, sales director of the firm.

"Our new 'Rotation Pool' is exactly what the name implies," reported Levin "and", he added, "is exactly the same game of rotation that everyone who has ever played pool is familiar with.

"Every ball is numbered. The numbers run from one to five. In this way", he stated, "the player calls his shot just as he does in the regular game of rotation pool and can truly demonstrate his skill.

"The cabinet of 'Rotation Pool'", Levin explained, "is eight inches longer than the standard sized cabinet. It's a four sided game featuring 2 hole or 3 hole play action.

"The cabinet is one of the most colorful ever seen on the market and is so attractive that locations are demanding it.

"The game itself, tho", Levin says, "is what has won a tremendous following among our distributors and their many operator-customers because of the fact that not only is it well known to one and all, but also because it gives the proficient players the opportunity to show how skillful they really are.

"On 'Rotation Pool'", Levin claims, "the players have the opportunity to prove that they are skillful. It's a fascinating game because of this. It's a game that will remain on location for months and months to come for it is the kind of game the players want and like.

"We urge all operators to see 'Rotation Pool' at any of our distributors' showrooms immediately."

Join "20 Yr. Club"

CHICAGO — The following new members have just joined The Cash Box' "20 Year Club":

- Les Montooth, Peoria, Ill.
- Steward A. Patten, Oelwein, Ia.
- F. McKim Smith, Atlantic City, N. J.
- Robert Feck, Lexington, Ky.
- Clyde Heath, Lexington, Ky.
- Luther Gullette, Lexington, Ky.
- Lewis Bogie, Lexington, Ky.
- Jack Maloney, Fort Worth, Tex.
- Louis Nemesh, Detroit, Mich.
- Raymond C. Dunham, Kingsville, Tex.
- Louis N. Jamail, San Antonio, Tex.

His Own Fire Truck

NEWARK, N. Y.—The Binghamton Press, Binghamton, N. Y., featured a story about Max Goldstein, headlined "At Last! His Own Fire Truck".

The story relates that Max always wanted to own a fire truck, since early childhood, and when the truck was put up by auction by the village of Owego, Max bought it for \$400.

Goldstein is well known in this area, having been an operator for many years, and also having been connected with John Bilotta as a sales representative.

Bilotta advises he intends to use the fire truck for promotion of Bert Lane's new coin operated kiddie ride, the "Steam Fire Engine".

Bill Suter, Manila, Off on World Tour



WILLIAM J. SUTER

MANILA, PHILIPPINES—William J. (Bill) Suter, Far East representative of AMI, is giving himself a "graduation" present of a trip around the

world with his wife, Julia. Bill recently completed his formal education, and graduated with an AB Degree from the University of the East, one of the leading colleges in the Philippines.

Suter, managed to find time during the past three years to study for this degree, while at the same time running his coin machine business.

The first stop on their round-the-world journey will be Singapore. From there the couple will travel to Europe and while in London, Bill will meet with Paul Hunger, AMI administrator for Europe.

In the United States, Suter will meet with John Haddock, AMI president, and he also hopes to see some of his old friends formerly connected with the Jack Moore Company, of which he was Branch Manager in Manila before Jack's sudden death some years ago. Suter should be in the United States during the month of June.

"This trip should enable me to exchange views and ideas with my fellow coinmen throught the world," stated Suter.

CLASSIFIED ADVERTISING SECTION

WANT

WANT — Seeburg Phonos, Model M100B and later models. Also AMI D80 and later models. For Resale. Quote condition and lowest cash prices. HASTINGS DISTRIBUTING CO., 6100 WEST BLUEMOUND ROAD, MILWAUKEE 13, WISC. (Tel.: BLuemound 8-6700).

WANT — Bally: Broadway's; Miami Beach and Standard Metal Typers. State price and condition in first letter. LEWIS AND FOLLETT MUSIC CO., SOUTH 180 HOWARD ST., SPOKANE 4, WASH. (Tel.: MADison 8585).

WANT—Late Model Seeburg, Wurlitzer, Rock-Ola and AMI Phonographs for cash. Write or wire. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. (Tel.: GARfield 3585).

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—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 — Bingos and Gottlieb 5-Balls for resale. 100 Records Seeburg 45 Hidden Units. Send Prices. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL. (Tel.: 4-6703).

WANT—Bally ABC Bowlers, new or used—for cash or will trade for Bingos or Pool Tables. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. (Tel.: SUPERior 1-4600).

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

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—All Seeburg Phonos: Model M100-A's; M100-B's; M100-C's; M100-G's. Also Wurlitzer and AMI Phonos. Will pay best prices. ATLANTIC NEW YORK CORP., 843 TENTH AVE., NEW YORK, N. Y. (Tel.: PLaza 7-3140).

WANT—Good used late pintables. Send name of game, condition and price. SALINA MUSIC & AMUSEMENT CO., 121 N. 7th STREET, SALINA, KANSAS.

WANT—Pins, late model Shuffle Alleys for re-sale. Send list. Also have all types of equipment for sale. NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, L. I., N. Y., (Tel.: FREeport 8-6771).

WANT — Bally: Variety; Big Time; Gay Time; Miami Beach; AMI Model "C", 40, 80 & 120 selection Hideaways, Wall Boxes & Steppers; Seeburg 100 Hideaways and 3W1 Wall Boxes. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA (Tel.: 2648).

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.

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

WANT — Williams' King O' Swat; United Sluggers; ChiCoin Big League Baseball and Super Home Run; Genco Big Top Guns; Gottlieb multiple player pinballs; Bally ABC Bowlers; United Regulations. Will buy or trade. GEORGE PONSER CO., 123 WEST RUNYON STREET, NEWARK 5, N. J. (Tel.: BIGelow 3-7422).

WANT—Bally Carnival Novelty, Free Plays and Williams' Super Pennant Baseball. WEST WAY, INC., 3337 SOUTH STATE, SALT LAKE CITY, UTAH (Tel.: INGersoll 6-4851).

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

WANT—Attention: We will pay 15c ea. for your used 45's, not over 6 months old. STEVEN HEDIE, 1282 NORTH SHORE RD., REVERE, MASS. (Tel.: REVERe 8-2759).

FOR SALE

FOR SALE—New Bally Bull's Eye, write. Williams' King of Swat, \$350; Williams' All Star, \$135; Williams' Big League, \$125; Chicago Coin Super Frame, \$100; United Cascade, \$35; United Olympic, \$50; Bally Space Ship, \$225; Bally Rocket, \$175; Bally Victory, \$150; United Royal, \$64.50; United Chief, \$74.50. LAKE CITY AMUSEMENT, INC., 4533 PAYNE AVE., CLEVELAND 3, OHIO (Tel.: HENDERSON 1-7577).

FOR SALE—Or Trade For Gottlieb Games. Chicago Coin Automatic Pools (Used); Genco Quarterback (New); Williams Diamond Pool (New); Williams Special DeLuxe Pool (New); Valley Bumper Pool (Used); Hospital Radios (Used); Shuffle Alleys. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS 2, MICH. (Tel.: GL 6-6807).

FOR SALE—Non-warp Ply-Flex custom built Fibre-Glass Cues. Precision molded one piece construction giving accuracy, indestructibility. Won't warp, shatter, snap. Fully guaranteed against faulty workmanship, defective materials, breakage in normal use for one year. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: BIGelow 8-3524-5).

FOR SALE—Dude Ranch @ \$210; 2 Palm Springs @ \$245; 1 Variety @ \$395 — As a package, \$999.95. WITHAM ENTERPRISES AND ASSOCIATES, 20-22 CUNNINGHAM AVE., GLEN FALLS, N. Y. (Tel.: 2-2519.)

FOR SALE — Bowling Champ, \$25; College Daze, \$25; Coronation, \$75; Gypsy Queen, \$200; Bright Lights, \$49.50 ea.; Bright Spots, \$69.50; Three Four Five's, \$25 ea. WANT — Triple Plays. NOBRO NOVELTY CO., 142 DORE ST., SAN FRANCISCO 3, CALIF. (Tel.: MARKET 1-5438).

FOR Sale—Route. 40 Music; 32 Pool Tables; 20 Bowlers and other assorted games. For detailed information write, wire or call. BOX 246, LEWISTON, MONT. (Tel.: 410).

FOR SALE—3 Postwar Photomatics. Also large variety arcade machines. Pick up. TIMES AMUSEMENT, 1663 BROADWAY, NEW YORK 19, N. Y. (Tel.: CIRCLE 7-3725).

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 — Bowlers in quantities. Bally — Victory, Champions, Blue Ribbons and Gold Medals. Keeney — Century, Speed Lanes. United — Clippers. GLOBE DISTRIBUTING COMPANY, 1623 N. CALIFORNIA, CHICAGO, ILL., (Tel.: ARmitage 6-0780-81).

FOR SALE — Reconditioned, Ready For Location. AMI: A, \$95; C, \$145; D-40, \$195. Rock-Ola: 1436 (78 RPM), \$225; (45 RPM), \$275; 1446 Hi-Fi (Like New), \$595. Wurlitzer: 1400, \$225. Authorized Rock-Ola Distributor. J. ROSENFELD CO., 4701 WASHINGTON BLVD., ST. LOUIS 8, MO. (Tel.: FOREst 7-6730).

FOR SALE — Bally's Cross Words (like new), write. United Pixie, \$350; Variety, \$175; United Tropic, \$65. One-third deposit, balance sight draft or C.O.D. NASTASI DIST. CO., 912 POYDRAS, NEW ORLEANS 21, LA. (Tel.: MA 6386 —MA 7459).

FOR SALE — All types late model phonographs converted to 10c play. Call collect for price. DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, N. Y. (Tel.: SYRACUSE 75-1631).

FOR SALE—United and Chicago Coin Shuffles, 10th Frame and later models; Wurlitzer 1500's, 1400's, 1250's, 1015's; all type Bingos; Coon Hunt, as is or shopped. CANYON STATES DIST. CO., 301 E. 7th, TUCSON, ARIZONA. (Tel.: 3-8688).

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).

FOR SALE—Special. Bally: Beach Beauties, \$439.50; Big Times, \$285; Miami Beaches, \$295. United: Pixies, \$379.50; Nevadas, \$99.50; Tropicanas, \$119.50. Gottlieb: Gladiators (2 Player large DeLuxe Game), \$279.50; Easy Aces, \$225. Williams: Can Cans, \$265. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. (Tel.: CANal 8318).

FOR SALE — United Alleys; Team, \$150; League, \$140; Chief, \$125; Royal, \$95; Clover, \$50; Exhibit 2 Hole Skill Pool, \$195; Williams 2 Hole Bank Pool, \$185. MOHAWK SKILL GAME CO., 67 SWAGGERTOWN ROAD, SCHENECTADY, N. Y.

FOR SALE — Or Trade for Seeburg 100s, AMIs, Rock-Olas, National or American Shuffleboards. 6 slightly used Popperette Popcorn Machines; 5—3 Dimensional Theatres; Silver Bullets; Dropkick Football; 4 Player Derby; 6 Rocket Patrols; 2 Leo Musical Merry-Go-Rounds. STANLEY AMUSEMENT CO., 1119 TACOMA AVE., TACOMA, WASH.

FOR SALE — Like New. Wurlitzer 1800, \$895; Wurlitzer 1700, \$715; Wurlitzer 1650; \$395; Wurlitzer 1400, \$295; Automatic Score Counter for 22 foot Shuffle Board. Never uncrated, \$75. Keeney Bonus Bowler, \$95; United Star, \$40; United Cascade, \$55; Chicago Coin Crown Bowler, \$45. LEW JONES DISTRIBUTING CO., INC., 1301 N. CAPITOL AVENUE, INDIANAPOLIS 2. IND. (Tel.: MELrose 5-1593).

CLASSIFIED ADVERTISING SECTION

FOR SALE—Comco—Extended Range Speakers and Baffles. Quantity at modest prices. Engineered for heavy duty use. Satisfaction guaranteed or money will be refunded. Finished in Lined Oak, Natural or Mahogany. Packed two to a carton, \$11.95 ea. **COVEN MUSIC CORP., 3181-3 ELSTON AVE., CHICAGO 18, ILL.** (Tel.: Independence 3-2210).

FOR SALE — Lowest Prices In The Country. Leaders \$249.50; Team Plays \$249.50; Classics \$145; Clovers \$125; Exhibit Rifle Gallery \$169.50. All equipment refinished and ready for location. Buy one and convince yourself. **ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVENUE, CHICAGO 22, ILL.** (Tel.: Canal 6-0293).

FOR SALE—150 Silver King Vendors, 1c or 5c conversions for either chlorophyll or nuts. Make us an offer. We cannot operate in this state because of license. **TRI-STATE AMUSEMENT CO., 149 18th ST., REAR, WHEELING, W. VA.** (Tel.: Wheeling 649).

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—Bowler Sale. Chicago Coin Gold Cup, \$65; Criss Cross, \$100; Deluxe Target, \$100, Crown \$60; Fireball, \$200; United's Imperial, \$90; Deluxe Lightning, \$250; Deluxe Leader, \$130; Tenth Frame Star, \$60. **T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO.** (Tel.: Main 1-8751).

FOR SALE—Chicago Coin Criss Cross Bowlers, \$75 ea.; Chicago Coin Holiday Bowlers, \$200 ea. **ANTHONY HIRT, 2420 NO. 8th ST., SHEBOYGAN, WISC.** (Tel.: GL 7-5197).

FOR SALE—Rock-Ola Comet, \$525; Rock-Ola Hi Fi's, \$595; Atlantic Citys, \$40; Coney Islands, \$30; Rock-Ola 1717 Steppers, \$30; Wurlitzer Steppers, \$10; AMI A's, \$95; AMI B's, \$145. **H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL. (Tel.: Moline 4-6703).**

FOR SALE—Used Machines of all makes, thoroughly reconditioned and ready for location. **MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C.** (Tel.: 2-3992).

FOR SALE—Operators—Clean Right with "Lemonite". Friedman Amusement Co., 441 Edgewood, S. E., Atlanta, Ga., 1009 Main St., Columbia, S. C., Uses and Sells "Lemonite". Sample upon request. **GRACO SALES CO., R. F. D. 1, BOX 403, ARLINGTON, TENN.**

FOR SALE—Seeburg "C", \$525; Seeburg "B", \$395; Seeburg "A", \$200; AMI E-120 Phonographs, \$475; Wurlitzer 1800, \$775. All the above machines are clean and ready for location. **UNITED DISTRIBUTORS, INC., 902 W. SECOND, WICHITA, KANSAS** (Tel.: HO 4-6111, 4-3504).

FOR SALE—Bingos. Hawaii, \$150; Surf Club, \$150; Spotlite, \$35. **W. B. DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS, MO.** (Tel.: CENTral 1-9292).

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shopped, or as is. **Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA.** Tel.: REgent 6-3691.

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—Beach Clubs, \$65; Palm Springs, \$75; Gayety, \$150; Triple Play, \$275. **TOLEDO COIN MACHINE, 814 SUMMIT ST., TOLEDO 4, OHIO.** (Tel.: CH 3-8624-3-4005).

FOR SALE—Alleys For Sale. Chicago Coin Bull's Eye—New, \$395; United Team, \$125; United Bingo, \$195. Kiddie Rides—Largest Stock In The World. Call! Write; for our new List. Midget Movies with film, only \$95. **REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS.** (Tel.: ALgonquin 4-4040).

FOR SALE—Shindig, \$105; Green Pastures, \$105; Jockey Club, \$95; Guys and Dolls, \$60; Chinatown, \$70; Flying Hi, \$70; Beach Club, \$65; William's All Star Baseball, 6 Player, \$160; United Carnival Gun, \$195; Olympic, \$50. **STARK NOVELTY CO., 1813 FULTON ROAD, N., CANTON 9, OHIO.**

FOR SALE—We have a large stock of reconditioned Five Balls, Shuffle Games and Bingo. Write for list. **WESTERHAUS CORPORATION, 3726 KESSEN AVE., CINCINNATI, OHIO.** (Tel.: MONTana 5000-1-2).

FOR SALE—Used parts for AMI Model A, B, C & D-40. All guaranteed. Chassis, motors, transfer arms, amplifiers, junction boxes, etc. Write for prices on all reconditioned phonos. **KOEPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 36, N. Y.** (Tel.: Circle 6-8929).

FOR SALE — Bright Spots, \$39.95; Bright Lights, \$39.95; Rodeos, \$39.95. **GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. (Tel.: Market 3967-3-9).**

FOR SALE—"The Cat Came Back" b/w "Stop Crackin' Peanuts". "New Wildwood Flower" b/w "Whispering Hope". "She Married The Wrong Man" b/w "Where The Idaho Potatoes Grow". "Dark As A Dungeon" b/w "My Own Sweet Darling Wife". **CROSS COUNTRY RECORDS, 229 OUTWATER LANE, GARFIELD, N. J. (Tel.: PRescott 9-0182).**

CLASSIFIED ADVERTISING SECTION

FOR SALE—1 Chicago Coin 6 Player Bowler, Sta. Pins, \$40; 1 Chicago Coin Hi-Speed Crown Bowler, \$75; 1 Chicago Coin 10th Frame 6 Player, \$40; 1 Genco 8 Player, \$30; 4 United Classics, \$60 ea.; 4 United Imperials, \$125 ea.; 4 United Super 6 Players, \$40 ea.; 1 United Star 10th Frame, \$50; 1 Evans Bata-score, \$55; 4 Bally Atlantic Citys, \$35 ea.; 4 Bally Beach Clubs, \$60 ea.; 1 Bally Bright Lights, \$25; 5 Bally Coney Islands, \$25 ea.; 4 Bally Gayetys, \$175 ea.; 4 Bally Ice Frolics, \$85 ea.; 3 Bally Palm Beaches, \$35 ea.; 3 Bally Yacht Clubs, \$45 ea.; 1 United Circus, \$35; 2 United Tahitis, \$50 ea.; 24 Bally Spot Lights, \$25 ea.; 3 Surf Clubs, \$70 ea.; 3 Palm Springs, \$65 ea.; 1 Cabana, \$50; 1 Havana, \$60; 2 Tahitis, \$50 ea.; 1 Rio, \$60; 1 Tropic, \$50; 1 Bally Congress Bowler (Used, Like New), write. **RITEWAY DISTRIBUTORS, 3206 OLIVE STREET, ST. LOUIS 3, MO. (Tel.: Jefferson 5-7628—5-7629).**

FOR SALE—AMI F-120, new, \$725; E-120, \$495; E-80, \$450; D-80, \$345; D-40, \$245; Bally Big Times, \$475; Gaytime, \$450. **WESTERN STATES DISTRIBUTORS, 917 SOUTH STATE STREET, SALT LAKE CITY 11, UTAH (Tel.: DAVis 2-2549).**

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Chicago Coin, Keeney and Bally. **WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA.** (Tel.: 2-3326 or 2-1648).

FOR SALE — Non Coin Operated Jokers and Point Makers, Like New, \$495; Rowe 2 Column Cigarette Machine, \$50; Ice Frolics, \$100; Surf Club, \$110. **AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. (Tel.: BRidgeport 750).**

FOR SALE—2 Model A Seeburgs, 20 Tear Drop Speakers. Best offer takes them. **CIGARETTE AND MUSIC SERVICE, 106 VINE, ARCHBOLD, OHIO** (Tel.: 3536).

FOR SALE—Polyethylene Plastic Pool Game Covers, \$3.95. (Protect Your Investment); Shuffle Alley Tournament Boards, \$12.50; Gayetys cleaned and checked, \$150. **DONAN DISTRIBUTING CO., 5007 NORTH KEDZIE AVE., CHICAGO 25, ILL.** (Tel.: JUNiper 8-5211-12).

FOR SALE—Wurlitzer 1500's; Wurlitzer 1250's. Ready for location or "As Is". Write for low prices. **YOUNG DISTRIBUTING, INC., 575 11th AVE., NEW YORK 36, N. Y.** (Tel.: CHickering 4-5050).

FOR SALE—Complete line of used Bingos, Shuffle Alleys and Phonographs. Distributors for United and Williams games and AMI Phonographs. Write for jobber's prices. **CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS, MO.** (Tel.: MAIn 1-3511) or 2805 MAIN STREET, KANSAS CITY, MO. (Tel.: HARRison 4747).

FOR SALE—Parts and Supplies. Lowest prices. Fast Delivery. "One-Stop" parts headquarters for all games and jukes. Special—New Lite-up Bumper Pool Table Tops, Jumbo Bumpers with Electrical System, \$39.95; Reconditioned Telequiz, \$119.50. **CHAMPION DISTRIBUTING CO., 3833 W. DIVISION ST., CHICAGO, ILL.** (Tel.: ALbany 2-3272).

FOR SALE—Pool Tables, \$125; Genco Wild West, \$325; Genco Rifle Gallery, \$225; Genco Quarterback, \$245; Exhibit Sportland, \$225; ChiCoin Super Home Run, \$225; Gottlieb Wishing Well, \$225; Diamond Lil, \$175; Crossroads, \$95. **UNIVERSITY COIN MACHINE, 858 N. HIGH ST., COLUMBUS 8, OHIO (Tel.: AXminster 4-3529).**

FOR SALE — Quintette, \$60; Coney Island, \$35; United Super Shuffle Alley 6 Player, \$70; Wurlitzer Phono. #1015, \$75; Model #1100, \$100; Rock-Ola Phono #1422, \$30. One third deposit, balance sight draft. **GENERAL DISTRIBUTING CO., 1609 ORLEANS AVE., NEW ORLEANS, LA.** (Tel.: TULane 6729).

FOR SALE—Model 1438 120 Selection 45 RPM Rock-Ola "Comet" Phonographs, \$465; Model 1546 120 Selection Chrome Rock-Ola Wall Boxes, \$50; AMI Model E120, \$425; Wurlitzer Wall Boxes: Model 3020, \$7.50; Model 4820, \$12.50; Model 4851, \$15. **O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN, RICHMOND 20, VA. (Tel.: 84-3264).**

FOR SALE—Large stock of Bingos, Shuffle Alleys, Pool Games; Phonographs. If we don't have what you want, we will make an honest effort to get it. Distributors for United, Exhibit, Rock-Ola and Williams. Write for jobber's discount. **DAN STEWART CO., 140 EAST 2nd SOUTH, SALT LAKE CITY 11, UTAH** (Tel.: DAVis 2-2473).

FOR SALE—Seeburg M100-A, \$250; M100-C, \$600; M100-G, \$750; M100-W, \$725; M100-R, \$825; 3W1 Chrome, \$67.50; Wurlitzer 1800, like new, \$795; 1400, \$225; 1250, \$150; 1100, \$85; AMI E-80, \$450; D-80, \$350. **MUSICAL SALES, 2334 36 OLIVE, ST. LOUIS 3, MO. (Tel.: CH 1-8561).**

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— 2 Exhibit Shooting Gallery, \$125 ea.; 1 Exhibit Jet Gun, \$75; 2 Genco Sky Gunners, \$95 ea.; 2 Seeburg Bear Gun—Shoot The Spook conversion, \$75 ea.; 1 Exhibit Six Shooter, \$50. **AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE, IND. (Tel.: HARRison 3-4508).**

FOR SALE—Games Inc., Hunter, \$295; Bally Variety, \$195; Yacht Club, \$65; Beauty, \$75; Beach Club, \$90; Dude Ranch, \$95; Palm Springs, \$105; Surf Club, \$105; Miami Beach, \$365; United Classic Bowlers \$50; Leader Bowlers, \$135. **MICKEY ANDERSON, 314 EAST 11th ST., ERIE, PA. (Tel.: 5-7549).**

FOR SALE—For the best and most complete selection of Arcade Equipment—a single machine or a complete arcade—as well as parts and supplies, contact: **MIKE MUNVES, 557 TENTH AVE., NEW YORK, N. Y. (Tel.: BRyant 9-6677).**

CLASSIFIED ADVERTISING SECTION

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 — Kiddie Rides. Nylco Rockets, \$350; Carousels, \$350; Target Horses, large, \$285; Palomino Horses, \$225; Rabbits, \$175; Bull, \$175; Midget Racer, \$250; Duck, \$225; Hot Rods, \$325; Elsie The Cow, \$285; Bright Eyes Horse, \$285. **ASSOCIATED AMUSEMENTS, INC.** 188 BRIGHTON AVE., ALLSTON, MASS. (Tel.: AL-gonquin 4-3338).

FOR SALE—18 foot Rock-Ola Shuffle Board \$149.50; Shuffle Board game wax (12 cans) \$3.50; Fast wax case (12 cans) \$4.50; Pucks (set of 8) \$12; Fluorescent Lights pair \$22.50; Adjusters \$18.50. **PURVEYOR DISTRIBUTING CO.**, 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: JUNiper 8-1814).

NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? Depreciation Deductions? Estate Taxes? Customs Duties? Must you officially establish the Fair Market Value of your machines? Do you have to prove whether your machines have Appreciated or Depreciated in price? Do you require official proof of the value of your machines for loan or collateral purposes? What are the machines actually worth when you buy or sell a route? How can you ascertain the official market value of machines for legal and/or tax purposes? How much can you get for machines you want to sell or trade? What should you pay for machines you want to buy? Have you been put to the burden of proving the week-to-week value of your machines? Have you been asked to produce an official end-of-month inventory statement showing the actual value of the equipment you own? All this and much more comes to you each and every week in the original, the very first, the one and only officially accepted "The Cash Box Price Lists". For over 17 years, without ever missing a single week's issue, "The Cash Box Price Lists" have helped thousands of coin machine owners all over the world to save money as well as to officially clarify many legal and tax problems. Yet "The Cash Box Price Lists" are only part of the invaluable information contained in each week's issue of "THE CASH BOX"—the one and only magazine internationally acclaimed: "The BIBLE of the Coin Machines Industry". In "THE CASH BOX" you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Advance news of all new machines. Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 52 Consecutive Weeks' Issues of "THE CASH BOX"—a full year's issues—for only \$15 on a **DOUBLE YOUR MONEY BACK GUARANTEE!! YOU CAN'T LOSE!!!** Mail your check for \$15 today to: **THE CASH BOX, 26 WEST 47th STREET, NEW YORK 36, N. Y.**

FOR SALE—All types of used Pool Tables, jumbo and regular. Also late Shuffle Alleys. Will trade for AMI Jukes or Seeburg. Special price on ultra modern speaker and Baffle (8 inch speaker), \$7.50. **GATEWAY DISTRIBUTING CO.**, 3622 W. NORTH AVE., CHICAGO 47, ILL. (Tel.: Dickens 2-4620).

FOR SALE—Genco Quarterback, \$175; Jolly Joker, \$75; United's Derby Roll, \$150; Sidewalk Engineer, \$175; Williams' Polar Hunt, \$295; Williams' Safari, \$250. **RELIABLE COIN-MACHINE CO.**, 184-188 WINDSOR ST., HARTFORD, CONN. (Tel.: 6-3583).

FOR SALE—Bingos & Shuffle Alleys. You name it—we have it. The very latest priced to sell. **CLEVELAND COIN MACHINE EXCHANGE**, 2029 PROSPECT, CLEVELAND, OHIO (Tel.: TOWER 1-6715).

FOR SALE—Top used Bowlers at rock bottom prices. Chiefs, Leagues, and Fifth Avenues, \$84.50. Rockets, Targettes and 11th Frames, \$175. Lightnings, \$225. Also 50 assorted Shooting Galleries. Call or write **SHELDON SALES, INC.**, 881 MAIN STREET, BUFFALO 3, N. Y. (Tel.: LINcoln 9106).

FOR SALE—2 Seeburg Coon Hunts. Good as new, \$110. **H. BETTI AND SONS**, 1706 MANHATTAN AVE., UNION CITY, N. J.

FOR SALE — Make us an offer; Bally: Rocket; Mystic. Keeney: Mainliner; Bikini. Chicago: Fireball; Triple Strike. United: Yankee; Speedy. **RUNYON SALES CO. OF NEW YORK, INC.**, 593 TENTH AVE., NEW YORK, N. Y., 221 FRELINGHUYSEN AVE., NEWARK, N. J., 231 WINDSOR ST., HARTFORD, CONN.

MISCELLANEOUS

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, **PHONO-VEND OF TEXAS**, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel.: PErshing 3-7197) for genuine factory parts. Also extra clean 1436 Fireballs and other reconditioned phonographs priced right.

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

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUDSON 6-2640; The Cash Box, Chicago, Ill., DEARBORN 2-0045; The Cash Box, Hollywood, Calif., HOLLYWOOD 5-1702.

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


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."

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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.

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THE CASH BOX

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

The Widest Choice for the Wisest Choice



Whatever you need in juke boxes, with AMI's wide choice of "G" models you can choose your equipment wisely, secure in the knowledge that *you've brought investment and income into their most profitable balance*. You can be confident, too, that the Model "G" you place on location—200, 120 or 80—will bring the location and its patrons the finest quality sound achieved to date—the faithful tonal reproduction made possible by AMI's exclusive multi-horn high-fidelity.

And, whatever your choice of AMI Model "G" juke boxes, whichever of their eight outstanding decorator colors you decide upon, you know there's an inviting eye appeal in the exciting, smart lines of all "G" cabinetry that gives them a *so right look* in any location.

The Ultimate in Utility. The new "G-200" introduces a new concept of flexibility available with no other juke box, gives you an opportunity for wisely choosing from a number of play and pay arrangements that meet a wide variety of conditions. With its new "X-200" Variable Program Record Changer...

You can vary the price of play. The "G-200" is factory set for 10c play (a dime or two nickels) and three plays for a quarter. It can be set for 10c play and 4 or 5 plays for a quarter. There's even 2 for 15c play combinations, plus dual-price play, too.

You can vary the kinds of records. Program entirely with single-play records, if you want—or for dual-price play, use EP's in part of the "G-200" for extra-price play and singles for standard price play.

You can vary the number of selections. After you've cashed in on top spot demand for 200 title programming, and your investment is depreciated, you can set the "G-200" for 120 play in next-to-top locations simply and easily. Merely block out title banks and corresponding pushbuttons—and you've saved on record costs.

AMI

Incorporated

1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

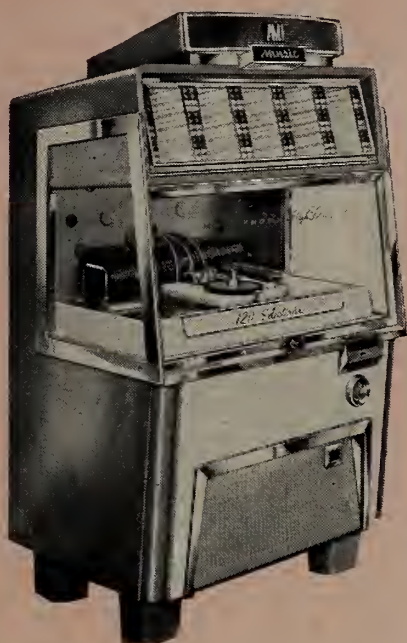
Originator of the automatic selective juke box in 1927. Model "G"—200, 120 and 80 selections for more plays in less time.



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

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

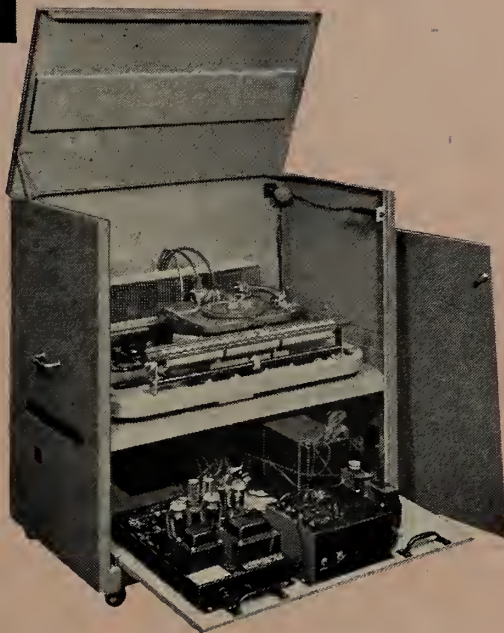
"It's What's in THE CASH BOX That Counts"



1



2



3



4



5



6



1 These dependable, popular AMI 120 and 80 play juke boxes give you the biggest net profit from those locations that best support the juke box with a lesser number of titles. Whatever the programming flexibility you need, you have with AMI, plus smart, modern clean-line styling that fits into any surroundings—plain or plush.

2 AMI 200, 120 and 80 selection Hideaways occupy little more than half a cubic yard of space, are sized to fit under counters or in any out-of-the-way place. Whatever the AMI Hideaway you provide, there's a matching new AMI wall box for booth or counter installations. You can add locations that want either continuous or selective music with an AMI Hideaway. You can go after new business from clubs, stores, factories, offices, super-marts, chapels, institutions, travel terminals, banks, hotels and other desirable locations.

3 The new AMI "G-200" wall box—or the AMI 120 or 80 wall boxes—get play from *everywhere* in the location. These busy merchandisers can add as much profit for the operator as another stop—at substantial savings in time and money.

4 The AMI wall loudspeaker is a bass reflex enclosure with special drilled baffle for controlled acoustical resistance and greatly improved extension speaker sound. Exclusive AMI diffuser cone. Heavy duty, wide range 8" PM speaker with large Alnico V magnet.

5 The AMI corner loudspeaker is an ingeniously designed back-loaded enclosure for corner mounting. Enclosure design and placement yield an extra octave of response in the low bass segment. Professional quality, extra-wide range 8" dual cone, coaxial speaker with 1 lb. Alnico V magnet.

6 The AMI ceiling loudspeaker is a true, non-resonant infinite baffle loudspeaker for high quality remote high-fidelity reproduction. Enclosure finished in neutral colors for attractive ceiling match. All metal decorated grille. Professional quality 12" twin cone coaxial wide range speaker with 1 lb. Alnico magnet that fits into 7" or larger ceiling recess.



THIS WEEK'S USED MACHINE QUOTATIONS 17th YEAR OF PUBLICATION 866th CONSECUTIVE WEEK'S ISSUE

How To Use "THE CASH BOX PRICE LISTS"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Cash Box Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$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 Cash Box Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional \$20 to \$25 on Pin Games—and \$25 to \$30 on Phonographs.

CODE

- | | |
|-----------------------------|------------------------------------|
| 1. Prices UP | 5. No quotations Last 2 to 4 Weeks |
| 2. Prices DOWN | 6. No quotations 4 Weeks or Longer |
| 3. Prices UP and DOWN | 7. Machines Just Added |
| 4. No change from Last Week | * 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 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, such buyers will purchase machines "as is", at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.



PHONOGRAPHS

LISTED ALPHABETICALLY

AMI

EVANS

ROCK-OLA

4. 1432, Same as above		
Converted to 45 RPM	130.00	195.00
4. 1434, '51, Rocket '51-52,		
50 Sel., 78 RPM	149.50	225.00
4. 1434, Same as above,		
Converted to 45 RPM	149.50	245.00
4* 1436, '52, Fireball, 120		
Sel., 45 RPM	199.50	275.00
4. 1436A, '53, Fireball, 120		
Sel., 45 RPM	250.00	300.00
4* 1438, '54, Comet, 120		
Sel., 45 RPM	450.00	525.00
4* 1446, '54, Hi-Fi, 120 Sel.,		
45 RPM	595.00	700.00

SEEBURG

4. 146S, '46, Standard, 20		
Sel., 78 RPM	20.00	45.00
4. 146M, '46, Master with		
Remote Attach., 20		
Sel., 78 RPM	20.00	59.50
4. 147S, Standard, 20 Sel.,		
78 RPM	20.00	75.00
4. 147M, '47, Master with		
Remote Attach., 20		
Sel., 78 RPM	20.00	75.00
4. 148S, '48, Standard, 20		
Sel., 78 RPM	20.00	95.00
4. 148M, '48 Master with		
Remote Attach., 20		
Sel., 78 RPM	20.00	95.00
4. 148ML, '48, Light Cab.		
Master with Remote		
Attach., 20 Sel., 78		
RPM	20.00	99.50
1* M100A, '49, 100 Sel.,		
78 RPM	175.00	275.00
1* M100B, '51, 100 Sel.,		
45 RPM	385.00	480.00
4. M100BL, '51, 100 Sel.,		
45 RPM, Light Cab.	425.00	500.00
4* M110C, '53, 100 Sel.,		
45 RPM	500.00	600.00
4. HF100G, '54, 100 Sel.,		
45 RPM	595.00	750.00
4* HF100R, '54, 100 Sel.,		
45 RPM	750.00	825.00
4. W1-L56 Wall Box 5¢	3.00	6.95

4. 3W2 Wall-a-Matic	3.00	8.95
4. W4L-56	10.00	20.00
4. 3W5-L56 Wall Box 5c,		
10c, 25c	10.00	20.00
4. W6L-56 5/10/25 Wire-		
less	10.00	20.00
4. 3W7-L56	10.00	30.00

WURLITZER

4. 1015, '46, 25 Sel., 78		
RPM	39.50	75.00
4. 1080, '46, Colonial, 24		
Sel., 78 RPM	55.00	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, 25 Sel., 78		
RPM	84.00	150.00
4. 1250, '50, 48 Sel., 78		
RPM	99.50	150.00
2. 1250, '50, (Same as		
above) Converted to		
45 RPM	115.00	175.00
4* 1400, '52, 48 Sel., 78		
RPM	175.00	295.00
4. 1400, '52, (Same as		
above) Converted to		
45 RPM	185.00	300.00
4. 1450 (Same as 1400		
with leather)	185.00	310.00
1* 1500, '53, 104 Sel., 78		
and 45 RPM Inter-		
mixed	200.00	325.00
4. 1500A, '53, 104 Sel., 78		
and 45 RPM Inter-		
mixed	275.00	395.00
1*. 1650, '53, 48 Sel., 45		
RPM	325.00	395.00
4* 1700, '54, 104 Sel., 45		
RPM	495.00	715.00
4. 2140 Wall Box	3.00	10.00
4. 3020 Wall Box	5.00	10.00
4. 3048 (Conv. of 3020)	10.00	22.50
4. 3031 Wall Box	2.95	5.00
4. 3045 Wall Box	4.00	15.00
4. 4820 Wall Box	14.95	25.00



PINBALL GAMES

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ev) Evans; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) Williams.

4. ABC (UN 3/52)	25.00	65.00	4. Canasta (Ge 7/50)	25.00	34.50
4. Across the Board (Un			4. Caravan (Wm 6/52)	25.00	65.00
9/52)	25.00	50.00	6. Carolina (Un 3/49)	15.00	25.00
4. All Star Basketball			4. Champion (B 12/49)	20.00	35.00
(Got 1/52)	20.00	35.00	6. Champion (CC 6/49)	15.00	20.00
6. Aquacade (Un 4/49)	10.00	25.00	4. Chinatown (Got 10/52)	45.00	85.00
4. Arabian Knights			6. Circus (Ex 8/48)	10.00	20.00
(Got 12/53)	100.00	160.00	4. Circus (Un 8/52)	75.00	125.00
4. Arcade (Wm 11/51)	45.00	75.00	4. Citation (B 10/48)	15.00	35.00
4. Arizona (Un 4/50)	10.00	25.00	4. C.O.D. (Wm 9/53)	75.00	110.00
4. Army-Navy (Wm 10/53)	49.50	90.00	4. College Daze		
4* Atlantic City (B 5/52)	40.00	75.00	(Got 8/49)	20.00	49.50
6. Baby Face (Un 12/48)	10.00	20.00	4. Colors (Wm 11/54)	165.00	200.00
4. Bank-A-Ball (Got 5/50)	15.00	25.00	4* Coney Island (B 9/52)	30.00	75.00
4. Basketball (Got 10/49)	15.00	25.00	4. Control Tower		
4. Beach Beauty (B 10/55)	439.50	490.00	(Wm 3/51)	25.00	50.00
2* Beach Club (B 2/53)	60.00	115.00	4. Coronation (Got 11/52)	40.00	85.00
3* Beauty (B 11/52)	69.50	99.50	4. County Fair (Un 9/51)	30.00	45.00
4. Be Bop (Ex 3/50)	10.00	20.00	1. Crossroads (Got 5/52)	45.00	95.00
4. Big Ben (Wm 9/54)	110.00	165.00	4. Cyclone (Got 5/51)	40.00	85.00
4. Big Hit (CC 7/52)	29.00	45.00	4. Daffy Derby (Wm 8/54)	70.00	165.00
6. Big Top (Ge 2/49)	10.00	20.00	4. Daisy May (Got 7/54)	150.00	180.00
3* Big Time (B 1/55)	285.00	315.00	4. Dallas (Wm 2/49)	15.00	30.00
6. Black Gold (Ge 3/49)	10.00	20.00	4. Dealer "21" (Wm 2/54)	45.00	125.00
4. Bolero (Un 12/51)	45.00	95.00	4. De Icer (Wm 11/49)	20.00	39.00
4. Bomber (CC 3/51)	20.00	25.00	1. Diamond Lill		
6. Boston (Wm 5/49)	15.00	29.50	(Got 12/54)	150.00	175.00
4. Bowling Champ			4. Disk Jockey		
(Got 2/49)	15.00	25.00	(Wm 11/52)	45.00	85.00
4. Bright Lights (B 5/51)	35.00	65.00	4. Domino (Wm 5/52)	37.50	60.00
4. Bright Spot (B 11/51)	39.50	95.00	4. Double Action		
4. Broadway (B 6/51)	25.00	50.00	(Ge 1/52)	25.00	35.00
4. Buffalo Bill (Got 5/50)	20.00	30.00	4. Double Feature		
4. Buttons & Bows			(Got 12/50)	15.00	25.00
(Got 3/49)	15.00	25.00	4. Dbl. Shuffle (Got 6/49)	15.00	25.00
4. Cabana (Un 3/53)	50.00	110.00	4. Dragonette (Got 6/54)	125.00	175.00
4. Camel Caravan			4. Dreamy (Wm 2/50)	20.00	49.50
(Ge 6/49)	15.00	30.00	2* Dude Ranch (B 9/53)	65.00	100.00
4. Campus (Ex 2/50)	15.00	20.00	4. Duette (Got 4/55)	225.00	260.00



4. Eight Ball (Wm 1/52) 45.00 75.00	4. Manhattan (Un 4/55) 185.00 275.00	4. Sunshine Park (B 12/52) 25.00 85.00	4. Times Square (Wm 4/53) 64.00 89.50
4. Fairway (Wm 6/53) 65.00 90.00	4. Marble Queen (Got 8/53) 75.00 125.00	4. Super Hockey (CC 4/49) 20.00 34.50	4. Touchdown (Un 1/52) 20.00 50.00
4. Fighting Irish (CC 11/50) 25.00 35.00	4. Maryland (Wm 4/49) 15.00 35.00	2. Super Jumbo (Got 10/54) 250.00 295.00	2* Triple Play (Un 8/55) 225.00 350.00
4. Five Star (Univ 5/51) 35.00 75.00	4. Mercury (Ge 3/50) 10.00 29.00	2* Surf Club (B 3/54) 75.00 150.00	4. Triplets (Got 7/50) 15.00 29.50
6. Floating Power (Ge 12/48) 10.00 20.00	4. Mermaid (Got 6/51) 29.00 60.00	4. Sweepstakes (Wm 1/52) 75.00 95.00	4. TriScore (Ge 1/51) 20.00 35.00
4. Flying High (Got 2/53) 50.00 99.00	4. Mexico (Un 3/54) 85.00 135.00	4. Sweet Add-A-Line (Got 7/55) 210.00 240.00	4. Tropicana (Un 1/55) 119.50 165.00
4. Flying Saucers (Ge 12/50) 15.00 30.00	1* Miami Beach (B 9/55) 265.00 375.00	4. Sweetheart (Wm 5/50) 20.00 35.00	4. Tropics (Un 7/53) 60.00 125.00
6. Football (CC 8/49) 10.00 25.00	4. Miustrel Mau (Got 3/51) 25.00 45.00	2* Tahiti (Un 8/53) 50.00 100.00	6. Tucson (Wm 1/49) 10.00 29.00
4. Four Bells (Got 10/54) 165.00 195.00	6. Moon Glow (Un 11/48) 10.00 20.00	4. Tampico (Un 6/49) 10.00 25.00	6. Tumbleweed (Ex 8/49) 15.00 35.00
4. Four Corners (Wm 12/52) 35.00 90.00	4. Mystic Marvel (Got 3/54) 130.00 175.00	4. Telecard (Got 1/49) 20.00 55.00	4. Turf King (B 6/50) 15.00 45.00
4. Four Horsemen (Got 9/50) 30.00 60.00	4. Nevada (Un 8/54) 95.00 140.00	4. Thing (CC 2/51) 15.00 35.00	4. Twenty Grand (Wm 12/52) 40.00 85.00
4* "400" (Upright) (Ge 10/52) 35.00 65.00	4. Niagara (Got 12/51) 40.00 55.00	4. Three Deuces (Wm 8/55) 215.00 230.00	4. Twin Bill (Got 1/55) 165.00 205.00
4. Four Stars (Got 6/52) 50.00 95.00	4. Nifty (Wm 12/50) 15.00 35.00	4. Three Feathers (Ge 5/49) 15.00 35.00	4. Utah (Un 7/49) 10.00 29.50
4. Freshie (Wm 9/49) 20.00 35.00	4. "9" Sisters (Wm 1/54) 40.00 110.00	4. Three Four Five (Un 6/51) 25.00 50.00	4* Variety (B 9/54) 160.00 275.00
3* Frolics (B 10/52) 75.00 100.00	4. Oasis (Ex 10/50) 10.00 20.00	6. Three Musketeers (Got 7/49) 15.00 35.00	4. Watch My Line (Got 9/51) 30.00 55.00
4. Futurity (B 3/51) 35.00 60.00	4. Oklahoma (Un 5/49) 10.00 20.00	6. Thrill (CC 9/48) 10.00 20.00	4. Whizz Kids (CC 3/52) 35.00 70.00
1* Gay Times (B 6/55) 250.00 345.00	6. Old Faithful (Got 12/49) 15.00 25.00	4. Thunderbird (Wm 5/54) 110.00 135.00	4. Willard (Got 8/51) 40.00 69.50
2* Gayety (B 3/55) 140.00 240.00	4. Olympics (Wm 5/52) 45.00 75.00		4. Winner (Univ.) 20.00 45.00
4. Georgia (Wm 7/50) 20.00 49.50	4. One Two Three (Ge 10/48) 10.00 25.00		4. Wishing Well (Got 9/55) 210.00 230.00
6. Gin Rummy (Got 2/49) 15.00 25.00	4. Palisades (Wm 7/53) 50.00 90.00		4. Wonderland (Wm 5/55) 169.50 200.00
4. Glamour (Got 7/51) 15.00 25.00	4. Palm Beach (B 7/52) 40.00 85.00		2* Yacht Club (B 6/53) 40.00 95.00
6. Glider (Ge 8/49) 10.00 20.00	2* Palm Springs (B 11/53) 65.00 125.00		4. Zingo (Un 10/51) 25.00 55.00
4. Globe Trotter (Got 11/51) 30.00 70.00	4. Paratrooper (Wm 8/52) 30.00 65.00		
4. Golden Gloves (CC 7/49) 10.00 25.00	4. Peter Pan (Wm 4/55) 165.00 200.00		
4. Golden Nugget (Upright) (Ge 2/53) 40.00 75.00	1. Pin Bowler (CC 6/50) 15.00 30.00		
4. Gold Star (Got 8/54) 145.00 185.00	6. Pinch Hitter (Un 5/49) 10.00 20.00		
6. Gondola (Ex 5/49) 10.00 20.00	4. Pinky (Wm 9/50) 20.00 35.00		
4. Grand Award (CC 1/49) 10.00 20.00	4. Pin Wheel (Got 11/53) 95.00 125.00		
4. Grand Champion (Wm 8/53) 75.00 125.00	1* Pixie (Un 10/55) 350.00 400.00		
4. Grand Slam (Got 4/53) 40.00 110.00	4. Play Ball (CC 1/51) 20.00 35.00		
6. Grand Stand (B 50) 20.00 35.00	4. Playland (Ex 8/50) 10.00 20.00		
4. Green Pastures (Got 1/54) 105.00 135.00	6. Playtime (Ex 8/49) 10.00 20.00		
4. Gun Club (Wm 11/53) 60.00 95.00	4. Poker Face (Got 9/53) 90.00 125.00		
4. Guys-Dolls (Got 5/53) 60.00 110.00	4. Puddin' Head (Ge 10/48) 10.00 20.00		
4. Gypsy Queen (Got 2/55) 165.00 200.00	4. Punchy (CC 12/50) 10.00 20.00		
4. Handicap (Wm 6/52) 45.00 95.00	4. Quarterback (Wm 10/49) 15.00 35.00		
4. Happy Days (Got 7/52) 65.00 95.00	4. Quartet (Got 2/52) 59.50 110.00		
4. Happy-Go-Lucky (Got 3/51) 25.00 45.00	4. Queen of Hearts (Got 12/52) 50.00 100.00		
4. Harvest Moon (Got 12/48) 15.00 25.00	4. Quintet (Got 3/53) 49.50 110.00		
4. Harvest Time (Ge 9/50) 15.00 35.00	4. Race The Clock (Wm 5/55) 210.00 240.00		
4. Harvey (Wm 5/51) 15.00 35.00	4. Rag Mop (Wm 10/50) 15.00 35.00		
2. Havana (Un 2/54) 65.00 130.00	6. Ramona (Un 2/49) 10.00 20.00		
4. Hawaii (Un 6/54) 85.00 150.00	4. Red Shoes (Un 11/50) 20.00 34.50		
4. Hawaiian Beauty (Got 4/54) 125.00 175.00	4. Rio (Un 11/53) 60.00 125.00		
4. Hayburner (Wm 6/51) 30.00 85.00	4. Rip Snorter (Ge 10/49) 10.00 20.00		
4* Hi-Fi (B 6/54) 69.50 135.00	4. Rocket (Ge 5/50) 20.00 39.00		
4. Hit Parade (CC 2/51) 10.00 20.00	4. Rockettes (Got 8/50) 25.00 49.50		
4. Hit & Run (Ge 3/51) 15.00 25.00	4. Rodeo (Un 2/53) 39.50 125.00		
4. Hit 'N Run (Got 4/52) 30.00 60.00	4. Rose Bowl (Got 10/51) 35.00 75.00		
6. Holiday (CC 12/48) 10.00 20.00	4. Round Up (Got 11/48) 10.00 25.00		
4. Holiday (Ke 12/51) 35.00 55.00	4. St. Louis (Wm 2/45) 20.00 30.00		
4. Hong Kong (Wm 9/51) 35.00 55.00	4. Saddle and Turf (Ev 10/53) 175.00 250.00		
4. Horsefeathers (Wm 1/52) 30.00 50.00	4. (Club Model) 205.00 275.00		
4. Horse Shoe (Wm 12/51) 25.00 40.00	4. Saratoga (Wm 10/48) 20.00 49.50		
4. Hot Rods (B 49) 20.00 50.00	4. Screamo (Wm 4/54) 110.00 135.00		
2* Ice-Frolics (B 1/54) 90.00 120.00	4. Sea Jockeys (Wm 11/51) 25.00 65.00		
4. Jalopy (Wm 8/51) 30.00 65.00	4. Select-A-Card (Got 4/50) 10.00 20.00		
4. Jeanie (Ex 6/50) 15.00 25.00	4. Shantytown (Ex 10/49) 20.00 39.00		
4. Jockey Club (Got 5/54) 95.00 145.00	4. Sharpshooter (Got 5/49) 10.00 34.50		
4. Jockey Special (B 11/47) 15.00 45.00	1. Shindig (Got 10/53) 95.00 130.00		
4. Joker (Got 11/50) 20.00 49.50	4. Shoo Shoo (Wm 2/51) 19.50 29.50		
4. Jolly Joker (Un 11/55) 145.00 165.00	4. Shoot the Moon (Wm 11/51) 20.00 55.00		
4. Jubilee (Got 5/55) 230.00 300.00	4. Show Boat (Un 1/49) 10.00 20.00		
4. Judy (Ex 7/50) 10.00 20.00	4. Show Boat (Un 12/52) 95.00 150.00		
4. Jumping Jacks (Upright) (Ge 12/52) 35.00 55.00	4. Silver Chest (Upright) (Ge 4/53) 59.00 110.00		
4. Just 21 (Got 1/50) 10.00 25.00	4. Silver Skates (Wm 2/53) 45.00 80.00		
4. K. C. Jones (Got 11/49) 10.00 25.00	4. Singapore (Un 10/54) 110.00 165.00		
4. King Arthur (Got 10/49) 20.00 49.50	4. Skill Pool (Got 8/52) 40.00 95.00		
4. King Pin (CC 12/51) 30.00 60.00	4. Skyway (Wm 8/54) 115.00 160.00		
4. Knockout (Got 1/51) 20.00 49.50	4. Slugfest (Wm 3/52) 39.00 65.00		
4. Lady Luck (Got 9/54) 99.50 185.00	4. Sluggin' Champ (Got 4/55) 185.00 220.00		
4. Lazy "Q" (Wm 2/54) 75.00 125.00	6. Snooks (Wm 6/51) 15.00 22.50		
4. Leaders (Un 10/51) 45.00 95.00	4. Southern Belle (Got 6/55) 195.00 225.00		
4. Lite-A-Line (Ke 6/52) 45.00 55.00	4. South Pacific (Ge 2/50) 20.00 39.00		
4. Long Beach (Wm 7/52) 40.00 75.00	4. Spark Plugs (Wm 9/51) 25.00 65.00		
4. Lovely Lucy (Got 2/54) 115.00 155.00	6. Speedway (Wm 9/48) 10.00 20.00		
4. Lucky Tuning (Wm 5/50) 20.00 49.50	4. Spitfire (Wm 2/55) 75.00 175.00		
4. Lulu (Wm 12/54) 205.00 230.00	4. Spot Bowler (Got 10/50) 25.00 50.00		
4. Mad. Sq. Garden (Got 6/50) 30.00 69.00	4* Spot Lite (B 1/52) 25.00 75.00		
6. Magic (Ex 11/48) 10.00 20.00	4. Sportsman (Ge 2/51) 10.00 20.00		
4. Majors '49 (CC 2/49) 15.00 35.00	4. Sportsman (Wm 2/52) 30.00 35.00		
4. Majorettes (Wm 4/52) 30.00 50.00	4. Springtime (Ge 3/52) 20.00 34.50		
	4. Stage Coach (Got 11/54) 165.00 195.00		
	4. Starlets (Un 12/55) 350.00 425.00		
	4. Star Pool (Wm 10/54) 145.00 195.00		
	4. Stars (Un 6/52) 45.00 60.00		
	4. Starlite (Wm 3/53) 35.00 70.00		
	4. Steeple Chase (Un 1/52) 35.00 55.00		
	4. Stop & Go (Ge 3/51) 15.00 25.00		
	4. Struggle Buggies (Wm 12/53) 75.00 125.00		
	6. Summertime (Un 9/48) 15.00 25.00		



6. Bally Speed Bowler (2/50) 15.00 20.00	2. ChiCoin Fireball (11/54) 175.00 300.00
6. Bally Shuffle Champ (4/50) 20.00 30.00	2. ChiCoin Thunderbolt (12/54) 250.00 320.00
6. Bally Hook Bowler (11/50) 20.00 45.00	4. ChiCoin Triple Strike (2/55) 275.00 350.00
6. Bally Baseball (5/51) 35.00 45.00	4. ChiCoin Arrow (2/55) 275.00 350.00
4. Bally Shuffle Line (7/51) 35.00 45.00	4* ChiCoin Criss Cross Targette (1/55) 75.00 200.00
2. Bally Victory Bowler (5/54) 125.00 250.00	4. DeLuxe model 100.00 225.00
4. Bally Champion Bowler (5/54) 125.00 265.00	4. ChiCoin Bonus Score (4/55) 275.00 345.00
4. Bally Jet Bowler (8/54) 175.00 275.00	4. ChiCoin Big League (5/55) 325.00 375.00
4. Bally Rocket Bowler (8/54) 175.00 300.00	4. ChiCoin Hollywood (5/55) 295.00 375.00
1. Bally Mystic Bowler (12/54) 265.00 355.00	2. ChiCoin Blinker (8/55) 385.00 400.00
4. Bally Magic Bowler (12/54) 275.00 355.00	4. ChiCoin Score-A-Line (9/55) 395.00 425.00
4. Bally Blue Ribbon (3/55) 295.00 395.00	2. ChiCoin Bowling Team (10/55) 325.00 430.00
4. Bally Gold Medal (3/55) 300.00 400.00	4. Exhibit Strike (6/51) 20.00 30.00
6. ChiCoin Bowling Classic (5/50) 20.00 35.00	4. Exhibit Twin Rotation (5/52) 65.00 95.00
6. ChiCoin Pin Bowler (6/50) 20.00 30.00	4. Genco Bowling League (11/49) 15.00 20.00
6. ChiCoin Trophy Bowl (7/50) 20.00 35.00	4. Genco Baseball (5/50) 15.00 20.00
6. ChiCoin Pin Lite (9/50) 25.00 30.00	4. Genco Shuffle Target (7/51) 15.00 20.00
6. ChiCoin Horse-Shoes (5/51) 35.00 75.00	4. Genco 8-Player Rebound (9/51) 30.00 65.00
4. ChiCoin 6-Player (8/51) 35.00 85.00	4. Genco Shuffle Pool (11/53) 25.00 85.00
4. ChiCoin 6-Player DeLuxe (5/52) 35.00 95.00	4. Genco Match Pool (2/54) 50.00 100.00
4. ChiCoin Match Bowler (6/52) 35.00 95.00	4. Gottlieb Bowlette (3/50) 15.00 29.50
4. ChiCoin Bowl-A-Ball (10/52) 35.00 105.00	6. Keeney Pin Boy (11/49) 15.00 20.00
4. ChiCoin Match Bowl-A-Ball (11/52) 35.00 110.00	6. Keeney Ten Pins (1/50) 15.00 20.00
4. ChiCoin 10th Frame Special (12/52) 40.00 115.00	6. Keeney ABC (2/50) 15.00 20.00
4. ChiCoin Name Bowler (1/53) 40.00 120.00	6. Keeney Lucky Strike (4/50) 20.00 30.00
4. ChiCoin 10th Frame Double Score Bowler (2/53) 40.00 125.00	6. Keeney King Pin (4/50) 20.00 30.00
1* ChiCoin Crown (4/53) 45.00 130.00	6. Keeney Bowling Champ (4/50) 20.00 30.00
4. ChiCoin Crown, Giant Pins (4/53) 50.00 135.00	6. Keeney Duck Pins (6/50) 20.00 30.00
4. ChiCoin Triple Score (6/53) 50.00 140.00	4. Keeney Double Bowler (8/50) 25.00 35.00
4* ChiCoin Gold Cup (7/53) 50.00 145.00	4. Keeney League (8/50) 25.00 50.00
4. ChiCoin High Speed Crown (7/53) 75.00 150.00	4. Keeney 4-Way Bowler Attachment (12/50) 40.00 75.00
4. ChiCoin High Speed Triple Score (8/53) 75.00 155.00	4. Keeney Big League (5/51) 35.00 65.00
1* ChiCoin Advance (10/53) 75.00 160.00	4. Keeney 6-Player League (9/51) 35.00 75.00
2. ChiCoin King (10/53) 65.00 160.00	4. Keeney DeLuxe League (3/52) 35.00 95.00
1* ChiCoin Criss Cross Bowler (12/53) 75.00 175.00	2. Keeney Super DeLuxe League Bowler (3/52) 40.00 100.00
1* ChiCoin Super Frame (3/54) 100.00 195.00	2. Keeney High Score League (5/52) 40.00 100.00
4. ChiCoin Starlite (5/54) 125.00 225.00	2. Keeney Team (10/52) 40.00 110.00
4. ChiCoin Feature (7/54) 125.00 225.00	2. Keeney Club (4/53) 40.00 115.00
4. ChiCoin Holiday (9/54) 195.00 275.00	2. Keeney Domino (5/53) 40.00 120.00
2. ChiCoin Flash (10/54) 195.00 285.00	2. Keeney Carnival (5/53) 45.00 135.00
2. ChiCoin Playtime (10/54) 200.00 290.00	2. Keeney Pacemaker (9/53) 50.00 150.00
	2. Keeney Mainliner Bowler (1/54) 65.00 185.00
	4. Keeney Bonus Bowler (3/54) 75.00 195.00
	4. Keeney Diamond Bowler (5/54) 130.00 200.00
	4. Keeney Bikini (6/54) 150.00 210.00

4. Keeney Century (6/54)	175.00	225.00
4. Keeney American (9/54)	225.00	275.00
4. Keeney National (9/54)	250.00	300.00
4. Keeney Speedlane (4/55)	275.00	375.00
4. United 5-Player (1/51)	35.00	45.00
4. United 6-Player	35.00	50.00
4. United DeLuxe 6-Player (10/55)	25.00	69.50
4. United 6-Player Super (3/52)	30.00	70.00
4. United 4-Player Official (5/52)	30.00	65.00
4. United 6-Player Star (7/52)	30.00	70.00
4. United 10th Frame Star (9/52)	40.00	75.00
4. United Manhattan 10th Frame (9/52)	40.00	75.00
4. United Manhattan (9/52)	50.00	80.00
4. United 10th Frame Super (10/52)	50.00	80.00
4. United Cascade (2/53)	25.00	85.00
4* United Clover (2/53)	25.00	85.00
6. United Liberty (2/53)	65.00	95.00
2* United Classic (6/53)	50.00	95.00
1* United Olympic (6/53)	50.00	100.00
4* United Royal (9/53)	64.50	110.00
4* United Imperial (9/53)	65.00	125.00
4. DeLuxe model	75.00	135.00
4* United Chief (11/53)	74.50	145.00
4* United Leader (11/53)	110.00	150.00
4. DeLuxe model	120.00	160.00

4* United Team (1/54)	125.00	175.00
4. DeLuxe model	135.00	180.00
4* United League (1/54)	75.00	190.00
2. DeLuxe model	120.00	195.00
2. United Ace (5/54)	150.00	200.00
2. DeLuxe model	155.00	210.00
4. United Rainbow (5/54)	150.00	240.00
4. United Banner (8/54)	160.00	220.00
2. DeLuxe model	165.00	225.00
2. United Shuffle Targette (8/54)	139.50	230.00
2. DeLuxe model	150.00	240.00
4. United Speedy (8/54)	150.00	250.00
4. Un. 11th Frame (10/54)	135.00	260.00
2. DeLuxe model	165.00	265.00
4. United Comet Targette (11/54)	150.00	275.00
4. DeLuxe model	125.00	280.00
4. United Mercury (12/54)	175.00	280.00
4. DeLuxe model	175.00	290.00
2* United Mars (1/55)	174.50	300.00
4. DeLuxe model	180.00	300.00
4. Un. Lightning (2/55)	195.00	310.00
4. DeLuxe model	200.00	320.00
4. Un. Venns 3/55)	165.00	325.00
4. DeLuxe model	200.00	330.00
4. Un. Clipper (5/55)	225.00	340.00
4* DeLuxe model	225.00	345.00
4* Un. Derby Roll (5/55)	175.50	350.00
4. DeLuxe model	195.00	355.00
4. Un 5th Inning (6/55)	225.00	375.00
4. DeLuxe model	235.00	380.00
4. Un. Capitol (6/55)	245.00	390.00
4. DeLuxe model	255.00	395.00

Manufacturers New Equipment

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

AMI, INCORPORATED

G-120 Phonograph	Authorized for Publication
G-80 Phonograph	
G-40 Phonograph	
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.

Studio Model "II"	\$3,245.00
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BALLY MFG. CO.

Magic Pool	\$ 380.00
Booster-Pool	395.00
Night-Club	785.00
Crosswords	545.00
Pin-Pool	

Standard (52" x 36") Model

(A) Without lights	300.00
(B) With light-np bumpers	315.00
(C) With neon lights	315.00
Senior (68" x 36" Model)	325.00

Jumbo Bowler (without Match Feature)

Model J-110, 10c play	760.00
Model J-325, 3 plays for 25c	780.00
King-Pin Bowler (with Match Feature)	
Model K-110, 10c a play	805.00
Model K-325, 3 plays for 25c	825.00

ABC Bowler (without Match Feature)

Model A-110, 10c a play	760.00
Model A-325, 3 plays for 25c	780.00
Congress Bowler (with Match Feature)	
Model C-110, 10c a play	805.00
Model C-325, 3 plays for 25c	825.00

Bull's Eye Shooting Gallery

The Champion (With new-all-metal cabinet)	759.00
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CHICAGO COIN MACHINE CO.

Advance Pool	\$ 389.50
Clover Pool	375.00
Champion Pool (with lighted bumpers)	285.00
Champion Pool (without lighted bumpers)	277.50
Champion Pool "Model 35" with lighted bumpers	285.00
Champion Pool "Model 35" without lighted bumpers	277.50
Jumbo Pool (without lighted bumpers)	317.50
Jumbo Pool (with lighted bumpers)	325.00

EXHIBIT SUPPLY CO.

Super Star Pool	\$ 395.00
Skill Score	395.00
Combination 3-Hole Skill Pool	349.50
Combination 3-Hole Lightnp Skill Pool	364.50
Combination 3-Hole King Size Skill Pool	409.50
Combination 3-Hole King Size Lightnp Skill Pool	424.50

GENCO MFG. & SALES CO.

Hi-Fly (Baseball Game)	\$ 545.00
Baseball Pool	425.00
Standard Tournament Pool	299.50
DeLuxe Tournament Pool	339.50
King Tournament Pool	379.50
King Snpreme Tournament Pool	389.50
King Lightnp Tournament Pool	384.50
DeLuxe Lightnp Tonrn. Pool	349.50
Standard Lightnp Tonrn. Pool	309.50
Supreme DeLuxe Tourn. Pool	359.50

D. GOTTLIEB & CO.

Derby Day (Single Player, 5-Ball)	\$ 407.50
Score Board (4 Player, 5-Ball)	462.50

J. H. KEENEY & CO., INC.

Flicker Pool (4-Player, 4 Sides)	\$ 375.00
Arcade Pool (1 or 2 Front Play)	375.00
DeLuxe Hot Coffee Vender	Request
DeLuxe Hot Coffee & Hot Chocolate Combo Vender	Request
Varions Models of above	Request
DeLuxe Fascination Pool	\$ 335.00
Jumbo DeLuxe Fascination Pool	370.00
DeLuxe Challenge Bowler (with Match Feature)	690.00

MARVEL MFG. CORP.

Pla-Pool (Regular Size)	\$ 285.00
DeLuxe Pla-Pool (Large Size)	325.00

ROCK-OLA MFG. CORP.

Model 1448 Hi-Fi Phono, 120 Selections, 45 RPM Only	Authorized for Publication
Model 1452, Hi-Fi, 50 Selections, 45 RPM Only	
Model 1546 Chrome Wall Box, 120 Selections	
Model 1548, 50 Selection Wall Box	
Model 1613, 8" Blonde Wall Speaker	
Model 1614, 8" Mahogany Wall Speaker	
Model 1906, Remote Volume Control	
Model 1927, Remote Volume Control with Cancel Button	

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V-200—Select-O-Matic "200" Phonograph	Authorized for Publication
V-3W-A—Wall-O-Matic "200" 100J—Select-O-Matic "100" Phonograph	
MRVC-2—Master Remote Volume Control	
HFCV2-8—High Fidelity Wall Speaker	
HFCV3-8—High Fidelity Corner Speaker	
HFCV1-12—High Fidelity Recessed Speaker	
PS6-1Z—Power Supply	
HFA1-L6—Power Amplifier	

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Model 1900 Special Finishes—Persian Turquoise, Chinese Black, Glacier White	
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Model 1800 Special Finishes—Horizon Bln, Sunset Red, Midnight Black	
Model 5207 Wall Box—104 Selection—3 Wire	
Model 5206 Wall Box—48 Selection—4 Wire	
Model 257 Stepper—104 Selection—3 Wire	
Model 253 Stepper—104 Selection—3 Wire	
Model 248 Stepper—48 Selection—4 Wire	
Model 5117 12" High Fidelity Wall Speaker	
Model 5116 8" High Fidelity Corner Speaker	
Model 5115 5" High Fidelity Corner Speaker	

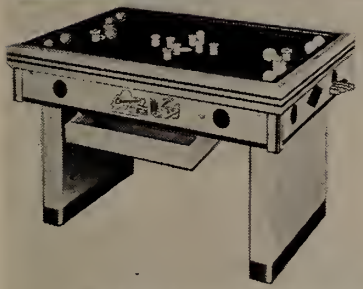


ARCADE EQUIPMENT

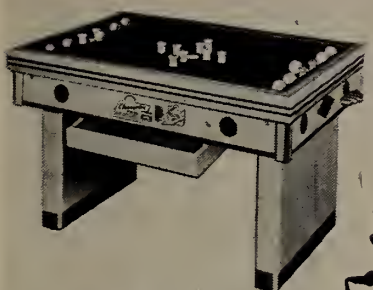
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4. Boomerang	25.00	65.00
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4. ChiCoin Midget Skee	65.00	95.00
4* ChiCoin Pistol	35.00	99.50
4. ChiCoin Home Rnn, 6 Player (3/54)	100.00	200.00
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4. Evans Bola Score	65.00	89.50
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4. Evans Ten Strike '46	20.00	85.00
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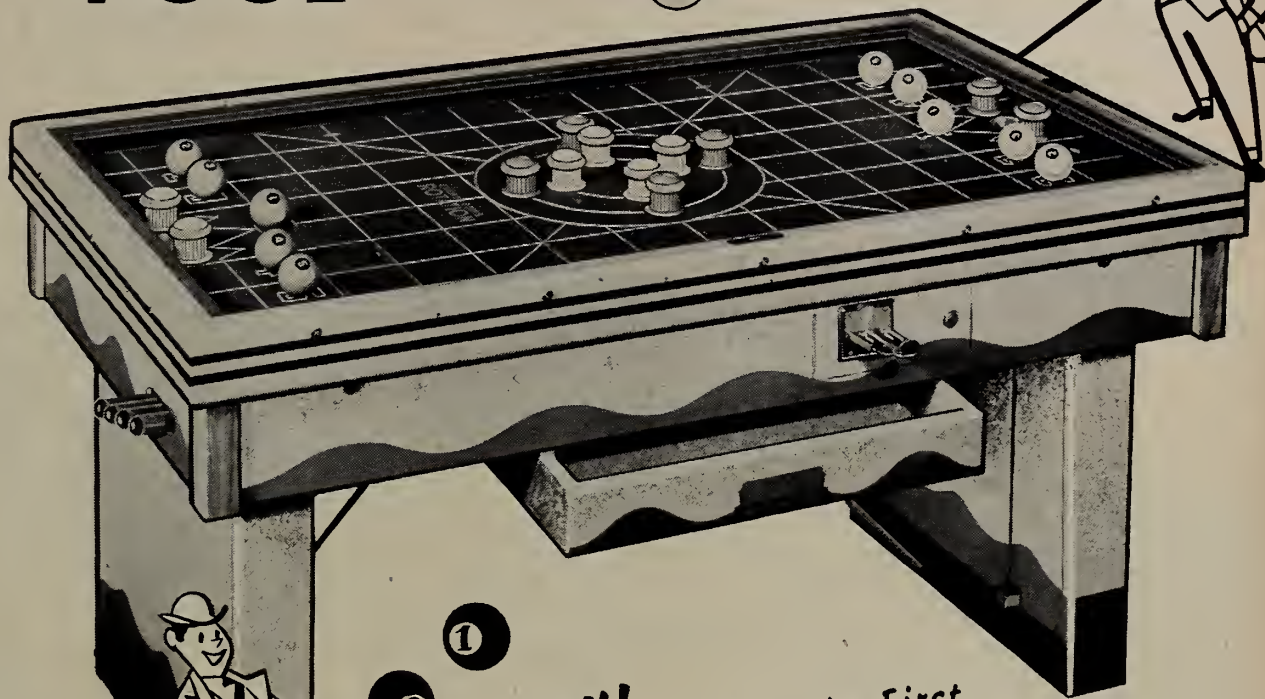
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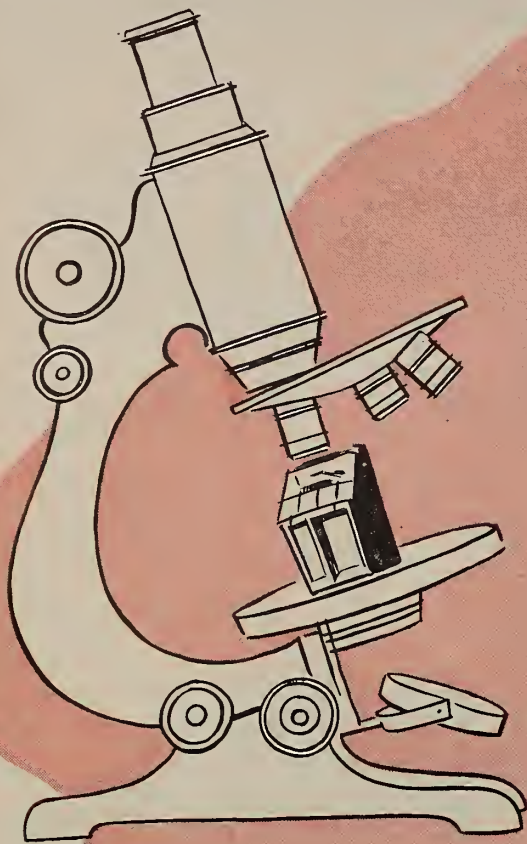
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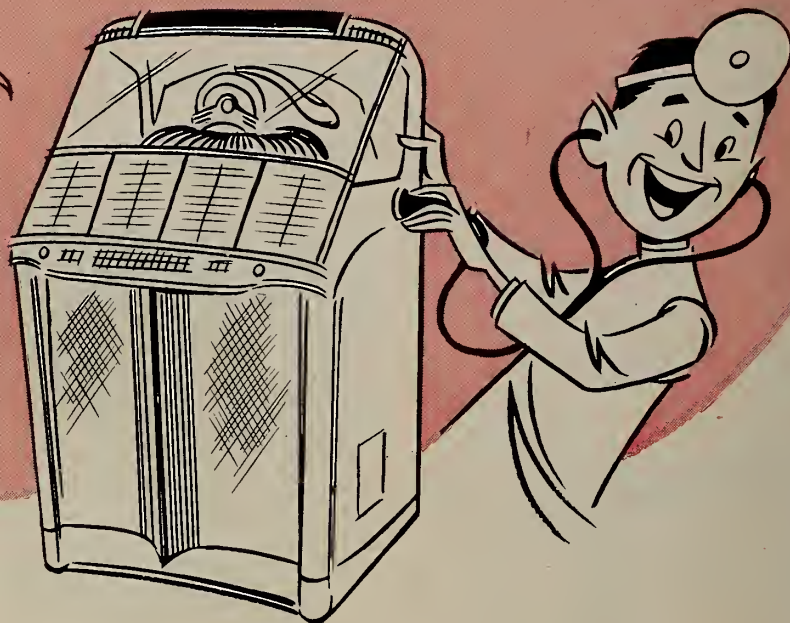
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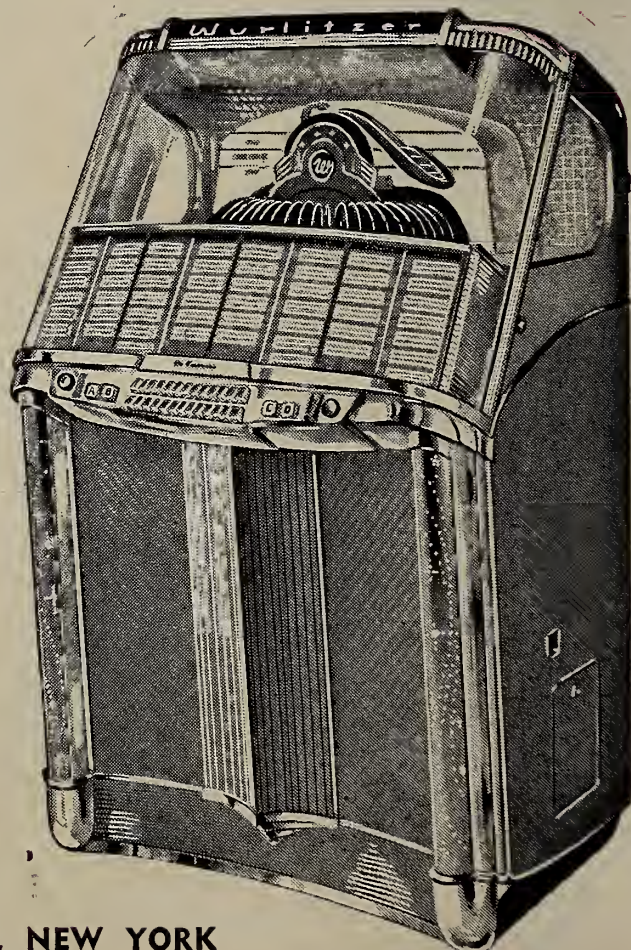
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