

THE CASH BOX

VOLUME XVI

APRIL 9, 1955

NUMBER 29



Her Nibs, Georgia Gibbs, currently has two big clicks going for her at the same time. Both "Tweedle Dee" and "Dance With Me Henry" are likely to be Georgia's most successful platters since "Kiss Of Fire", which earned her a Mercury Records gold plaque for hitting the million mark. That's Georgia in "Tweedle Dee" makeup for a recent appearance on the TV show, "Masquerade Party". At the left, Georgia seems to be inviting "Henry" to dance.

*all it
takes is*



like the fabulous talent of

LENA HORNE

and wonderful songs like...

LOVE ME OR LEAVE ME



I LOVE TO LOVE

20/47-6073

RCA VICTOR
FIRST IN RECORDED MUSIC



A "New Orthophonic" High Fidelity Recording



FOUNDED BY BILL GERSH

The Cash Box

Volume XVI Number 29

April 9, 1955

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

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The Fifth MOA Convention Was The

BEST YET

Last week the juke box operators of America came together for their fifth annual convention. It was the largest meet to date, with more operators attending, more exhibitors displaying and more visitors present than ever before.

As always at MOA conventions, the record companies were among the most prominent exhibitors and visitors. Officials from every major and many independents were present to meet the operators. And entertainers from these record firms were there to perform at the great banquet.

This cooperation between the juke box operator and the record companies has been growing closer and warmer year by year. It's not a studied friendship and not a forced one. It is based on mutual needs and mutual respect.

Juke box operators are the first to admit how dependent they are on the product which the record firms put out. If they turn out bad records, the juke box operators will suffer just as the record firm does. If they turn out hits, both will prosper.

On the other hand, every record executive and artist realizes the part played by the juke box in the success of a record. Not only is it likely that the juke box industry will purchase di-

rectly approximately 25% of any particular record that is being worked on—and in the case of a million seller, this comes to 250,000 records, or quite a hefty chunk—but the plays that these records get on the juke box influence untold amounts of indirect sales.

It's not hard to see therefore why cooperation between the operators and record companies has been growing steadily through the years. It's not hard to see why once each year they all get together in Chicago to discuss their mutual problems and renew their friendships.

Year by year the MOA convention has taken on more and more importance for the trade. Each year, more and more music people attend—and profit from their attendance.

Certainly everyone who was present at the fifth convention looks forward and plans to attend the sixth.

If for some reason you were unable to come to Chicago for the convention just concluded, we hope you will plan early enough to come for the one next year.

If you need any convincing, just ask anyone who was there this year.

CRAZY OTTO GOES CONTINENTAL!
"CRAZY OTTO GOES TO PARIS"
 b/w
"CRAZY OTTO GOES TO ITALY"
 by
GOOD TIME CHARLIE
 MEDIA # 1008

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 3208 So. 84th St. Phila., Pa.

IT'S A JUKE BOX NATURAL!

"Somebody Stole My Gal"
 B/W
"After You've Gone"
 # 115
 BY THE
FRANK SORRELL TRIO

AUDIVOX RECORDS
 140 W. 57th St., N. Y. C.

"PLEASE DON'T GO SO SOON"
 ★ ★ ★ ★ ★
"IT'S YOUR LIFE"
BOURNE, INC.
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A Solid Ballad Hit!

WHEN I'M ALONE

MILLER MUSIC CORPORATION

M-G-M RECORDS

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"HONEY BABE"
 and
"No Regrets"
 MGM 11900 (78 rpm)
 K11900 (45 rpm)

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2 No. 1 HITS

1. THE HILLTOPPERS
 featuring great voice of JIMMY SACCA
"THE DOOR IS STILL OPEN"
"TEARDROPS FROM MY EYES"
 DOT # 15351

2. THE FONTANE SISTERS
"MOST OF ALL"
"PUT ME IN THE MOOD"
 DOT # 15352

DOT RECORDS, INC.
 GALLATIN, TENNESSEE Phone: 1600



The BBC which still does not realize the importance of the record industry, as far as popular music is concerned, continues with its policy (on sound radio) of putting "so called" disk jockeys on the air during bad listening times, making sure that no one can get a chance to become interested either in the records or in the DJ's. There are really only two record shows that matter during the whole week of broadcasting—the morning request show for housewives, and the Sunday request show for family and forces. Other than these, nix. It's no wonder that the whole record industry turns to sponsored Radio Luxembourg. Could it be that BBC television is trying to be a little more enterprising? For they are starting a fortnightly thirty-minute show called "Off the Record" dealing with the many aspects of popular recorded music. The show will be emceed by Jack Payne. This may be a successful attempt. Let's hope so. Let's also hope that sound radio will come out of the rut it is in and give records and competent disk jockeys (not just names without record knowledge) a chance to boost this important industry. . . . Frankie Laine who was scheduled to appear in Britain this Summer, has had to cancel his tour due to heavy film commitments. . . . Rosie Clooney may be coming over this month to join her husband for two weeks, and it is hoped that we'll see her on T.V. and hear her guesting with the BBC Show Band. This also goes for Eddie Fisher (now in London) and Don Cornell whose opening in Glasgow was received with great enthusiasm. . . . The Frank Music Publishing people, who are about to plug the songs from "Kismet", have a problem on their hands. What with 23 recordings of "Stranger in Paradise" available, there won't be a lack of choice. So let the best one win. That versatile young Petula Clark gave us 15 delightful minutes on TV last week, showing to all viewing what an artist she really is. U. S. TV please take note. . . . Andre Kostelanetz arrives this week for concerts around the country.

- This week's best selling pop singles:
- "Give Me Your Word"—Tennessee Ernie (Capitol)
 - "Softly, Softly"—Ruby Murray (Eng. Columbia)
 - "Let Me Go, Lover"—Teresa Brewer (Vogue-Coral)
 - "A Blossom Fell"—Nat "King" Cole (Capitol)
 - "Mobile"—Ray Burns (Eng. Columbia)
 - "Let Me Go, Lover"—Ruby Murray (Eng. Columbia)
 - "Naughty Lady Of Shady Lane"—Dean Martin (Capitol)
 - "If Anyone Finds This, I Love You"—Ruby Murray (Eng. Columbia)
 - "A Blossom Fell"—Dickie Valentine (Eng. Decca)
 - "Cherry Pink And Appleblossom White"—Perez Prado (H. M. V.)

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.

CODE

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

- MELODY OF LOVE**
BILLY VAUGHN—FOUR ACES—DAVID CARROLL
 CA-3018 (F-3018)—F. Sinatra & Ray Anthony
 CO-40417 (4-40417)—Sammy Kaye
 CR-61334 (9-61334)—McGuire Sisters
 DE-29395 (9-29395)—Four Aces
 DO-15247 (45-15247)—Billy Vaughn
 KI-1429 (45-1429)—Ink Spots
 ME-70521 (70521x45)—David Carroll
 MG-11908 (K-11908)—F. McCormack
 VI-20-5975 (47-5975)—Tony Martin & Dinah Shore
 VI-20-5973 (47-5973)—Leo Diamond
 - THE CRAZY OTTO**
JOHNNY MADDOX
 DO-15325 (45-15325)—Johnny Maddox PD-22009 (45-22009)—Crazy Otto
 - SINCERELY**
McGUIRE SISTERS
 CR-61323 (9-61323)—McGuire Sisters
 CH-1581 (45-1581)—Moonglows
 DE-29421 (9-29421)—Louis Armstrong
 ME-70569 (70569x45)—Bop-A-Loos
 MG-11917 (K-11917)—Billy Fields
 VI-20-6014 (47-6014)—Johnnie & Jack
 - TWEEDLEE DEE**
GEORGIA GIBBS
 AT-1047 (45-1047)—Lavern Baker
 AU-114 (45-114)—Dorothy Collins
 CA-3008 (F-3008)—Vicki Young
 CR-61332 (9-61332)—Lancers
 CR-61366 (9-61366)—Teresa Brewer
 KI-1436 (45-1436)—Bonnie Lou
 ME-70517 (70517x45)—Georgie Gibbs
 ME-70553 (70553x45)—Bop-A-Loos
 VI-20-6005 (47-6005)—Pee Wee King
 - HOW IMPORTANT CAN IT BE**
JONI JAMES — SARAH VAUGHAN
 CR-61362 (9-61362)—Teresa Brewer
 DE-29412 (9-29412)—Connie Boswell
 ME-70534 (70534 x 45)—Sarah Vaughan
 MG-11919 (K-11919)—Joni James
 MJ-138 (45-138)—Jack Smith
 VI-20-5993 (47-5993)—Lou Monte
 - EARTH ANGEL**
PENGUINS — CREWCUTS
 CA-3002 (F-3002)—Les Baxter & Bombers
 DT-348 (45-348)—Penguins
 ME-70529 (70529x45)—Crewcuts
 MG-11904 (K11904)—Pat O'Day
 SO-108 (45-108)—Gloria Mann
 - KO KO MO**
PERRY COMO—CREWCUTS
 CA-3031 (F-3031)—Hutton Sisters
 CA-3057 (F-3057)—Andy Griffith
 CM-64 (45-64)—Gene & Eunice
 DE-29420 (9-29420)—L. Armstrong & G. Crosby
 DL-6080 (45-6080)—Charms
 ME-70529 (70529 x 45)—Crewcuts
 TA-2000 (45-2000)—Dooley Sisters
 VI-20-5994 (47-5994)—Perry Como
 VI-20-5998 (47-5998)—Tito Rodriguez
 VI-20-6022 (47-6022)—H. Hawkins & R. Robbins
 X-0087 (4X-0087)—B. Clooney & B. Darnel
 - BALLAD OF DAVY CROCKETT**
BILL HAYES
 CA-3058 (F-3058)—Ernie Ford
 CD-1256 (45-1256)—Bill Hayes
 CO-40449 (4-40449)—Fess Parker
 CR-61368 (9-61368)—Steve Allen
 DE-29423 (9-29423)—Burl Ives
 DO-1240 (45-1240)—Mac Wiseman
 FI-049 (45-049)—Irving Fields
 ME-70555 (70555x45)—Rusty Draper
 MG-11941 (K-11941)—James Brown
 VI-20-6041 (47-6041)—James Brown
 - HEARTS OF STONE**
FONTANE SISTERS
 BE-1080 (45-1080)—4 Belles
 CA-2946 (F-2946)—Rudy Gray
 CA-3008 (F-3008)—Vicki Young
 CR-61305 (9-61305)—Goofers
 CR-61335 (9-61335)—McGuire Sisters
 DE-29375 (9-29375)—Red Foley
 DL-6062 (45-6062)—Charms
 DO-15265 (45-15265)—Fontane Sisters
 KI-1392 (45-1392)—Louis Innis
 RB-1301 (45-1301)—Jewels
 VI-20-5955 (47-5955)—Ruby Wells
 - PLEDGING MY LOVE**
JOHNNY ACE — TERESA BREWER
 CO-40436 (4-40436)—Four Lads
 CR-61362 (9-61362)—Teresa Brewer
 DE-29421 (9-29421)—Louis Armstrong
 DU-136 (45-136)—Johnny Ace
 DL-6075 (45-6075)—Thunderbirds
 ME-70551 (70551x45)—Ronnie Gaylord
 MG-11931 (K-11931)—Tommy Mara
 VI-20-6050 (47-6050)—Nita, Rita & Ruby
- 11) THAT'S ALL I WANT FROM YOU. 12) IT MAY SOUND SILLY. 13) BLUE MIRAGE. 14) CHERRY PINK AND APPLEBLOSSOM WHITE. 15) ROCK LOVE. 16) OPEN UP YOUR HEART. 17) DANCE WITH ME HENRY. 18) MAMBO ROCK. 19) DANGER, HEARTBREAK AHEAD. 20) DARLING, JE VOUS AIME BEAUCOUP. 21) MR. SANDMAN. 22) WEDDING BELLS. 23) BIRTH OF THE BOOGIE. 24) THERE GOES MY HEART. 25) THE FISH. 26) NO MORE. 27) CLOSE YOUR EYES (BENNETT). 28) PLAY ME HEARTS AND FLOWERS. 29) I GOT A SWEETIE. 30) WHERE WILL THE DIMPLE BE. 31) LAZY GONDOLIER. 32) TWO HEARTS. 33) PLANTATION BOOGIE. 34) FINGER OF SUSPICION. 35) SAND AND THE SEA.



The Girl.... Dolores Hawkins

The Song.... **"NO SUCH LUCK"**

The Reaction....

F-A-B-U-L-O-U-S



9100 (5-9100)

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

A **2** SIDED SMASH TAKING

The fabulous Singing -

JOHN



**"GOODBYE
STRANGER
GOODBYE"**

JUBILEE # 5190



Available in Canada on Quality Label

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

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Sensation... NOW ON JUBILEE...

LAURENZ

"RED ROSES"
(For My Lady Fair)
JUBILEE # 5190

Jubilee Records
315 WEST 47th STREET • NEW YORK 19, N. Y.

Available in Canada on Quality Label

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

RECORD REVIEWS

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

GINNY GIBSON
(MGM 11961; K-11961)

B+ "WHATEVER LOLA WANTS" (2:38) [Frank ASCAP—Adler, Ross] From the forthcoming B'way musical "Damn Yankees" comes this sultry, sexy, beaty novelty which Ginny Gibson renders in top form. Terrific arrangement with Four Jingles and Joe Lipman's ork setting up the background. Smash song.

B "IF ANYTHING SHOULD HAPPEN TO YOU" (2:45) [Hartley ASCAP—Charles, Ebb] A lovely romantic number fashioned with class. Wonderful tune.

LOUIS JORDAN
(Decca 29424; 9-29424)

B "LOCKED UP" (2:58) [Danby BMI—Kelly, Watts, Wyche] Louis Jordan and His Tympany Five ride through a cute jump novelty. Amusing story number with loads of laughs. Jordan fans will consider this tops.

C+ "PERDIDO" (2:53) [Tempo ASCAP—Tizol, Lengsfelder, Drake] The boys let loose and drive across a rockin' interpretation of a favorite instrumental oldie. Solid dance material.

PEREZ PRADO ORCH.
(RCA Victor 20-6085; 47-6085)

B "BACK BAY SHUFFLE MAMBO" (2:10) [Robbins ASCAP—Shaw, McRae] "Prez" Prado, "King of the Mambo," while riding high with his magnificent waxing of "Cherry Pink," issues another sock mambo that'll sell a heap. An oldie set to a single mambo tempo. Grunts and all. Great for hoofers.

B+ "MOOD INDIGO" (3:00) [Gotham ASCAP—Ellington, Mills, Bigard] Rene Bloch handles the sax solo on this smooth mambo arrangement of a great Ellington standard. Strings accompany on the arrangement.

RAY DE MENO
(Jubilee 5191; 45-5191)

B "WHY DO YOU BREAK MY HEART" [Embassy ASCAP—Dale, Dorsey, Belfante] Ray DeMeno is in top form on this big production arrangement of a beautiful tango number. Lush presentation. Fine love song.

C+ "WHY DID YOU KISS ME" [Lubin, Van, Kimmel] The crooner gets a big backing on this slow, pretty piece of ballad material. Commercial item loaded with schmaltz.

HERB GEORGE
(Rich Records 408; 45-408)

B "SOMEWHERE, SOMEPLACE" (2:39) [Fay ASCAP] Herb George, assisted by Glen Gordon's ork and chorus, glides through a lovely, slow waltz tune. Pretty item that's full of potential. Crooner has a Tony Martinish sound.

C+ "I CAN'T GO ON" (2:29) [Fay ASCAP—Bello, Andolin, Marone] The Latin beat takes over on this side. Dramatic love song vigorously treated by Herb and the crew. Strong showing.

THE CASH BOX DISK OF THE WEEK

"WHATEVER LOLA WANTS" (2:35)
[Frank ASCAP—Adler, Ross]
"OH YEAH" (2:47)
[Ross Jungnickel ASCAP—Twooney, Wise, Weisman]
SARAH VAUGHAN
(Mercury 70595; 70595x45)



SARAH VAUGHAN

● Sarah Vaughan, hot on the heels of two big money makers, "Make Yourself Comfortable" and "How Important," has in her latest release a sensational piece of material that's sure to make it three-in-a-row for her. It's a sexy, beaty novelty tagged "Whatever Lola Wants" from the forthcoming musical "Damn Yankees." It's about the most commercial thing sh'e ever done and it's sure to be a sensation. Tune is destined to hit the top. Flip, "Oh Yeah" is a clever lilter very much like "Make Yourself Comfortable" in delivery. Powerful piece of wax. Will draw a heap of loot.

"IS THIS THE END OF THE LINE" (2:30)
[Broadcast BMI—Worth, Acquaviva]
"WHEN YOU WISH UPON A STAR" (2:48) [Bourne ASCAP—Harline, Washington]
JONI JAMES
(MGM 11960; K-11960)



JONI JAMES

● Riding high on the lists with her beautiful rendition of "How Important Can It Be?," Joni James comes through with a beautiful follow-up that should be a bigger hit. It's a lovely romantic item dubbed "Is This The End Of The Line." The thrush hands in a wistful, commercial reading on this soft shuffle ballad. A winner. Don't get caught short on the flip. It's a tremendous, dreamy rendition of the "Disneyland" theme "When You Wish Upon A Star." Powerful coupling. Both sides have got to make the grade.

"WHATEVER LOLA WANTS" (2:25)
[Frank ASCAP—Adler, Ross]
"CHURCH TWICE ON SUNDAY" (2:10) [Music Pub Hold Corp. ASCAP—Robins]
DINAH SHORE
(RCA Victor 20-6077; 47-6077)



DINAH SHORE

● Here's the record that's gonna send Dinah Shore up to the top of the popularity parade once again—a sensational recording tagged "Whatever Lola Wants" from the "Damn Yankees" musical. Henri Rene, the chorus and ork showcase the ace lark with a beautiful arrangement that labels this disk a number one seller. Thrush gave her disk a good boost on the NBC "Entertainment '55" TVer. A sure money-maker. Another hot contender is the flip "Church Twice On Sunday." It's a contagious bouncer that could follow in the footsteps of "This Ole House." Two-sider.

"KITTY WHO?" (2:41)
[Shapiro, Bernstein ASCAP—Javits, Sherman]
"BY BAYOU BAY" (3:00)
[Massey ASCAP—Spielman, Drake]
KITTY KALLEN
(Decca 29473; 9-29473)



KITTY KALLEN

● Kitty Kallen, who had a tremendous year for herself in '54, has on her latest Decca platter, two big sides that oughta be hitting the charts in short order. They're two dreamy, romantic numbers that feature the same warmth and feeling heard on her "Little Things" smash. One half is a light, inviting love song dubbed "Kitty Who?" A penetrating, sincere offering. The other half "By Bayou Bay" is an equally glowing presentation. Two tender tunes that her vast fan following will be crazy about.

LENA HORNE
(RCA Victor 20-6073; 47-6073)

B+ "LOVE ME OR LEAVE ME" (3:08) [Bregman, Vocco & Conn ASCAP—Kahn, Donaldson] One of the show world's greatest performers, Lena Horne, has a commercial piece of material in this oldie. Sexy reading. Classy performance. Subtle back-drop is great. Could hit big. Thrush'll sell plenty of disks.

C+ "I LOVE TO LOVE" (3:03) [Hayton-Horne ASCAP—Baker] This side stars the "queen" on a cute rhythm shuffle. Attractive side with a good set of amusing lyrics.

VIC ARMAND
(Cycle 101: 45-101)

B "THE WEDDING WALTZ" (2:12) [Linmar Music-Cale, Pushkin] New lyrics are set to a popular melody and are warmly treated by Vic Armand. Soft inviting waltz number. Polished crooner comes over well.

C+ "THERE'S LOTS-A ROOM" (2:28) [Linmar Music-Cale, Del-Nero] Sid Feller supplies the orking once again as the songster shuffles through a pleasant lilter. Girl assists on this novelty.

KAREN CHANDLER
(Coral 61386; 9-61386)

B "HAVE YOU EVER BEEN LONELY" [Shapiro, Bernstein ASCAP—De Rose, Brown] Karen Chandler comes over with class on this sentimental, broken-hearted ballad. Could make some noise.

B "MY FIRST LOVE" [Valando ASCAP—Adair, Huddleston, McIntyre] The thrush does a lovely job on this romantic item. Interesting backdrop showcases the songstress to best advantage. Two good sides.

FRANK WEIR AND ORCH.
(London 1540; 45-1540)

C+ "JOURNEY INTO SPACE" (2:44) [Peter Maurice ASCAP—Phillips] Frank Weir shows his great talent on the soprano sax as he and the chorus ease through an eerie, fascinating item. Off beat stuff. Beautiful.

B "SERENADE TO AN EMPTY ROOM" (2:45) [Leeds ASCAP—Palmer, Roger] An outstanding piece of blues material is excitingly cast by Weir and the strings. Sounds like background music for a film. Great saxist.

LEO DIAMOND
(RCA Victor 20-6090; 47-6090)

B "LAND OF THE PHAROHS" (2:39) [Music Pub. Hold Corp. ASCAP—Tiomkin] The beautiful title theme from the forthcoming "Land Of The Pharaohs" pic, is excitingly fashioned on the harmonica by Leo Diamond and a chorus. Thrilling, beaty number. Gorgeous tune wonderfully executed.

C+ "THE ONE ROSE" (2:09) [Shapiro, Bernstein ASCAP—Lyon, McIntire] The pace is changed on this side as Diamond presents a lovely slow waltz number. Inviting piece of material.

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See and hear these biggest packages of them all...



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Every side a tested and proven standard by a great-name artist! Many selected from Columbia's hall-of-fame list!



* Plus, free, an extra bonus record in every kit: "Auld Lang Syne" B/W "Happy Birthday To You" Plus, 5 title strips per selection.

TOPS FOR OPS COLUMBIA

RECORDS



RECORD REVIEWS

Ⓚ	DISK & SLEEPER	Ⓚ	GOOD
Ⓛ	EXCELLENT	Ⓚ	FAIR
Ⓛ	VERY GOOD	Ⓚ	MEDIOCRE

SAMMY KAYE ORCH.

(Columbia 40485; 4-40485)

C+ "JIM, JOHNNY AND JONAS" (2:40) [Red River BMI—Bond] The Kayettes join Sammy Kaye and the ork on a slow waltz number with a tropical air. Pretty ballad. Different from the run-of-the-mill stuff.

C+ "IMPOSSIBLE" (2:30) [Irving Caesar ASCAP—Caesar, North] A tune from the Ringling Circus is rendered by Jeff Clay and the crew. Ok song.

KAY ARMEN

(MGM 11967; K-11967)

B "LA LA LU" (2:47) [Disney ASCAP—Lee, Burke] From Disney's movie length cartoon "Lady And The Tramp" comes this tender, slow-waltz number which Kay Armen treats so warmly. One of her most commercial sides to date.

C+ "BELLA NOTTEE" (2:22) [Disney ASCAP—Lee, Burke] Kay caresses the pretty lyrics and melody of this romantic tune from the same flicker. Another appealing item.

FRANK SORRELL TRIO

(Audivox 115; 45-115)

B "SOMEBODY STOLE MY GAL" (2:12) [Robbins ASCAP—Wood] Audivox' tremendous Frank Sorrell Trio rides through a terrific cornball rendition of a great oldie. Potent and commercial offering that could catch on.

C+ "AFTER YOU'VE GONE" (2:31) [Mayfair ASCAP—Creamer, Layton] This side features the threesome on some more clever instrumental work. Cornball stuff. Fits into the "Crazy Otto" trend that's in full swing today.

DIMITRI TOIMKIN ORCH.

(Coral 61388; 9-61388)

C+ "STRANGE LADY IN TOWN" (2:40) [Witmark ASCAP—Tiomkin, Washington] A contagious western flavored tune, title song of a soon-to-be-released Warner pic, it invitingly performed by its composer.

C+ "LAND OF THE PHAROHS" (2:27) [Remick ASCAP—Tiomkin] Another pic title tune gets a dramatic treatment from Mr. Tiomkin and the orchestra. Movie will be greatly promoted. Oriental flavor. Pretty number.

THE PENNSYLVANIANS

(Decca 29451; 9-29451)

B "WE'LL GO A LONG, LONG WAY TOGETHER" [Fox ASCAP—Kennedy, Fragna] Fred Waring's Pennsylvanians do a big job with a pleasing march number. "Happy Wanderer" type delivery. Interesting side. Could catch on.

C+ "HE WAS THE HAPPIEST" [Shawnee Press ASCAP—Bernier, Charlap] A big waltz novelty is fashioned by the Glee Club on this side. Good group song.

THE CASE BOX

SLEEPER OF THE WEEK

"THE BERRY TREE" (2:00)

[Miller ASCAP—Chaplin]

"BLUE BLACK HAIR" (2:26)

[Rosarch BMI—Levitan]

BILL HAYES

(Cadence 1261; 45-1261)



BILL HAYES

● Bill Hayes, who skyrocketed to the top of the hit parade with his fabulous rendition of "Ballad of

Davy Crockett," has a great new follow-up that'll make it two hits in a row for the lad. It's a cute and melodic little novelty labelled "The Berry Tree," from the pic "Many Rivers To Cross." It has a wonderful country flavor that the kids will be wild about. Bill gets an additional boost from a top notch Archie Bleyer backdrop. Terrific tune that's a natural for the boxes. Flip side, "Blue Black Hair" is a captivating, folk-type tune that's just beautiful. It's an off-beat piece material that we feel could make the grade if it gets sufficient exposure. Record is a sure fire money earner.

RUSH ADAMS

(MGM 11953; K-11953)

B+ "THE ROSE IN HER HAIR" (2:38) [Witmark ASCAP—Warren, Dubin] Rush Adams hands in his most commercial waxing to date. This side is a lush Latin flavored item. Big delivery and arrangement. Could click.

C+ "ONLY FOR YOU" (2:16) [Simon House BMI—Perry] Here the crooner wends his way through a tender romantic item. Very pretty love material. Good coupling for big sales results. Fine voice.

DICKIE VALENTINE

(Landon 1534; 45-1534)

B "A BLOSSOM FELL" (2:16) [Shapiro, Bernstein ASCAP—Barnes, Cornelius, John] Dickie Valentine, who made a strong showing with "Finger of Suspicion," offers a ballad that's making noise in England, on his latest platter. Pretty job. Could make noise.

C+ "WHO'S AFRAID" (2:51) [Advance ASCAP—Tauter, Lawrence] Another tender love song is smoothly fashioned by the warbler. Two good sides.

TERRI STEVENS

(Double AA 109; 45-109)

B "JUST WONDERFUL" (2:50) [Canada Ltd BMI—Cowell] Joe Leahy sets up a soft, plush backing for Terri Stevens' wistful treatment of a most beautiful love song. Could top her "Unsuspecting Heart" sale. Lovely job.

B "DON'T KEEP IT A SECRET" (2:18) [Springfield BMI—Larkin, Simpson] Another winning performance is presented on this side by the thrush. More soft, romantic material. Two powerful sides.

BILL STEGMAYER ORCHESTRA

(Benida 5029; 45-5029)

B "THE DOLL MAKER" (2:15) [Sikorski BMI—Winkler] A very contagious novelty is handled in top form by Bill Stegmayer's ork and the Peggy Marshall Singers. Cute piece of tune-stuff that could catch on.

C+ "LET'S KISS GOODNIGHT" (2:35) [Schaeffer BMI—Nelson, Gaze] Bill and the ork dish up some beautiful mood music wonderfully enhanced by the Marshall singers. Tender romantic item. Good coupling.

CARMEN McRAE

(Decca 29472; 9-29472)

B "WHATEVER LOLA WANTS" (2:56) [Frank ASCAP—Adler, Ross] Carmen McRae dishes up a solid rendition of "Lola," a tune that's headed for the top. Good arrangement and a classy performance by the thrush.

C+ "AM I THE ONE TO BLAME" (2:58) [Bregman, Vocco & Conn ASCAP—Gallop, Brewster, Conn] The gifted thrush hands in another polished performance on this sentimental romantic offering.

GORDON MacRAE

(Capitol 3085; F-3085)

B "TIK-A-TEE, TIK-A-TAY" (2:30) [E. B. Marks BMI—Lama, Andre] Gordon MacRae bounces through a cute little samba novelty that could catch on and break big. Inviting bouncer full of color. TV performance will help.

C+ "YOU FORGOT" (2:28) [Ardmore ASCAP—Barkclift, Sandes] The versatile baritone gets a big choral backing on this soft, romantic offering. Warm love song. Has possibilities.

MIDGE BARBER

(Cardill 5300; 45-5300)

B "ORANGE SUSPENDERS" (2:22) [Nutmeg ASCAP—McPhail, Anderson] Midge Barber debuts on the new Cardill label with an infectious little novelty that has possibilities. Orange suspenders are a teen age rage. Cute stuff.

C+ "BABY" (1:58) [Nutmeg ASCAP—McPhail, Mende] A lighthearted number is pleasantly treated by the thrush and the March Hares. Inviting side.

JERRY COLONNA

(Major 144; 45-144)

B "BAFFI" (2:22) [Symphony House ASCAP—Spina, Sigman, Ravasini] English lyrics are set to a wonderful Italian novelty with excellent results. Here Jerry Colonna and the Three Lovers bounce through this ditty. Contagious lively item with an "Anna" beat. Could stir up noise.

C+ "CHICAGO STYLE" (2:33) Caesar Petrillo assists the comedy singer on this humorous treatment of a great oldie.

ANDY SHEPPARD

(Cadillac 163; 45-163)

B "I'M CRYING ALONE" (2:55) [Riviera BMI—Culbreth, Petrillo] Newcomer Andy Sheppard makes a strong first showing on Cadillac with a pretty, sentimental ballad. Ray Charles singers assist beautifully. Slow waltz.

C+ "WHAT IS PARIS" (2:55) [Riviera BMI—Bond] Another dreamy number is smoothly handled by the crooner. Inviting performance.

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.

- ★ "LOVE ME OR LEAVE ME" Lena Horne ... RCA Victor 20-6073; 47-6073
- ★ "WHATEVER LOLA WANTS" Ginny Gibson MGM 11961; K-11961
- ★ "MOOD INDIGO" Perez Prado ... RCA Victor 20-6085; 45-6085



BIG
Recordings!

"Strange Lady

in Town"

From the **WARNER BROS.** Motion Picture
"Strange Lady in Town"

FRANKIE LAINE
Columbia #40457

Dimitri Tiomkin
Coral #61388

The Strangers
MGM #11980

and still more to come!

M. WITMARK & SONS

488 Madison Ave., New York 22, N.Y.



PLATTER
SPINNER
PATTER

ALL ABOUT DISK JOCKEYS

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

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

- | | |
|---|---------------------------|
| 1. BALLAD OF DAVY CROCKETT | Bill Hayes (Cadence) |
| 2. HOW IMPORTANT CAN IT BE | { Joni James (MGM) |
| 3. SINCERELY | { Sarah Vaughan (Mercury) |
| 4. MELODY OF LOVE | { McGuire Sisters (Coral) |
| 5. CRAZY OTTO MEDLEY | { Billy Vaughn (Dot) |
| 6. TWEDDLEE DEE | { David Carroll (Mercury) |
| 7. KO KO MO | { Four Aces (Decca) |
| 8. DANCE WITH ME HENRY | { Johnny Maddox (Dot) |
| 9. EARTH ANGEL | { Georgia Gibbs (Mercury) |
| 10. PLEDGING MY LOVE | { Perry Como (RCA Victor) |
| 11) IT MAY SOUND SILLY. 12) PLAY ME HEARTS AND FLOWERS. | { Georgia Gibbs (Mercury) |
| 13) DARLING, JE VOUS AIME BEAUCOUP. 14) BLUE MIRAGE. | { Crewcuts (Mercury) |
| 15) CHERRY PINK AND APPLE BLOSSOM WHITE. 16) UNCHAINED | { Penguins (Dootone) |
| MELODY. 17) DANGER, HEARTBREAK AHEAD. 18) MAMBO ROCK. | { Johnny Ace (Duke) |
| 19) THAT'S ALL I WANT FROM YOU. 20) HEARTS OF STONE. | { Teresa Brewer (Coral) |

W. B. Hoffer (WJWS-South Hill, Va.) sends along an idea that has been helpful to him, the station, and which he feels could be helpful to other stations. WJWS jockey and librarian, Jim Larkin, originated the idea of starting dances for the high schools in their area. Once a week a station employee will act as master of ceremonies at a dance, better known as a "record hop" in one of the nearby schools. The Woman's Club has endorsed the idea and supplies two chaperones for each "hop." The station supplies microphones, amplifying systems and records. Teeners are offered prizes, usually record albums.



NORMAN WAIN
(WDOK—Cleveland, O.)

Pic of the week—"Big Chief" Norman Wain (WDOK-Cleveland) is credited by Mardi Gras Records for kicking off interest in "Speak Up Mambo" by Al Castellanos. It was first aired on "Big Chief's Mambo Matinee." Wain's mambo program also helped push "Cherry Pink and Apple Blossom White" according to the local RCA distrib (Main-Line, Cleveland). . . . Brad Lacey (WMYR-Fort Myers, Fla.) using The Cash Box as the source for his new Saturday morning show, "Top Ten Time." The first half hour features the top ten pops and the second half spotlights the top ten C & W tunes. Lacey now has five hours a week of pop plus a new show on Saturday afternoons called "Music for Moderns." . . . Frank Sweeney (WICH-Norwich, Conn.) acts the part of an MC at a club where record stars drop in to sing a few songs. The whole affair is done complete with crowd noises and applause. Chit chat is conducted back and forth with

the assistance of ETs. Any jockey conducting a similar type program might compare notes with Sweeney. . . . Don Kern (WDIA-Memphis, Tenn.) still keeping close tabs on rough lyrics. Latest count is 31 records deleted because of morals. . . . Bill Bennett (WAND-Canton, O.) in conjunction with National Smile Week is sponsoring a "best joke" contest. Winner will receive an album titled "Laugh of the Party." . . . Grady Edney, formerly a director of KYM-Philadelphia, has been named to succeed Avenir Rakov as program director of WBZ-WBZA-Boston, Mass. Announcement was made by Paul E. Mills, general manager.

Robin and Polly Bonneau (WTSV AM-FM-Claremont, N. H.) drop a line with raves for local Paulette Sisters' "Dreamboat" on Capitol. . . . Don Parker now doing a pop show at WMYR-Fort Myers, Fla., after a stint at WMAS-Springfield, Mass. . . . WPOR-Portland, Maine, celebrated the beginning of its tenth year with an open house celebration from 6 a.m. to midnight. DJ's Ken Garland, Howie Leonard, Bob Norris and Bob O'Wrill hosted guests with coffee, donuts and prizes. . . . Joe Morris writes "When I transferred to WAGS-Bishopville, S. C., last week I missed your mag for the first time in several years and I feel lost without it." Morris is managing director of the station. Jim Kosell (WJTN KXOL-Fort Worth, Texas) issues a brochure each week which highlights a list of most programmed tunes. Local stores have been going for it in a big way. Jockeys on the station are The Hobby's (Charles and Joyce), Chuck Dunaway, Parker Wilson, Jerry Hahn, Chem Terry and Kent Burkhart. . . . Jerry Eton (WFIG-Sumter, S. C.) writes, "I rely completely on The Cash Box for the weekly top ten songs and also the listings of all the new recordings coming out. Without it I'd be completely uninformed."

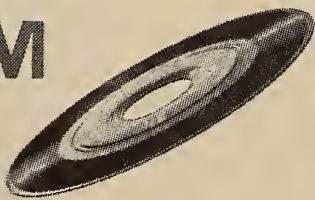
THE RHYTHMETTES

A GREAT NEW "ROCK 'N ROLL" TRIO...



That Really
"Sells" a Song!

HIM



ONLY YOU

20/47-6089

A "New Orthophonic" High Fidelity Recording



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

"Dennis, Anyone?"



HOLLYWOOD — Singer-pianist Matt Dennis checks over last minute arrangements with Henri Rene, West Coast A&R head for RCA Victor, prior to Matt's recording of his new album "Dennis, Anyone?". Session was held before a packed "live" audience during a cocktail party at the Encore restaurant which was attended by members of the trade and press. Artists manager Seymour Heller looks on in background. Dennis and his trio have appeared nightly at this noted Hollywood eatery for the past several months.

Meeting Dates Of Music Operators' Associations

- Apr. 12—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 12—California Music Merchants' Assn.
Place: Fresno Hotel, Fresno, Calif.
- 12—Western Massachusetts Music Guild
Place: Ivy House, W. Springfield, Mass.
- 13—California Music Merchants' Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 13—New York State Operators' Guild
Place: Governor Clinton Hotel, Kingston, N. Y.
- 14—California Music Merchants' Assn.
Place: U. S. Grant Hotel, San Diego, Calif.
- 18—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 19—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 21—Eastern Ohio Phonograph Operators' Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).
- 25—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.
- May 2—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.
- 2—California Music Merchants' Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.
- 3—Arizona Music Guild, Phoenix Chapter #1
Place: 1738 West Van Buren, Phoenix, Ariz.
- 5—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)
- 5—California Music Merchants' Assn.
Place: Sacramento Hotel, Sacramento, Calif.
- 5—Eastern Ohio Phonograph Operators' Assn.
Place: Tod Hotel, Youngstown, Ohio (General)
- June 4 & 5—Nebraska Automatic Phonograph Operators' Assn.
Place: Beatrice, Neb.

NOTHING BUT HITS

TWEEDLEE DEE

Georgia Gibbs
70517

EARTH ANGEL

Crewcuts
70529

MELODY OF LOVE

David Carroll
70516

DANCE WITH ME HENRY

Georgia Gibbs
70572

KO KO MO

Crewcuts
70529

HOW IMPORTANT CAN IT BE

Sarah Vaughan
70534

BLUE MIRAGE

Ralph Marterie
70535

COMING UP FAST

WHATEVER LOLA WANTS

Sarah Vaughan
70595

DON'T BE ANGRY CHOP CHOP BOOM

Crewcuts
70597

KEEP ME IN MIND LITTLE CRAZY QUILT

Patti Page
70579

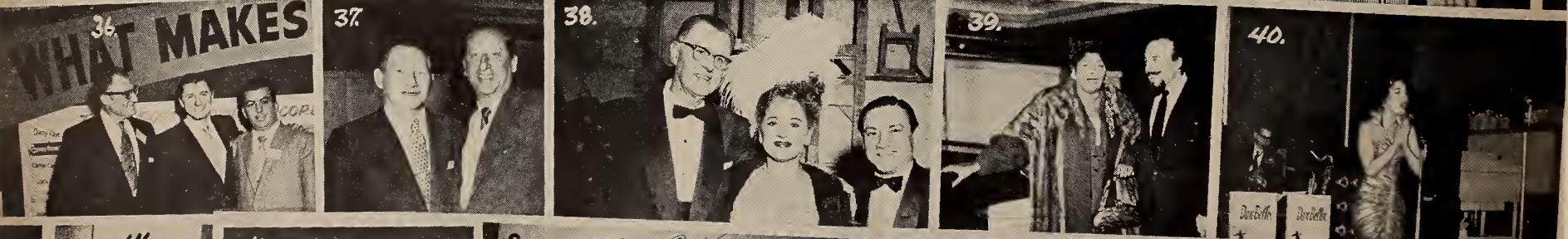
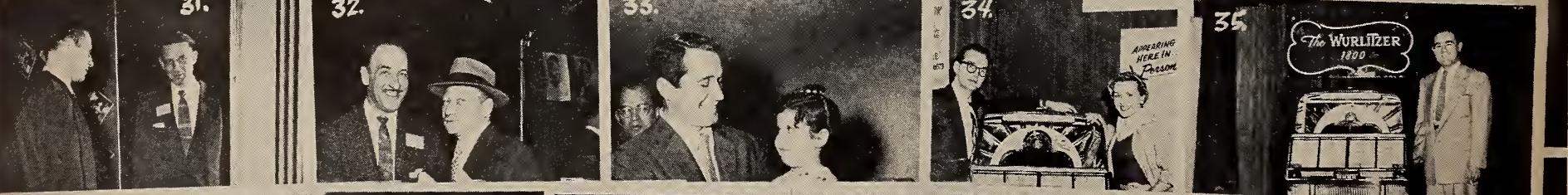
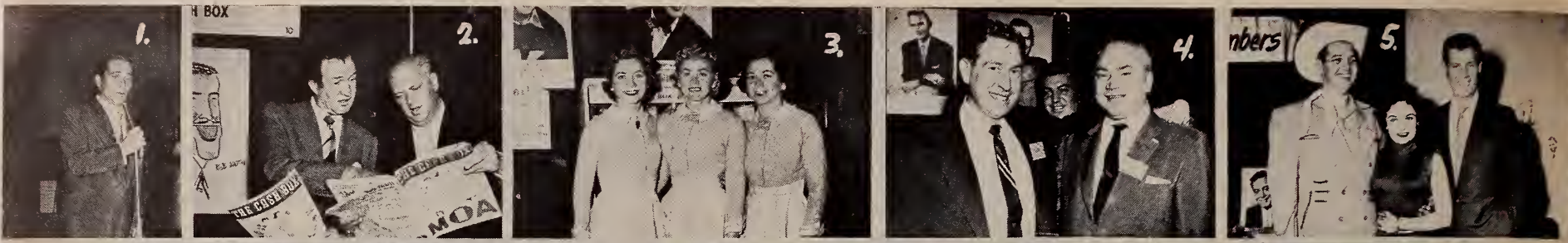
MY BABE

Gaylords
70586

THE OLD TOWN HALL DANCING AND DREAMING

Laurie Sisters
70596





MOA HOLDS 5th CONVENTION

Attendance Greater Than Ever Before As Manufacturers, Ops & Music Men Meet

CHICAGO—The largest convention in the history of Music Operators Of America was held last Monday, Tuesday and Wednesday in the Morrison Hotel in Chicago. Operators, manufacturers and music men from all over the nation gathered there to discuss their problems, display their machines and play their latest records. In addition, recording artists from almost every firm were present to entertain at the great banquet held on Tuesday night.

Guests started streaming into Chicago on Sunday night in preparation for the meetings which started Monday morning. For the next three days, the mornings were devoted to

business meetings while the afternoons were spent on the display floors where visitors went from booth to booth renewing old acquaintances and making new ones.

This year the display area was mostly in the grand ballroom of the Morrison Hotel, although the rest of the first floor was also used.

The meetings were given over to discussions of operator problems with various guest speakers making their comments. Musicwise, a resolution was adopted to enter into a contract with Barney Young for a third copyright agency which George Miller, president of MOA and Sidney Levine, attorney for MOA said would be used

as a bargaining wedge should current copyright legislation pass through Congress. They also emphasized that MOA had no intentions whatsoever of entering the record business, that they would never compete with record firms and that all they were interested in was protecting themselves on copyright demands.

The highlight of the convention was the banquet held on Tuesday night in which some of the top names in the music business entertained. (Further details of the banquet can be found on page 17.)

This was the fifth convention which MOA has held and by far it was the largest and most successful. From a display and attendance point of view it was the biggest ever with an air throughout the entire meeting of

strength and confidence on the part of the organization as a whole and the individual operators.

Once again, the convention proved that this is the place where everyone concerned with the music business should meet. It is a natural juncture where record men play a most important part, where they aren't shunted aside as at the NAMM, where theirs is the central industry.

The factor that this convention made crystal clear is the importance of the operators to the music trade and the interdependence of the two. It is certain that in the years to come, this convention will continue to increase in importance and attendance as the music business and the juke box industry increases in its importance as an entertainment medium.

← "The Cash Box" Photographer At The MOA Convention

- | | |
|--|---|
| 1) Perry Como | 24) Rosalind Paige, Fletcher A. Blacklock |
| 2) Julie Stearns | 25) Cissie Gersh, Lou Boorstein |
| 3) The Fontane Sisters | 26) Bill Alexander, Jane Casey, Donna Kime, Bob York, Harry Jenkins |
| 4) Randy Wood and Barney Ross | 27) Pee Wee King, Barney Ross |
| 5) Hank Thompson, Lee Kane, Bob Manning | 28) Paul Cohen, Jim Ferguson, Wesley Ross |
| 6) Joe Carlton, Milt Salstone, Bob Austin | 29) Sonny Graham, Larry Kanaga |
| 7) Connee Boswell, Eddy Arnold | 30) Jimmy Sacca |
| 8) Perry Como, Cissie Gersh, "Senator" Al Bodkin | 31) R. Murray Nash |
| 9) Red Foley | 32) Mike Kurlan, Bill Gersh |
| 10) Georgia Gibbs | 33) Perry Como and admirer |
| 11) Johnny Ambrosia, Dick Linke, Bill Gersh, Jerry Blaine | 34) Jack Pleis, Karen Chandler |
| 12) Ginny Dennis, James Tolisano | 35) Ken Griffin |
| 13) Tad Bruce | 36) Buck Ram, Georgie Shaw, Al Gallico |
| 14) Sonny Graham, Gordon Stout | 37) Bill Gersh, Art Talmadge |
| 15) Faron Young, Dave Cavanaugh | 38) George Miller, Connee Boswell, Sidney Levine |
| 16) Len Chess | 39) Mahalia Jackson, Mitch Miller |
| 17) Randy Wood, Bob "Coffehead" Larsen | 40) Lee Kane |
| 18) Hy Reiter, Harold Moon, Julie Stearns, Percy Faith | 41) Bud Brandom |
| 19) Mitch Miller, Hal Cook | 42) Stuart Hamblen |
| 20) Charles Kanter, Kay Malone | 43) Bob Austin, Sol Handwurger |
| 21) Mitch Miller, Sam Ricklin, Ahmet Ertegun, Joe Delaney | 44) Dub Allbritten, Bernie Miller, Charlie Lamb |
| 22) Joe Barrett, Paul Cohen | 45) Eddie Fontaine |
| 23) Webb Pierce, Faron Young, Leslie Wilburn, Teddy Wilburn, Doyle Wilburn, Jim Denny, Mrs. Webb Pierce and Audrey Williams. | 46) Linn Burton, Paul Cohen, Jim Ferguson |

(More pictures can be found on pages 38, 39 and 44)

MOA Selects Sonny Graham As "Miss Juke Box"



CHICAGO—One of the highlights of the MOA banquet was the announcement of MOA's final selection of "Miss Juke Box."

The three finalists, Ginny Dennis of North Hollywood, California; Sonny Graham, Bronx, New York; and Kay Malone of New Orleans, were flown to Chicago on Friday night. A brunch was hosted for the press on Saturday morning in order for them to meet the gals.

For the first time, the banquet was aired over the ABC radio network from 8:30 to 9 P. M. The winner's name was announced during this broadcast. The winner? Sonny Graham. Who, as a result, received a year's recording contract with RCA-Victor.

Sonny formerly sang with a trio called the Rhythmettes and has appeared as a featured vocalist at several niteries and on local radio programs. George Miller, president of the MOA, said that the contest had created such widespread enthusiasm and met with such overall acclaim, that he believes it will probably become an annual event.

Shown pictured above, l to r, are the following RCA-Victor men: Ben Rosner, Jerry Thorp, Irwin Tarr, Bob Nossett, Rocky Rolf, all pleased with what they hear. Pictured with these men are the three "Miss Juke Box" finalists, Kay Malone; (Queen) Sonny Graham; and Ginny Dennis.

"Three Coins In the Fountain" Wins Academy Award Oscar

HOLLYWOOD, CALIF. — Film music played a big part, as usual, at the "Oscar" presentations made by the Academy of Motion Picture Arts and Sciences at the Pantages Theatre, this city, last Wednesday, March 30.

Johnny Desmond performed "The High And The Mighty" from the picture of the same name; Tony Martin sang "Hold My Hand" from "Susan Slept Here"; Rosemary Clooney rendered "The Man That Got Away" from "A Star Is Born"; Peggy King offered "Count Your Blessings" from "White Christmas" and Dean Martin performed "Three Coins In The Fountain," the film's title tune.

The Sammy Cahn—Julie Styne tune "Three Coins In The Fountain" copped the "Oscar." It was published by Robbins Music, ASCAP. The song's authors both received their awards from emcee Bob Hope.

The Academy Award for the best music score for a drama or comedy went to Dimitri Tiomkin for his composition "The High And The Mighty." The M. Witmark published tune was written by Ned Washington and Tiomkin. Tiomkin, incidentally stole the show with his humorous thank you. He gave credit to Johann Brahms, Johann Strauss, Richard Wagner, Beethoven, Bach and a number of other classical composers for helping him win the cherished trophy.

Saul Chaplin and Adolph Deutsch accepted "Oscars" for the best score for a musical film which they won for "Seven Brides For Seven Brothers."

The score was written by Johnny Mercer, Gene De Paul and was published by Robbins Music, ASCAP.

On records, "Three Coins In The Fountain" hit the number one spot by the Four Aces. "The High And The Mighty" was a disk hit via the LeRoy Holmes and Johnny Desmond waxings, and the "Seven Brides" original cast recording was one of MGM Records best selling albums.

David Rose's orchestra supplied the music for the evening.

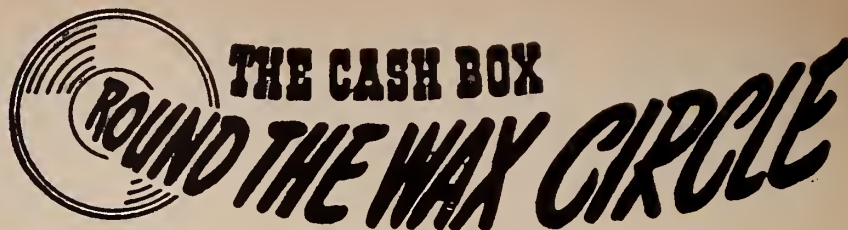
Martin Forms Subsidiary Music Distributors, Inc.

CHICAGO—James H. Martin, president of James H. Martin, Inc., this week announced the formation of a subsidiary firm, Music Distributors, Inc.

Music Distributors will be handled as an entirely separate operation. And is to be headed by Natt Hale, general manager. Natt, as many may remember, was formerly a columnist with The Cash Box.

New firm will handle distribution for the following seventeen labels: MGM; Essex; Majar; Double AA; Tico; Cardinal; Remington; Bethlehem; Teen Sound; 20th Century; Jay Jay; Baton; Media; Jaguar; Plymouth, and Polkatune.

"We know of Natt's vast knowledge and past experience in the music business," Jimmy Martin stated, "and feel certain that he will successfully handle our new firm," he concluded.



NEW YORK:

The music trade is back in town again after a Chicago visit for the MOA Convention—and what a convention it was! The entertainment at the great banquet was a once-in-a-lifetime-affair. . . . Decca has acquired album rights to "Ankles Aweigh". The Betty and Jane Kean starrer is scheduled to open on Broadway April 18. . . . Tommy and Jimmy Dorsey will again substitute for Jackie Gleason on May 7 when he takes a week's vacation. . . . Bethlehem Records huddling with a number of foreign organizations who would



THE CREWCUTS

like to distribute Bethlehem LPs in their respective foreign markets. . . . Irving Fields disappointed about not being able to appear at the Palladium in London April 11, but the Ministry of Labor forbid it. . . . "Pajama Game" came off with a slew of "Tony" awards. Congratulations Dick Adler and Jerry Ross. Nat "King" Cole is in the midst of a ten day concert tour of Jamaica and Trinidad. . . . Henry Okun reports that the PAL of Newark, N. J. is in receipt of a 45 RPM record player that was acquired through the efforts of The Cash Box and Irwin Tarr of RCA Victor Records. . . . The Four Coins are entering another field in their spare time. All of Greek descent, the boys have accepted an offer from The Atlantis, the national Greek paper, to write a weekly music column for teenagers. . . . The song "Chop Chop Boom", which The Crewcuts have recorded, has been purchased by Frederick Music from Pamlee Music. . . . Paula Romero joins Joni James as her personal secretary. Paula was most recently secretary to Murray Baker at Robbins. . . . It looks like "Damn Yankees", which is currently in New Haven, has already produced a smash in "Whatever Lola Wants". But rumor has it that it's only the beginning. Understand that "Heart" will be the next sensation from the show.

CHICAGO:

Well, another year—another MOA (Music Operators Of America) Convention—and, from all indications, the largest and most successful. As the MOA enters its tenth year, all are filled with optimism for a bright future and all are already looking forward to next year's get-together. Artist-wise, each of the record companies in attendance was more than amply represented. From Capitol, Bob Manning, Farron Young, and Lee Kane; Bill (Davey Crockett) Hayes, Cadence; Karen Chandler, Jack Pleis, and the Billy Williams Quartet, Coral; Mitch Miller, Mahalia Jackson, Jerry Vale, Guy Mitchell and Steve Clayton from Columbia; Connie Boswell, Lenny Dee, Georgie Shaw, Joe Barrett, Janet Brace, and Red Foley from Decca; from Dot, the Fontane Sisters, Billy Vaughn, Hilltoppers, Johnny Maddox, Pat Boone, and Mac Wiseman; Dan Belloc Band; Tommy Mara, and Rosalind Paige from MGM; Georgia Gibbs from Mercury; Russ Arno, M.O.A.; and from Label X, Eddie Fontaine, Frank Lester and Richard Maltby; from Watco, Tad Bruce. From RCA Victor, Perry Como, Stewart Hamblen and the Burton Sisters. The unusual this year was provided by the 'Miss Juke Box' Contest in which Ginny Dennis, Sonny Graham and Kay Malone were finalists out of the more than 600 contestants. The winner Sonny Graham was crowned by Perry Como. Contest was so well received that it is believed this will become an annual feature. Other record companies which were represented by execs rather than artists included AA, Majar, and London. There were also several reps in town who, though they didn't display, were very much in evidence as they strolled from booth to booth saying 'hi' to everyone. Among these, Jerry Blaine of Jubilee and Ahmet Ertegun and Jerry Wexler of Atlantic, as well as Irv Marcus of Peacock and Phil and Leonard Chess of the Chess and Checker diskeries. And several others. As stated above, convention was a tremendous success and all left here tired but elated and anxiously looking forward to next year's meet.



FERRY COMO

HOLLYWOOD:

Everything back on an even keel, now that the convention is over—and what a crowd! For a special report from the M.O.A. convention, see the California Clippings column in the coin machine section. We've got some interesting news 'n' notes. . . . Purtiest ballad heard around these parts in a long time is "Impatient Lullaby" which is now making the A&R rounds. Takers should glom onto this one in a hurry. . . . Recently heard the exciting new Rush Adams platter on MGM of "The Rose In Her Hair." Slightly reminiscent of "Lady Of Spain," in tempo, the frenzied violin section backing the number as a part of a 22 piece band, keeps the record "busy" from the start to finish. The record was honored as "Pick of the Week" by California Music, and "Record of the Week" by the popular deejay, Ira Cook. It's an old-time standard that hasn't been done in 30 years. . . . Jeff Chandler recently completed a Decca recording session. . . . Nick Lucas, "The Singing Troubadour," starring at Charley Foy's in the Valley. Known for his "Tiptoe Through the Tulips," his latest on Crown label is a couple of good o'd standards, "I'm Looking At The World Through Rose Colored Glasses" b/w "Did You Ever See A Dream Walking?" . . . Bob Manning out with a brand new platter on Capitol called, "Mission Of San Michel." . . . Don Reed is making the beat with a bouncy-type number on Gilt-Edge tabbed "I Can See An Angel," b/w another still bouncer, "Red Hot Papa." The Lou Douglas ork provides excellent backing. . . . RCA's Bob Williams filed a Saturday night spot at the Los Angeles Press Club recently. . . . The H'wood Palladium scored another 'first' when the long-awaited debut of Eddy Howard, his songs, and his Mercury Recording orchestra bowed into the plush ballroom April 5. . . . Allan Jones, well-known musical comedy star of motion pictures and stage, who won top rave notices for his performances in "Guys 'n' Dolls" opens April 12 at Charlie Morrison's Mocambo. . . . O-o-o-o, la, la. Vous et tres bon moi cheri! And indeed she is—Line Renaud, that is, who opened late last month in the Cocoanut Grove of the Ambassador Hotel.



RUSH ADAMS

See An Angel," b/w another still bouncer, "Red Hot Papa." The Lou Douglas ork provides excellent backing. . . . RCA's Bob Williams filed a Saturday night spot at the Los Angeles Press Club recently. . . . The H'wood Palladium scored another 'first' when the long-awaited debut of Eddy Howard, his songs, and his Mercury Recording orchestra bowed into the plush ballroom April 5. . . . Allan Jones, well-known musical comedy star of motion pictures and stage, who won top rave notices for his performances in "Guys 'n' Dolls" opens April 12 at Charlie Morrison's Mocambo. . . . O-o-o-o, la, la. Vous et tres bon moi cheri! And indeed she is—Line Renaud, that is, who opened late last month in the Cocoanut Grove of the Ambassador Hotel.

Andy Sheppard
RAY CHARLES SINGERS
BY OLIVER'S ORCH.

"I'M CRYING ALONE"
and
"WHAT IS PARIS?"
CADILLAC-163

CADILLAC RECORDS
 236 W. 49th Street, New York City 19, N. Y.

Signal Records To Concentrate On Jazz LP's

NEW YORK—The Signal Record Corporation, a new record firm formed in this city, announced that its recording activities will be concentrated mainly on jazz LP's, with the first release offering an unusual series of recordings.

The diskery's president, Jules Colomby, a modern music student, was aware of the fact that a high percentage of the jazz record buyers were themselves musicians and students of jazz music. He therefore decided to plan a series of LP's designed for analysis and student participation.

On one side of the company's first release, the buyers will hear Duke Jordan's Quartet featuring Jordan at the piano, Gigi Gryce on the alto sax, Oscar Pettiford on bass and Kenny Clarke on drums. On the reverse side, the exact same recording will be presented, but the sax solos by Gryce will be omitted. This will enable the listener to play along with the group and do an imitation of Gryce's sax style or render his own improvisations on the themes.

The Signal label will continue this series with other outstanding jazz groups.

Hall Overton, composer-pianist and teacher, will write all album notes for this series.

More Than 3,600 Guests Attend Gala MOA Banquet

CHICAGO — Over 3,6000 guests jammed into the Terrace Casino of the Morrison Hotel, this city, for the MOA (Music Operators Of America) Banquet (3/29).

This gala affair had two added features this year which made it just that much more enjoyable.

For the very first time in MOA's history, a portion of the show was broadcast over the ABC radio network, from 8:30 P.M. to 9:00 P.M.

Show included the second innovation, which was the crowning of 'Miss Juke Box', Sonny Graham. A rightfully thrilled gal who walked off stage with an RCA-Victor recording contract tucked under her arm.

Dinner was served at 7:00 P.M., in order to match the timing for the radio show.

During the broadcast portion of the show, the audience was grandly entertained by The Fontane Sisters who sang, "Hearts Of Stone"; and their new Dot waxing, "Most Of All"; plus a chorus of "Rock Love."

Capitol's Bob Manning rendered, "I Get A Kick Out Of You" and "My Love Song To You."

Miss Juke Box was then announced. Sonny sang the recording which won the contest for her, "I've Got A Crush On You."

Next came a gal who really wowed 'em, Connie Boswell. Connie sang a medley of songs pertaining to smiles, at which time the broadcast went off the air.

She then 'really let her hair down' for her renowned version of "Mar-

tha." Her Decca waxing of, "How Important Can It Be." And then a show-stopper, her tribute to Sophie Tucker.

The Burton Sisters followed with their, "Doing The French Can-Can," which is RCA-Victor record 'Number One' for these gals. They followed this with a parody of the flip side, "Divided Love."

Next the one and only Perry Como, who sang along with the Ray Charles Choir, to the Dan Belloc band directed by Mitch Ayers. Perry opened with, "It's A Good Day." Followed this with his Victor waxings, "You'll Always Be My Lifetime Sweetheart"; "Whither Thou Goest" and closed with his smash hit version of, "Ko Ko Mo."

Rosalind Paige, a new artist on the MGM label sang, "I'll Cry Again" and "I Found You Out When I Found You In Somebody Else's Arms."

The very talented Stuart Hamblen next stepped on stage. Rendered two of his own compositions, "This Ole House" and "Just A Man."

Karen Chandler, Coral's chirp, together with her Decca-recording hubby Jack Pleis, next entertained. Karen did a piece of special material titled, "Putting On An Act." She followed this with, "My First Love."

Richard Maltby then stepped to the leader's spot and led the Belloc band in his version of the tremendous seller "St. Louis Blues Mambo."

Then came one of the newer but one of the hot record names, Eddie Fontaine of Label 'X'. He rocked 'em

with his renditions of his two disks, "Rock Love" and "I Miss You So."

A new Capitol thrush, Lee Kane, next sang "Let There Be Love" and "Every Day."

Russ Arno of the M.O.A. label was then introduced for the first time. He sang, "Almost Like Being In Love" and "I Believe."

Mercury's Georgia Gibbs then broke it up completely with her, "Dance With Me Henry," "Ballin' The Jack" and, finally, "Tweedlee Dee."

Something different was next provided by the very amusing and very musically inclined Popfeddie Family.

Lenny Dee next gave out with his fine Decca version of "Plantation Boogie."

Then came the one and only Mahalia Jackson who, as most remember, stopped the show cold last year. Well, Mahalia did it again! She couldn't get off the stage until she had sung four numbers. These were, "You'll Never Walk Alone"; "Rusty Old Halo"; "Shoes"; and "The Lord's Prayer."

Jimmy Sacca then appeared with the Jack Halloran Chorus. The rest of the Hilltoppers could not be present. They sang, "The Door Is Still Open."

Next from Dot, Pat Boone, who was warmly received with the two sides of his initial Dot'er, "Two Hearts" b/w "Tra La La." Then Bill Hayes. And Johnny Maddox. And so very many, many other fine talents.

To all of them, we are sure, go the thanks of all the audience for making this Fifth Annual M.O.A. Convention one of the most enjoyable of evenings.

Mr. Mitch Miller and Columbia Records

Proudly Present

Their New Singing Discovery

STEVE CLAYTON

LOOK FOR HIS FIRST TWO SIDES

"ALADDIN'S
LAMP"

"WHERE YOU
GO, GO I"

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

THE CASH BOX



POPULAR

"CRAZY OTTO"—Decca DL 8113 (12" LP)
GLAD RAG DOLL; BEAUTIFUL OHIO; MY MELANCHOLY BABY; RED SAILS IN THE SUNSET; IN THE MOOD; SMILES; ROSE OF WASHINGTON SQUARE; S-H-I-N-E; PADDLIN' MADELIN' HOME; LIGHTS OUT.

Although the tavern type piano technique has been popular in the United States for decades, it has never reached the heights which it has attained in these last few months—and the man who started this revival is Fritz Schulz-Reichel, better known to the record buying public as Crazy Otto. He had the original recording of "Crazy Otto Medley," did a big job with "Glad Rag Doll" and "Smiles," and is currently making a strong showing with his cornball rendition of "In The Mood" and "Melancholy Baby." On this album, the German keyboard ace fashions his four latest releases plus six others. Otto has a great touch that's in tremendous demand today, as this album should be. Will definitely be one of Decca's biggest sellers. Could make the top ten LP list.

BOB HOPE in **"THE SEVEN LITTLE FOYS"**—Songs from the Paramount Production—RCA Victor LPM-3275 (10" LP)

I'M THE GREATEST FATHER OF THEM ALL; CHINATOWN, MY CHINATOWN; I'M TIRED; NOBODY; ROW, ROW, ROW; BALLET; THE YANKEE DOODLE BOY; MARY'S A GRAND OLD NAME.

The life story of one of the entertainment world's greatest song and dance men, Eddie Foy, will hit the motion picture screens shortly starring Bob Hope as Eddie Foy. And there is no doubt that this warm and beautiful story about an entertainer and his seven children will do a bang-up job at the box offices. And as all dealers know, a big b. o. means big album sales. Here Victor offers an octet of selections from the VistaVision pic. A delightful album packed with pleasurable listening moments. Should bring back many memories to the older set.

PERCY FAITH plays music from the Broadway Production **"HOUSE OF FLOWERS"**—Columbia CL 640 (12" LP)

About a year and a half ago, when the original cast LP of "Kismet" was enjoying a tremendous sale, Percy Faith came out with a 10" instrumental LP of the "Kismet" score. And dealers will remember that the Faith record also became a top seller. Now the diskery pulls the same trick by issuing a 12-inch of the "House Of Flowers" score presented instrumentally by the Faith ork. It's a beautiful piece of wax that should enjoy a healthy sale. But in this reviewer's opinion, the score is not as exciting and dramatic as the "Kismet" score, and the album may not reach the heights of the previous LP. The price of this one is also very close to original cast's cost and a buyer may invest the extra few cents and take the original cast. Nevertheless, it's a wonderful performance by Faith.

"THE MUSIC OF NOEL COWARD"—Frank Chacksfield and his Orchestra—London LL 1062 (12" LP)

A ROOM WITH A VIEW; DEAR LITTLE CAFE; 20TH CENTURY BLUES; ZIGEUNER; YOU WERE THERE; DEAREST LOVE; I'LL FOLLOW MY SECRET HEART; DANCE, LITTLE LADY; TOKAY; MAD ABOUT THE BOY; SOMEDAY I'LL FIND YOU; MIRABELLE WALTZ; SIGH NO MORE; I'LL SEE YOU AGAIN.

Two prominent music world names are brought together on this LP with wonderful results. The music is by Noel Coward, a classical figure in the entertainment world and a brilliant composer. And the presentation of his wonderful creations is made by Frank Chacksfield's orchestra well known to the American public for its tremendous recordings of "Terry's Theme From Limelight" and "Ebb Tide." Noel Coward standards need no description. The fact that almost all of them have become favorites is enough said. And Mr. Chacksfield's orchestrations are string filled and enchanting. Mood music at its best.

"WALTZES"—Perfect For Dancing—Henri Rene and his Orchestra—RCA Victor LPM-1066 (12" LP)

LET ME CALL YOU SWEETHEART; WONDERFUL ONE; ALWAYS; I LOVE YOU TRULY; THREE O'CLOCK IN THE MORNING; TENDERLY; TWO HEARTS IN 3/4 TIME; THE ANNIVERSARY WALTZ; SLEEPY LAGOON; CHAMPAGNE WALTZ; I HUM A WALTZ; THE BEAUTIFUL BLUE DANUBE.

If you love to waltz, you'll be crazy about this LP. It's one of best long playing waltz LPs we've ever heard and it's presented by Henri Rene and the orchestra. All the selections are great favorites and are treated in a lush and flowing manner that fits the waltz to a "T." The album has twelve selections and is housed in a gorgeous cover showing two waltzers in action. The dozen pieces were chosen by the Fred Astaire Dance Studios. If displayed properly, this package will enjoy a good sale.

"LET ME OFF UPTOWN"—LeRoy Holmes and his Orchestra featuring Charlie Shavers on trumpet MGM X 267 (2 EPs)

ROCKIN' IN RHYTHM; FOR DANCERS ONLY; UNDECIDED; JUMPIN' AT THE WOODSIDE; DOWN SOUTH CAMP MEETIN'; FLYIN' HOME; ROSETTA; WALKIN' AND SWINGIN'.

The LeRoy Holmes Orchestra, featuring Charlie Shavers on the trumpet, offers a salute to the all-time great bands of the thirties and forties by presenting eight instrumentals arranged with the spirit and sound of those bands. Among the names saluted are Duke Ellington, Jimmy Lunceford, Chick Webb, Count Basie, Lionel Hampton and others. Wonderful collection of swinging stuff. Terrific album for the lindy bugs. Sides really jump. And Charlie is just great on the horn. Should meet with good acceptance from both teen-agers and the older folks who jumped with these groups.

"OLE"—South Of The Border with the Harmonicats—Mercury MG 25193 (10" LP)

VALENCIA; LA ROSITA; MAMBO JAMBO; PEANUT VENDOR; EL COCO; INSPIRATION; AMAPOLA; MARIA ELENA.

One listen to this recording by Jerry Murad's Harmonicats and you'll understand why the American Federation of Musicians has finally recognized the harmonica as a legitimate instrument. The boys are so gifted on the mouth organs that it would be unjust not to consider this legit music. Here the Harmonicats take the listener south of the border with eight Latin-American favorites. Some jump and some cruise along smoothly and slowly. Excellent choice of tunes. Harmonica enthusiasts will love this. The shocking Fred Stenen cover should attract a great deal of attention.

Top 10 Best Selling Pop Albums

1. PETER PAN Original Cast (RCA Victor LOC 1019; EOC 1019)
2. THE STUDENT PRINCE Mario Lanza (RCA Victor LM 1837; ERB 1837)
3. MUSIC, MARTINIS AND MEMORIES Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
4. ARTHUR GODFREY PRESENTS CARMEL QUINN Carmel Quinn (Columbia CL 629; B 491)
5. MUSIC FOR LOVERS ONLY Jackie Gleason (Capitol H 352; EBF 352)
6. MUSIC TO REMEMBER HER Jackie Gleason (Capitol 570; EBF 1, 2-570)
7. SELECTIONS FROM THE GLENN MILLER STORY Glenn Mil'er (RCA Victor LPT 3057; EPBT 3057)
8. B.G. IN HI-FI Benny Goodman (Capitol W 565; 1, 2-565)
9. TONAL EXPRESSIONS Don Shirley (Cadence 1001)
10. SILK STOCKINGS Original Cast (RCA Victor LOC 1016; LOC 1019)
10. BRUBECK TIME Dave Brubeck (Columbia CL 622, B 473)
10. DEEP IN MY HEART Original Cast (E 3153; X276)

Hodges Named WNEW Production Supervisor

NEW YORK — New York independent radio station WNEW announced today the appointment of Robert Hodges as Production Supervisor.

Hodges who takes over the direction of the independent's production staff will report directly to Program Manager, John M. Grogan.

The appointment of Hodges is consistent with developments at WNEW over the past months in which many of the station's top personalities have been featured in formats other than

the standard recorded music pattern. Such stanzas as the Art Ford evening show, the Bill Kemp 5:00 spot and the Bill Harrington noon show featuring orchestra and live talent have created the added production problems which will henceforth fall into Hodges' domain.

Hodges joined WNEW as a messenger in 1936. Preceding his present appointment, his posts at the station have included purchasing agent, news editor, record librarian and producer.

Citation



NEW YORK—Frank Peri (left), president of the Dance Teachers Association of America, is given an assist by disk jockey Frank Figueroa (center), who conducts the nightly "Mambo Fiesta," Latin-American disk jockey show over WHOM, New York, to present Joe Loco with a citation from the dance teachers' organization for his outstanding musical contributions in furthering Latin-American music in the U. S. through his Tico recordings and personal appearances. The award was made on Figueroa's program last week.

TAD BRUCE
has a Great New Release
"CRYIN' IN MY BEER"
Watco Record # 111-11
WATCO Records Inc.
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DECCA Records
Get The Play
DECCA RECORDS

THE *Original* TWEEDLEE DEE GIRL HITS AGAIN!...

La Vern Baker

**"THAT'S
ALL I
NEED"**

and

**"BOP-
TING-A-
LING"**

Atlantic
1057



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

NICKEL GRABBERS

THE CHARMS
"TWO HEARTS"
"The First Time We Met"
Deluxe 6065

THE MIDNIGHTERS
"RING A-LING A-LING"
"ASHAMED OF MYSELF"
Federal 12210

BONNIE LOU
"RUSTY OLD HALO"
"Danger! Heartbreak Ahead"
King 1445

"TWEEDLEE DEE"
"The Finger Of Suspicion"
King 1436

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

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

DISTRIBUTED BY
King RECORDS

London Exhibit



LONDON, ENG. — At the annual Amusement Trade Exhibition in London recently, AMI was among the many exhibitors. Above, Frank Chacksfield, one of the London label's top recording artists pauses to glance at the latest machine. Bal-AMI is England's AMI company. Chacksfield's latest release is "Blue Mirage" and "Pavements of Paris."

"STRANGE GIRL"
"SHE'S FIVE FEET THREE"
L. C. MCKINLEY
No. 133

"DON'CHA GO"
"DO WAH"
THE SPANIELS
No. 131

Vee-Jay RECORDS, INC.
4747 Cottage Grove Ave.
Chicago 15, Illinois

THE CASH BOX

in NEW YORK CITY in CHICAGO in NEW ORLEANS

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

- | | | |
|--|--|--|
| 1 I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050) | MY BABE
Little Walter
(Checker 811) | WHAT'CHA GONNA DO
Clyde McPhatter & The Drifters
(Atlantic 1055) |
| 2 CLOSE YOUR EYES
Five Keys
(Capitol 3032) | THE WALLFLOWER
Etta James & The Peaches
(Modern 947) | MY BABE
Little Walter
(Checker 811) |
| 3 UNCHAINED MELODY
Al Hibbler (Decca 29441)
Roy Hamilton (Epic 9102) | PLEDGING MY LOVE
Johnny Ace
(Duke 136) | FLIP, FLOP AND FLY
Joe Turner
(Atlantic 1053) |
| 4 MY BABE
Little Walter
(Checker 811) | I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050) | THE DOOR IS STILL OPEN
Cardinals
(Atlantic 1054) |
| 5 FLIP, FLOP AND FLY
Joe Turner
(Atlantic 1053) | CHOP CHOP BOOM
Danderliers
(States 147) | DON'T YOU KNOW
Fats Domino
(Imperial 5340) |
| 6 THE DOOR IS STILL OPEN
Cardinals
(Atlantic 1054) | LOVING YOU
Lowell Fulson
(Checker 812) | THE WALLFLOWER
Etta James & The Peaches
(Modern 947) |
| 7 PLEDGING MY LOVE
Johnny Ace
(Duke 136) | MOST OF ALL
Moonglows
(Chess 1589) | CLOSE YOUR EYES
Five Keys
(Capitol 3032) |
| 8 MOST OF ALL
Moonglows
(Chess 1589) | JOHNNY HAS GONE
Varetta Dillard
(Savoy 1135) | I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050) |
| 9 LONELY NIGHTS
Hearts
(Baton 208) | UNCHAINED MELODY
Al Hibbler
(Decca 29441) | PLEDGING MY LOVE
Johnny Ace
(Duke 136) |
| 10 TWO HEARTS
Charms
(DeLuxe 6065) | FLIP, FLOP AND FLY
Joe Turner
(Atlantic 1053) | LOVING YOU
Lowell Fulson
(Checker 812) |

in SAN FRANCISCO in NEWARK in DALLAS

- | | | |
|---|--|--|
| 1 YOU DON'T HAVE TO GO
Jimmy Reed
(Vee-Jay 119) | MY BABE
Little Walter
(Checker 811) | THE WALLFLOWER
Etta James & The Peaches
(Modern 947) |
| 2 I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050) | PLEDGING MY LOVE
Johnny Ace
(Duke 136) | PLEDGING MY LOVE
Johnny Ace
(Duke 136) |
| 3 PLEDGING MY LOVE
Johnny Ace
(Duke 136) | I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050) | I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050) |
| 4 COME BACK
Ray Charles
(Atlantic 1050) | TWO HEARTS
Charms
(DeLuxe 6065) | MY BABE
Little Walter
(Checker 811) |
| 5 TWEEDLEE DEE
Lavern Baker
(Atlantic 1047) | THIS IS MY STORY
Gene & Eunice
(Aladdin 3282) | COME BACK
Ray Charles
(Atlantic 1050) |
| 6 MY BABE
Little Walter
(Checker 811) | THE DOOR IS STILL OPEN
Cardinals
(Atlantic 1054) | THE DOOR IS STILL OPEN
Cardinals
(Atlantic 1054) |
| 7 THAT'S ALL I WANT FROM YOU
Dinah Washington
(Mercury 70537) | LONELY NIGHTS
Hearts
(Baton 208) | YOU DON'T HAVE TO GO
Jimmy Reed
(Vee-Jay 119) |
| 8 EVERY DAY I HAVE THE BLUES
B. B. King
(RPM 421) | DON'T BE ANGRY
Nappy Brown
(Savoy 1155) | WHAT'CHA GONNA DO
Clyde McPhatter & The Drifters
(Atlantic 1055) |
| 9 SINCERELY
Moonglows
(Chess 1581) | MOST OF ALL
Moonglows
(Chess 1589) | TWEEDLEE DEE
Lavern Baker
(Atlantic 1047) |
| 10 DON'T YOU KNOW
Fats Domino
(Imperial 5340) | FLIP, FLOP AND FLY
Joe Turner
(Atlantic 1053) | EARTH ANGEL
Penguins
(Dootone 348) |

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SCOTT and OAKS
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and
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CAT 113

Floyd Dixon
and his band
HEY BARTENDER
and
IS IT TRUE
CAT 114

The Playboys
HONEY BUN
and
GOOD GOLLY MISS MOLLY
CAT 115

The Sheiks
WALK THAT WALK
and
THE KISSING SONG
(Sweetie Lover)
CAT 116

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

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.

- 1 PLEDGING MY LOVE
Johnny Ace
(Duke 136)
- 2 THE WALLFLOWER
Etta James & The Peaches
(Modern 947)
- 3 MOST OF ALL
Moonglows
(Chess 1589)
- 4 LONELY NIGHTS
Hearts
(Baton 208)
- 5 WHADAYA WANT
Robins
(Spark 110)
- 6 BABY DARLING
Richard Berry &
The Dreamers
(Flair 1058)
- 7 DON'T BE ANGRY
Nappy Brown
(Savoy 1155)
- 8 I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050)
- 9 MOVE IT OVER BABY
Gene & Eunice
(Ataddin 3282)
- 10 MY BABE
Little Walter
(Checker 811)

- 1 I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050)
- 2 MY BABE
Little Walter
(Checker 811)
- 3 PLEDGING MY LOVE
Johnny Ace
(Duke 136)
- 4 BLUE VELVET
Clovers
(Atlantic 1052)
- 5 HEAVEN IN PARADISE
Meadowlarks
(Dootone 359)
- 6 DON'T YOU KNOW
Fats Domino
(Imperial 5340)
- 7 YOU DON'T HAVE TO GO
Jimmy Reed
(Vee-Jay 119)
- 8 FLIP, FLOP AND FLY
Joe Turner
(Atlantic 1053)
- 9 LOVING YOU
Lowell Fulson
(Checker 812)
- 10 MAMA, TALK TO YOUR DAUGHTER
J. B. Lenore
(Parrott 809)

- 1 MY BABE
Little Walter
(Checker 811)
- 2 I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050)
- 3 PLEDGING MY LOVE
Johnny Ace
(Duke 136)
- 4 CLOSE YOUR EYES
Five Keys
(Capitol 3032)
- 5 CHOP CHOP BOOM
Danderliers
(States 147)
- 6 YOU DON'T HAVE TO GO
Jimmy Reed
(Vee-Jay 119)
- 7 FLIP, FLOP AND FLY
Joe Turner
(Atlantic 1053)
- 8 THE WALLFLOWER
Etta James & The Peaches
(Modern 947)
- 9 LOVING YOU
Lowell Fulson
(Checker 812)
- 10 THAT'S ALL I WANT FROM YOU
Dinah Washington
(Mercury 70537)



- 1 THE WALLFLOWER
Etta James & The Peaches
(Modern 947)
- 2 I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050)
- 3 PLEDGING MY LOVE
Johnny Ace
(Duke 136)
- 4 CLOSE YOUR EYES
Five Keys
(Capitol 3032)
- 5 MY BABE
Little Walter
(Checker 811)
- 6 OOKEY OOK
Penguins
(Dootone 348)
- 7 YOU DON'T HAVE TO GO
Jimmy Reed
(Vee-Jay 119)
- 8 BABY DARLING
Richard Berry &
The Dreamers
(Flair 1058)
- 9 DON'T BE ANGRY
Nappy Brown
(Savoy 1155)
- 10 THE DOOR IS STILL OPEN
Cardinals
(Atlantic 1054)

- 1 MY BABE
Little Walter
(Checker 811)
- 2 THE WALLFLOWER
Etta James & The Peaches
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Joe Turner
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Johnny Ace
(Duke 136)
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Ray Charles
(Atlantic 1050)
- 6 WHAT'CHA GONNA DO
Clyde McPhatter &
The Drifters
(Atlantic 1055)
- 7 EARTH ANGEL
Penguins
(Dootone 348)
- 8 TWO HEARTS
Charms
(DeLuxe 6065)
- 9 YOU DON'T HAVE TO GO
Jimmy Reed
(Vee-Jay 119)
- 10 RING A-LING A-LING
Midnighters
(Federal 12210)

- 1 THE WALLFLOWER
Etta James & The Peaches
(Modern 947)
- 2 MY BABE
Little Walter
(Checker 811)
- 3 I'VE GOT A WOMAN
Ray Charles
(Atlantic 1050)
- 4 PLEDGING MY LOVE
Johnny Ace
(Duke 136)
- 5 FLIP, FLOP AND FLY
Joe Turner
(Atlantic 1053)
- 6 LOVING YOU
Lowell Fulson
(Checker 812)
- 7 WHAT'CHA GONNA DO
Clyde McPhatter &
The Drifters
(Atlantic 1055)
- 8 YOU ARE DOIN' ME WRONG
Arthur Gunter
(Excello 2053)
- 9 MOST OF ALL
Moonglows
(Chess 1589)
- 10 TWEEDLEE DEE
Lavern Baker
(Atlantic 1047)

Coming Up In R & B

Listed Alphabetically

ALRIGHT, OKAY, YOU WIN

Ella Johnson
(Mercury 7058)
Dallas, Cleveland, Detroit, Memphis,
New Orleans, Philadelphia, Youngstown

JUMP WITH YOU BABE LONELY AND BLUE

B. B. King
(RPM 425)
Dallas, Los Angeles, Meridian, Mobile,
Nashville, New Orleans, New York, Savannah

Nesuhi Ertegun Shifts Atlantic LP Line Into High Gear

NEW YORK — Atlantic Records' LP-EP package line shifts into high gear this week with a six package parlay of jazz material lined-up and ready to break sometime in April. This announcement was made by the diskery's vee pee and director of the album and jazz departments, Nesuhi Ertegun.

The label also announced the signing of three key jazz personalities to Atlantic contracts to build the roster led by Shorty Rogers.

Trombonist Bill Russo, an arranger, composer and conductor, and one of the big guns of the Kenton organization, will work exclusively for Atlantic. Nesuhi Ertegun will record him in Chicago within the month.

Bobby Short, a young pianist and singer who performs in an intimate cafe style, was inked to an Atlantic pact. His first LP, already cut, will be a 12 inch of show tunes.

And Wilbur De Paris, a top New Orleans trombonist-and band leader, has been re-signed to a long term contract by the diskery. De Paris and his Rampart Street Ramblers have been strong LP sellers for the label.

The April release will include albums by Shorty Rogers, Bobby Short, Mabel Mercer, Paul Barbarin and a special called "Dixieland By Request At Jazz Ltd." The Barbarin LP will be a 12" set consisting mainly of New Orleans march music and spirituals in the authentic traditional New Orleans jazz manner.

Dootone Signs Roy Milton

LOS ANGELES, CALIF.—Roy Milton has joined Dootone Records under a long-term pact. Dootsie Williams, prexy of the firm, has scheduled 8 sides and is coming up with a release next week.

Mable Scott and Chuck Higgins were also added to the Dootone roster.

Dee Jay Tour

NEW YORK—Paul Seigel, head of Symphony House publishing, left last week on a dee jay trip to promote his tune "Baffi" recorded by Jerry Colonna on the Majar Disc label and by Quin Jolly on the Decca diskery. He will also work on Eddy Howard's "Forevermore," published by Mills and written by himself, Estelle Moss and Herb Nelson.

Seigel will also be touting the Fred Waring recording of "We'll Go A Long, Long Way Together" which Sam Fox is publishing. Fox has the U.S. publishing rights to this tune which he bought from Italy's Nazional Music. Seigel represents Nazional in the U.S.

JUST RELEASED

B. B. KING

"LONELY and BLUE"

b/w

"JUMP WITH YOU BABY"

RPM 425

THE ORIGINAL

BREAKING BIG

"TRULY"

b/w

"OOCHIE PACHIE"

ARTHUR LEE MAYE &

The Crowns

RPM 424

A SMASH HIT

"DON'T BE ANGRY"

b/w

"I CRIED"

THE CADETS

MOD. 956

Modern RECORDS RPM

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CULVER CITY CALIFORNIA

GET ON THESE!

Spirituals

EDNA GALLMON COOKE

singing

"WHO'LL BE A WITNESS"

NASHBORO 553

SEWANEE QUINTET

sings

"IT'S HARD TO GET ALONG"

NASHBORO 551

SLIM HUNT

singing

"WELCOME HOME, BABY"

EXCELLO 2055

NASHBORO RECORD CO., INC.

177 3rd AVE. N. NASHVILLE, TENN.
WRITE — WIRE — PHONE
(42-2215)



8508 Sunset Blvd., Hollywood 46, Cal.

RHYTHM 'N BLUES REVIEWS

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

CHRIS POWELL
(Grand 124)

B+ "SWEET GEORGIA BROWN" (2:10) [Bernie, Cassey, Pinkard] Chris Powell and his Blue Flames etch an appealing mambo version of the oldie. Good sound and solid mambo beat. Strong wax.

B "ANNIVERSARY WALTZ" (2:10) [Dubin, Franklin] Powell turns the waltz into a mambo for an interesting transformation. Pretty wax.

THE RAMBLERS
(MGM 55006)

B "RICKEY-DO, RICKEY-DO" (2:20) [Marlyn BMI—Jackson] The Ramblers chant a cute bouncer with a rocking tempo. Group does well and the deck comes off ok.

C+ "BAD GIRL" (2:55) [Marlyn BMI—Taylor, Carrol] The Ramblers rack up a similar type rocking blues with a pleasing rendition.

JIMMIE NEWSOME
(MGM 55005)

C+ "I'M AFRAID I LOVE YOU" (2:30) [Monument BMI—Kirkland, Rhodes] Jimmie Newsome wails a fast moving southern blues in good style. Ok evergreen.

B "LONG GONE LONESOME BLUES" (2:50) [Acuff Rose BMI—Williams] Newsome sings the old Hank Williams tune and does a fine job. An R & B yodel for a novelty effect. Side retains the country flavor and comes off ok.

LITTLE JUNIOR PARKER
(Duke 137)

B+ "I WANNA RAMBLE" (2:45) [Lion-Parker] Little Junior has a very tasty bit of wax on this fast beat bouncer. His happy narrative-vocal is excellently done and gimmicked with a long drawn out wail. The beat is strong and not the least of the impact. Solid wax that could be chart material.

B "BACKTRACKING" (2:31) [Lion-Parker] Parker comes through with another good performance of a slow country blues. Potent two sider.

VICKY LEE
(Specialty 546)

B "GOIN' BACK HOME TO MAMA" (2:00) [Venice BMI—Smith, Blackwell] Vicky Lee drives a rocking ditty with plenty of zest. Tune moves and the kids will find this rocking material.

C+ "TEARS KEEP A-FALLIN'" (2:47) [Venice BMI—Smith, Blackwell] Miss Lee wails this slow tempo bouncer blues in weepy style. Gal sings with feeling. Fair deck.

THE CASH BOX

★ AWARD O' THE WEEK ★

"THAT'S ALL I NEED" (2:32)
[Raleigh BMI—Chase, Baker, Biggs]
"BOP-TING-A-LING" (2:55)
[Progressive BMI—Scott]
LAVERN BAKER and THE GLIDERS
(Atlantic 1057)



LAVERN BAKER

● LaVerne Baker follows her national hit, "Tweedlee Dee", with two great sides. However, "That's All I Need" carries more weight

and if it's not a two sider the big side will be "That's All". Miss Baker is singing from the toes on both sides as she rocks along. Her treatment of "That's All" as well as "Bop-Ting-A-Ling" are of the highest order. In addition she receives superb support from The Gliders and instrumental backing. The arrangement of "That's All" is Grade-A with several gimmicks that add flavor and life. Similar comments, to almost the same degree, can be applied to "Bop-Ting-A-Ling". It's a double barreled buy and exposure can break either side. Again, we lean slightly to "That's All I Need". It can become a big pop hit if given an immediate and big push.

"I DIDDIE" (2:59)
[Westbury Music BMI—Mamie Thomas]
"IF IT'S THE LAST THING I DO" (3:01)
[Crawford Music ASCAP—Cahn, Chaplin]
DINAH WASHINGTON
(Mercury 10865)



DINAH WASHINGTON

● Dinah Washington comes up sales.

with a cutie of middle tempo that has the gal bouncing along to the aid of handclaps and strong oik support. "I Diddie" is a language from another world but fortunately Dinah explains as only she can. A captivating jump that should pull in large sales and possibly Dinah's most impressive push into the pop department. The flip, "If It's The Last Thing I Do", is a slow pretty ballad that Miss Washington does straight and with proper emotional projection. A lovely that offers the perfect complement to "I Diddie". "I Diddie" should rack up strong

"BO DIDDLEY" (2:45)
[Arc BMI—E. McDaniels]
"I'M A MAN" (2:49)
[Arc BMI—E. McDaniels]
BO DIDDLEY
(Checker 814)

● Checker comes up with another hit newcomer to the label. The success of the diskery continues as Bo Diddley's first try is a strong two sider. Bo Diddley, the singer, sings "Bo Diddley", the tune, with an excitement that conveys itself to the listener. It is a different etching of fast tempo, with an intriguing

reading of a calypso flavored item and a sharp danceable beat. We think it just shades the flip, "I'm A Man", a slow rhythmic down country tune in which Bo Diddley proclaims to all he's "a man". Diddley is a talent to be watched. Two good sides.

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.

- ★ "COCKTAILS FOR TWO" } Earl Bostic King 4790
- ★ "WHEN YOUR LOVER HAS GONE" } Little Junior Parker Duke 137
- ★ "I WANNA RAMBLE" } Chris Powell Grand 124
- ★ "SWEET GEORGIA BROWN" }

THE MOROCCOS
(United 188)

B "PARDON MY TEARS" (2:56) [Pamlee BMI—Guy] The Moroccos blend pretty on a slow ballad with a pop flavor. Liting wax.

B "CHICKEN" (2:50) [Pamlee BMI—A. Smith, S. Smith] Group handles a bouncer easily on the flip. Lyrics describe a new dance. An ok middle beat jump. Solly McElroy is a good lead on both sides.

DON JULIAN and The Meadowlarks
(Dootone 359)

B+ "HEAVEN AND PARADISE" (2:48) [Dootsie Williams BMI—Don Julian] Don Julian leads the Meadowlarks through a slow tempo pretty with a feathery and topnotch vocal. Relaxing romantic wax that should meet with a good reception.

C+ "EMBARRASSING MOMENTS" (2:33) [Dootsie Williams BMI—Don Julian] Opening narrative tells of the man caught in an embarrassing spot with the husband returning home. After several tries he finally makes it out the window. A middle beat bouncer that comes out the weaker side.

EARL BOSTIC
(King 4790)

B+ "COCKTAILS FOR TWO" (2:26) [Famous ASCAP—Johnston, Coslow] As ever, Earl Bostic can take a standard done hundreds of times, and lend it something new and fresh. His saxing and the big beat laid down make this wonderful listening and dancing wax.

B+ "WHEN YOUR LOVER HAS GONE" (2:23) [Remick ASCAP—E. A. Swan] Another standard and the same fine treatment.

BILLY FORD
(Josie 032)

C+ "STOP LYIN' ON ME" (2:38) [Cue Music BMI—Bill Campbell] Ford and his combo perform in ok manner as they rock out a driving quick beat ditty.

B "A STRING OF PEARLS" (2:58) [Mutual ASCAP—DeLange, Gray] The combo etches another jump instrumental with good results.

OTIS BLACKWELL
(Jay-Dee 802)

B "MY POOR BROKEN HEART" (2:44) [Beacon BMI—Blackwell] Blackwell sings with emotion as he waxes a slow country blues. A good performance and a good wax.

B+ "YOU MOVE ME, BABY" (2:25) [Beacon BMI—Blackwell] Blackwell rocks a driving tempo in stock style. The man takes it for a solid ride with a style reminiscent of Joe Turner and the result is excellent.

The Cash Box
RHYTHM 'N' BLUES REVIEWS

DISK & SLEEPER GOOD
EXCELLENT FAIR
VERY GOOD MEDIOCRE

THE CASH BOX
SLEEPER OF THE WEEK

"THAT'S WHEN THE GOOD LORD WILL SMILE"
[Sam J. Carlisi]



THE ORIOLES

"I NEED YOU BABY"
[D. Chessler]

THE ORIOLES
(Jubilee 5189)

● The Orioles back a soft ballad and a slow rhythm piece aimed at both the pop and r & b markets. Their tender and emotional treatments of both is highly effective and the pair could push into the strong sales. "That's When the Good Lord Will Smile", is a very pretty tune sung with feeling. The lyrics are reverent romantic pop and the sentimental will find it proper fare. The flip, "I Need You Baby", is easy mood bouncer that the boys deliver with appeal. Could bring in some action.

"STORY UNTOLD" (2:15)

[Rush BMI—Leroy Griffin]

"MAKE ME LOSE MY MIND" (2:38)

[Rush BMI—Leroy Griffin]

THE NUTMEGS
(Herald 452)

● A new group, The Nutmegs, come up with a side in "Story Untold" that could put them into the charts first try. The team works together effectively, the lead is powerful in style and voice, and the material is very strong. We look for it to make big noise with many pop

covers. The flip, "Make Me Lose My Mind", is a change of pace. The group drives through a hard hitting rocker with plenty of oomph. Good side, though action will no doubt come in on "Story Untold". A strong coupler for the kids who want a rocking dance item with their sweet stuff.

BROWNIE MCGHEE
(Harlem 2329)

B "BLUEBIRD, BLUEBIRD" (2:35) [Kase BMI—M. Shad, W. McGhee] Brownie McGhee belts a driving country blues and it comes off a strong side. With proper exposure this deck might stir up some action.

C+ "MY CONFESSION" (2:37) [Kase BMI—] McGhee sings a similar piece of material. A slow beat, rhythmic country item effectively performed. "Bluebird, Bluebird" is the side.

BILL JENNINGS QUARTET
(King 4786)

B "SOPHISTICATED LADY" (2:18) [Mills ASCAP—Ellington, Parish, Mills] The Bill Jennings Quartet dish up a delectable bit of fluffy listening as they etch the standard with a jazzy flavoring. Jennings guitar standout.

B "633-KNOCK" (2:27) [Billace BMI—Doggett, Jennings] Jennings guitar with the delicate organ assistance team up to wax another pretty and ear tickling rhythm number. Two good sides.

Spiritual

SONS OF THE SOUTH
(Excello 2050)

B "GOD IS ALRIGHT" (2:27) [Excellorec BMI] The Sons of the South blend with excitement on a slow religious wax.

C+ "TRAVELLIN' DOWN THIS ROAD" (2:43) [Excellorec BMI] The Sons of the South present a similar piece of material and give it an emotional reading.

JEWEL-GOSPEL-AIRES
(Excello 2054)

B "OH LORD GUIDE THE WAY" (2:56) [Excellorec BMI—Osborne] The Jewel-Gospel-Aires chant a slow rhythmic religious tune with telling effect. Stirring side.

B "AFTER AWHILE WITH JESUS" (2:33) [Excellorec BMI] The flip is a slow swaying offering stirring in its tenderness and simplicity.

THE ZION TRAVELERS
(Score 2145)

B "COME OVER HERE" (2:14) [Aladdin Music—Zion Travelers] The Zion Travelers blend on a middle tempo rhythmic religious tune with the flavor that will appeal.

B "I WANT TO GO HOME" (3:00) [Aladdin Music—Zion Travelers] Similar comments on a slow tune.

SISTER JESSIE MAE RENFRO
(Peacock 1732)

B "I'VE HAD MY CHANCE" (2:21) [Lion BMI—Renfro] Sister Jessie Mae Renfro works with feeling as she waxes a slow beat spiritual. Miss Renfro handles the religious tune in the style that will please religious buyers.

B "I WANNA BE THERE" (2:32) [Lion BMI—Cecil Shaw] Sister Jessie Mae Renfro couples with a middle beat rhythmic gospel side and the result is an appealing religious etching.

STARS OVER HARLEM

From the Windy City via States Records comes another great new vocal group with a piece of material that's distinctively different. They are The Danderliers, and they sing "Chop Chop Boom." It is fast becoming the favorite of the shops and stops housing the uptown teen-agers. . . . Artist Bo Diddley and tune of same name hit Harlem like a streak of greased lightning. . . . Peacock has two that should come through in Willie Mae Thornton's "Laugh" deal and "Boom Diddy Wa Wa" which stars Junior and Marie. . . . Joe Davis an uptown regular spreading the good news that he way out front. Has a deuce of winners in Dean Barlow's "String Along" and Otis Blackwell's "Move." . . . April 21 is the night. The Savoy stomping ground is the place. The occasion is the paying of a royal salute to Sammy Davis Jr. and The Will Mastin Trio. It's sponsored by Committee of Friends and all proceeds to boys department of the Harlem Y.M.C.A. . . . Most enjoyable was the few moments spent with stellar W.E.V.D. platter spinner Dick Sugar, whose doings are getting more and more attention as time goes by. . . . The Stevens Singers "Deliver Me, Oh Lord" and "Rushing Wind" the two hottest spirituals currently blasting away at our ear drums. . . . Red Robin stars Charles and Carl have two lulus in "Lucky Star" b/w "One More Chance." . . . Perez Prado's "Cherry Pink & Apple Blossom White," the tasty favorite of those who dig the beats of the Latin flavored items. . . . Success to veteran Willie Bryant on his new network venture which will be in full swing long before the ink of this jotting dries. . . . The Charlie Parker Memorial affair at Carnegie Hall sported the greatest jazz names on the musical horizon. . . . W. W. R. L. dee-jay Tommy Smalls and his big Easter presentation should be one of the nicest events of the year.

Is This English?

NEW YORK—Odd sounding song titles are nothing new, but in the past several months we've had some dillies. The jibberish parade, headed by such recent hits as "Sh-Boom," "Oop-Shoop" "Sho-Do-Be-Do" and "Tweedlee Dee" is complemented by such newer additions that arrived at *The Cash Box* offices the past week as "Bam Jingle Jingle" by The Spotlighters on Imperial Records; "Wattussi Wussi Wo" by The Tenderfoots on Federal; "Rock-A-Locka" by The Five Wings on King; "Wah-Bop-Sh-Wah" by The Twilighters on Specialty; "Chop Chop Boom" by The Danderliers on States; and "Tick Tock A-Woo" by the Turbans on Money.

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b/w

"BO DIDDLEY"
BO DIDDLEY

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THE CASH BOX
RHYTHM 'N' BLUES REVIEWS

RHYTHM 'N' BLUES
'Sleeper Of The Week'

April 2 Issue

"CHOP CHOP BOOM"

B/W

"MY AUTUMN LOVE"

THE DANDERLIERS

STATES 147

UNITED STATES RECORD CO.
5052 Cottage Grove, Chicago 15, Ill.

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

Plan 3rd Jimmie Rodgers Memorial Celebration

MERIDIAN, MISS.—The Third Annual Jimmie Rodgers Memorial Celebration will be held at Meridian, Mississippi on May 25th and 26th in honor of the great RCA Victor recording artist.

Rodgers was a member, until his death, of the Brotherhood of Railroad Trainmen, and in his honor, more than 10,000 members of this organization will come to Meridian this year to pay the greatest honor ever accorded a member of the "Rails."

These are the events that will take place during the two day celebration:

Trainmen will stage a barbecue for 20,000 persons at Meridian's Highland Park on the afternoon of May 25. This is an election year in Mississippi and all candidates for office, from governor on down, will make personal appearances, paying their tributes to Jimmie. There will be no speeches of political kind.

At 10 o'clock in the morning on May 26, which is the day of the Jimmie Rodgers Memorial Celebration, these same 1,000 trainmen will gather at the Jimmie Rodgers Park to lay a wreath on the statue erected there by Ernest Tubb and Hank Snow. W. P. Kennedy of Cleveland, Ohio, president of the Brotherhood of Railroad Trainmen, comes to Meridian for the third time, and will deliver a eulogy during the wreath-laying ceremony.

On the night of May 25, as during last year, four huge dances will be held. R. D. Hendon and his band will play for one of these dances—the one to be held in the huge National Guard Hangar. Over 5,000 lads and gals attended this one dance last year. Nationally outstanding country music bands will play for the other dances.

For the notables on this night, fish

fries, private dinners and connected cocktail parties are being arranged.

The big show on the night of May 26 is directly in charge of the Louisiana Hayride of Shreveport, Louisiana. Handling this phase will be Ex-Governor of Louisiana, Jimmy Davis, and Horace Logan, public relations director of the Hayride. Horace Logan, Public Relations Director of the Louisiana Hayride, will act as master of ceremonies.

The big show will be heightened in national interest by the presence of Jerome (Dizzy) Dean of baseball, radio, and television fame. He will sing the "Streamline Cannonball" with Jimmy Davis and others to be announced.

As of this writing, more than 150 artists from all the 48 states have announced their intentions to attend the Meridian festival.

An estimated 75,000 persons are expected, many of them 4-H Club and FFA boys from Mississippi. Radio Corporation of America has announced a special and new Jimmie Rodgers Album specially dedicated to the Meridian celebration. Present Meridian plans call for city-wide decorations, including the decoration of six miles of "Melody Lane Highway," on which the Rodgers Park is situated.

- 1** **IN THE JAILHOUSE NOW**
Webb Pierce
(Decca 29391; 9-29391)
- 2** **IF YOU AIN'T LOVIN'**
Faron Young
(Capitol 2953; F-2953)
- 3** **LOOSE TALK**
Carl Smith
(Columbia 21317; 4-21317)
- 4** **ARE YOU MINE**
Ginny Wright & Tom Tall
(Fabor 117; 45-117)
Myrna Lorrie & Buddy DeVal
(Abbott 172; 45-172)
- 5** **MAKING BELIEVE**
Jimmy Work
(Dot 1221; 45-1221)
Kitty Wells
(Decca 29419; 9-29419)
- 6** **I'VE BEEN THINKING**
Eddy Arnold
(RCA Victor 20-6000;
47-6000)
- 7** **HEARTS OF STONE**
Red Foley
(Decca 29375; 9-29375)
- 8** **MORE AND MORE**
Webb Pierce
(Decca 29252; 9-29252)
- 9** **AS LONG AS I LIVE**
Kitty Wells & Red Foley
(Decca 29390; 9-29390)
- 10** **KISSES DON'T LIE**
Carl Smith
(Columbia 21340; 4-21340)

Host And Guests



DALLAS, TEX.—Seated around the table are a group of friends who Ed McLemore hosted at the Variety Club in Dallas recently. Left to right: Jimmie Collie (Hickory), Bob DePriest of Bob DePriest Music, George Hayes of Capitol Records Distributors Corp., Dallas, Hank Locklin (Decca), Ed McLemore, owner of the Big "D" Jamboree, Sonny James (Capitol) and Abe Susman, of State Music Distributors, Dallas. Standing at the end of the table left to right are: Doug Bragg (Coral), John Dolan, Big "D" Public Relations man, Johnny Hicks and John Harper, co-producers of the Big "D", Charlie Lamb of The Cash Box and Ed Watt of the Big "D" Artist Bureau.

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

1. IN THE JAILHOUSE NOW	Webb Pierce (Decca)
2. ARE YOU MINE	{ Ginny Wright & Tom Tall (Fabor)
	{ Myrna Lorrie & Buddy DeVal (Abbott)
3. MAKING BELIEVE	{ Kitty Wells (Decca)
	{ Jimmy Work (Dot)
4. LOOSE TALK	Carl Smith (Columbia)
5. LIVE FAST, LOVE HARD, DIE YOUNG	Faron Young (Capitol)
6. I'VE BEEN THINKING	Eddy Arnold (RCA Victor)
7. IF YOU AIN'T LOVIN'	Faron Young (Capitol)
8. HEARTS OF STONE	Red Foley (Decca)
9. BALLAD OF DAVY CROCKETT	{ Mac Wiseman (Dot)
	{ Tennessee Ernie Ford (Capitol)
10. AS LONG AS I LIVE	Kitty Wells & Red Foley (Decca)

11) LET ME GO, LOVER. 12) THAT'S ALL RIGHT. 13) I DREAMED OF A HILLBILLY HEAVEN. 14) RUSTY OLD HALO. 15) KISSES DON'T LIE. 15) SINCERELY. 15) WAIT A LITTLE LONGER, PLEASE JESUS. 15) I GOTTA GO GET MY BABY.

JIMMY HEAP
"SEBBIN COME ELEBBIN"
 CAPITOL # 3071
CENTRAL SONGS, INC.
 6308 SUNSET BLVD.
 HOLLYWOOD 28 CALIF.

JIMMY WORK
 singing
"MAKING BELIEVE"
 Dot 1221

TOMMY COLLINS
"IT TICKLES"
 B/W
"LET DOWN"
 CAPITOL # 3082
CENTRAL SONGS, INC.
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THE CASH BOX
THE 10 TOP COUNTRY
Best Sellers

- 1. IN THE JAILHOUSE NOW**
Webb Pierce
(Decca 29391; 9-29391)
- 2. LOOSE TALK**
Carl Smith
(Columbia 21317; 4-21317)
- 3. MAKING BELIEVE**
Kitty Wells
(Decca 29149; 9-29149)
Jimmy Work
(Dot 1221; 45-1221)
- 4. I'VE BEEN THINKING**
Eddy Arnold
(RCA Victor 20-6000; 47-6000)
- 5. IF YOU AIN'T LOVIN'**
Faron Young
(Capitol 2953; F-2953)
- 6. ARE YOU MINE**
Ginny Wright & Tom Tall
(Fabor 117; 45-117)
Myrna Lorrie & Buddy DeVal
(Abbott 172; 45-172)
- 7. MORE AND MORE**
Webb Pierce
(Decca 29252; 9-29252)
- 8. BALLAD OF DAVY CROCKETT**
Tennessee Ernie Ford
(Capitol 3058; F-3058)
Mac Wiseman
(Dot 1240; 45-1240)
- 9. LIVE FAST, LOVE HARD,
DIE YOUNG**
Faron Young
(Capitol 3056; F-3056)
- 10. AS LONG AS I LIVE**
Kitty Wells & Red Foley
(Decca 29390; 9-29390)

JIMMIE WILLIAMS

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b/w

"These Blues Over You"

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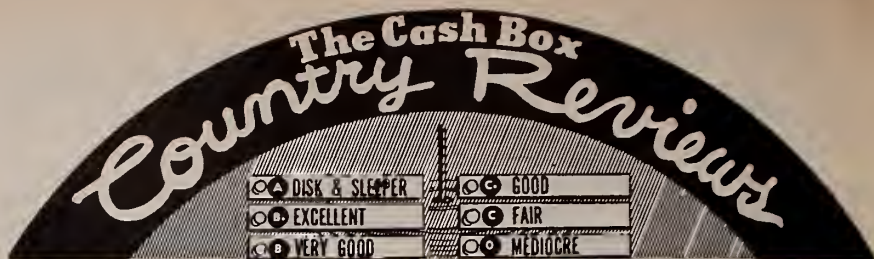
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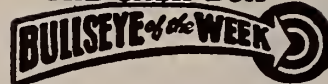
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Individual's Name



THE CASH BOX



"HAUNTED HUNGRY HEART" (2:35)
[Commodore BMI—Harris, Heap, Carter]

"ROLL ON SILVERY MOON" (2:30)
[M. Keefe]

SLIM WHITMAN
(Imperial 8290; X8290)

● If a first-quality vocal-yodel is your dish, Slim Whitman is the man to see (and hear). The chanter is headed right up to the charts, once again, with both ends of his latest release. One side, titled "Haunted Hungry Heart," is an up-tempo, weeper ballad that Whitman performs in lovely style. The other side, "Roll On Silvery Moon," is a beautiful, slow beat, romantic item handled in tender and delicate fashion by the artist. It's a double-barreled hit that should rack up the sales and spins. Watch 'em.

WILBURN BROTHERS
(Decca 29459; 9-29459)

B+ "I WANNA WANNA WANNA" (2:05) [Acuff-Rose BMI—J. D. Miller] The Wilburn Brothers, Doyle and Teddy, look like they have the platter that's gonna put them on top of the lists. It's a great, quick beat, romantic delighter.

B "MY HEART OR MY MIND" (2:27) [Tannen BMI—D. Wilburn, T. Wilburn, F. Hendricks] On the lower end the boys turn in a persuasive reading as they wax a sad, middle tempo item. Powerful pairing.

JACK FORD
(Chess 4864; 45-4864)

B+ "YANKEE DIME" [BMI—W. Evans] The polished stylings of Jack Ford are a treat to the ear on this delectable, quick beat, romantic novelty. Snappy wedding of melody and lyrics on a deck that could catch.

B "TEACH ME TO LOVE" [BMI Gray, Covington] Reverse deck is a middle tempo, heartfelt ballad that the songster etches in poignant style. Effective string support.

YORK BROTHERS
(King 1449; 45-1449)

B+ "IF YOU HADN'T TOLD THE FIRST LIE" (2:27) [Lois BMI—York, York] The York Brothers, Leslie and George, could have a winner on their hands as they smoothly wax an up-tempo, romantic lament. Infectious melody and instrumentation.

B "HOUSE WITH NO WINDOWS" (2:31) [Jay & Cee BMI—Glover, York, York] Bottom lid is a middle beat weeper with emotion packed lyrics that the duo delivers in top drawer fashion. Watch both sides.

DUSTY ROSE
(Fabor 120; 120-45)

B+ "IT MAKES ME SO MAD" (2:25) [Dandelion BMI—D. Rose, G. Wright] Dusty Rose comes up with a catchy, fast paced cutie that has the quality, novelty and charm to bust through. It's a real appealing side. Watch it.

B "THE BIRDS AND THE BEES" (2:30) [Dandelion BMI—D. Rose, G. Wright] Here's another happy-go-lucky love ditty that Rose treats to a bright vocal effort. A dandy coupling.

DEL WOOD
(RCA Victor 20-6080; 47-6080)

B+ "HOME SWEET HOME" (1:55) [Acuff-Rose BMI—J. H. Payne] On her Victor debut, Del Wood displays her keyboard excellence as she nimbly bounces through an all-time favorite in an old-fashioned piano style. Should be a solid money-maker.

B "THAT NAUGHTY WALTZ" (2:21) [Forster ASCAP—S. Levy, E. Stanley] On the flip portion, the artist brings back pleasant memories of the nickelodion days as she glides over another charming item.

DOT AND SMOKEY
(MGM 11969; K11969)

B "CONTACT" (2:08) [Acuff-Rose BMI—Swan] Dot and Smokey come up with a tantalizing bit of harmony as they sock out a fetching, quick beat, romantic novelty. Enjoyable lyrics and melody on this coin-catcher.

C+ "BLUE EYES CRYING IN THE RAIN" (2:25) [Milene ASCAP—Rose] The artists blend their talented chords in mellow manner as they spin this slow tempo, feelingful piece.

THE FARMER BOYS
(Capitol 3077; F3077)

B+ "YOU'RE A HUMDINGER" (2:41) [Central BMI—T. Collins] The Farmer Boys sparkle on their initial waxing for the diskery as they belt out a light-hearted, quick beat novelty in delectable style. Enticing lyrics on this musical-pick-me-up. Could be a big one.

B "I'M JUST TOO LAZY" (2:14) [Central BMI—A. Dinning] The boys have another pleasing biscuit on this half. It's a quick beat chuckler that rides merrily long. Two strong sides.

TOMMY DUNCAN
(Coral 61391; 9-61391)

B "TIME CHANGES EVERYTHING" (2:03) [Southern ASCAP—T. Duncan] The enchanting chords of Tommy Duncan come across in engaging style as he knocks out a fast paced sentimental item. Inviting instrumentation on this Duncan original.

B "SAN ANTONIO ROSE" (2:11) [Bourne ASCAP—B. Wills] On the under half Duncan delivers a brisk, Latin-tempo tune in colorful style.

JOHNNY BOND
(Columbia 21369; 4-21369)

B "GLAD RAGS" (2:50) [Red River BMI—Bond] Johnny Bond sends up a tasteful reading on a zestful, rag-time ditty. Slick instrumental backdrop on a deck that should lure a fair share of the loot.

C+ "CHEROKEE WALTZ" (2:26) [Red River BMI—Bond] Under siding is a pretty tear-compelling, waltz item that Bond performs in soft, relaxed fashion.

THE SPEER FAMILY (Sacred)
(RCA Victor 20-6067; 47-6067)

B+ "HEAVENLY LOVE" (2:10) [Hill & Range BMI—V. B. "Vep" Ellis] The Speer Family intros on the label in impressive fashion as they send up an eloquent vocal job on an up-tempo, country gospel item.

B "GOD'S LOVE" (2:01) [Jay & Cee BMI—H. Glover] Lower deck is the current click, "Rock Love," done up in religious style. Two wonderful sides that should find strong acceptance in the field.

THE CASH BOX Country Roundup

WSM—GRAND OLE OPRY . . . Hank Snow, 'Opry' headliner guested with Paul Kallinger of XERF, Del Rio, Texas recently. Tom Disken, rep for the Jamboree Attractions banner says that Kallinger featured six hours of Snow's recorded music. Carl Smith and his Tunemsmiths played to a capacity house in Mobile, Ala. March 20. While in Mobile, Carl visited with deejays Tom 'N' Luke, ABWKAB; Jack Cardwell, WKAB and Happy Wainwright, WKRG, according to word from Hal Smith, Carl's manager. Curtis Gordon, (Mercury) was also on hand for the 'big' event. Warren Foster promoted the show. Lonzo and Oscar, Cousin Jody and Tommy Warren recently celebrated the end of ninety-two days of personal appearances and television filming by taking their families for a short vacation and some good fishing. Lee Ann Meriweather, 1955 Miss America beauty contest winner, visited Nashville recently, and was a visitor in the WSM-TV studio while Marty Robbins was appearing on a program. Ferlin Huskey (Capitol) has unleashed another of his 'many' talents . . . this time via the recording of "My Gallina" under the name of Simon Crum, and it's on Capitol, naturally!



CURTIS GORDON

Johnnie and Jack, Kitty Wells, Roy Acuff and his Smokey Mountain Boys ready for a big trek on a string of dates that will carry the group to the West Coast, according to word from Frankie More, rep for the 'Opry' units! Martha Carson, Bill Carlisle and Ferlin Huskey working in a 'package' setup on tour now. X. Crosse is personal manager for Carson and Carlisle, and is exclusive booking rep for Huskey. Bob Ferguson is personal manager for Huskey. Ernest Tubb and Hank Snow, who have been recognized as the founders of the Jimmie Rodgers Memorial Day program announced here in Nashville that they will participate and be present in this year's gathering slated for Meridian, Miss. May 25-26. All proceeds from the program will be for the Jimmie Rodgers Memorial Foundation! Chet Atkins out with a new album . . . titled "Chet Atkins Picks The Pops" . . . album features Atkins guitar stylings on four current 'pops'. Buddy Thompson of WFLA, Tampa, Florida did his first appearance on the 'Opry' March 26! A newcomer to the field, Buddy turned in an excellent performance. Other visitors into Nashville recently were A. R. Peddy of Tampa, and Larry Dean of Big Stone Gap, Va. Hank Snow (RCA Victor) back for the network portion of the 'Opry' April 2 after a three-week vacation. Bill Monroe (Decca) and his Blue Grass Boys shared the spotlight as featured guests for the April 2 show!! Roy Hall who recently was signed to a Decca recording contract, has just completed two weeks of personal appearances with Webb Pierce in Canada. Hall also bowed in with his first performances on the 'Opry'. Mae B. Axton, publicity rep for Hank Snow, reports that the Wilburn Brothers, Faron Young, Dub Dickerson, Hubert Long, Joyce Moore, Bob Cline and Bob Burrell and a gang of deejays recently gathered at her home after a personal appearance in Ocala, Fla. for a fine get-together!



FERLIN HUSKEY

HAYRIDE HAPPENINGS . . . Jim Reeves, Maxine and Jim Edward Brown, and Dido Rowley and their band just returned to the 'Hayride' after a successful tour through Oregon, California, Washington and Idaho. Jimmie Lee and Wayne Walker (Chess) scored the Cash Box "Bullseye" of the week recently and from all the early reaction this should bring the 'Hayriders' right into the spotlight. Ray Bartlett, manager of Slim Wilson (Imperial), busy working out details for Summer tours for Whitman. Whitman is slated to appear on the big Houston Fireman's Show this month! "Louisiana Hayride" artists looking forward to the Jimmie Rodgers Memorial Day program scheduled for Meridian, Miss. May 25-26. The 'Hayride' is sponsoring the event this year, and Horace Logan is busy working out the huge amount of details!

BIG "D" JAMBOREE . . . The Big "D" publicity chief, Johnny Dolan, says that Darrell Glenn (RCA Victor) was in for a guest appearance on the show March 26. Glenn has made connections for a show on the West Coast with Cliffie Stone. Artie Glenn, Darrel's father-manager, and the entire Glenn family will move to the coast from Ft. Worth, Texas. Helen Hall (Coral) real happy these days . . . her first release for the label has reached a rare peak in the Texas territory and the Dallas distribs have sold out of her release "Honky Tonk Husband" and "Wasted Life" a couple of times already. The Belew Twins (Coral) also snaring their share of the play in the Western belt. Jimmie Davis (Decca) guested on the Big "D" April 2. Lawrence Thacker, promotion man for country talent, left the Big "D" on March 22nd for a tour with Davis and a group of other artists—playing thru Louisiana. A. V. Bamford, the promoter of the tour, was a recent visitor to the Big "D", and while there filled in the final briefing with Ed McLemore for the forthcoming Houston Firemen's Show. The Belew Twins (Coral) worked the "Big State Jamboree" for Slim Willet in Abilene recently, as did Douf Bragg who is going quite strong right now with his "Texas Special" on Coral.



BELEW TWINS

FROM THE CROSSROADS OF COUNTRY MUSIC

. . . Red Foley and his troupe recently saluted the Music Operators of America on his March 26th ABC-TV'er coast-to-coast. Cliff Rodgers of WHKK in Akron, Ohio plans to bring the entire "Ozark Jubilee"

to the Armory there in April for a personal appearance. Recently this column carried a note saying that Smiley Burnette had entered into the Drive-In Theatre business . . . this is all wrong . . . the item should have stated that Smiley Burnette has entered into the Drive-In Restaurant business. With Lou Black's Top Talent office supported by Jim McConnel in the booking department, 'Ozark' talent filling up the personal appearance roster these days. Dub Allbritten, manager for the 'Ozark's' Red Foley, on big record promotion

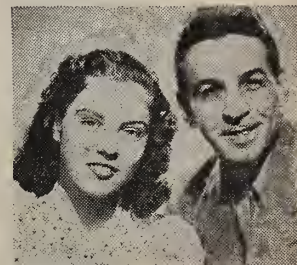
'push' for the Redhead . . . and is now breaking out with a 'series' of hit recordings!



DEL WOOD

COUNTRY SMATTERINGS . . . Biff Collie (Starday) getting lots of attention from his fellow deejays with his first recording . . . "What This Old World Needs".

. . . Biff recently made a tour of a number of Texas cities with good friend Slick Norris! Good luck, Biff! Eddie Zack and his Dude Ranchers (Columbia) real busy these days with shows on NBC-TV and NBC coast-to-coast. Eddie's latest is "Lover, Lover" and "Rocky Road Blues." Listen for Del Wood . . . now on RCA Victor . . . a new recording adventure for Del . . . offering two old-type piano tunes done up in fine fashion . . . "Home Sweet Home" and "That Naughty Waltz". Also, Victor is introducing another new group . . . (last featured with Pee Wee King) . . . the group are The Coquettes . . . and their first features two completely different songs . . . "Butterfingers" and "Leave My Heart." Note from Don Grashey, personal manager for Myrna Lorrie and Buddy De Val (Abbott) says that the team's new recording "I'm Your Man" and "Underway" is really getting underway and the reaction in Ohio, Texas, Iowa, Virginia and Minnesota is real great. "Are You Mine" their first recording is hitting on all charts in the Cash Box. Tom Willette writes from KVOL-KVOL-FM in LaFayette, La. that Al Terry, (Hickory Records) was Mr. 'Cornhusker' of the week over KWKH recently, and also Al recently did a personal appearance in Mobile, Ala. with Happy Wainwright, Jack Cardwell, Hy Davis, and Hack Henson and his band. Al is slated to appear with Lou Millett on his TV Show in Baton Rouge, La. soon. Al's latest on Hickory is "Hate Me Not" and "The Wall Around Your Heart". Letter from Jim Wilson, now stationed at WAVE, Louisville, Ky. says that he has recently visited with Jimmy Osborne, Jimmy Logsdon, Thom Hall and all the local deejays since setting up his own operation there in Louisville. Jim says all these boys are doing a good job for Country music. Les Waldroop (Potter), has leased the Dugout, Highlands, N. C. resort town. His band will be featured there four nights a week for square and round dancing. Les has been guesting with deejays in Georgia, South and North Carolina pluggin' his waxing of "Moonlight's A'Wastin'" and "I Love Dixie." J. A. Sterner, Les' mgr. tells us that reports on the deck have been favorable in these areas. Jimmy Work, whose Dot waxing of "Making Believe" has been showing up strong on the Cash Box charts writes in to tell us that he's set to appear on the Apr. 9th Grand Ole Opry show. Jimmy has been playing one-nighters through Tenn., Ark., Mo., La., and Miss. Bob Neal handled Jimmy's bookings. Cousin Minnie Pearl should win the prize for having one of the most loyal fans. When she recently appeared in Minot, North Dakota a fan walked 25 miles in below zero weather to see her performance.



LORRIE & DEVAL

CALIFORNIA CLIPPINGS . . . Ray Odom, recently took over the Arizona Hayride, changing the name to Ray Odom's Hayride at Madison Square Gardens in Phoenix, where every Saturday night they feature a stage show and a dance. Top-name western stars appear on the show which is backed by the musical aggregation known as the Sunset Riders. Also featured is Chuck Mayfield, Starday recording artist. . . . Cliffie Stone is inaugurating a series of special events nights on his "Hometown Jamboree" telecasts each week over Paramount's KTLA. Stone will present a "Chuck Wagon Night," a "Branding Party Night," an "Indian War Dance Night," etc., on successive Saturday nights. Should have some fun on this one.



TENNESSEE ERNIE

Meanwhile, Joannie O'Brien has rejoined Cliffie's show and will remain as a regular until she is forced to retire to await her forthcoming blessed event. She recently gave up all activity on the Tennessee Ernie ainer. . . . Johnny Bond is guestarring on radio and television plugging his latest release, "Jim, Johnny and Jonas," which, incidentally, is currently at the top of the hit parade in Germany. . . . Jimmy Wakely just returned to Flickerville after a 10-day tour of personal appearances at several Home Shows. His first stop was at Ft. Collins, Colo., with the complete tour taking him into three states. Last stop was at Cheyenne, Wyo. . . . The Ranger's Quartet, one of the country's leading western vocal groups recently appeared with Spade Cooley on his weekly TVehicle. The group appears regularly each week-end on Town Hall Party in Compton, Calif., and are heard on the NBC net during the weekly radio-television stint. . . . Rex Allen, dickering with Frontiersmen, a radio-TV and recording trio, for personal appearance work with him. The group, originated by "Highpockets" Busse, singer, songwriter, emcee, etc., has worked with all the western stars. Wayne West and Hal Sothern are the other two in the group. . . . Doyle O'Dell had a special treat for TV viewers and visitors of Plainview, Texas, when the Hoosier Hot Shots—Ken, Hezzie, Gil and Gabe—paid a visit to "Western Varieties" recently. The quartet, famous for their "washboard music" have just completed an engagement in San Francisco. . . . Lonnie Barron, the "Mississippi Farm Boy," is making his first appearance on record with Sage and Sand. His first release, "You're Not the First Girl" b/w "Sentimental Me, Sentimental You," looks like a real go'er.

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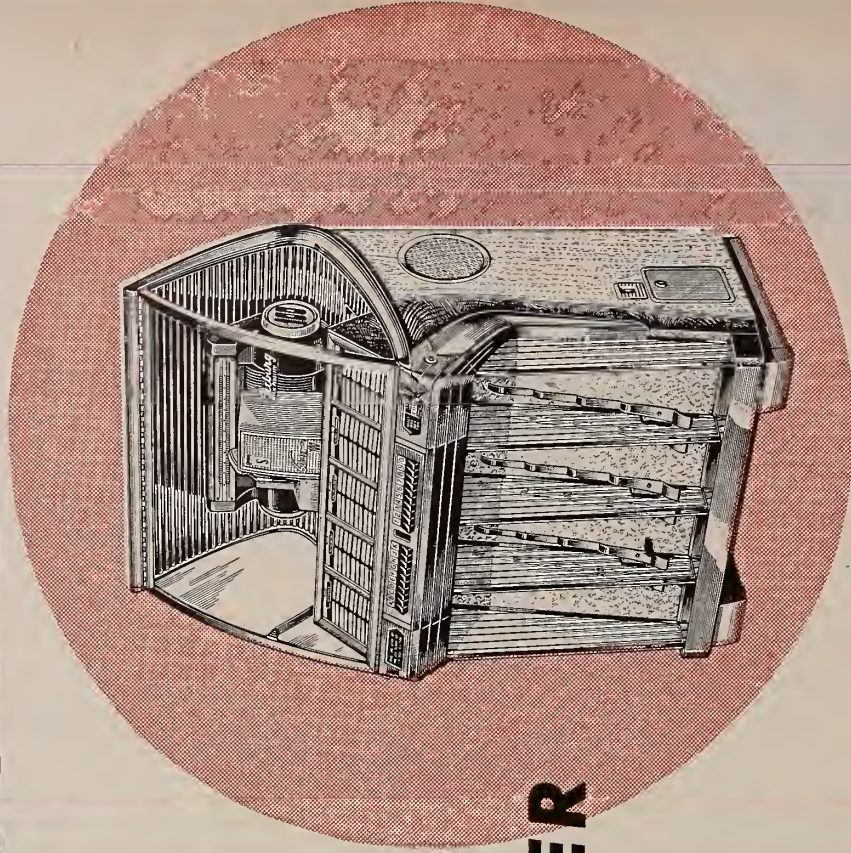
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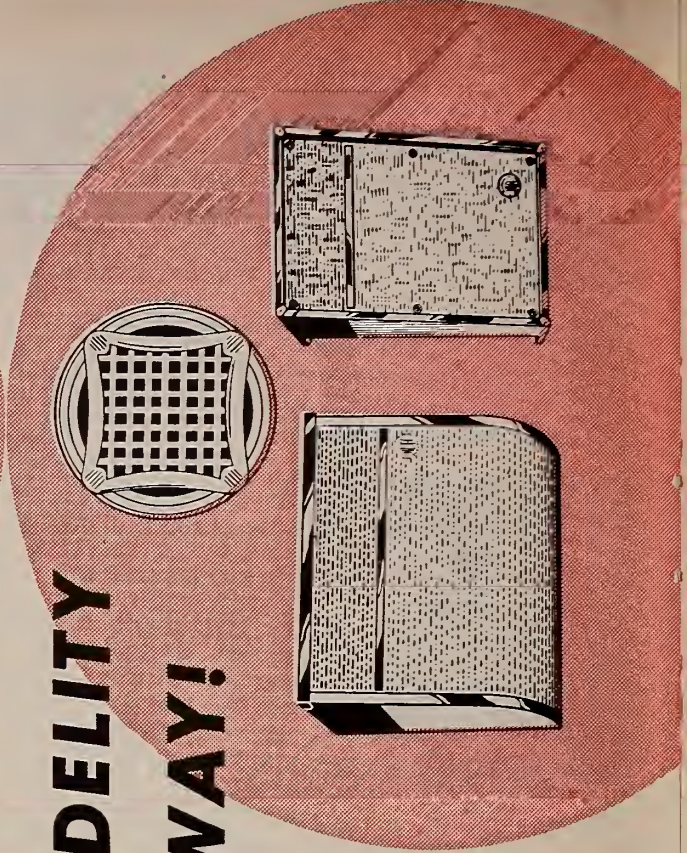
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Here and There

WASHINGTON, D. C.—That business views the future optimistically is indicated in a joint report by the Commerce Department and the Securities and Exchange Commission, predicting business outlays for new plant and equipment will be \$27.063 billions, a 1 per cent increase over the past year. The agencies forecast that business sales will be five per cent larger this year than they were in 1954. Attainment of the predicted 1955 business capitals good spending volume, they stated, would make this the second best investment year in history.

NEW YORK—Advertising agency sources are pointing to the changes which have hit the TV commercial sponsors. The sponsors face two problems: costs of programs, which even the most wealthy firms find difficult to handle; and, the gradual loss of listener interest. Reminds us of the trend radio took years ago. At first interest was so great, the record manufacturers could hardly find a buyer of a record. Then with the advent of the modern juke box, back came the record industry bigger and better than ever, with radio taking its proper place in the entertainment world. Now that the general listening and viewing public is losing its interest in spending its life watching TV, outside entertainment (which includes the juke box) has nothing to worry about. Naturally, top programs as well as baseball, fights, etc., still retain their hold on the public—but it's no greater today than was radio prior to the advent of TV.

WASHINGTON, D. C.—While those connected with the entertainment business (juke boxes and amusement machines) always note a dip in collections during the Lenten season, they can be encouraged to anticipate a good revival of play after Easter. The Federal Reserve Board reports that Department Store sales last week ran far ahead of sales in the corresponding week a year ago, averaging an advance of 14 per cent across the nation. An interpretation of this report indicates that the public is spending money for Spring and Summer clothes. Starting with Easter, with the termination of Lent, it would appear to us that locations will once again get its share of the spending.

Operators Are Beginning To Ask:

“WHAT ABOUT NEW GAMES?”

As has long been recognized, new products are the heart's blood of industry.

Whether the industry concerns itself with appliances or automobiles, its dealers, distributors, and all others in that specific industry recognize the fact that, without new products, the industry will gradually deteriorate.

New products pump new blood into an industry. This revives and resuscitates the industry. This, in turn, means continued and progressive growth.

Regardless of the fact that every manufactory in the business of producing coin operated equipment is as busy, if not busier, than it has ever before been there is, and always will be, a need for new products.

Not because there is any lack of sales action today. The fact remains that, whereas one territory may be suffering somewhat, the nation, as a whole, is so large and so fertile that other territories may be demanding whatever equipment they can obtain.

There are fewer manufactories today than there have ever been in the history of the industry. This does not mean that the factories in the industry today aren't capable of producing whatever equipment is required.

The opposite, if anything, is true. They can produce as much as is needed by all engaged in the business of coin operated equipment, worldwide.

The music machine manufacturers have always been sufficiently progressive and aggressive to bring about continued demand for their new instruments.

As is noted everywhere in the music field at this time, this demand hasn't slackened, regardless of an important national legislation problem that is ahead of the music field.

The most affected of the manufacturers, in regard to constantly developing and producing “something different”, are in the amusements field.

This equipment is subject to the whims and fancies of a very fickle public.

As one noted amusements manufacturer expressed himself some years ago:

“These are games for the grown-up children of the nation, the adults. And like all children they, too, soon tire of playing the same game over and over and over again.”

As it has been described in the past, the amusement field is strictly a “novelty business” at best. That being the case, new products are a mighty important factor in the continued growth and development of this division of the industry.

But this does not omit the manufacturers of other types of equipment. Every manufacturer must constantly keep his experimental and development departments going full blast so as to be ready with “something entirely new and different” to meet the demand of the public.

Whether dime play is, or is not, instituted. Whether front money is, or is not, obtained. Whether the problem is intake or income, the fact remains that, to assure the industry continued growth, there must be new products constantly brought to the field.

These new products must be capable of captivating the public just as completely as did the older, tried, tested and proved machines.

This is one industry that cannot long rest on its laurels. It is the kind of an industry that is constantly being challenged by public fickleness.

Therefore this is one industry that requires creative ingenuity. Such ingenuity has, so far, been successfully demonstrated time and again.

Just when all believed everything was finished, someone in the industry came along with, “the completely new product”.

As for example, during just these past few years the in-line games, the shuffle games, the kiddie rides, the gun games.

In the field of automatic music and hi-fi phonos and their beautifully modern, colorful and attractive designs.

In the vending machines field, similar achievements have been made in automatic drink dispensers and in machines with other important vending possibilities, some of which haven't as yet reached their apex.

Once again there is a ripple running thruout the trade that, “Something entirely new and different is necessary”.

Something that will “revive play action”.

Something that will “boom take”.

Something that will “bring the TV viewers back into their favorite spots to play” instead of keeping them at home to see old, wornout films.

This ripple starts, naturally, in those territories where present amusements are overplayed and overdone.

The industry realizes that the anguished calls from these first few territories is usually the first indication that something different is needed.

The time has arrived when the field again looks to the ingenuity of the manufacturers to bring forth “something new, something different, something appealing”.

This publication feels certain that, long before the cry becomes general, new products will come into being.

Just as all the fine equipment of yesteryear came into being. Like the in-line, shuffle, kiddie ride and gun games came into being.

It is well for all to remember that the ingenuity of those who produce the products which have kept this industry in constant and very dramatic growth hasn't for even a moment, deteriorated.

If anything the manufacturers and their engineering staffs have become ever more proficient in the creation of new products with an adroitness and skill that is truly praiseworthy in every regard.

5th MOA SHOW BEST EVER

Huge Crowds Jam Booths as Largest Number of Exhibitors Participate. Ops Discuss Many Important Problems at Meetings

CHICAGO — Pre-convention forecasts that the 5th Annual Convention of the MOA would be the largest and greatest yet were more than vindicated as crowds poured into Chicago from all parts of the United States, Canada, Alaska and many foreign countries, among them far away French Morocco and Australia.

Business was uppermost in the minds of those attending as was evidenced by the full turnouts that greeted the speakers at the morning sessions, the jammed exhibit floor and the huddles in the lobby of the Morrison Hotel during the early morning and late evening hours.

Exhibitors were well pleased with the brisk attendance at their booths. The action was continuous and crowded as operators moved from booth to booth to examine equipment, talk records, renew old acquaintanceships, make new ones, and meet some of the recording stars. Adding greatly to the strength of the convention and the interest of the operator was the exhibit booths sponsored for the first time by the automatic music machine manufacturers, AMI, Rock-Ola, Seeburg and Wurlitzer.

That the association had grown to its maturity was evident in the vast attendance, better than ever participation by manufacturers, and the number of operators who attended and signed up as members.

Meeting halls were filled each morning as operators throughout the nation sought answers to the many problems that their specialized industry faced. The operator wanted to know the present status of the pending ASCAP type legislation in Washington and what was being done to protect their rights. They wanted to know more about the third copyright organization. They wanted to know about the change in membership admittance rules.

Sidney Levine, Legal Counselor for MOA, discussed the copyright legislation and brought up to date the forces that were lined up against them, pointed out the untold multi-millions that were in the treasuries of the proponents of the copyright bills, the powerful public relations offices that moulded public opinion, and the powerful senatorial support that the pro-

posed bills had. He warned them of the constant vigilance that would be necessary on the part of the operator organization. But, he concluded, the operator was legally in the right, morally in the right, and the organization would do all in its power to make certain that it remained that way.

Levine also thanked the juke box manufacturers for their aid and praised the cooperation between their executives and George A. Miller, president of the MOA. He paid high tribute to the cooperation between the legal staff of the MOA and those of the manufacturers.

In an open discussion on the Thompson Bill (H.R. 2677) currently under discussion by the Committee on the Judiciary, The House of Representatives, a motion was made by Albert Denver, New York, that the Convention go on record as being against a Fact Finding Committee, as proposed by the bill. The motion was immediately and unanimously passed.

On the second day, following an open discussion, the attending operators witnessed the birth of a third copyright organization.

Operators learned that the individual operator could now become a member of the MOA. Heretofore an operator could only become a member if his organization was an affiliate of the MOA. Under the new regulations he could now join as an individual whether he was a member of a local association or not.

Bill Gersh, publisher of *The Cash Box*, spoke to the assemblage on the second morning of the convention. Gersh reviewed the tremendous progress the organization had made from the day of its inception, only seven years ago.

Operators also listened to talks by Ray Cunliffe, co-chairman of the convention; Ray Block on advertising and promotion; congressman George P. Miller; Rodney Pantages, Louis Boorstein, Leo Kaner, Clint Pierce and Al Denver.

It was enthusiastically agreed by all that the meeting had been the best ever and much had been accomplished by the organization and the individual.

D. Gottlieb & Co. Distribbs See Test Samples



DAVID GOTTLIEB

CHICAGO — Distributors for D. Gottlieb & Company, this city, who attended the MOA convention this past week, were pleasantly surprised to see three advance test samples of new games at the Gottlieb plant.

These games are as yet untested. It will probably be months before the trade will hear or see them.

In the meantime, the firm's distributors were given the opportunity to

make any suggestions and/or corrections before the games are shipped for test purposes.

As David Gottlieb remarked, "We believe in working in very close cooperation with all of our distributors."

"The fact that so many of them were in town, and called at our factory this past week, gave us the opportunity of showing them some of the games which our experimental department had already completed.

Before we shipped these games for extensive field tests, our distributors were given the opportunity to make whatever corrections they thought would prove of value to all the trade.

"In this fashion," Gottlieb continued, "the entire industry is sure to enjoy finer games in every regard."

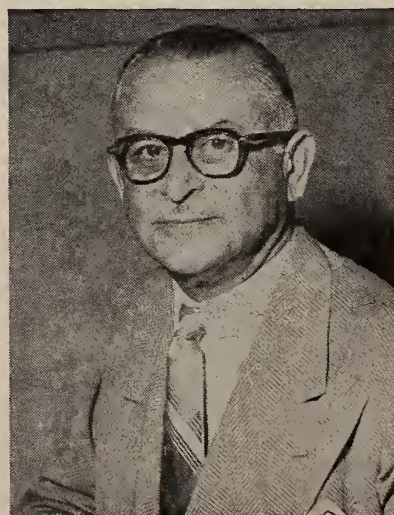
"Not only is each game backed up with the experience of our own engineers, but, also with the experience and knowledge of all our distributors."

"These distributors are in constant contact with the operators and, therefore, know what the operators want."

Gottlieb also remarked on the fact that the number of orders placed with the firm for the new "Duette" has set a new sales record.

"It is a surety," he stated, "that 'Duette' has opened an entirely new era for more profitable operation. Our distributors most heartily recommend 'Duette' to all of their customers."

Wolberg Hosts Distribbs



SAMUEL WOLBERG

CHICAGO—Samuel Wolberg hosted distributors of Chicago Coin Machine

Company and Genco Manufacturing & Sales Company at a very outstanding dinner at the famous Covenant Club, this city, of which Wolberg is one of the most noted members.

Helping Samuel Wolberg as host were Sam Lewis, Avron Gensburg and Ralph Sheffield of Genco, and Ed Levin of Chicago Coin.

Present were: Sam Solomon, Ted Bush, Phil Robinson, Irwin Blumenfeld, Joe Kline, Wally Finke, Max and Harry Hurvich, Dave Rosen, Al Simon, Al D'Inzilio, Roy Monroe, George George, Lew Rubin, Jack Gorelick, Sam Taran, Eli Ross, Morris Hurwitz, J. F. Elkins, John Michaels, J. D. and B. D. Lazar.

The distributors enjoyed the famed food of this club and, according to all present, were much surprised to find so outstanding a skyscraper club in the very heart of the Loop district of the City of Chicago.

Wolberg is well known as a very gracious host and those who were present commented on the marvelous manner in which he arranged to have all enjoy themselves.

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ROCK-OLA
Famous Service Free Mechanism
Ask Your Route Man . . . He Knows!

Here's what Bill Fisher of
Coin-a-Matic Music Co.
of Omaha says...



I prefer Rock-Ola phonographs to other
makes because of the minimum of main-
tenance required to produce the maxi-
mum results. We have had amazingly
few service calls in the operation of Rock-
Ola. I believe Rock-Ola has finally produced
an operator's service man can go home in
the afternoon and spend the time with his family instead
of spending the time with his family instead
of the fearful ring of the telephone. The app
Rock-Ola Hi-Fidelity phonographs have
among our locations and the cash box
has proven to this service man that

Here's what Olin E. Spikes
of
Lambert Music Company
of Auburn, Alabama says:



"I have serviced a lot of different makes and
models. In studying these machines I have
made a mental note of the changes I would
have made, had I engineered the machine
and brother I have found plenty of things
that have changed. In the Rock-Ola I
find no such things and it is
they go



ROCK-OLA
Famous Service Free Mechanism
Ask Your Route Man . . . He Knows!

Here's what K. V.
Medrud of the DAN
THE MUSIC MAN Inc.
organization of Poca-
tello, Idaho, says:



We here at

Here is what E. L. Whipple and M. L. Whipple
of Whipple Music Co., Columbus, Georgia
says about ROCK-OLA Hi-Fidelity Music


**WE LIKE ROCK-OLA PHONO-
GRAPHS BECAUSE:**

1. Our service calls have been re-
duced to a minimum since we
started using ROCK-OLAS
2. It is so easy to change records on
a ROCK-OLA
3. The playmeter, a routeman's in-
fallible guide to the revenue pro-
ducers, is ideally situated
4. Our locations are well pleased with
the small amount of valuable floor
space required for the ROCK-OLA
5. The installation of a new ROCK-
OLA has repeatedly increased the
revenue from locations.

E. L. WHIPPLE • M. L. WHIPPLE
WHIPPLE MUSIC COMPANY

For further information write
ROCK-OLA MFG. CORP. • 800 N. KEDZIE AVE., CHICAGO 51

Here's what Leo. J. Freidel, routeman for
Gordon Stout Company, Pierre, So. Dakota
says about ROCK-OLA Hi-Fidelity Music



"You asked me how I like the
New Rock-Ola. One thing sure,
they cause us no trouble at
all. It is a small neat package that
fits in well anywhere. Hi-Fi
has now been added to keep
our fancy and

LEO. J. FREIDEL
of
Gordon Stout Co.
Pierre, So. Dakota

ROCK-OLA
Famous Service Free Mechanism
Ask Your Route Man . . . He Knows!

Here is what
Leonard Appel of
Commonwealth Music
Company of Brighton,
Massachusetts Says:




"I've said it before and I'll say it
again . . . the Rock-Ola 120-selection
phonograph is a real
saver in my route.
No more
headache,
changing simpli-
cally, believe
Rock-Ola."
Leonard Appel

ROCK-OLA
FAMOUS SERVICE-FREE MECHANISM
Ask Your Route Man . . .
He Knows!

Here's what Tony Vance
of Brilliant Music Company of
Detroit says:

"A phonograph for me especially has
to be trouble free, easy record chang-
ing because I do my own servicing.
That is why I recommend Rock-Ola
phonograph as the finest piece of
equipment I have ever handled."



For information write
ROCK-OLA MFG. CORP.
800 N. KEDZIE AVE.
CHICAGO 51

ROCK-OLA
Famous Service-Free Mechanism
Ask Your Route Man—He Knows!

ROCK-OLA
MANUFACTURING CORP.
800 N. KEDZIE AVE. CHICAGO 51

See the New Model 1448
at Your ROCK-OLA Distributor's
Show Room April 24th and 25th
INTERNATIONAL ROCK-OLA DAYS

MOA CONVENTION as SEEN Thru "The Cash Box" Camera



Business meetings at the MOA Convention were informative, educational, and very well attended. George A. Miller, president (center) welcomes operators; Sidney H. Levine, national counsellor, (left) and Ray Cunliffe, convention chairman, (right) address nation's operators.

CHICAGO—With a record number of coinmen attending the MOA Show, The Cash Box cameraman was kept busy snapping visitors. Pictured on the opposite page are many of the industry's men and women who were at the Morrison Hotel during the show.

- 1) Cissie Gersh, The Cash Box; Al Denver, president of New York's operators association; and Vaughn Smith of Atlantic City.
- 2) At the Wurlitzer booth: Bob Bear, sales mgr.; Eric Bailes, Modern Amusement, Australia; and Mrs. and Mr. Tom Sheldon, Payette, Idaho.
- 3) A New York delegation: "Senator" Al Bodkin, Nat Cohn, Charles Aronson, and Sal Trella.
- 4) Sam Lewis, Genco Mfg. & Sales Co., and Al Clavir, Toronto Trading Post, Toronto, Canada.
- 5) Sam Solomon, Columbus, O., and Ralph Sheffield, sales mgr., Genco.
- 6) "Pete" Pieters, Kalamazoo, Mich.; Bert Lane, Miami; and Gil Kitt, Chicago.
- 7) Mr. and Mrs. Howard Ellis, and Mrs. and Mr. Norm Gefke, Omaha, Neb.
- 8) Dave Stern, Seacoast Distributors, New York, alongside Rock-Ola's new music machine.
- 9) George Kozy at ABT Mfg. display.
- 10) Mr. and Mrs. Ed Carlson, Detroit, Mich.
- 11) Harold Scott, Moberidge, S. D.
- 12) Cissie Gersh interviews Bert Lane.
- 13) Herb Klein, sales mgr., International Mutoscope Corp., L. I., N. Y., demonstrates machine at his booth.
- 14) Art Weinand, extreme right, sales mgr., Williams Mfg. Co., smiling happily at the interest being shown in new "Tractor."
- 15) Walt (Bow-Tie) Huber, Huber Dist. Co., San Francisco, shows off his multi-colored vest.
- 16) Eli Ross, Ross Dist. Co., Miami, Fla., looks over Rock-Ola's new phono.
- 17) Two old-timers get together—Vince Shay and Jack Mitnick.
- 18) Bill Gersh, publisher of The Cash Box with two old friends, Mr. and Mrs. McKim Smith, Atlantic City, N. J.
- 19) Clint Pierce, operator and Mayor of Brodhead, Wis., with RCA's model.
- 20) Ed Ratajack, AMI's western regional mgr., leaning on an AMI phono—vintage 1926.
- 21) Phil Weisman, Automatic Phono Dist., Chicago, with John Haddock, president of AMI, Inc.
- 22) A. D. Palmer, Jr., advertising and sales promotion mgr. of The Rudolph Wurlitzer Co. at the firm's booth.
- 23) "The Gold Dust Twins", Max and Harry Hurvich, Birmingham, Ala.,

- with Hy Branson, Louisville, Ky., and Lou Casola, Rockford, Ill.
- 24) Irv Blumenfeld, Baltimore, Md.; Irv Morris, Newark, N. J.; and Phil Mason, Washington, D. C.
- 25) Bill Gersh, Sidney H. Levine and Representative George P. Miller, Cal.
- 26) Larry Marvin and Wes Elster of Calif., selling banquet tickets.
- 27) Don Moloney, Donan Dist. Co., Chicago and Milt Marmer, Cincinnati, O.
- 28) Fletcher A. Blalock, F. A. B. Distributing Co., New Orleans, La., and Bill Gersh.
- 29) Les Montooth, Peoria, Ill., and Henry Friedman, Mercury record distrib.
- 30) Snapped in the J. H. Keeney & Co. suite: John Conroe and Paul Huebsch of Keeney, and Barney (Shugy) Sugarman and Abe Green of Runyon Sales, N. Y., N. J., and Conn.
- 31) Harry Drolinger, Dallas, Tex., Herb Wedewen, Cleveland, O., and Art Welsh of Sentinel Radio (young man at right, unidentified).
- 32) Two old friends from upper New York State get together: Gen Walenitz, Rochester, N. Y., and Abe Granitstein, now residing in Cleveland, O.
- 33) Vince Shay and Charlie Schlicht look over AMI's 1926 model.
- 34) Ralph Ridgeway, Springfield, Mass., pres. Western Mass. Music Ops Assn., with Kay Molone, one of the finalists in RCA's "Miss Juke Box of 1955" contest.
- 35) Bill Gersh (center) with two operator friends, Bob Lindelof, Skokie, Ill., and Mickey Anderson, Erie, Pa.
- 36) A gathering of upper New York State ops: Lindy Nardone, Louis Grillo, Joe Grillo and Dave Secre.
- 37) Jerry Gillespie and Bill Miller, Grand Rapids, Mich., with the 1926 AMI phono.
- 38) A group of Canadian coinmen: Don McKim, Wes Van Dusen, Art Folliot, and Harold Moon of BMI.
- 39) Abe Sussman and Bob DePriest, Dallas, Tex., give RCA's model some soft Texan conversation.
- 40) Art Garvey, Bally regional representative, takes a ride on the firm's kiddie ride "Hot Rod".
- 41) Phil Robinson, L. A., Calif. and his brother, with the RCA model.
- 42) Dave Bond, Trimount Sales, Boston, Mass., at the Seeburg booth.
- 43) Jack Simon, Simon Sales, L. A., and Henry J. Leyser, Oakland, Calif. op.
- 44) Edward Grodzicki and Martin Rice, Michigan ops.
- 45) Johnny Bilotta, Bilotta Distributing Co., Newark, N. Y., showing Lou Bruno, Canastota, N. Y. op Williams' "Tractor".
- 46) George Markos, Dover, O. op.
- 47) Ernie Rezeau, asst. to C. T. McKelvy, at the Seeburg booth.

(See Pages 14 & 44 For Additional Pictures)

MUSIC OPERATORS AT BUSINESS SESSIONS





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SENTINEL RADIO CORPORATION

Visit HOSPITAL

Meet the Decca Stars In Person

U.S.A. MEMPHIS

CAPITOL RECORDS, INC.

Urge Music Ops Write Standing Subcommittee of Senate on "Kilgore Bill"

Senators Advise They Are Referring Letters and Wires to Three Man Subcommittee. Music Ops Urged to Write Opposing "Kilgore Bill" (S.590) Immediately

EVERYBODY IS TALKING ABOUT THE

New Look

IN GOTTLIEB GAMES

Wire or Write

Sen. Joseph C. O'Mahoney
(Dem., Wyo.) Chairman

Sen. Olin D. Johnston
(Dem., S. C.)

Sen. Alexander Wiley
(Rep., Wisc.)

CHICAGO—With more and more music operators receiving replies from Senators that the Senators have turned over letters and wires they have already received to the "Standing Sub-Committee on Patents, Trademarks and Copyrights," composed of Sen. Joseph C. O'Mahoney, (Dem., Wyo.) Chairman, Sen. Olin D. Johnston, (Dem., S. C.) and Sen. Alexander Wiley, (Rep., Wis.) music operators are being urged to write these three Senators, who have had the "Kilgore Bill" (S.590) assigned to them, prior to hearings on this bill.

Phonograph leaders here believe that it would be to the best advantage of the nation's juke box operators to communicate directly with the members of this Standing Sub-Committee and point out their opposition to the "Kilgore Bill" (S.590) as vigorously as they possibly can.

Prior to any hearings, if this Sub-Committee will grant hearings soon, it would be to the advantage of the entire juke box industry, they believe, for the nation's music operators to quickly write opposing S.590.

Many are also of the belief that the one and only way these three Senators will have some idea of the amount of letters and wires which have gone into Washington, both into the Senate and the House, would be for duplications of the letters and wires to be rushed to each of these three Senators by all the operators nationwide.

Bally Introduces Two New Shuffle Bowlers



JACK NELSON

CHICAGO — Jack Nelson, general sales manager, Bally Manufacturing Company, this city, announced this week, the introduction of two new shuffle bowling games, "Gold Medal" and "Blue Ribbon."

Both games are alike except that the popular match-play feature is omitted in "Blue Ribbon."

According to Nelson, the games may be played by one player, or by two to six players in competition. The games contain the famous "Super-Strike" and "Speed-Control" features of previous Bally bowlers, plus the new "Bonuscore" feature, which is an extra-high score bracket added to the speed-control score indicator on the backglass.

Nelson explained: "This permits the player with perfect speed control to score 500 for super-strike, 200 for strike, 150 for spare. Because a perfect shot can quickly pull up an otherwise poor score, the new 'Bonuscore' feature greatly increases last frame suspense, thus increasing play-appeal and earning power. The new feature also encourages players to do much practice play to improve their skill. Both new bowlers are 10 frames adjustable to 5 frames. Last frame feature adjustable to allow players to keep shooting as long as they score strikes or super-strikes."

Size of both bowlers is 8 ft. by 2 ft. Coin mechanism is choice of dime a play or dime a play, three plays for a quarter.

According to Nelson, both "Gold Medal" and "Blue Ribbon" are now at all Bally distributors ready for immediate delivery.

Keeney Names Billy Coan Regional Vending Mgr.



PAUL HUEBSCH

CHICAGO—Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., this city, announced this past week the appointment of R. W. (Billy) Coan as regional manager for the firm's vending machines division.

Billy Coan has had over 22 years experience in the vending machine field.

He was formerly general manager for his father's firm, Coan Manufacturing Co., Madison, Wisconsin.

According to Huebsch, "Billy Coan will travel thruout the country for us concentrating on our vending machines.

"At this time," Huebsch continued,

"Billy is going to put all of his sales efforts behind our brand new 'Keeney DeLuxe Hot Coffee Vendor' which clicked so tremendously at the MOA Convention.

"At the same time, of course, he will also show our new cigarette machine to everyone with whom he comes in contact.

"Advance indications all point to one of the greatest successes our firm has ever enjoyed with our new hot coffee dispenser.

"It seems that Billy Coan is going to be one of the busiest men in the nation just trying to meet with the many operators who have already contacted us in regard to this merchandiser."

Wilkes-Barre Ops Form Association

WILKES-BARRE, PA.—The operators of this city and surrounding areas met at the headquarters of Roth Novelty Company, this city, and formed an association.

Elected president was Ben Sterling, Jr. of Rocky Glen Park, Moosic. Other officers elected were Andrew Boyko, Avoca, vice president; Buddy Hoblak, Edwardsville, treasurer; and Marvin Smith, Pittston, secretary.

"The operators are confronted with several problems and feel, through a strong organization, they can improve the methods of operation and establish better public relations," stated Sterling.

The association will hold regular monthly meetings.

If you have PHONOGRAPHS for sale

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- Liberal Budget Terms
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BOATS — MOON RIDES
MERRY — GO — ROUNDS
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ALLSTON 34, MASSACHUSETTS
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Exclusive Distributors for

BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

SHUFFLE ALLEYS	BINGOS	MUSIC
Bally Magic Bowler Write	Bally Big Time Write	Rock-Ola Hi-Fi 1446 120 Select. } Write
Chicago Coin Thunderbolt Write	Spot Light \$ 60.00	Rock-Ola Hi-Fi 1442 50 Select. }
Chicago Coin Triple Strike Write	Coney Island 75.00	AMI D-40 \$300.00
Chicago Coin Criss Cross Target Write	Bright Spot 85.00	Rock-Ola Comet, 120 selection 725.00
Bally Champion \$395.00	Havana 175.00	Rock-Ola 1434 Rocket, 78 rpm, 50 select. 325.00
Bally Victory 345.00	Atlantic City 95.00	Seeburg M-100-A 375.00
Chicago Coin Criss Cross 300.00	Hi-Fi 345.00	Seeburg M-100-B 525.00
Keeney Pacemaker 200.00	Yacht Club 175.00	Seeburg M-100-C 650.00
Keeney Bonus Bowler 250.00	Beach Club 275.00	1015 Wurlitzer (while they last) 75.00
ARCADE	Beauty 210.00	1100 Wurlitzer 150.00
Exhibit Shooting Gallery \$240.00	BALLY KIDDY RIDES—WRITE	
Exhibit Star Shooting Gallery 300.00		
Exhibit Sportland Gun 350.00		

CALDERON DISTRIBUTING Co.

450 Massachusetts Avenue

ME-Irose 4-8468

Indianapolis, Indiana

ACTION + PLAYER APPEAL + COMPETITION — **HIGHER-STEADY EARNINGS!**

GOTTLIEB'S

DeLuxe

Duette

A TWO PLAYER AMUSEMENT MACHINE!

LOCATION TESTED & PROVEN!

NEW RAPID ADVANCE BONUS.

Mystery "10 Times Value" Feature Holds Interest.

3 Light-up "Pop Bumpers" for Super Scoring.

2 Triple Advance Targets.

2 Cyclonic Kickers.

2 Super Powered Flippers.

Also Available in Standard Cabinet.

AVAILABLE WITH TWIN CHUTES 10c AND 3 FOR 25c

IMMEDIATE DELIVERY ORDER TODAY!

SEE IT AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

THRU THE COIN CHUTE

DALLAS DOINGS

Business reported good throughout the industry this week despite the very cold weather that hit Dallas. Hasn't been this cold but once during the winter—and we thought spring was here. Frank Sachel even went fishing. . . . A meeting for the Dallas operators was held on the 24th at the S. H. Lynch Company. The meeting was to speed up 10c play. The week before there was an operators' meeting held at Commercial Music, and since then about 40% of the Dallas locations have been converted to 10c play. Cooperation of the Dallas operators converting to 10c play has been very responsive. . . . Business reported good at Commercial Music. Busy making deliveries and booking orders on United latest "Clipper" shuffle alley and the new Williams' gun "Polar Hunt." . . . In Chicago to attend the MOA Convention are R. B. Williams, Bob De Priest and Abe Susman. They flew up Sunday night.

Quite a sick list this week. Mrs. T. E. Lott of Dallas is in bed with both the mumps and measles. . . . Bob Coghill is confined to bed with hepatitis. Will have to stay in bed two months. . . . Mrs. Bil' Moseley of Paris is reported improving after being in a Dallas hospital for the past three or four weeks. . . . Harold Strange of Temple has the cast removed from his broken leg, but still walking on crutches. . . . Charlie Knowles of B & B Vending back on job a few hours each day after an illness of three months. . . . We want to wish all of these good people a quick recovery. . . . So sorry to hear that Steve Salach, Jr. of Cameron, Texas passed away. . . . Operators seen making the rounds along coin row this week were Buddy Clem of Paris; W. A. Groom of Jacksonville; Mrs. T. V. Williams of Mineola; Fred Ellis and Wilbur Briscoe of Waco; Mr. Clawson of DeKalb; Mr. & Mrs. Jake Reeves of Nacogdoches; Vincent Lopez, Drew Osburn and Eddie Terry all of Ft. Worth; Herb Rippa, Leonard and Joe Metassa and Dewey Parson all of Da'llas.

It's a Fact...

about your **GENCO** games

FAST RESPONSE!

GENCO has eliminated all possible contact blade trouble by using only the hardest Phosphor Bronze for our blades . . . only the finest Coin Silver for contact points. Combined with D.C. current, this gives GENCO games faster, more positive response to electrical impulses than any other coin-operated equipment available today!

GENCO MFG. & SALES CO.

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

AIRMAIL subscription The Cash Box \$30.—

Ed Ristau Joins Rock-Ola



EDWARD W. RISTAU

CHICAGO—David C. Rockola, president Rock-Ola Manufacturing Corporation, this city, has announced the appointment of Edward W. Ristau as director of sales of all divisions effective April 1, 1955.

Ristau comes to Rock-Ola from the Rockwell Manufacturing Company, Pittsburgh, Pa. He first served as general manager, Rockwell Tools, Inc., Columbus, Ohio, a subsidiary, before his appointment to the management and operation staff of this parent company, as vice-president.

Prior to joining Rockwell he was vice-president, the Cummins-Chicago Corporation and held several important executive positions with the Skil Corporation with whom he was associated for over 17 years sharing in the development of that firm from a group of 40 people, doing a business of \$20,000 a year, to an organization of over 1100 employees doing a business of \$16,000,000 a year.

Ristau is married and the father of 5 children ranging from 17 years to 3 years. Both he and his wife are native Chicagoans and are happy to be back home.

Distributors Jam United Factory

CHICAGO—During this past M.O.A. Convention distributors jammed into the United Manufacturing Company plant, beginning early Monday morning. Many were still visiting this factory as of Thursday and Friday of this past week.

As Herb Oettinger reported, "We enjoyed over thirty to forty guests for lunch in our cafeteria every day.

"It was really one of the most impressive gatherings with discussions going on about how business was all over the country and many who visited with us advised that they obtained valuable information at our plant.

"We certainly want to thank all our own distributors and their friends for calling at our factory and also for the very complimentary statements they made in regard to our product."

Bill DeSelm, Ray Riehl, Johnny Casola, Al Thoelke, and all the others at the United factory, were just as thrilled because of the large numbers of visitors who called to see them.

Bill DeSelm said, "We're gathered a great deal of very valuable information from these visits which will help us in the future."

Dixon Distributors Becomes Music Vend Corporation

YOUNGSTOWN, O. — With Leo Dixon out of the firm, the name of Dixon Distributing Corp. (Rock-Ola distributors) has been changed to Music Vend Corporation with Jack Mulligan as president and also in charge of the firm.

The firm has also moved its offices from 3808 Southern Boulevard, to 5534 Mahoning Ave., which is on Ohio State Route 18, this city.

Singapore Coin Machine Ops Face Difficulties

Ask Help From U. S. Coinmen

SINGAPORE, CHINA—A situation has arisen in both Singapore and the Federation of Malaya which is causing established coin operating firms considerable difficulty.

Authorities in these areas refused to issue licenses to Cafes and Bars which have amusement machines or juke boxes operating. According to our source, this action was brought about by the importation of thousands of miniature billiard tables from Red China, which certain operators have flooded upon the village and back lane market. Having no mechanical action or requiring electricity, these machines were snapped up, particularly in areas where there was no, or little police supervision. This brought to the authorities attention the fact that children were being encouraged to gamble.

The whole industry, as a result, suffered in the attempt to clean out these machines. This was done by refusing licenses to Cafes and Bars if they had, or considered having any type of amusement machine installed.

The Attorney General's Department has decided that juke boxes are amusement machines, which means that no Bar, Cafe, Restaurant or Coffee Shop will have their licenses renewed if they have a machine installed.

Because of this extremely difficult situation, Chappelle, general manager of J. Rooklyn Amusements, Singapore, has written to Nat Feinstein of Atlas Music Company, Chicago, asking for data or facts relating to similar occasions which may have happened in the United States and which can be presented to the Attorney General's Department to prove that licenses should be issued.

Other officers of the new firm, in addition to Jack Milligan are: Viola Merdith, secretary-treasurer, Ed Rodkey, sales manager and Herbert Dally, service manager.

Mulligan reported that the firm has instituted a policy of super-service to all the operators in the territory where it distributes Rock-Ola automatic phonos and music accessories.

He stated, "We are prepared to offer the operators the very closest cooperation as well as the finest service they have ever enjoyed.

"Our new quarters", he continued, "are at the disposal of the operators and we welcome their visits.

"We have many surprises for them and we do hope that the operators will call around to learn all about these", he concluded.



Many wives accompanied their husbands to the MOA Convention. While the men were busy with meetings, etc., it didn't take our fair femmes long to find the best shopping spots. Isn't it peculiar how much more glamorous a dress looks to you when you're out of town? You're sure there's nothing like it in your own home town. You get up early the next morning, after thinking about it all day before, fearing that someone else may have seen the same dress. The saleslady did say it was "the one and only". You just know you need it. In fact, you really have nothing to wear. You don't walk, you run. And finally reach the store, breathless. There it still is. You think how lucky you are. So you buy it. And can't wait to get home to show it off to all the other gals. As you strut down your favorite hometown street in this newest creation—there—right there—in the little shop where you always buy—the very same dress—for \$5 less.

Seen around Our Town: Babe Kaufman of Atlantic Highlands, N. J. Babe is president of southern New Jersey's music operators association. . . . Mrs. Vaughn Smith of Atlantic City, N. J., one of our most attractive gals, who really made a most complete survey of all the exhibits at the MOA Convention. . . . Mrs. Margaret Rose of Nashville doing some very fast shopping. . . . Mrs. Judy Culp of Oklahoma City had no intention of coming to Chicago, but we're glad hubby insisted. . . . Mrs. Marie Pierce accompanied her husband Hon. Clinton S. Pierce, Mayor of Brodhead, Wis. . . . Mrs. Joy Wright of Portland, Ore. arrived here on Monday night and made a bee-line for Barrington to visit with her sister. . . . Mrs. Sam Ricklin of Los Angeles taking a whole day off just to tour our fair city. . . . Also from Sunny California, Mrs. Peter Pelligrini seeing Our Town. . . . Assure Lillian Marvin that Larry was one of the very busiest before, during and after the MOA Convention. . . . Want Juanita Miller to know everything was "George" during the convention. . . . Gloria Schlesinger's hubby, Al, very lonesome for her.

"CHICKENS"????????? If you want to know just what that means ask Millie Riehl or Sarah Oettinger. . . . Adele Ginsburg, a very busy Girl Scout Troop leader in Glencoe, Ill. . . . Kate Simon's beautiful dotter just returned to Chi. From a short rest in Miami. Re-enters Northwestern U. to finish for her Master's degree. . . . Laura Gottlieb, five year old daughter of Alvin and Evelyn Gottlieb, also admired that very gorgeous vase in Eloise Mangone's Miami home we mentioned last week. After studying it very carefully (it's taller than she is) for some minutes, looking at all the beautiful and delicate artistry, she looked up at her Mommy and said, "Are all those bumps matzoh balls?"

So said the famed James Matthew Barrie: "Every man who is high up loves to think that he did it by himself. His wife smiles and lets it go at that."

More MOA Pics Next Week

THE WHOLE TOWN'S TALKING ABOUT

GOTTLIEB'S

New Look

WE HAVE IT!

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

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

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ROCK-OLA COMET 1438 (120 Sel.—45 RPM) . \$675
SEEBURG 148 (Blond) 125
WURLITZER 1550A 445



RECONDITIONED AND REFINISHED LIKE NEW!

Terms: 1/3 Dep., Bal. C. O. D.
Exclusive Seeburg Distributors

A Quarter Century of Service.

ATLAS MUSIC COMPANY

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TO SCORE STRIKES shoot in yellow lanes
TO SCORE SUPER-STRIKES shoot between red lines

Super Strikes

Super-Strikes (see instructions on playfield pictured above) score up to 500, get plenty of "practice-play" as players try again and again to improve their skill in straight-lining the puck between red lines.

New Bally bowlers

combine greatest bowler features with new **BONUScore** play-booster



90	60	40
200	90	60
500	200	150
300	120	90
300	120	90
200	90	60
200	90	60
90	60	40
90	60	40
90	60	40
90	60	40
60	30	20
60	30	20
60	30	20
60	30	20

Speed CONTROL

Player controls speed of puck-shot—not too fast, not too slow—for highest scores. If shot is too fast, light shoots up to top of backglass, indicating 90 for Super-Strike, 60 for Strike, 40 for Spare. If shot is too slow, light remains in lower 60-30-20 section. Good speed-control stops light at 200-90-60 or 300-120-90. Perfect speed-control permits player to ring up 500 for Super-Strike, 200 for Strike, 150 for Spare. Speed-control skill plus aim skill results in greatest play-appeal and record-breaking earning-power.

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature...plus popular SPEED-CONTROL and other famous Bally-Bowler features...and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right-on-the-nose" BONUScore speed-control. Up your bowler collections in a hurry with Bally GOLD MEDAL (with match-play) and Bally BLUE RIBBON (without match-play). Order from your Bally Distributor today.



SEE **Bally** GAYETY BACK COVER

CHOICE OF DIME-A PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER

POPULAR SIZE: 8 FT. BY 2 FT.

BONUScore

Perfect speed-control rings up a big bull's-eye BONUScore of 500 for Super-Strike, 200 for Strike, 150 for Spare. BONUScore increases competitive play by increasing last-frame suspense, because BONUScore in last frame can pull a hopeless score up in a hurry. BONUScore also increases practice-play, as players keep shooting to improve their skill at "right on the button" BONUScore speed-control.



Light-up scores with speedy totalizing. Club-styled cabinet. 10 frames adjustable to 5 frames. 7-10 pick-up. Last-frame feature adjustable to allow player to keep shooting as long as he scores Strikes or Super-Strikes. Genuine Formica playfield with rich maple pattern. Giant, realistic pins. Hinged pin-hood, doors and playfield with new "easy-up" elevator on playfield. Speedy pin re-set. Quiet operation. Sturdy, trouble-proof mechanism. New "easy-at" relay banks.

Bally

Gold Medal
WITH MATCH-PLAY

Blue Ribbon
WITHOUT MATCH-PLAY

BALLY MANUFACTURING COMPANY—2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

"THE CASH BOX" CAMERA CLIX AT MOA SHOW



- 1) Ed Ratajack, Western regional representative for AMI with AMI president John Haddock.
- 2) Jack Mitnick, Eastern regional representative for AMI with the popular AMI head, John Haddock.
- 3) Barney Ross, former world's lightweight and welterweight champion, and now promoting for Eddie Fisher's records, with the Louisville, Ky. sportsman, and owner of Southern Automatic Music Co., Leo Weinberger.
- 4) Irvin Weiler, Uni-Con Distributing, Kansas City, Mo. rides Bally's "Hot Rod."
- 5) Sol Hoffman, Tri-State operator, Harrisburg, Pa.
- 6) A trio of old-timers in the biz: Joe Fishman, Atlantic Pennsylvania Corp., Philadelphia, Pa.; Babe Kaufman, the fabulous woman operator of Atlantic Highlands, N. J.; and Al Schlesinger of Poughkeepsie, N. Y.
- 7) Barney Ross with Art Weinand, sales mgr. Williams Mfg. Co.
- 8) Bill Gersh, publisher of The Cash Box, with Al Adickes of Nova Apparate-Gesellschaft, Hamburg, Germany.
- 9) Paul Golden, LaRue Novelty, Chicago with Lee Kane.
- 10) Buster Williams, Williams Distributing Co., Memphis, Tenn., with RCA model.
- 11) Bill Gersh with Bob Dunlap, J. P. Seeburg Corp.
- 12) At the Seeburg booth: Reid Whitney, Gunnar Gabrielson, Rep. Chauncey Reed, Joe Fishman, Herb McClellan and Ernie Rezeau.
- 13) The popular fireman, Charles (Little Jimmie) Johnson, Chicago, and Phil Weinberg, Dallas, Tex., Bally regional representative.
- 14) Sam Taran, Taran Distributing Co., Miami, Fla., with the RCA model.
- 15) Barney Ross with Tony Galgano of Chicago.
- 16) A happy group: Jimmy Savarese, Barney (Shugy) Sugarman. Barney Ross and Dave Stern.
- 17) Barney Ross again (was all over the place, wasn't he?) with the world famous advertising expert, Jim Mangan. (Center figure unidentified).
- 18) Sam Ricklin of Los Angeles gets a big laugh from something Barney Ross says.
- 19) Al Denver, president of the Music Operators of New York and Sidney H. Levine, attorney for the above association as well as the national counsellor for MOA, Frank Sonny Graham, a New Yorker who won the RCA "Miss Juke Box of 1955" contest.
- 20) Joe Abraham, Lake City Amusement Co., Cleveland, O., rides Bally's "Hot Ride".
- 21) Carl Hoelzel, Uni-Con Distributing Co., Kansas City, Mo., and Art Garvey, Bally representative, say hello to Barney Ross.
- 22) Vince Shay, Mick McDonnell, E. Liverpool, O. op., and Bill Gersh.
- 23) Rep. Chauncey Reed meets Barney Ross.
- 24) Paul Huebsch, J. H. Keeney exec., Barney Ross and Bill Happel, Jr., Badger Sales Co., Los Angeles.

(More MOA Pictures on Pages 14, 38 & 39)

EXHIBIT'S MODEL "500" SHOOTING GALLERY

THE "FASTEST SHOOTING" - FASTEST MONEYMAKER FOR EVERY TYPE OF LOCATION



NEW SCENIC INTERIOR	NEW BONUS FEATURE	NEW SMALL CABINET
---------------------	-------------------	-------------------



New Flying Pheasants



New Climbing Squirrel



New Swimming Ducks

DON'T FORGET EXHIBIT'S FAMOUS LINE OF 10c KIDDIE RIDES

TRIGGER - BIG BRONCO SPACE PATROL - JUNIOR JET TWIN PETE - RUDOLPH - ETC.

JAMMED FULL OF PLAYER - APPEAL FOR BIG PROFITS

Our best advertisements are the thousands of Exhibit Kiddie Rides in top locations all over the world.

A few Factory-Recanditioned Kiddie Rides at Bargain Prices

NEW SMALL CABINET 28 1/2" Wide Goes Thru Any Door ALL MOVING TARGETS

ESTABLISHED 1901 **EXHIBIT SUPPLY** 4218-30 WEST LAKE STREET • CHICAGO 24, ILLINOIS

Ky. ABC Board Rejects Proposal to Ban Free Play Pins

FRANKFORT, KY.—Rev. Walter C. House of Louisville, executive director of the Temperance League of Kentucky, proposed last year that the state's Alcoholic Beverage Control Board ban pinball machines from premises licensed to sell alcoholic beverages.

This the board refused to do (March 23).

State law forbids gambling on premises licensed to sell beer, wine and whisky, and House tried to put pinballs into this category.

However, Guy C. Shearer, chairman of the Alcoholic Beverage Control Board, refused to ban pinball games, stating that the 1952 Legislature had said that pinball games that paid off in free games should not be considered gambling devices. Since the law specifically declared free game pinball machines were not gambling devices. Shearer said, the board would not be justified in issuing a regulation banning them on the ground that they were gambling devices.

Shearer further said that "if there were 'a preponderance of evidence' or 'substantial evidence' that the free game pinball machines have been used as gambling devices, then there are other remedies available to the board for suspension or revocation."

N. W. Montana Goes 10c Play Martin Britz of Great Falls Spearheads Tri-City Changeover Set for April 18

GREAT FALLS, MONT.—Spearheading a three city changeover to dime play in northwestern Montana is Martin Britz of this city.

On April 18, according to present plans, the cities of Helena, Havre and Great Falls, including the surrounding area, will change to dime play on all music equipment.

Working with Martin Britz of this city will be Pete Weyeh of Havre and Frank Mahalish of Helena.

Changeovers are already under way to 1 play 10c, 3 plays 25c, even tho the big majority will get started on April 18.

Even tho these three cities are

practically on top of Butte, Montana, the operators in Butte haven't as yet made any statement regarding dime play.

Britz has been the moving spirit and has worked for some time now to get the operators in this northwestern Montana area to realize that constantly increasing overhead costs and higher machine prices were very seriously affecting income.

In some instances extended play is being used. In the greater majority of cases the ops have and are simply switching over to 1 play 10c and 3 play 25c without further ado.

Congressman George P. Miller Addresses MOA



CHICAGO—One of the highlights of the MOA Convention was the address made by United States Congressman, Representative George P. Miller. Standing at left is George A. Miller, president of MOA—and no relation to the Congressman.

FOREIGN BUYERS!

Our Service is . . . Quick — Efficient and Reliable

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

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

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

GET PEAK PLAY with the BEST RECONDITIONED EQUIP.

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

WRITE — WIRE — PHONE TODAY! We are exclusive factory distributors for: **BALLY - WILLIAMS - ROCK-OLA**

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

NOW—You Can Expand Your Vending Business with this KEENEY *Deluxe* COFFEE VENDER

KEENEY'S

Unseen Ingredient!

Look closely at this new Keeney Deluxe Coffee Vender—study its superior features and you'll see more than the physical materials of which it is made. You'll see the *attitude* of a company determined to make and market a more practical, better performing unit designed by men who are never quite satisfied until they have produced a far superior product. It's the "unseen ingredient" that insures lasting, low cost performance.

LET'S LOOK AT THE VISIBLE FEATURES:

All controls are conveniently located on the face plate. Each selector button actuates the entire vending cycle by means of snap-action. Automatic light below coin insert indicates when vender is empty. Full safety features include: Coin Lockout—Ground Wire in power cord—Shock-Proof Mountings to prevent free operation and to protect all controls from damage or misadjustment—Built-In Coin Changer that may be pre-set to return 1 to 4 pennies change—stainless steel Mixing Bowls, Hot Water Containers and stainless steel coffee, sugar, and cream containers—Adjustment to control quantity of ingredients—adjustable Temperature Controls—Anti-Overflow Float and shut-off switch—Water Supply Pressure Regulator—a simplified easily accessible electro-mechanical mechanism with standard components—slow-blow type fuses—service outlet—toggle switch for servicing without disconnecting line voltage—swing-up top for easy loading without removing containers. Auxiliary Reserve Tank optional. Every feature to insure successful operation!

Write FOR YOUR **FREE CIRCULAR!**

J. H. *Keeney* & CO. INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

300 CUP CAPACITY

Experienced coffee vender operators agree that this new 300-cup Keeney Deluxe Coffee vender ideally combines the average capacity requirement for smaller size at a much lower investment per unit. It is but 19 3/4" wide by 15 1/2" deep by 52" high! You can install a single unit for marginal locations, or group these compact venders for mass dispensing in larger places.

4 SELECTOR BUTTONS

- Black Coffee • With Sugar • With Cream • Sugar and Cream

EASY TO OPERATE!

Insert a dime at top and 1 to 4* pennies drop into the built-in coin changer return outlet while a cup vends *automatically* at the left. Open dispensing chamber door, place cup in position, depress one of four selector buttons and the cup fills up with a full 6 1/2 ounces of rich full-flavored hot coffee, as you want it, *when* you want it, almost *instantly!* Sugar and cream containers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all times.

*Price pre-set at option of operator.



BUILT-IN COIN CHANGER OPERATES ON NICKELS, DIMES OR QUARTERS

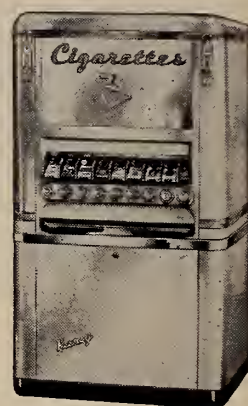
RETURNS CHANGE IN CORRECT AMOUNT AUTOMATICALLY

DESIGNED TO MEET ALL KNOWN REQUIREMENTS FOR HEALTH AND SANITATION AT LOW COST OPERATION.

A VARIETY OF FINISHES

The Keeney Deluxe Electric CIGARETTE VENDER

★ Year after year, operators have made much more money with this Keeney Deluxe electrically operated Cigarette Vender. Nine double columns dispense regular or king size packs alternately from front or rear and "the pack you see is the pack you get!" Capacity 432. Has quick price adjustment on each column, swing-up top, 3-way match vending. Write for circular.



NOW DELIVERING THE BEST in

GAMES and MUSIC

AMI Model "F" PHONO

Bally BLUE RIBBON Bowler

For Good Buys In Used Machines, Write:

RUNYON SALES COMPANY

Factory Representatives for:

AMI, Inc., Bally Manufacturing Co., J. H. Keeney & Co., Permo, Inc.

593 10th Ave., New York 18, N. Y., LO 4-1880
221 Frelinghuysen Ave., Newark 8, N. J., BI 3-8777
231 Windsor St., Hartford, Conn., JA 7-4470

S. D. Phono Ops Re-elect Gordon Stout President

HURON, S. D.—At a meeting of the South Dakota Phonograph Operators Association in this city on March 21, the membership elected its officers for the next year.

Gordon Stout was re-elected president, Roland Manolis, vice-president; Ralph Harvey, director; and Harold Scott, re-elected secretary-treasurer. Holdover directors are Tony Trucano and Mike Imig.

Principal topics discussed at the meet were dime play (how and how soon) and public relations.

It was announced that M. K & M Music Company (Roland Manolis) purchased the York operation in Mitchell.

Mr. and Mrs. Harold Scott, who celebrated their 38th wedding anniversary, were given a resounding ovation at the banquet.

Next meeting is scheduled for June 19 and 20, to be held at Pierre. It was announced that a feature of this meeting will be a bonfire party at which old-time clunker juke boxes will be destroyed.



J. S. Biggers' "The Cracker Box," Clarksville, could not withstand the big blow on March 21. The hurricane splintered a new AMI phonograph, two pin tables and a bowler. The cabinets looked as though an axe had been taken to them. Several locations also suffered damages. . . . Charles Akers, Parris, out setting some new machines in some new spots. . . . W. A. Wel'er, Ideal Novelty, Jackson, talking over the MOA meet. . . . Tommie Tomlin, Tommy's Dist. Co., Nashville, cleaning up his work so that he could get away for the MOA Convention. Tommie said he was very interested in the equipment the manufacturers would be exhibiting. . . . Jack Trueman, Hermitage Music, Nashville, elated with the way business keeps up. . . . Red Hitchcock making plans to get out to the MOA. . . . S. J. Parker says the move he made the first of the year was the best move he has ever made. He is now on coinrow with a much larger display. . . . Brake, at Rock City, pleased with the sales figures. . . . The new season at Biloxi at the beach was starting out in good style. In evidence were fresh new paint jobs and big new glass fronts. Right now the talk is about the weather they hope they'll get during the season. Tony Ingrassia, Golf Amusement and John Evans of Evans Amusement, Gulfport, ready for a smash season. All their equipment is out on location and any new spots would call for their buying new equipment. . . . Geo. and Chas. Morrison of Morrison Music, Biloxi were busy. They have the army camp contract. . . . Johnny Pettus, United Novelty, still in Miami. . . . Horace Crane still racing the hotrods. . . . John Treuting, with his route and Vacation Village, is always on the go.

chicago coin's
 EXCITING NEW THRILLER! . . .

ARROW BOWLER

NEW!...
 SUSPENSE
"ARROW-LITE" FEATURE!
 MATCH AN ARROW TO NUMBER, STAR AND CROWN FOR THE ULTIMATE IN AN ADDED EXCITING SCORING FEATURE!

NEW!...
4 WAY MATCH PLAY!
TWO GAMES IN ONE!
 Easily Adjustable from "Flash-O-Matic" to Advance Scoring!

"Flash-O-Matic" SCORING!
 With Traveling Score Lites In Formica Playfield!


FOUR DRUM SCORING
 All 4 drums operate to score!

Player by Timing His Shot When Highest Score is lit on the Formica Playfield Gets as Much as 800 for a strike in Each Frame!

chicago coin's
TRIPLE STRIKE BOWLER
 Any time during the game when player scores 3 strikes he gets an "Extra Bonus of 600" added to his score!

chicago coin
 MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14



THRU THE COIN CHUTE

NEW ENGLAND NIBBLES

Ten cent play sweeping the Boston area. . . . Locations beginning to ask operators when they are going to switch to the dime. . . . All Seeburg equipment going out on ten cent play, Irwin Margold, general manager, Trimount Automatic Sales Corp., reports. . . . Some evidence of the way the dime has caught on seen at Trimount this week when 12 ops waited in a group for changeover equipment for their boxes. . . . Four meetings held in past week in Boston, Manchester, N. H., Fall River, Mass. on dime play and the big cerebral palsy tie up. . . . Ten thousand music machines will be playing for the c. p. drive in Mass. during the month of May. . . . So terrific has been the reception to the tie-up that ops in all six New England states are planning to follow the Massachusetts plan inaugurated by the Massachusetts Music Operators Association.

Dewey Bergman, Jr., Benida Records, Herbert Nelson, Sikorski Music Corp., and Peggy Marshall hit the Hub promoting "The Dollmaker," new Benida disk, featuring Peggy Marshall singers, and got heavy spinning from the deejays. . . . Louis Blatt, Atlas Distributors (AMI), returned Tues. (29) from trip around the territory where he encountered arctic weather. . . . Pale green color engineered AMI going into the new Sherry Biltmore Hotel in Hub to play for cerebral palsy from Atlas. . . . A Wurlitzer from Redd Distributing is at the Hotel Vendome for c. p., and the AMI at the Sherry Biltmore starts off a string of locations for the distributors who are backing up the c. p. drive by giving full proceeds of machines from now through the month of May. . . . Other hotels, railroad stations, public, government and state buildings are planned locations for the distributors. . . . At head table of the Business Men's Council breakfast of the Combined Jewish Appeal at Hotel Kenmore last week was Dave Bond, prexy of Trimount, who is treasurer of the pledge redemption committee. Max Rabb of Boston, secretary to the Cabinet, was guest speaker and regional heads of the Army, Navy and Marine Corps, were with Dave at the head table. . . . Dick Mitchell, Dick's Record Co.; Si Redd, Redd Distributing (Wurlitzer); Jerry Flatto, Boston Record Distributors; Dave Bond, president, Trimount, and many other Bostonians attended the MOA convention in Chicago. Bob Jones, sales manager, Redd, out-of-town on another whirlwind trip around the territory. . . . Ops seen at Boston Record Distributors this week included George Kesner, Rangely, Me.; Ray Barker, Ayer; Al Dolins, Hyannis; Rae Shea, Worcester; and Dave Baker, Arlington. . . . Marion Sutcliffe, formerly of Juke Box Haven, and secretary of the Mass. Music Operators Association, now operating Mass. Music. She's off to Bermuda April 9 for an Easter Cruise. . . . Boston's Teddi King, who records for Coral, getting good dj play on her "The Dragon" and "In The Year You've Been Gone." . . . New members of the Mass. Music Operators Association include Fred Kougas, Fred's Music; H. Grazzio, Globe A & V; Milton Cantor, Coin Town Vending; Benjamin Peyton, Benny's Music; Charles Tieman, National Music and Radio; V. J. Wolkowski, Malden; Bob Rome, Automatic Music Service; Bob Wolbarst, New England Exhibit; and Henry Lavine, H & R Distributors.

WANTED

HIGHEST PRICES PAID

UNITED—Tropics, Tahitis, Rios & Havanas
 BALLY—Atlantic Citys, Beautys, Spot Lites & Beach Clubs
 UNITED—ABCs
 UNIVERSAL—Five Stars
 GOTTLIEB—Pin Games from Niagara to late models
 WILLIAMS—Pin Games

SEND IN COMPLETE LISTS

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

TRIMOUNT

Remember
 IN NEW ENGLAND
 IT'S TRIMOUNT!

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

Bally Service School at Lieberman Music

MINNEAPOLIS, MINN.—Harold Lieberman, Lieberman Music Company, this city, played host to a number of coinmen who attended a Bally Service School at their quarters on March 22 and 23. Paul Calamari, Bally's service engineer conducted the sessions.

Among the operators and their servicemen who attended were: Marcy Christopher, La Crosse, Wis.; Walt Meyer, Sauk Center; John Backowski, Little Falls; John Rati, Milford, Iowa; Walter Plakut, Little Falls; O. M. Gustafson, Fairfax; R. B. Hinnenhomp, Little Falls; Ronnie Youngen, Minneapolis; Lou Wolk, Minneapolis,

Ted Podobinski, St. Paul; M. C. Barns, Minneapolis; G. M. Mikkalson, Mankato; Phillip Hertel, Wadena; Art Coady, La Crosse, Wis.; Lloyd Olson, Minneapolis; Lare Nelson, Minneapolis; Ted Burke, Arlington; Jack Westling, Pierre, S. D.; Art McFarlane, Rochester; Don Hall, Spencer, Iowa; Paul Metli, Jackson; Eugene Clennon, Austin; Leon Harris, Enderlin, N. D.; Thomas McAdams, Rochester; Lloyd Williamson, Winona; Larry Dwyer, Rochester; Paul Adlis, Minneapolis; George Harrison, Minneapolis; Bob Keese, Forest Lake; Ken Owens, Fairmont; and Art Berg, Fairmont.



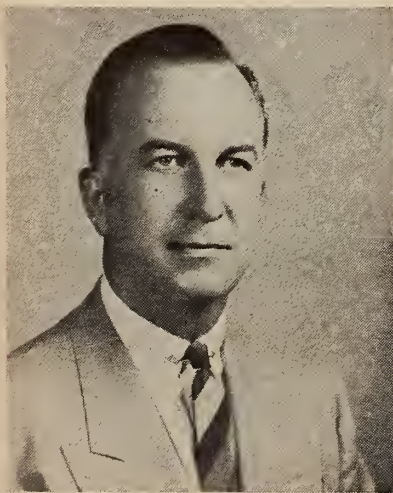
The WESTERNER

GAMING • SALOON • RESTAURANT
23 FREMONT STREET
DOWNTOWN
LAS VEGAS, NEVADA

JOHN P. (MIDGE) RYAN • JOE K. HART • RON PEPPE
HOPPEY PEPPE • HENRY SYLVESTER • JOE SYLVESTER
MAHLON MURPHY • JOHNNY HAINES • ANDY FAVA
CHARLEY CAVANAUGH

John Haddock Appoints Marketing Vice President

Charles Burgess in Newly Created Post



CHARLES R. BURGESS

"This new position and the selection of Mr. Burgess to fill it have been made necessary by the heavier burdens imposed upon me personally," said Haddock. "As a result of the continued growth of our business and its increasing complexity, it is increasingly difficult for me to do justice to the responsibilities I have heretofore been carrying as our business grows both within the U. S. A. and abroad, where we have licensees as well as export distributors. We are happy in having found 'Chuck' Burgess to fill the post and are confident he will win as many warm friends in the music business as he has in previous endeavors."

Prior to coming with AMI, Burgess was affiliated with the Lincoln-Mercury division of the Ford Motor Company where he was in charge of product planning. Previously he had his own business as a product and marketing consultant.

Burgess expects to get into the field within the next few weeks where AMI regional managers, E. R. Ratajack and Jack J. Mitnick, will introduce him to their respective distributors and to the operators in their territories.

Burgess' headquarters will be at AMI's general offices in Grand Rapids. Mrs. Burgess and their four children plan to move to Grand Rapids at a later date.

GRAND RAPIDS, MICH. — Appointment of Charles R. Burgess to the newly created position of vice-president-marketing at AMI, Incorporated, this city, was announced here this week by John W. Haddock, AMI president.

Burgess will have general supervision of AMI's rapidly growing distributor organization in the export market as well as its some fifty distribution points in this country.

THRU THE COIN CHUTE EASTERN FLASHES

A good number of coinmen from the East, including many operators, were in Chicago the early part of this week attending the MOA convention. From our observation, there were more Easterners on hand than in previous years—and, as a matter of fact, more coinmen from the entire nation. It was an extremely interesting and educational meet, with exhibitors very happy over the reception given equipment on display. With the four manufacturers of music machines displaying their machines for the first time, many phono distributors, who in other years didn't attend, were on hand. . . . Among coinmen from the East whom we saw (and if we overlook any of our friends in the rush of meeting our deadline for this issue, please forgive us), were: Al Denver, Joe Connors, Sal Trella, "Senator" Al Bodkin, Sidney Levine, Dave Stern, Bob Slifer, Meyer Parkoff, Barney (Shugy) Sugarman, Abe Green, Irv Kaye, Joe Fishman, Joe Munves, Nat Cohn, Charlie Aronson, Al Simon, Al D'Inzillo, Babe Kaufman, Irwin Goldner, Mac Lesnick, Henry Nathanson, Irv Blumenfeld, Ben Becker, Jack Mitnick, Joe Silverman, Dick Steinberg, Dave Rosen, Irv Morris, A. D. Palmer, Jr., Bob Bear, Joe Hrd'icka, Jimmie Tolisano, Hirsh de La Viez, Phil Mason, Johnny Bilotta, Si Redd, Dave Bond, Harry Stern, Mr. and Mrs. McKim Smith, Herb Klein, Ben Wilenitz, Mickey Anderson, Ralph Ridgeway, Lou Bruno, Lindy Nardone, Louis Grillo, Joe Grillo, Dave Secre, Ben Palastrant and many others.

Connie Boswell, the "March of Dimes" queen, and whose picture appeared on posters taken from the front cover of The Cash Box, when The Cash Box inaugurated its 1955 campaign for "A Day of Dimes" for the "March of Dimes," was all over the show, visiting ops—ever smiling, ever joking. The ops loved her. . . . Harry Pearl, who is working with Bert Lane on his new golf game "Golf-O-Mat" was in constant attendance at the booth. Looks like Bert has a hit. Sam Rauworth, owner of the "Golfers Club," Chicago, and Bert gave convincing demonstrations of their skill.

Seymour Pollak, Westchester op and officer of the Westchester Music Guild, had to pass up the MOA show as he's busy working on the forthcoming 4th annual dinner and dance, scheduled for May 10. The association feels it is fortunate this year in acquiring the New Parkway Casino, Tuckahoe, N. Y. for its banquet. It's large and will be able to handle whatever crowd shows up, and in addition, Pollak advises they serve a most wonderful dinner. Souvenir coming along fine, he tells us, and will be biggest ever turned out by his association. . . . Mike Munves, as busy as he could ever be, tells us that arcade owners are ordering Williams' "Jet Fighter" in goodly numbers. Mike was able to pick up quantity of these machines brand new from factory. Also going big, according to Mike is Exhibit's "model 500" Shooting Gallery. . . . Harry Koepfel, who had made plans to attend the MOA show, couldn't make it as a goodly load of used music machines arrived at his doors. Hymie, smiling happily, tells us that his beautiful daughter, Toby, "pinned" by Bert Wasserman, an NYU student. "What's 'pinned?'" we asked. Boy gives girl his fraternity pin—sort of a pre-engagement engagement. . . . Etta Brodsky, secretary at Young Distributing, off Friday (April 1) to Miami Beach for a vacation. Etta will stay at the Shorehan Hotel for two weeks. . . . Joe Young and Abe Lipsky will hold the final of a series of service schools at Young Distributing on the Wurlitzer model "1800," Monday, April 4. Joe tells us that his friend Danny Capri, Capitol recording artist, dropped in to say "hello" this week. . . . Irv (Kempy) Kempner, Runyon Sales roadman, advises that the firm's Hartford office moved to 231 Windsor St. Buddy Fox, Runyon, recuperating nicely after his long illness, has built himself a private play room at the firm's 10th Avenue quarters. . . . Abe Granitstein, who operated in upper New York State for a number of years, now active in Cleveland, O. . . . Max Munves back in New York after a winter in Florida.

THRU THE COIN CHUTE UPPER MID-WEST MUSINGS

Harold Theisen of Minneapolis is back on the job again and happy about the whole thing. Mr. and Mrs. Theisen have just returned from a vacation down in Mexico. . . . Mr. and Mrs. Pete Wornson of Mankato, Minn., spent ten short days on a motor trip into the Southland and the Wornsons took in a bit of New Orleans. . . . Mr. and Mrs. Duane Knutson of Fertile, Minn., are the proud parents of a baby daughter, Delrae, weight 6 lbs., 14 ozs. Born on March 15th. . . . Another birth announcement is that of the Lew Rubins. Lew, who is with the Lieberman Music Company of Minneapolis, was handing out cigars after his wife presented him with a son on March 22nd. . . . Morris Berger of the Northwest Music Company of Duluth, Minn., spent some time in the Twin Cities shopping around for some music equipment. . . . Jack Backus of Jamestown, N. D., made the trip into the Twin Cities to take in the Bally service school conducted at the Lieberman Music Company. Jack delayed returning home a day when the weather reports from up his way announced a blizzard was raging. . . . In spite of the weather reports Bob Aherin of La Moure, N. D., started on his way home after spending some time shopping for equipment. . . . Recent visitors to the Twin Cities were Frank Mager of Grand Rapids, Minn.; L. P. Wi'bur of Duluth, Minn.; Ike Sundem of Montevideo, Minn.; Don Hunder of Wheaton, Minn.; Ben Kragtrop of Tracy, Minn.; George Mellin of Minot, N. D.; John McMahon of Eau Claire, Wis.; Ed Le Blanc of St. Cloud, Minn.; Bill Arndt of Sauk Centre, Minn.; and Frank Coubal of Bloomer, Wis.

THRU THE COIN CHUTE

CHICAGO CHATTER

Perhaps the best way to describe this past Fifth Annual MOA Convention would be to use the words of so many who attended, "It was the biggest and best convention Music Operators of America ever held." . . . No use trying to go thru all the events. Three days of 'em. Nor try to describe all the equipment that was shown. So, in an effort to somehow keep this column clear of confusion, a series of sidelights might prove most interesting to one and all.

Day before the show opened a very interesting poker game in progress. Martin Britz of Montana holding a pat hand, Ace high straight; Jack Mulligan of Youngstown—nothing; Larry Marvin of Sacramento, a pair; Jim Tolisano of Hartford, three; Sid Levine of New York three 'fours'; and George Miller of Oakland with three 'fives.' And George draws the fourth 'five'! So. . . Frank Mahalish, Pete Weyeh and Martin Britz of Helena, Havre and Great Falls, Mont., zoom into 10c play on April 18 with all ops in this northwestern part of the state in full agreement. . . Jack Mulligan advised name of firm no longer Dixon Distrib. Now known as Music Vend Corp., Youngstown, Ohio.

Congrats to Herb Jones for a very interesting issue of "Bally-Who." Front cover a real honey. With all those kids lined up to shoot Bally Bull's Eye. Also the pics of Bill Marmer, Herb Jones and Bill O'Donnell, Ted and Rose Bennett, Barney Sugarman, Jack Nelson, Phil Greenstein, Paul Calamari and Ed Burg. . . Harold Scott advising that all officers re-elected for S. D. Phono Ops Assn. Gordon Stout, prexy. Big meeting in Pierre, S. D., in June. During historical days.

Bert and Eddie Lane smiling away out all over as the crowds line up to play Bert's new golf game. . . Willie Blatt of Miami, Al Schlesinger of Poughkeepsie, Sid Levine of New York, Babe Kaufman of Atlantic Highlands, N. J., Al Denver of New York, in animated conversation at the breakfast table. . . Frank Stiles of Chattanooga holding on to much equip't he advises. . . Sam Stern, Harry Williams and Art Weinand absolutely thrilled at the way their "Sidewalk Engineer" clicked. . . Dave Rosen and Harry Brown talking over old Philadelphia days.

Les Rieck, Wayne Bradfield, Ed Ristau, Jack Barabash, and others from Rock-Ola talking, pointing, showing, explaining—just plain busy. . . Ed Ratajack, Johnny Stewart, John Haddock, Jack Mitnick, and all the others at AMI's booths in continuous conversation. . . Bob Bear, A. D. Palmer, and the whole gang at Wurlitzer working away. . . Ernie Rezeau, Bob Dunlap, Gunnar Gabrielson, Herb McClellan, and so many others at the Seeburg booths greeting and being greeted by music ops from everywhere. . . Milt Marmer and Joe Robbins of Empire trying to get together on 50 pieces. . . Leo Weinberger and Sam Dieter looking the place over—carefully.

At the "Greeter's Table": George A. Miller, Larry Marvin, Wes Elster, Martin Britz, Jack Mulligan, Al Schlesinger, Ray Cunliffe, Phil Levin, Sid Levine, Les Montooth, Clint Pierce. . . Jack Simon of L.A. along with Joe Simon of Chi and Harry J. Leyser of Oakland in deep conversation.

Frank Mencuri flew out to California and brought the whole family back with him: Shirley, Nancy Mae, Frank (Butch) and Cindy Lee Mencuri. Rented a house in Maywood on Friday evening. Moved in Saturday morning. Was in action all week at the Exhibit factory and over at the MOA convention. Went home toward the end of last week to get acquainted. . . Bill Bolles, John Conroe, Paul Huebsch and the whole gang from Keeney working like anything to meet inquiries on their DeLuxe Coffee Vendor.

Dave, Sol, Nate and Alvin Gottlieb busier than ever at the Gottlieb factory. Entertaining visiting distrib. Showing them three advance games even before tests made. . . Gil Kitt, Morrie and Ben Mages (of the sporting goods clan) and Hirsh de LaViez swapping with the funny stories. Then Gil comes up with one that tops 'em all. About the "\$20 worth of costume jewelry". Ask him to tell it to you. . . Dining at the Imperial (CHICKEN?????) Al Rodstein of Philly, Ray Riehl and Herb Oettinger of United, Major Herbie Rosenthal of Pittsburgh and Harry Rosenberg of Baltimore. . . Sam Wolberg hosted all ChiCoin and Genco distrib. at a marvelous Covenant Club dinner. Helping him with the hosting: Ed Levin, Ralph Sheffield, Sam Lewis, Avron Gensburg. Present: Sam Solomon, Jack Gorelick, Sam Taran, Eli Ross, Morris Horwitz, J. F. Elkins, John Michaels, Ted Bush, Phil Robinson, Irv Blumenfeld, Joe Kline, Wally Finke, Max and Harry Hurvich, Dave Rosen, Al Simon, Al D'inzillo, Roy Monroe, Geo. George, Lew Rubin.

Letter from Ed Wurgler. Advises this is first convention he missed. And how sorry he was to miss it. Sickness in his family kept him from being present. . . Mr. and Mrs. McKim Smith of Atlantic City, N. J. enjoying the show to its fullest. . . Irv Blumenfeld, Phil Mason and Irv Morris in conversation. . . Mr. and Mrs. Ed Carlson of Detroit around and about. . . Fletcher A. (Duke) Blalock quietly viewing the proceedings. . . John Haddock and Phil Weisman talking it over. Then Phil Weisman tries his hand at seeing if he can drive that golf ball 300 yards. Like Sonny Rosenberg did. In Bert Lane's golf game. . . Ed Ratajack in love with that 1926 AMI. . . Don McKim, Wes Van Dusen, Art Folliot and Harold Moon, four Canadians looking it all over. . . Dave Bond fondly smiling at the Seeburg booths. Lindy Nardone, Louis and Joe Grillo and Dave Seere, four N. Y. State ops. Enjoying the exhibits. . . Walt Huber and that flashy red plaid vest. . . Ron Rood of Orlando telling Dan Wertz of Richmond about the "coald miner".

Abe Green and Barney Sugarman of NYC in conversation with Paul Huebsch and John Conroe. . . George and Mary Kozy visiting about the show while Walter Tratsch takes care of his ABT booth. . . Kalamazoo's Pete Pieters looking things over. . . Art Weinand telling four ops about the "Sidewalk Engineer": Walter J. Hemple, Ben Korte, Harold Hunt and Tom Murray. . . Art Garvey riding the Bally "Hot Rod". Then everybody wants to get into the act. So Joe Abraham of Cleveland jumps in before anyone else can enjoy a ride. . . Johnny Billotta with Lou Bruno of Canastota. . . Harold Lieberman and Harold Klein. . . Don Moloney and Milt Marmer arm-in-arming it down the aisles.

Four old timers: Art Welch, Harry Drollinger, Bill Simmons and Herb Wedewen. . . Erie's Mickey Anderson a very, very happy conventioneer. . . The team of Ben Walentin and Abe Granitstein together again. . . Lou Casola, Hy Branson and Max and Harry Hurvich telling it to each other. . . Abe Sussman and Bob DePriest, two Texans, enjoying it all. . . Gordon Stout, Jimmy Tolisano, Charley Kanter and Ralph Ridgeway, all presidents of their local music ops' associations, being pictured with the prettiest of RCA-Victor's pretty gals.

Sen. Al Botkin, Sal Trella, Nat Cohn and Charley Aronson wandering around. . . Nine year old "Dakota" Danny Hall in company with big Gordon Stout. . . Sam Lewis, Avron Gensburg and Ralph Sheffield looking over the show. . . Harry Gillespie and Bill Miller of Grand Rapids enjoying the show. . . Mr. and Mrs. Tom Sheldon of Payette, Idaho talking with Eric Bailes of



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CHICAGO CHATTER (Cont.)

Sydney, Australia. . . Vince Shay and Charley Schlicht making talk. . . Eddie Grodzicki and Martin Rice, two of Michigan's music ops, very much impressed. . . Sam Solomon, Dave Stern, Eli Ross, Sam Taran, Barney Ross and hundreds of others, all blending into one great, big convention mass of humanity. All happy, laughing, joking and generally enjoying themselves.

HAPPY BIRTHDAY THIS WEEK TO: Carl B. Noto, San Francisco, Cal. . . Louis S. Buckley, Nashville, Tenn. . . Ray B. Williams, Dallas, Tex. . . Dave Taub, Hillside, N. J. . . Jack Guitshall, Corona, Cal. . . John O'Brien, Chicago. . . Bill Marvel, Poplar Bluff, Mo. . . Irv Sandler, Des Moines, Ia. . . James F. Hupp, Cumberland, Md. . . Walter M. Cobb, St. Joseph, Mo. . . Gus Knierien, Cumberland, Md. . . Fred A. Gardella, Detroit, Mich. . . John L. Clemens, Cranston, R. I. . . Walter C. Tetting, Oconomoc, Wis. . . Edwin F. Adams, Elizabeth, N. J. . . Morris and Harry Steinberg, Hialeah, Fla. . . James L. Barnes, Selma, Ala.

After Tho't: WASN'T IT GRAND TO GET TOGETHER AGAIN?

Auto Phono Bowling League Standings as of April 1st

CHICAGO—Last nite's (3/28) results placed teams in the following positions:

TEAM STANDINGS

Name	High Game	High Series	Won	Lost	Total Pins	Average
1. ABC No. 2	822	2295	51	36	60584	696
2. Mercury Records	895	2494	49	38	66559	766
3. Decca Records	870	2383	48	39	64323	739
4. Walter Oomens Sons	967	2519	47	40	64837	745
5. Melody Music	815	2210	47	40	60778	698
6. Coral Records	901	2312	43½	40½	63425	729
7. Paschke Phono Service	889	2457	45	42	64249	738
8. ABC Music #1	839	2284	44	43	62510	718
9. B & B Novelty Co.	850	2351	43½	43½	62472	718
10. Star Music	868	2432	43	44	65194	749
11. Atlas Music	811	2339	41	45	61827	710
12. Western Automatic	864	2257	38	49	57244	657
13. Coven Music Co.	737	2091	36	51	56422	648
14. Gillette Dist.	787	2145	30	57	58001	666

INDIVIDUAL AVERAGES—Men's Division

Name	High Game	Games	Total Pins	Average
1. R. Gallet	213	78	13133	168.29
2. C. Latino	247	81	13302	167.76
3. M. Pieroni	213	81	13581	167.54
4. John Oomens	213	87	14339	164.70
5. V. Jaccino	212	87	14194	163.13
6. F. Tuomase	212	81	13211	163.8
7. T. Galgano	236	84	13697	163.5
8. R. Gallet, Jr.	220	84	13681	162.70
9. W. Paradee	222	87	14062	161.55
10. E. Walker	212	87	14014	161.7

INDIVIDUAL AVERAGES—Women's Division

Name	High Game	Games	Total Pins	Average
1. M. Sipiora	209	75	10944	145.69
2. I. Oomens	195	87	12243	140.61
3. M. Sochacki	184	87	11726	134.68
4. J. Gallet	223	87	11355	130.45
5. J. Wojciechowski	189	87	11131	127.85



SPECIAL FROM THE MOA CONVENTION:—The importance of the music operator and the interest in the National MOA organization was best exemplified by the hundreds of operators, exhibitors and representatives from all phases of the music and coin machine fields, who attended this fifth annual MOA convention March 28, 29 and 30. . . . Many exhibitors stated that they believed this event was undoubtedly the biggest that they have ever attended from the standpoint of the interest and inquiries that they received about the items that were on display at the various exhibitors' booths on the convention floor of the Morrison.

All the displays that were presented by California Manufacturers were very well accepted and factory reps. headed back for the West Coast satisfied with the results. . . . V. Van Nattan, sales manager for Auto-Photo Company, along with Roye Heine, field engineer, and beautiful model Lee Mathison presented an impressive display of the new Model "11" Auto-Photo Studio in booth 31 which drew many comments from all the operators and distributors who saw it. . . . Across the aisle Ray Powers represented The D. W. Price Corporation, Los Angeles, with a layout of the Nelson Modernization Kit which converts the Seeburg M100-A 78rpm to 45rpm. . . . In booth 30 Bill Simmons of Alpha Distributing Company, LA, previewed the Sentinel coin operated television and juke box combination. Bill has taken over as National sales representative for Sentinel and announced that the new TV-phono combination will be manufactured in Hawthorne, California. . . . K. C. Shyvers of The Shyvers Company, Seattle, Washington, also exhibited The Shyvers commercial music systems in his special booth.

No matter where you looked you'd see coinmen and reps. from record and music firms who were in the Windy city from the West and Northwest. . . . Tom Sams, AMI sales rep. from San Francisco, was plenty busy greeting all the operators at the AMI booth. . . . Mr. and Mrs. Sam Ricklin both made the statement that they had seen more old timers from the Northwest in three days than they had seen in Los Angeles for the past six months. They stayed over an extra day to see the sights of Chicago before boarding the plane for home.

The aggregation that was on hand from California, Oregon and Washington left everyone very impressed over the large turnout from these three states. . . . Ben Chemers, Pete Pellegrino, Ben Korte and Walt Hemple took every advantage of the meetings and exhibits in order to take back to LA a few good ideas to improve their business and strengthen their local association. . . . Lou Dunis from Dunis Distributing Company, Portland; Bill Happel, Badger Sales Company, LA; Lou Wolcher, Advance Automatic Sales Co.; San Francisco; Walt Huber, Huber Distributing Co., San Francisco; R. F. Jones, R. F. Jones & Co., San Francisco; Charley Robinson, C. A. Robinson & Co., LA; and Jack Simon, Simon Distributing Company, LA, spent the three days both at the convention and visiting at the factories here in the coincenter.

Phil Robinson, Western regional rep. for Chicago Coin, stayed over for a few extra days to visit with his many friends, relatives and business associates. . . . All the West Coast coin-ops turned out "en masse" to vote for our two California lovelies Kay Malone from Beverly Hills and Ginny Dennis from Hollywood who were the three finalists in the RCA Victor "Miss Juke Box of 1955" contest. . . . The many record company execs. from the coast included Lloyd Dunn, Lou Schurrer, Dave Cavanaugh and Bud Frazier from Capitol; Don Pierce, Campus; Bernie Silverman, Clef; and Al Schlesinger, Starlite. . . . Publicist Jerry Johnson came in from his big road promotion trip for Dot to attend the event. . . . Jim Warren, Central Record Sales and Mike Kurlan, Modern Distributing Co. both surprised everyone when they arrived quite unexpectedly. . . . Buck Ram stopped off enroute from New York to LA to say "hi" to everyone.

Mac McCreary, one of the first members of the MOA, flew in from San Francisco for the event. He hasn't missed a single year since the first meeting five years ago. Mac formerly managed the Solotone Corp. offices in LA but now has his own operating and jobbing business in the Bay area. . . . Others seen around the Morrison convention headquarters were Bob Bever, Salt Lake; William P. Ryan, San Francisco; Larry Marvin, Sacramento; Wes Elster, Fresno; F. E. Wilson, Los Angeles and Rod Pantages, Los Angeles. . . . Another year, another convention! Everyone's tired and weary and glad to be back home but we're all planning for next year which promises to be bigger and better than ever.

ASCAP Entertainers Hypo Overseas Soldiers to Write For "Kilgore" Passage

NEW YORK—For Many weeks now, *The Cash Box* has been advising music machine operators to write their Senators and Congressmen (as well as to get everybody they possibly can) opposing the Copyright bills now in the Sub-committee of the Judiciary.

Proponents of these bills are well aware of the effect letters and wires have on these Senators and Representatives. They have their own letter writing campaign going in high gear—and are using every tactic to get everyone and anyone they can to write favoring the bills.

We have a report from a reliable source that a group of entertainers (composed of song writers and singers) was sent overseas to Eu-

rope and Northern Africa by ASCAP to entertain the armed forces. Wherever they entertained, they presented their propaganda to their soldier boy audiences requesting that they write their Senators and Congressmen to vote for the passage of the Kilgore Bill. And we understand, these soldiers wrote a number of letters.

(Ed. note: Altho we realize that thousands of letters to our legislators have been drummed up by ASCAP, we're wondering just what interest our GI's have in loading up the coffers of ASCAP. It might be figured that letters from our armed forces makes it a patriotic duty for our legislators to act favorably on their demands.)

Malta, Mont. Op Collects \$271 for Polio Drive

MALTA, MONT.—*The Cash Box* featured a photo in its March 19 issue, depicting how Elmer Feigel, Modern Music Company, this city, used his juke boxes to garner coins for the "March of Dimes."

Here's the story behind the Polio drive.

"Photography being my hobby," reports Feigel, "we put it to a good cause. Our operation is in three counties so we made a poster for each county and turned in the proceeds to each town where collections were

made. We used an 8-10 photo copy on the juke boxes and 4x5 for wall and counter boxes. It took 65 8x10 posters and 80 4x5's. We picked a polio victim from each county, and had a little story on each case.

"We feel the drive did very well. A total of \$271 was collected."

Feigel concluded with a statement that *The Cash Box* has striven to drive home for the past two years, and which it will follow thru for 1956. Says Feigel: "We feel all operators should make this an annual event. It is a lot of work, but well worth while."

CLASSIFIED ADVERTISING SECTION**WANT**

WANT—At Once, Mechanic. Must be thoroughly experienced in juke boxes and pinballs. Steady work, Top Salary. Send references and qualifications first letter. Positively no drinking whatsoever. LAKE CHARLES AUTOMATIC MUSIC, 313 BELDEN ST., LAKE CHARLES, LA. Tel.: HEMlock 9-2158.

WANT—Phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNION 1-7500.

WANT—Distressed merchandise for return privileges. Purple label Capitols, Columbias, Coral, Decca, Victor, Mercury, King—78's and 45's—also L.P.'s. Please quote prices, we pay freight. C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y.

WANT—Hideaways, Wall Boxes, Phonographs, Seeburg 100, AMI 80 and 120; AMI 40 selection Hideaways; Rock-Ola 120 selection Wall Boxes; late Bingo Games. Write stating condition, number and prices. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—Distributors—Just released! "I Threw Away A Diamond" (For A Worthless Piece Of Glass) featuring Hank Trotter's Happy Rangers. Dist. Att.: CROSS COUNTRY RECORDS, 229 OUTWATER LANE, GARFIELD, N. J. Tel.: PR 9-0182.

WANT—For Resale, new or used American, National 12 ft. Bank boards; 22 ft. Shuffleboards; late model Bingo's; 100 Selection Seeburgs; Lec's Musical Merry-Go-Round. Quote quantity, condition and your best price in first letter. STANLEY DISTRIBUTING CO., 1523 BROADWAY, TACOMA, WASH. Tel.: Hillside 5110.

WANT—Any quantity of United or Bally Bingo Games for resale, late or early models. Also Seeburg A's or C's. List quantity available and prices. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIF. Tel.: Market 3967.

WANT—Frolics, Rodeo, Circus, and Showboats, Seeburgs, Model BL's C's. FOR SALE—10 3-4-5's. Make offer. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CALIF.

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

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

WANT—Genco Bingo Rolls; Bally Bingos; Gottlieb 5 Balls; Late Model Shuffle Alleys and standard Metal Typers. FOLLETT AMUSEMENT CO., 1029 WEST 24th, SPOKANE, WASH., Tel.: MA 0969.

WANT—Tubes: 2051; 2050; 70L7; 2A4, 2A3, 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay \$40 a hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Bromos, fortunes, Pocket Books, cigarettes 25 2c each, aspirin at 5c each, single band-aids, newspapers. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.

WANT—Northwestern 49's; Challengers; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other penny games or equipment in Canada for resale. Will pay top prices in any quantity. Write, phone or wire. MOCHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: LO 4722.

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

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

WANT—Mills Panorams—any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH. Tel.: GARfield 3585.

WANT—Bingos, late model Shuffle Alleys. For Re-sale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-510.

CLASSIFIED ADVERTISING SECTION

WANT—Will pay \$25.00 each for United Bolero's if clean and good mechanical condition. ARCADE VENDORS, BOX 456, DEADWOOD, SOUTH DAKOTA.

WANT—For Export. Quantities of the following models: Seeburg M100A; Wurlitzer 1100 and 1250. Telephone collect. DAVIS DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N. Y. Tel.: SYracuse 75-5194.

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

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

WANT—Late model phonos. Preferably Seeburg 100's. Will pick up within 300 miles. Write, wire, phone: KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-8939.

WANT—All late model Seeburg M-100's, B's, C's and Hi-Fi's. Will pick up within 300 miles. NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, L. I., N. Y. Tel.: FReeport 8-6770.

WANT—Bingos for resale. Any quantity, Beach Clubs or newer games. Rush list and prices. HEATH SALES CO., 506 BROADWAY, MACON, GA. Tel.: 5-6565.

FOR SALE

FOR SALE—Att.: Wholesale Buyers. Rock-Ola Model 1438, 45 R.P.M., like new; Rock-Ola Model 1436, 45 & 78 R.P.M.; 5 A.M.I. C's \$200 each; 2 Evans Constellation \$200 each; C. C. Around The World Trainer \$425; United Tropic \$175. J. ROSENFELD COMPANY, 3220 OLIVE STREET, ST. LOUIS, MO. Tel.: OLive 2-2800.

FOR SALE—"Sock-the-Ock" will change "Shoot-the-Bear" into a colorful, smooth performing money maker. A proven kit in a complete package—While they last—\$21.00 each. 100 SERVICE CO., 2638 OLIVE STREET, ST. LOUIS 3, MO. Tel.: Jefferson 1-6531.

FOR SALE—"Wurlitzer Phonographs." 1500's—\$395; 1400's—\$325; 1250's—\$175; 1100's—\$150; 1015's—\$50. O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN, RICHMOND 20, VA., Tel.: 84-3264.

FOR SALE—Special. Bally Varieties \$459.50; Ice Frolics \$275; Beach Clubs \$225; Rocket Bowlers \$265; Exhibit Star Shooting Galleries \$259.50; Sportland Shooting Galleries \$349.50; Singapore \$345; Lady Luck \$179.50; Chicago Coin 6-Player Home Run \$219.50. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: CAnal 8318.

FOR SALE—Dude Ranches \$265; Atlantic City's \$90; Spot Lites \$50; 5-10-25 Seeburg Boxes \$15; 3020 Boxes \$12; 219 Steppers \$12; AMI Steppers \$15; 5 Player United Shuffle Alley \$55. Following Games \$35 each: Maryland, Champion, Freshie, Tri Score, Three Feathers, St. Louis, Hot Rod, Majors. All Equipment Cleaned and Checked. H. & H. MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL. Tel.: 4-6703.

FOR SALE—Hi-Speed Super Fast shuffle board wax. 24 one-pound cans per case \$8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

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

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Combinations, Coin Changers, Coin Wrappers, Parts and Supplies. We carry a complete line of these products. GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: ARmitage 6-0780.

FOR SALE—Refinished and completely overhauled and ready for location. Classics \$159.50; Clovers \$134.50; United 10th Frame Star \$99.50; Banner's \$389.50; Night Fighter \$159.50; Sky Gunner \$125.00; Genco Rifle Gallery \$299.50; Exhibit Shooting Gallery \$259.50; Telequiz \$99.00 incl. film. ALLIED DISTRIBUTING COMPANY, 786 MILWAUKEE AVE., CHICAGO 22, ILLINOIS. Tel.: CAnal 6-0293.

FOR SALE—Records!!! 5c over wholesale, any label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records new unused only. RAYMAR SALES CO., 170-21 JAMAICA AVENUE, JAMAICA 32, N. Y. Tel.: OLympic 8-4012, 4013.

CLASSIFIED ADVERTISING SECTION

FOR SALE—1 Williams Quarterback \$35; 1 Williams Star Series \$79.50; 1 Chicago Coin Goalee \$95; 2 Exhibit Sixshooter \$125 each; 2 Silver Bullets \$95 each; 1 Shoot the Spook \$125; 1 Exhibit Jet Gun \$125; 1 Genco 2 Play Basketball \$325. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE, IND. Tel.: 3-4508.

FOR SALE—50 like new 5c Acorn Charm Vendors \$9.50 each; 100 brand new 5c Acorn Capsule Vendors \$12.50 each; 25 brand new 5c Northwestern Capsule Vendors \$12.50 each. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029-35 PROSPECT AVE., CLEVELAND, OHIO. Tel.: TOWER 1-6715.

FOR SALE—Seeburg M100A \$335; Rock-Ola 1436, 120 selection, 78 rpm, \$375; AMI E-120 \$560; Model 5204 Wurlitzer, 104 selection Wall Box \$30 each; Model 252 Wurlitzer 104 selection Stepper \$20 each. WERTZ MUSIC SUPPLY CO., 1013 E. CARY ST., RICHMOND, VA. Tel.: 7-3021.

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CLASSIFIED ADVERTISING SECTION

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FOR SALE—Clover Shuffle Alley \$125; Royal \$225; League \$325. MOHAWK SKILL GAMES COMPANY, 67 SWAGGERTOWN RD., SCHENECTADY 2, N. Y., Tel.: 7-2162.

FOR SALE—2 Rock-Ola 1436; 3 Rock-Ola 1438 Rock-Ola Comets, 120 selection. Like new. Write. Also write for complete information on "Jukette," sensational non-coin operated home juke box. SEACOAST DISTRIBUTORS, INC., 594 10th AVENUE, NEW YORK, N. Y. Tel.: BRyant 9-4684 or 1200 NORTH AVENUE, ELIZABETH, N. J.

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CLASSIFIED ADVERTISING SECTION

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

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NOTICE — Are you having trouble keeping Plexiglass clean on your juke boxes? Our Mecite does the job —16-oz. bottle \$.85. For distributor price and territory, contact MECCA SERVICE CO., 716 N. 19th ST., EAST ST. LOUIS, ILLINOIS.

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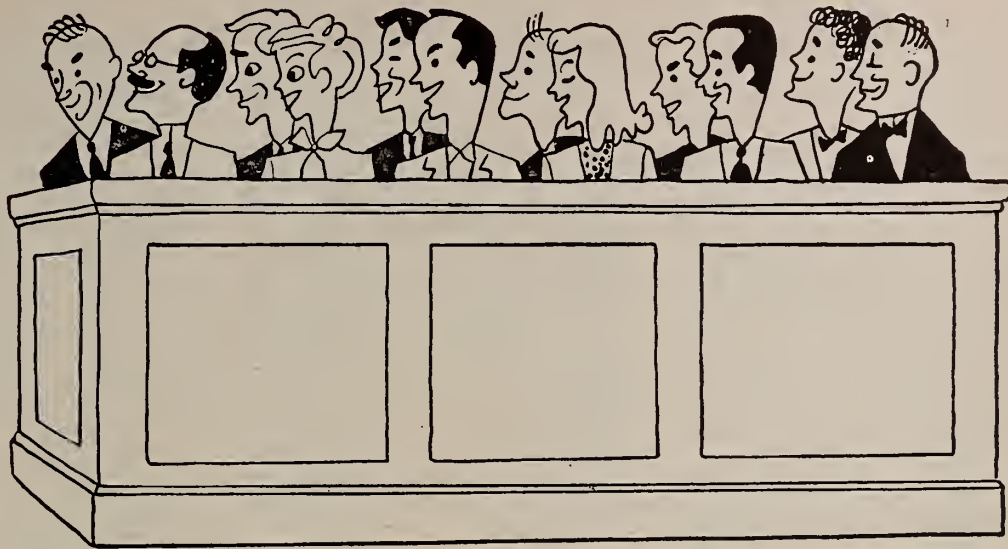
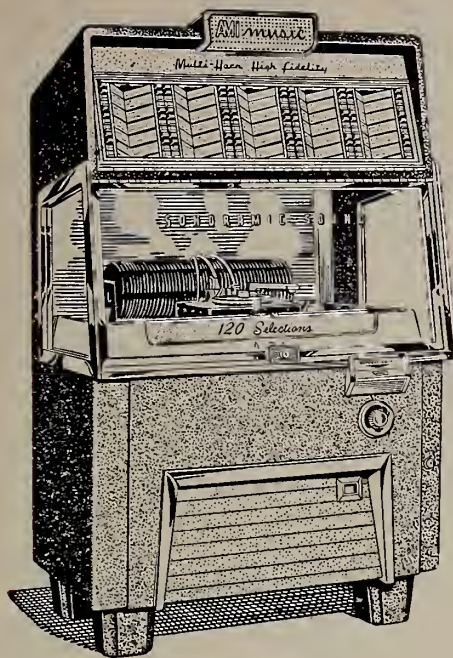
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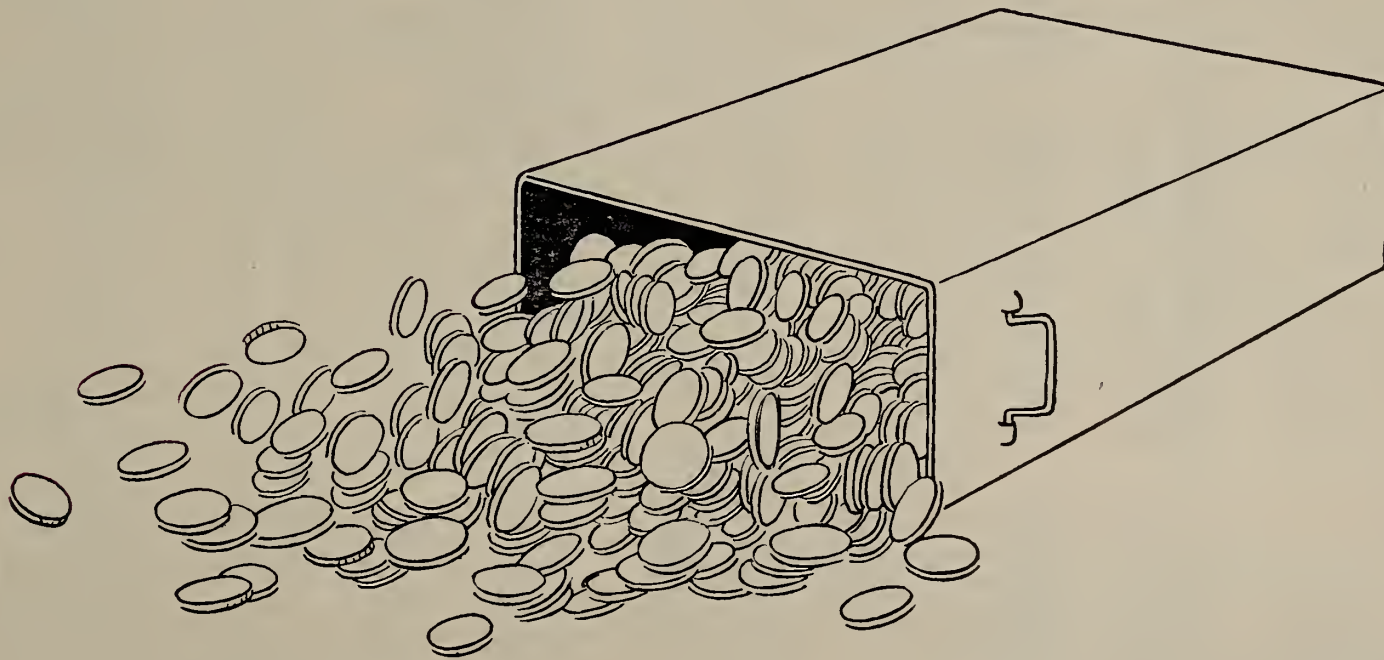
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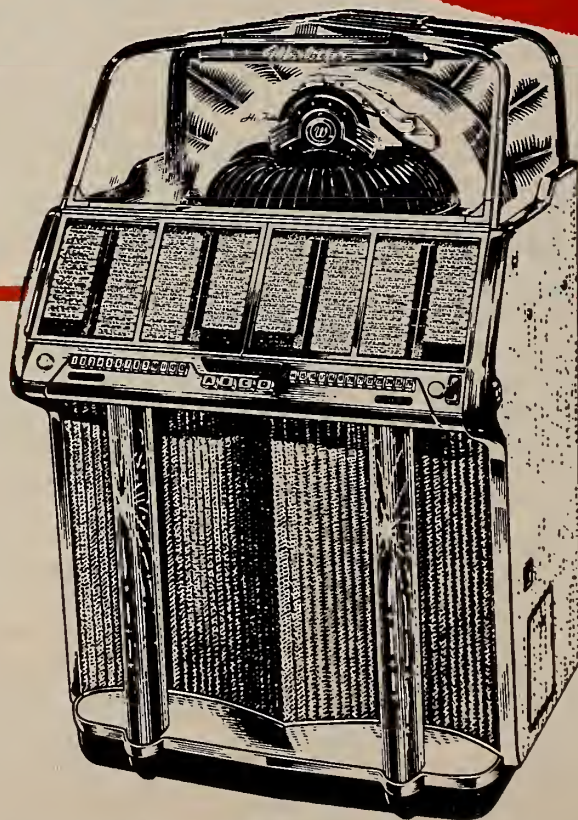
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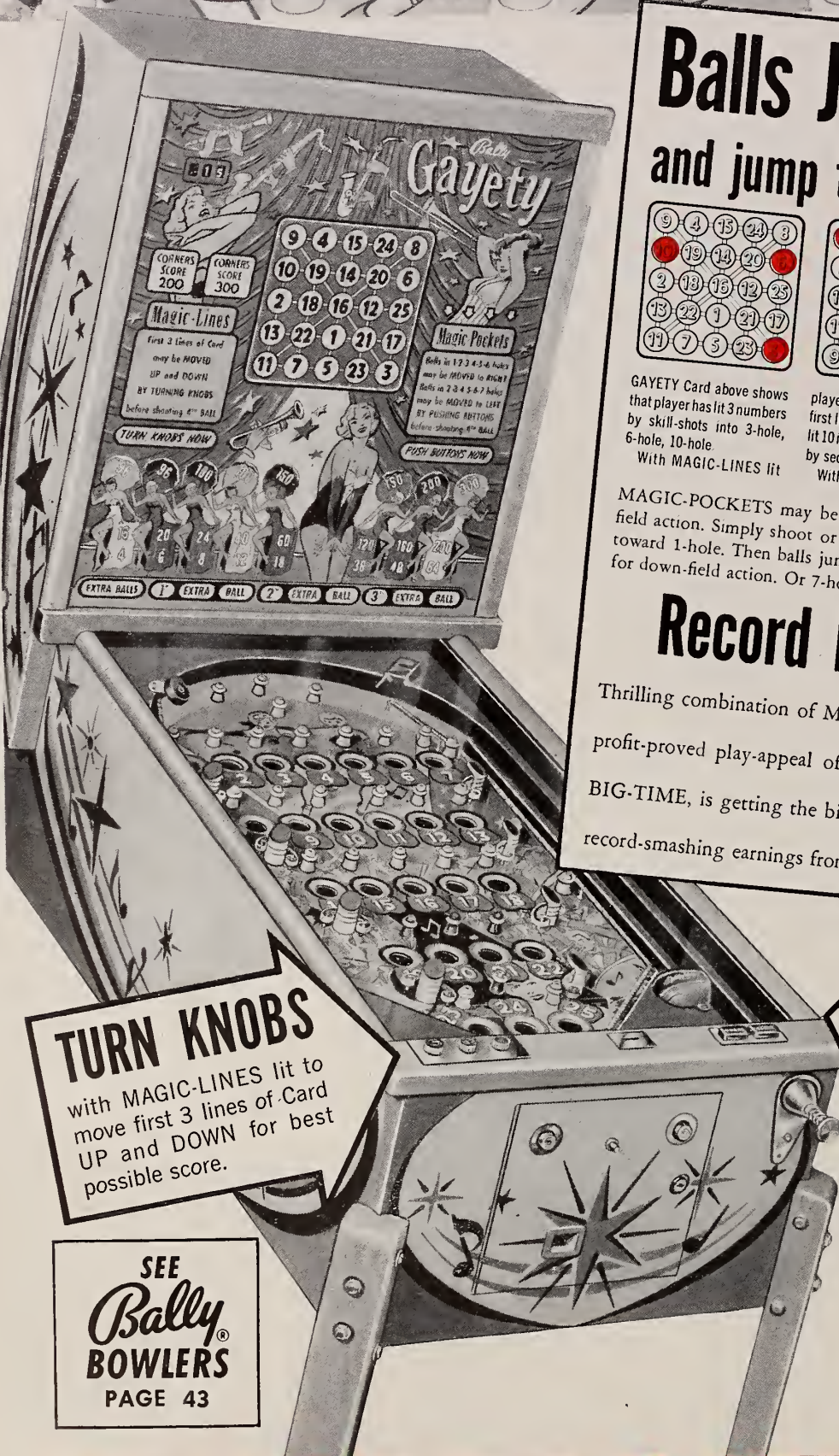
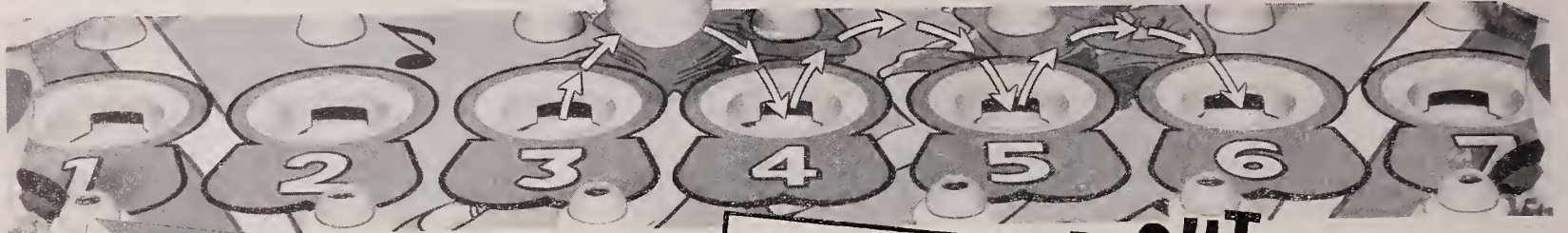
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EXTRA BALLS FEATURE



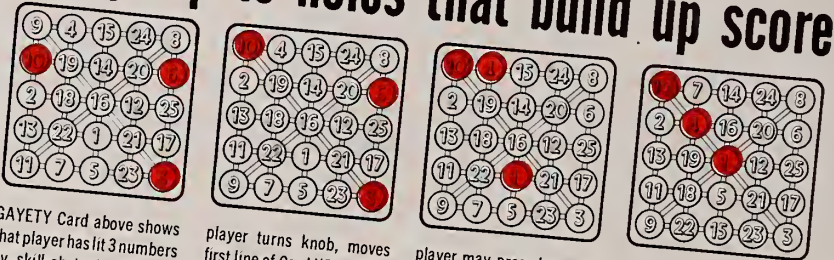
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MORE FUN FOR PLAYERS MORE PROFIT FOR OPERATORS!



Balls JUMP OUT of holes
 and jump to holes that build up score



GAYETY Card above shows that player has lit 3 numbers by skill-shots into 3-hole, 6-hole, 10-hole. With MAGIC-LINES lit

player turns knob, moves first line of Card UP, moves lit 10 in corner, as illustrated by second Card above. With MAGIC-POCKETS lit

player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole.

Returning to MAGIC-LINES knobs, player moves second line DOWN and third line UP, scoring 10-4-1 as a diagonal 3-in-line.

MAGIC-POCKETS may be played to RELEASE BALLS from top-row holes for down-field action. Simply shoot or button-kick a ball into 1-hole, then balls jumping out of 2-hole, being blocked by ball in 1-hole, escape for down-field action. Or 7-hole may be blocked to release balls out of 6-hole.

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with MAGIC-LINES lit to move first 3 lines of Card UP and DOWN for best possible score.

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with MAGIC-POCKETS lit to move balls in top row of pockets to LEFT or RIGHT for best possible score.

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SEE **Bally** BOWLERS PAGE 43

Bally GAYETY

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