Ever see a bigger pair of smiles? It happens when you reach a million in record sales. Percy Faith and Julie Stearns, general professional manager of Broadcast Music, Inc., proudly display Percy's golden record for "The Song From Moulin Rouge". Stearns has produced three one-million record sellers since he took over the professional reins at Broadcast Music, "Jezebel" by Frankie Laine; "Because of You" by Tony Bennett; and now "Moulin Rouge". Currently Percy Faith and Julie Stearns are again teamed up on Percy's latest disk "Many Times".
ROCK-OLA

120

The original Phonograph with 120 Selections

SIMPLE SELECTION with the Single Button Line-O-Selector

SIMPLE OPERATION with the amazing revolving record drum

SIMPLE SERVICING with 3-Way service accessibility thru top, front and rear

Proven Performance
Proven Profits

Available in two models
for 78 RPM and 45 RPM records

SEE, PLAY-HEAR- ORDER — Your next phonograph from your ROCK-OLA Dealer.

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA
Manufacturing Corp.

300 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

Model 1436

www.americanradiohistory.com
Why Only A Million?

For years now, it has been accepted in the record industry that if you reach the million sales mark, you’ve reached your goal. Occasionally records go beyond that point into the million and a half or two million range but generally they seldom go much beyond a million.

One of the leading men in the business said the other day, talking off the cuff, that this was something he just couldn’t understand.

"Why should records stop selling when they reach a million? What is there about such an artificial figure that suddenly ends sales?"

No one has stopped to figure it out as yet. But one thing is certain, hit records should and can sell more than a million.

Why don’t they then?

The causes are probably a combination of many factors but probably the greatest difficulty lies in the way a smash hit is handled by the record company.

By the time the record reaches a million, there is really no more promotion on it. The record firm lets it go on its own momentum.

As a matter of fact, in most cases record firms stop promoting a disk almost as soon as it begins to show up, instead of promoting it even more at that time so that the push to a million may be made more quickly and easily.

Do you ever see an ad on a record that has passed the million mark? Practically never. The diskery is busy promoting its new records, the ones that are trying to get off the ground, and it can’t devote any more time to the old ones, even the ones that are reaching the million point.

This doesn’t seem to be a very wise arrangement to us. For it would take comparatively little cost to heavily promote a disk that’s at the million mark in an attempt to get another million sales out of it. And certainly the second million sales is considerably more profitable than the first million.

Basically, we think, this is the reason why, unless a record is so overwhelming that it just can’t be stopped by anything, once it reaches the million figure, sales fade.

It’s an axiom in our business that records don’t just sell by themselves. They have to be promoted. Not only while they’re getting started, but even while they are selling—yes, even when they’ve reached the million point.

Of course records won’t sell beyond a million as long as diskeries continue the practice of neglecting their promotion once they are established.

If you want to sell two million, treat the million seller as if it were a brand new release.
TWO GREAT TUNES FROM TWO GREAT MOVIES

from "THE STORY OF THREE LOVES"
THE EIGHTEENTH VARIATION
from Rachmaninoff's "Rhapsody On A Theme of Paganini"
played by WILLIAM KAPELL
with FRITZ REINER and the Robin Hood Dell Orchestra
1O/49/4210

played in "FROM HERE TO ETERNITY"

TAPS
c/1 The Whiffenpoof Song

sung by RUDY VALLEE

with orchestra
2O/47/5441

THE COUNTRY/WESTERN RHYTHM/BLUES
THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK
A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. VAYA CON DIOS Los Paul & Mary Ford (Capitol)
2. NO OTHER LOVE Perry Como (RCA Victor)
3. CRYING IN THE CHAPEL June Valli (RCA Victor)
4. YOU, YOU, YOU Ames Brothers (RCA Victor)
5. P. S. I LOVE YOU hilltoppers (Dot)
6. C'EST SI BON Eartha Kitt (RCA Victor)
7. OH! Pee Wee Hunt (Capitol)
8. DRAGNET Ray Anthony (Capitol)
9. EBB TIDE Frank Chockfield (London)
10. WITH THESE HANDS Eddie Fisher (RCA Victor)

Never let it be said that disk jockeys do not have eyes for the more esthetic things in life. Dick Gilbert (KTYL-Phoenix, Ariz.) has a dream job as manager of the Miss Arizona Pageant for the Arizona State Fair Commission. Dick is seeking beautiful and talented girls to compete for the title of Miss Arizona, and will bring in the winning gal to the Miss America Pageant in Atlantic City about the middle of September. That's work? . . . Joe Monroe has moved to KCIJ-Shreveport, La. Joe claims he will now be able to reach an estimated half-million more people than at present.

Pic of the week—Ed Meath (WIEC-Rochester, N.Y.) and his "Spotlight Revue" has been hired to entertain about two or three hundred people in the juke box business at John Bilotta's opening of his swank new Wurlitzer and Coral Distributorship in Newark, New York. Karen Chandler, Coral Record thrush, will be featured on the show. . . . Robin Seymour hired young dynamic Tom Finn away from his WSPD-Toledo location and has set him up at WKMH-Dearborn, Mich. for 6 to 11 morning shows and 1 to 3 afternoon stints. Finn started his Dearborn airtime on September 1. Congrats in order. Seymour the daddy of a lovely baby girl, . . . Will Lundy (WCPD-Cinci.) moves over to WSAP-Cinci. Taking over Will's afternoon show will be Gil Shephard. . . . Brucie Weil, whose "God Bless Us All" made him a household word, was to be a guest on Jay Michaels (WCWE-Pittsburgh, Pa.) at the studio, but about three thousand kids tried to move in and Jay found it necessary to air his program at the local EK's Hall. . . . On the strength of his recording of "Fury" with Gordon Jenkins Orch., Stuart Foster getting quite a few bids for bookings. . . . In addition to three evenings on radio and two evening TVs Stephen Paul (WTUR-Richmond, Va.) and his "Piano Portraits by Paul" is scheduled for an afternoon TV show across the board. . . . Bob E. Lloyd (WAVZ-New Haven, Conn.) vacationing on Cape Cod, sent the station a picture post card showing the 714 foot Pilgrim Memorial Monument, with the added comment: "Our room here is very small, but what a crazy high ceiling."

Art Barrett (WSAP-Portsmouth, Va.) did not go to North Carolina as reported in this column. Art decided to remain with WSAP with his "Early Morning Frolics" show in the morning 6 to 8 a.m., and his "Midday Jamboree" 12:20 to 1 p.m., Monday through Friday. Art's currently winding up his vacation. . . . Clarence Kneeland's son Charles enlisted in the Navy and left August 17 for boot training at Bainbridge, Md. In the meantime, Kneeland's story on the minister who collects coins was published by The Hartford Courant on August 23. . . . Bob Watson of Atlanta, Ga. moved to WQQX. . . . Donn Tibbetts (WFBA-Manchester, N. H.) switched from judging records to judging beautiful girls on August 17. Donn joined Gov. Hugh Gregg of N. H. and other dignitaries in selecting Miss Hampton Beach at the popular resort. Says Donn, "Both records and girls have curves and are well rounded, but did you ever see a record wiggle past you?" . . . It is very possible that a TV show out of Cleveland is in the offing for Hal Murray of WHK-Akron, Ohio. . . . Seems everybody wants to be a disk jockey. Two Brooklyn brothers, Norm and Vic Straus, put together a 15 minute program on a home tape recorder with a theme song, "We Schmear and Schmear." The boys are now trying to sell same to local stations and a Brooklyn paint contractor.
THE CASH BOX

DECK OF THE WEEK

- "MANY TIMES" (2:53) [Broadcast Music BMI]
- "IN LOVE" (3:05) [Ludlow BMI]

FRANK FAITH ORCHESTRA
(Columbia 40076, 4-40076)

"POOR LITTLE PIGGY BANK" (2:54) [Alamo BMI] Assisted by Norman Luboff's Choir and by Carl Fischer at the piano, Frankie Laine and Jimmy Boyd team up on a cute bouncer with an amusing theme. Cute follow up to "Tell Me A Story."

"LET'S GO FISHIN" (2:41) [Montecarlo BMI] Again playing the roles of dad and son, Frank and Jimmy bounce another cut about going fishing. A lively piece of cute material.

VERA LYNN & MANTOVANI ORCHESTRA
(London 1317; 45-1317)

"MY LOVE, MY LIFE, MY HAPPINESS" (2:40) [Triangle ASCAP] Aided by the lush and flowing backdrop of Mantovani and his orchestra, Vera Lynn offers a heart felt styling of a wonderful love song. The beautiful words put meaning into every word.

"I'LL WAIT FOR YOU" (2:06) (3:08) [Triangle ASCAP] A beautiful and moving love duet that comes across softly and sweetly. Mantovani does another top grade accompaniment job.

BILLY EDWARDS
(MGM 11582; K-11582)

"GO LITTLE TIME" (2:06) [Hollis BMI] In his pleasantly soft voice, Tommy Edwards hands up a romantic ballad that should do well in the boxes. To showcase his talent balladwiser is the lush orchestra of LeRoy Holmes.

"BLUEBIRD" (3:06) [Trinity BMI] His husky delivery is tenderly offered in lushy fashion as the orchestra gives the melody of a warm ballad. Full of feeling.

STEVE ALLEN

"GOLDILOCKS AND THE THREE BEARS" (4:07) [Starlight Songs ASCAP] Steve Allen, who adopted the Jazzbox Collins version of Grimm Fairy Tales, comes up with his own delivery of more than mere bop tales.

"COUNDERELLA" (4:01) [Starlight Songs ASCAP] The talented comic does another bop recital of a famous fairy tale. Number should be a bigger seller for home use than for the juke boxes.

BILLY ECKSTINE
(MGM 11573; K-11573)

"ST. LOUIS BLUES" Part 1 (3:15) [Handy Bros. ASCAP] Billy Eckstine sends up a terrific slow blues reading of one of our all time great blues. Old backing is set up by the Metronome All Stars. "ST. LOUIS BLUES Part 2 (3:08) [Hendy Bros. ASCAP] On this end of the All Stars give out with an up beat progressive jazz treatment of the standard. The Shabba-dab-a bop talk adds to the side.
Acclaimed
ON HIS FIRST SINGLE RELEASE -
Al Alberts
OF THE FOUR ACES...
with Orchestra conducted by JACK PLEIS
2 Sided Hit

"ENDLESS"
and
"PLEASE TELL ME"

DECCA #28807; 9-28807

★ The Cash Box-Sept 5th
"DISK OF THE WEEK"

"...Al Alberts has a
double barrelled hit in
his first solo recording..."
ELLA FITZGERALD
(Dec 2774; 9-2874)

"YOU"LL HAVE TO SWING IT" (2:42) [Famous-ASCAP] The Mr. Paganinni number that has been around for years, gets an artisitic treatment from the cool and stylish voice of Ella Fitzgerald.

"YOU"LL HAVE TO SWING IT" (2:26) [Famous-ASCAP] On this Ella side, it's tender and pretty, with the flip side being pretty. Ella's voice is sweet and tender.

JIMMY YOUNG
(London 127; 45-129)

"LINDA" [Warrick-ASCAP] Jimmy Young works with the Johnston Brothers and the backing under the direction of Ron Goodwin as he offers an up beat version of a cutie that clicked a few years back. Rhythmic jump is full of pep.

"HAPPY VALLEY SWEET-HEART" [Michael Reise-ASCAP] The stylish vocalist brings a warm ballad on this disc that comes as a surprise. It's a sentimental quality in his delivery. Very pretty.

RAY BLOCH ORCHESTRA
(Coral 61045; 9-61045)

"RE-ENLISTMENT BLUES" (2:50) [Barton-ASCAP] A bluey trumpet introduces a vocalist with a style like that of Hoagy Carmichael as he offers a slow blues item about the army. Ray Bloch's ok is terrific on the tune from the hit "From Here I Go."<br>"FROM HERE TO ETERNITY" (2:53) [Barton-ASCAP] The theme of the movie has a hit movie gets an exciting and eerie instrumental stylings from Ray and the gang as Matt Mathews takes the spotlight with an accordion solo. Wonderful job.

JERRY VALE
(Columbia 40058; 4-60058)

"A TEAR, A KISS, A SMILE" (2:25) [Larry Spier-ASCAP] Young Jerry Vale has a strong contender for hitdom in this lovely ballad that he presents so well. It's a lovely tune that the artist reads with a loud of feeling. Could click.<br>"ASK ME" (2:40) [E. H. Morris-ASCAP] This side features Jerry on another ballad that he belts out with ease. The lead has a tremendous range, Percy Faith does a terrific job of backing on both ends.

HELEN McWHINNIES
(Decca 1108; 45-1108)

"I'M SINGING FOR YOU" (2:30) [BMI] Assisted by the lush voices of the Destinaries and backed by the Taylor Male Music of Dick Taylor, Helen McWhinies issues a lovely vocal job on a pretty ballad.

"DON'T DO ME TO" (2:27) [BMI] The pret and lively quality in Helen's voice comes over well on this end as she and Dick's crew send up a cute jump ballad. The handclapping and good rhythm make the number sparkle.

BILL ANDREWS
(Radio 103; 45-103)

"SUMMER RAIN" (2:32) [Challenge-BMI] A ballad ballad is delivered by the terrific voice of Bill Andrews with a sound lush backing. A terrific job of multiple vocals that could click with promotion. The boy sings with heart.

"HOW COULD YOU LEAVE ME NOW" (3:00) [Challenge-BMI] Another good love song gets the polished treatment of the vocalist. Every word that he sings is packed with warmth.

NORMAN SUMMERS
(Jubilee 6046; 45-6046)

"I'LL GO ON LOVING YOU" (2:45) [Hawthorne-ASCAP] A wonderful new voice comes up with a polished delivery as Norman Summers sends out a pretty ballad. Monty Kelly does a terrific backing job that showcases Norman's voice is great advantage.

"TAKE ME WITH YOU" (2:56) [E. B. Marks-BMI] This vocal composes into another love song that results in good listening material. He has a soft yet strong quality to his voice.

THE SATISFERS
(Smart 221; 45-221)

"SITTIN' IN THE SUN" (2:32) [Berlin-ASCAP] The Satifiers offer a bit of harmony as they jump through a rhythmic item by Irving Berlin. Plenty of style in their interpretation.<br>"IT'S GOOD TO HAVE YOU HOME AGAIN" (2:38) [BMI] On this side, the group brings another other good bit of material as they blend their vocals and dance like ballad. Ken Thompson and his ork assist. A good team.

RONNIE GAYLOR
(Mercury 7212; 7012 x 45)

"MARCHETA" (2:25) [Cole-BMI] Successful with his treatment of "Streetcars," Ronnie Gaylor and the trio ease through another ballad on this side. Same fashion, Number jumps up at a point. Good item for the boxes. Could click.

"IN CASE YOU CHANGE YOUR MIND" (2:44) [Jack-Gold-ASCAP] Ronnie gives out with a strong reading of another ballad. The lilting backing fits well with the number. Another smooth job by the vocalist.

ART MOONEY ORCHESTRA
(MGM 11570; K-11570)

"NIGHT MUST FALL" (2:46) [H. Marks-BMI] A pretty melody gets a smooth orking from the Art Mooney aggregation as Tony Alano joins in with the vocal job. Good romantic stuff.

"LOVE BIRDS" (2:19) [Hawthorne-ASC] The Cloversfeats the vocal chorus on this disc as they glide through a cute bouncing item. The banjo of the Mooney crew blends well with their harmony.

TONI ARDEN & FOUR LADS
(Columbia 46001; 4-46008)

"I FORGOT MORE THAN YOU'LL EVER KNOW" (2:16) [Fairway-BMI] A current country clicker gets a terrific pop styling from the twangy voice of Toni Arden as she rakes the number in multiple voices. A real pretty slow item. A clicker.

"ANYMORE" (2:10) [Hollies-BMI] Toni joins her talent with that of the Four Lads and comes up with a cute ditty that sits along pleasantly. The artists work well together on this cutie.
New Singing Star

BOB DINI
with Norman Leyden Ork.

"TOO LONG" b/w "REMEMBER ME"
Derby #826 (45 x 826)

Watch This Go

JAYE P. MORGAN
with Frank De Vol Ork.
singing

"JUST A GIGOLO" b/w "WASTED TEARS"
Derby #828 (45 x 828)

The Sensational New Singing Group

THE MARVELEERS

"ONE SIDED LOVE AFFAIR" b/w "FOR THE LONGEST TIME"
Derby #829 (45 x 829)

Another Hit by

TRUDY RICHARDS
with EDDIE WILCOX ORK
singing

"I BELIEVE" b/w "BYE BYE WHAT I FEEL"
"BLACKBIRD"
Derby #830 (45 x 830)

All DERBY Releases Available in Canada on QUALITY Label
NEW YORK:
The new Basin Street night club which opens October 1st will have one of the most novel interiors we've heard about. You enter a street and are confronted with two rooms. The one on the left features jazz music, the one on the right features vaudeville... Paul Jolles, formerly of GAC, is now handling all press relations for Joanie Ray... Monica Lewis recently made a platter for the Chronic Diseases Month appeal. It will be played by disk jockeys through New York during September... Karen Chandler, a singer at the Chicago Theater, does two weeks at the Chicago Theater starting Sept. 18... Dave Greenman must be lost in the wilds of Brooklyn, selling records for Times-Columbia. We haven't heard from him in weeks... Home Dave... Willie "The Lion" Smith gives a jazz concert at Tom Hall on September 23rd for the benefit of the great pianist and composer James P. Johnson... Pat Terry will be one of the judges of the Mrs. In Garden contest at Asbury Park... Julie Stevens of Broadcast Music leaving for the coast on his new tune "Many Times" which has been recorded by both Eddie Fisher and Percy Faith... Larry Newton, prez of Derby Records, has signed Linda Marshall, a Paul Whiteman protege, after hearing her singing on the Paul Whiteman show... Eastwick received a $3,000 advance for European rights to "Tropicana" from Box and Cox. Eastwick is owned by Dave Miller, also head of Excess Records. Current recordings on the tune include Monty Nevada's "Pom Pom" and Tito Puente... On the strength of Bonnie Lou's release of "Tennessee Wig-Walk" on King, which is the diskery's strongest pop effort, Village Music reports strong sheet music sales with repeat orders from St. Louis, Pittsburgh and Cleveland.

CHICAGO:
First chance we had to get together with June Foglia, pretty little Bronx gal, who has been clicking so well here. Only 22 years old. Pretty, Young, Vivacious. Full of spirit. "I sing out," she says (or, as Don Cornell says, "I belt."). "Who's June Foglia?" "Why that's June Vally. The kid had a terrific two weeks at the Chicago Thitter and is now on her way east to Washington's Capital Theater. How'd she get the name, Vally? Simply by looking in a magazine and seeing a pleasant valley scene, decided, 'That's me—the Valley.' Sweet kid who got up one day at a Bronx wedding, on the urging of her friends, to sing. And has been singing ever since. In fact, just sang herself into the No. 1 spot, round and about the nation with "Crying In The Chapel." News for Larry Oliver's "D.J.'s Lineup" has been very grand. Each copy seems to be getting better than the last. We're thrilled. Because we're now raving about that Al Alberts' first solo discopero for Decca. When the Four Aces were last here, Herb Kessler told us that Al had cut one all by himself. We asked to hear it. And with a hushed crowd in the Four Aces' dressing room we listened to the disc. All we said was, "Terrific!... What greater artistry than, during this awful record-breaking heat wave, to be able to pull 'em in? That's Nat (King) Cole. Who continues to pull 'em in the Blue Note and hear his music so beautifully presented. The guy's great. Chib's deejays got together and surprised Nat with a plaque for his "outstanding contribution in the field of music" by the Chicago Radio. He sure deserves it. The doors opened the Chicago 9/4 and just pulled the house down. The Ames Bros have made many many friends here with every appearance. And to return with such a hit yet—hoo, hoo, hoo... On the stage with the Ames', the very gorgeous Monica Lewis. The gal just gets prettier each time we see her. And singing yet. Her voice and style have really been round for the house and Met round town for the Heaven and Mesa "20th Century Piazza" holding forth at the Edgewater's Beach Walk. The Met star just sends 'em. She's backgrounded by Hal McIntyre's ork.

LOS ANGELES:
Ralph Marterie, after a successful engagement at the Hollywood Palladium, leaves on a tour of the Midwest as he heads East to join forces with Nat "King" Cole. Calendar man, Bullet Durgerm, and Ramese McHinsmcl. Red, owner of the Cash Box Records, announced signing of Gloria Craig to Della's list of new artists.

The Cash Box, Music Page 10 September 12, 1953
"From Your Lips To The Ears Of God"

From your lips to the ears of God
A silent pray'r goes winging.
You see a star, a star that shines
And you will hear the angels singing.
For God is here, He's everywhere
And just a pray'r away.
So pray until your pray'rs are answered,
For pray'rs are answered every day.
From your lips to the ears of God,
You pray that He may hear you,
Just say the pray'r that's in your heart,
And you will know that God is near you.
The arms of God are open wide,
The love of God is true;
So pray and somewhere deep within you,
The voice of God will speak to you.
So pray until your pray'rs are answered
For pray'rs are answered every day.

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"Sorrento And You"
1371 and 45-1371

Sung by Dorothy Squires

London ffrr

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

WASHINGTON, D. C.

1. No Other Love (Perry Como)
2. Crying In The Chapel (Bill Gaither)
3. Give Me Some Slack (Bill Gaither)
4. Bill Gaither
5. Phil Davis
6. The Jordanaires
7. The Jordanaires
8. The Jordanaires
9. The Jordanaires
10. The Jordanaires

Jackson Love

1. Crying In The Chapel (Bill Gaither)
2. Crying In The Chapel (Bill Gaither)
3. Crying In The Chapel (Bill Gaither)
4. Crying In The Chapel (Bill Gaither)
5. Crying In The Chapel (Bill Gaither)
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10. Crying In The Chapel (Bill Gaither)

Art Hellyer

1. Crying In The Chapel (Bill Gaither)
2. Crying In The Chapel (Bill Gaither)
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10. Crying In The Chapel (Bill Gaither)

Jerry Lake

1. Crying In The Chapel (Bill Gaither)
2. Crying In The Chapel (Bill Gaither)
3. Crying In The Chapel (Bill Gaither)
4. Crying In The Chapel (Bill Gaither)
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8. Crying In The Chapel (Bill Gaither)
9. Crying In The Chapel (Bill Gaither)
10. Crying In The Chapel (Bill Gaither)

Earle Pudney

1. Crying In The Chapel (Bill Gaither)
2. Crying In The Chapel (Bill Gaither)
3. Crying In The Chapel (Bill Gaither)
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9. Crying In The Chapel (Bill Gaither)
10. Crying In The Chapel (Bill Gaither)

"It's What's in THE CASH BOX That Counts"
22—The Story Of Three Loves 11.3 10.6
(A-1-20-5326) 10.5 10.3
*CA-2502 (F-2501)
GISELE MACKENZIE
I Didn't Know I Needed You
CO-11217 (2-11217)
JENNY MURAD
WEDDING DRESS
DO-15065 (4-15065)
THE WEDDERS
P. S. I Love You
28—Butterflies 7.4 10.4
(M-70183 (70183)
FRANK STONE
PICTURE PAGE
This Is My Song
30—Don't Take Your Love From Me 7.2 3.8
(VI-20-5247 (47-5247)
THE THREE SUNS
Under Paris Skies
31—Return To Paradise 5.6 5.7
(G-245 (2-245)
KING COLE
Angel Eyes
CO-39998 (4-39998)
THAT'S FAITH O.
CD-1322 (1322)
ALAN DANE
We'll Walk Together
LO-1349 (1349)
ITALIA MARGHATA
All I Desire
RUB-A-DUB
 latina Rosa
Tell Me We'll Meet Again
56-1073 (K-56-1073)
RICHARD BAXTER O
All I Desire
56-1073 (K-56-1073)
RICHARD BAXTER
Tell Me We'll Meet Again
32—Rub-A-Dub-Dub 5.2 3.2
CA-2506 (F-2506)
MELLE ECONOLL
You Two-Timed Me
CA-2645 (F-2645)
PAUL THOMPSON
I'm Still In Time
(MO-256-1147)
RALPH FLAMANGAN
Olive and Kiss
DANCE
33—Honey In The Horn 4.7 6.6
(3-28691 (2-28691)
RICHARD BAXTER
This Is My Song
DE-17093 (2-17093)
CARL BROWN
Organ Grinder's Swing
DE-17093 (2-17093)
THE COMMANDERS
Wanna Be A Rooster
34—Blue Canary 4.6 5.2
(R-61032 (4-61032)
PITOPERPERS
Tell Me Why
OK-1966 (4-1966)
CLINTON DANIEL
I Love Those Three
(VI-20-5241 (47-5241)
DON METCALFE
Eternally
35—Tell They're All Gone Home 5.4
CA-2556 (F-2556)
GISELE MACKENZIE
Half Hearted
CO-1222 (42-1222)
JULIUS LOBRA
The Old Bell
LO-1353 (42-1353)
JOAN REGAN
Always Thinking Of You
36—Say You're Mine Again 1.9
AD-5000 (45-5000)
DON & DONNA
FATTY FRATTO
CR-69982 (4-69982)
DEIRDRE MCMANUS
THE MORENARES
My Man
DA-801 (45-801)
HARMONY BELLS
That Other Polka
DE-28676 (2-28676)
DOLORES GRAY
Big Bear
ME-70134 (70134)
EDDY HOWARD
VI-20-5247 (47-5247)
PONY COMO
My Own And Only Heart
37—Eternally 4.2 4.5
R-41028 (61028)
JIMMY CAMPBELL
No One Will Ever Know
LO-1357 (45-1357)
COUNTRY GIRL
DE-22674 (2-22674)
JIMMY YOUNG
Moody Blues
HE-70186 (70186)
RICHARD BAXTER
SMOKING THREADSHOLDER
VI-20-5240 (47-5240)
DIMIN SHORE
Blue Canary
38—You're Feeling Somewhere 3.7 5.6
(MG-11543 (K-11543)
JONI JAMES
You Love, My Love
39—Half A Photograph 3.6 5.5
CA-2464 (F-2464)
YARON
I'm Dead
KAY STAR
Eyes Are Enraptured
CA-2500 (F-2500)
DAVID BONNER
BILLY STRANGE
DE-28674 (2-28674)
GUY LOMBARDO
Don't You Care
40—Relax 3.4 5.3
(VI-20-5241 (47-5241)
TOM MARTIN
Caribbean
41—Too Young To Tango 3.3
42—Ruby 2.6 3.2
43—From Here To Eternity 2.7 5.0
44—10 Cups Of Coffee 2.6
45—Te Amo 2.4 4.7
46—A Fool Was I 2.2 6.0
47—No Stone Unturned 1.7 3.5
48—False Love 1.2 3.7
49—Too Long 2.7 2.4
50—Tonight Love 1.0 1.5

"It's What's In THE CASH BOX That Counts"
Quality Records In Canada Attracts U. S. Manufacturers

NEW YORK—Quality Records, in the short period of four years, has become one of the "major" labels in Canada with an operation that is probably unique in the record field. In this short time, the Canadian label has grown to the point where its 22 operating pressing accounts for approximately 28% of all the records made in Canada. The reason for this rapid growth in such a short period of time is easily understandable.

Many record companies in the United States are aware of the tremendous record exploitation that is possible in the Canadian territory. However, smaller companies find it too costly an investment to set up offices and plants in that country to produce and distribute the disks. Many of the major discivesies in the U.S. have even found it unprofitable to set up their own operation in Canada. S6, on a percentage basis, the American companies give Quality Records the franchise to press and sell their records in the Canadian territory.

Quality's 25,000 square foot plant is located in Scarborough, eastern suburb of Toronto. In its first year of operation, 1950, the company employed 40 people. Now it employs 120 people during most of the year with many more during the peak months. Whereas it started with only the MGM franchise in 1950, Quality now produces and sells records for Mercury, Quality, Dot, King, Federal, Imperial, Mars, Rainbow, Derby, Abbey, Crystals, B.B.S., Remington and Fonti.

Quality, four years ago, had six pressing accounts covering 8% of Canada's records. Now it has almost quadrupled both its machines and percentage of Canada's record output. In the past year, the company has sold over a million records with orders ranging from as few as four pressings to as many as 50,000.

One of Quality's fastest growing divisions is the Custom Sales division which handles records of any size or speed for its customers. These include broadcast inscriptions for radio stations and any other type of record for any purpose. The firm is also currently working on its first extended play record and is developing a merchandising campaign for the two biggest sound-track albums in the label's history; “Gentlemen Prefer Blondes,” and "The Bandwagon." During the past year, the company has been voting more and more interest to classical records too.

New York, N. Y.
1. No Other Love (Perry Como)
2. Vaya Con Dios (Paul & Ford)
3. Crying In The Chapel (Glenn-Vall)
4. P. S. I Love You (Hilltoppers)
5. Dragontail (Ray Anthony)
6. C'est Si Bon (Eartha Kitt)
7. Eh, Cumpari (Julia La Ross)
8. I'm Walking Behind You (Eddie Fisher)
9. Oh! (Pee Wee Hunt)
10. Ebh Tide (Frank Chacksfield)

1. With These Hands (Amos Brav)
2. Vaya Con Dios (Paul & Ford)
3. Love Me, Love My Love (Ray Anthony)
4. Crying In The Chapel (Val-Orioles)
5. No Other Love (Perry Como)
6. I'm Walking Behind You (Eddie Fisher)
7. Love Every Moment You Live (Alta Paradis)
8. With These Hands (Eddie Fisher)
9. Oh! (Pee Wee Hunt)
10. My Love, My Love (J. James)

Detroit, Mich.
1. Vaya Con Dios (Paul & Ford)
2. Oh! (Pee Wee Hunt)
3. Crying In The Chapel (Glenn-Vall)
4. P. S. I Love You (Hilltoppers)
5. Yes, Yes, Yes (Amos Brav)
6. Twilight Love (Bill O'Day)
7. C'est Si Bon (Eartha Kitt)
8. Dragontail (Ray Anthony)
9. I'm Walking Behind You (Eddie Fisher)
10. My Love, My Love (J. James)

Atlanta, Ga.
1. No Other Love (Perry Como)
2. Vaya Con Dios (Paul & Ford)
3. P. S. I Love You (Hilltoppers)
4. Crying In The Chapel (Glenn-Vall)
5. For Me, For Me (G. Gibbs)
6. C'est Si Bon (Eartha Kitt)
7. Dragontail (Ray Anthony)
8. Oh! (Pee Wee Hunt)
9. Oh! (Pee Wee Hunt)
10. Gamblers Guitar (Ray Anthony)

Washington, D. C.
1. Vaya Con Dios (Paul & Ford)
2. No Other Love (Perry Como)
3. Oh! (Pee Wee Hunt)
4. P. S. I Love You (Hilltoppers)
5. C'est Si Bon (Eartha Kitt)
6. I'm Walking Behind You (Eddie Fisher)
7. Gamblers Guitar (R. Draper)
8. Oh! (Pee Wee Hunt)
9. My Love, My Love (J. James)
10. Dragontail (Ray Anthony)

St. Louis, Mo.
1. Hey Joe (Frankie Laine)
2. Oh! (Pee Wee Hunt)
3. I'm Walking Behind You (Eddie Fisher)
4. Oh! (Pee Wee Hunt)
5. Dragontail (Ray Anthony)
6. Walk On By (La Vida Fonda)
7. Hey Joe (Frankie Laine)
8. With These Hands (E. Fisher)
9. Tid By (Frank Chacksfield)
10. Dragontail (Ray Anthony)

Milwaukee, Wisc.
1. No Other Love (Perry Como)
2. Vaya Con Dios (Paul & Ford)
3. Crying In The Chapel (Ray Allison)
4. C'est Si Bon (Eartha Kitt)
5. Dragontail (Ray Anthony)
6. I'm Walking Behind You (Eddie Fisher)
7. Oh! (Pee Wee Hunt)
8. My Love, My Love (J. James)
9. I Love Paris (Les Baxter)
10. Dragontail (Ray Anthony)

Des Moines, Iowa
1. No Other Love (Perry Como)
2. Vaya Con Dios (Paul & Ford)
3. Crying In The Chapel (Darrell Glenn)
4. With These Hands (E. Fisher)
5. I'm Walking Behind You (Eddie Fisher)
6. Yes, Yes, Yes (Amos Brav)
7. Oh! (Pee Wee Hunt)
8. Say You're Mine Again (Perry Como)
9. April In Portugal (Les Baxter)
10. Love Every Moment You Live (Eddie Fisher)

Brookfield, Wisc.
1. You, You, You (Amos Brav)
2. Vaya Con Dios (Paul & Ford)
3. Crying In The Chapel (Val-Orioles)
4. P. S. I Love You (Hilltoppers)
5. Don't Take Your Love From Me (Darrell Glenn)
6. P. S. I Love You (Hilltoppers)
7. Oh! (Pee Wee Hunt)
8. With These Hands (E. Fisher)
9. Hey Joe (Frankie Laine)
10. With These Hands (E. Fisher)

Baltimore, Md.
1. Vaya Con Dios (Paul & Ford)
2. No Other Love (Perry Como)
3. Crying In The Chapel (Ray Allison)
4. P. S. I Love You (Hilltoppers)
5. Crying In The Chapel (Darrell Glenn)
6. You, You, You (Amos Brav)
7. C'est Si Bon (Eartha Kitt)
8. C'est Si Bon (Eartha Kitt)
9. Hey Joe (Frankie Laine)
10. With These Hands (E. Fisher)

Winston-Salem, N. C.
1. I'm Walking Behind You (Eddie Fisher)
2. Crying In The Chapel (Val-Orioles)
3. Vaya Con Dios (Paul & Ford)
4. P. S. I Love You (Hilltoppers)
5. No Other Love (Perry Como)
6. You, You, You (Amos Brav)
7. C'est Si Bon (Eartha Kitt)
8. With These Hands (E. Fisher)
9. C'est Si Bon (Eartha Kitt)
10. Oh! (Pee Wee Hunt)

"It's What's In THE CASH BOX That Counts"
Forty Disk Jockeys Throughout Nation Take Over Wurlitzer-Laine Promotion

NEW YORK—Forty disk jockeys, whose programs cover the country’s major population centers, have accepted exclusive promotion privileges to the Wurlitzer-Frankie Laine Contest. Telegrams received by Wurlitzer indicating the jockey’s willingness to participate contained evidence that each man firmly expects to come up with the winner.

That considerable good natured competition among the disk jockeys can be expected was foreseen in the wire from R. B. McAlister of Station KGMC, Denver. Said McAlister, “We care not who finishes second, Denver is ready to win the Wurlitzer-Frankie Laine contest.” Not to be out-done, Al Jarvis of Stations KFWB and KECA-TV, Hollywood, took another tack. Jarvis claimed, “Since this program discovered Frankie Laine, we shouldn’t have too much trouble discovering his protege.”

Unquestionably, the contest touched off a spark which has kindled rising enthusiasm both from those promoting the contest and the contestants entering it. Although general publicity was released in the nation’s press on September 1, the actual date for receiving entries is set for September 16.

In at least six cities the contest is being handled by dee jays whose programs are aired both on radio and on TV. Several of the jockeys have said that they expect to use transcripts of the entrants voices on their radio shows and ask the listeners to vote by postcard their choice for a winner. Others have pointed out that the entrants, being amateurs, can be used “live” on both radio and television if the sponsoring jockey feels it will enhance his program. Wires of acceptance indicate that the contest is well thought out from the jockey’s point of view.

Many of the telegrams were complimentary in the extreme: “Is the ‘dream’ contest; Happy to be able to conduct at this end. Count me in,” was the comment of Tommy Allen of Station KOMA, Oklahoma City. Other reactions included: “All set for Frankie Laine contest, terrific idea,” Hugh McPherson, Station WGKX, Charleston; “Accept rules of contest. Will begin designated date. Await further instructions,” Jimmy Patterson, Station WBT, Charlotte; “Ready to pitch the contest,” Sandy Jackson, Station KOWH, Omaha; “Thank you. Will be pleased to take part in Wurlitzer-Laine contest,” Harry Burger, Station WQAM, Miami. Others received were typical and all showed a willingness to get the program underway as rapidly as possible.

Entry forms were sent out this week to the participating jockeys and to Wurlitzer and Columbia distributors in each area. These will be supplemented by large, colorful posters which will carry the name of the jockey, his station and the addresses of places where entry forms are available. A complete list of sponsoring disk jockeys will be published next week.

N. Y. Entertainment Biz Honors Frank Sinatra With Party

NEW YORK—Many of the top names in the entertainment business as well as many local disk jockeys showed up at a party given in honor of Frank Sinatra last Thursday at Danny’s Hideaway. The party was given by both Capitol Records and Columbia Pictures. Sinatra at present is not only hot with two records, “From Here To Eternity” and “I’ve Got The World On A String,” but has just won critical acclaim for his performance in the picture “From Here To Eternity”. Another incidental piece of intelligence in the last week’s issue of The Cash Box featuring Frankie in an English outfit drew more response than any other cover The Cash Box has ever run.

In the photos above the first picture in the left column shows Milton Berle, Sinatra, Dave Garroway, Red Buttons, Mel Torme, Bill Leonard, Julie Chester and Dick Linke. Below that Red, Milton and Frankie display the giant record which all the guests at the party signed. Last picture in the column shows Fred Robbins taping an interview with June Hutton and Axel Stordahl. In the right column the top photo shows Frankie clowning with Danny, youthful owner of the restaurant in which the party was held. Next Garroway is snapped with Sinatra. And finally Frankie is pictured with Mr. and Mrs. Ted Brown.

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(Phone: Pico 1-7177)
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Hartford, Conn.
126½ Windsor St.
(Phone HA. 5-7123)

“Is It What’s in THE CASH BOX That Counts?”

The Cash Box, Music Page 17 September 12, 1953
PHILADELPHIA—Lee Stewart, with microphone, gave the "Bandstand" WFLI-TV's disk series and Decca Records star Bill Darnell, ended up in a red-hot baseball argument during the first annual "Bandstand Picnic" at Woodside Park, Philadelphia outdoor amusement center. The outing drew an estimated crowd of more than eight thousand teen-agers and adults to hear a solid lineup of top disk records, and to take part in the telecast of the afternoon "Bandstand show from the park—Music and record representatives at the affair sided with Stewart and his c.o.m. Bob Horn in hailing the picnic as the top disk event in Philadelphia TV. Among the stars featured at the outing were Toni Arden, Sunny Gale, Dick Llewellyn, with Franky, the Mike Pedicin Quartet, Buddy Greco, Jerry Vale, the De John Sisters, Bill Darnell, and Darnell.

Southard Joins O. W. Ray

NEW YORK—The resignation of E. Terry Southard, National Sales Manager for Columbia Records has been accepted as a great relief by the sales force. Among Southard's responsibilities is the management of the Columbia New York City promotion office and the direction of all activities of Columbia domestic and international. It is his plan to bring the company a greater range of contact with the public and the trade. Southard has been with the company for five years, during which time he has been in charge of all sales, promotion, and public relations. Southard is well known in the music industry and is considered an expert in the field of music promotion.

"St. Augustine" Contest

NEW YORK—The Charity of St. Augustine, Florida, has completed plans for a nationwide contest in connection with the release of bandleader Sammy Kaye's latest Columbia recording, "In the Mission Of St. Augustine." Round-trip air transportation from any point in the U.S. is offered for the winners and three meals at the Bennett and Monson Hotels, overlooking beautiful St. Augustine Bay; $50.00 spending money to each couple; and free admission to all sights and amusements of the oldest city in the U.S. will be awarded to the writer and guest of the winning 50-words-or-less letter on the subject: "The Line In The Lyric Of 'In The Mission Of St. Augustine', That Means The Most To Me."

In addition, the disc jockey on whose program the winning writer hears the recording and to whom the contestant sends his letters will receive an identical prize. The four winners may accept their prizes any time between the date the results are announced and Labor Day, 1953. The contest will run from September 10 through October 15. The judges, songwriters, and performers, will announce the winning on November 15.

More about the<br>St. Augustine Contest, in the next issue of the Cash Box Magazine.

Stan Kenton and his orchestra are to play in England but unfortunately British fans will have no chance of hearing the band for the show will take place at an American Army camp for the exclusive benefit of U.S. Service personnel. Stan has been enjoying tremendous success in Stockholm, Kiel, Hamburg and other cities.

If negotiations succeed we may be fortunate in seeing the great "Satchmo" early next spring. Suggested exchange band is Jack Parnell. Owing to the sudden illness of her husband Yma Sumac had to cancel her proposed continental trip. Cheers, screamas, and five curtain calls greeted Frankie Laine in Glasgow and after singing twelve songs he walked off to insistent calls for "More." I hear the Lancers have now been set for a return tour of these shores in the spring and I trust that goes for Kay Starr too.

World famous composer W. C. Handy coming to Europe. Arriving in England November 16th. Dickie Valentine whose contract with Ted Heath ends in February hopes to start in vaudeville. Theme music for two new pictures, "Shane" and "Melba" getting a lot of disc-coverage. This film music certainly helps. Why France has even taken to the song from "Moulin Rouge" and that's something... after all it was written by a Frenchman!

Parlophone Record Company signed Stubby Kaye one of the lead players in "Guys and Dolls" Stubby did a good job of the oldie "O" and I would suggest that Coral step in there quick as it's still on the up and up in the U.S.

Best Selling Pop Records This Week:

1. I Believe FRANKIE LANE
2. Limelight FRANK CHACKSFIELD
3. Song From Moulin Rouge MANTOVANI
5. I'm Walking Behind You EDDIE FISHER
6. Seven Lonely Days GISELE MacKENZIE
7. Hot Toddy TED HEATH
8. Look At That Girl GUY MITCHELL
9. Hold Me. Thrill Me, Kiss Me MURIEL SMITH
10. Limelight RON GOODWIN

"It's What's in THE CASH BOX That Counts"
"FROM YOUR LIPS TO THE EARS OF GOD"

backed with
"SORRENTO AND YOU"
1371 and 45-1371

SUNG BY
DOROTHY SQUIRES

LONDON ffrr

"It's What's in THE CASH BOX That Counts"
### BMI Check List
**TOP RECORD RATINGS BY THE TRADE PRESS**

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### RATINGS

- **New Record To Watch:**
  - **90-100** Top of the Week
  - **80-90** Excellent
  - **70-79** Good
  - **60-69** Very good
  - **50-59** Good
  - **40-49** Satisfactory

- **Disk & Seller of the Week:**
  - **95-99** Excellent
  - **90-94** Very good
  - **85-89** Good
  - **80-84** Satisfactory

### Broadcast Music, Inc.
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### CASH BOX Disk Jockeys
**REGIONAL RECORD REPORTS**

### Listings below are reported exactly as submitted by leading disk jockeys throughout the entire country for the week ending Sept. 5. Without any changes on the part of THE CASH BOX.

### Howard Miller
**WIND—Chicago, Ill.**
1. Crying In The Chapel (Valli)
2. You, You, You (Amos Bros.)
3. Have You Ever Been (Fischer)
4. With These Hands (Fischer)
5. I'm Going Home (Valli)
6. Till They All Go Home (Valli)
7. Down By The Riverside
8. B. P. S. I Love You (Willosquieres)
9. It's All Over (Frankie Laine)
10. El, Compas (Julio La Rosa)

### Norb Moore
**KXLX—St. Louis, Mo.**
1. My Joy (Frankie Laine)
2. My Heart (Patti Draper)
3. Crying In The Chapel (Valli)
4. You, You, You (Amos Bros.)
5. No Other Love (Perry Como)
6. You're Fooling Yourself (Jones)
7. Little Red Riding Hood (Valli)
8. B. P. S. I Love You (Willosquieres)
9. It's All Over (Frankie Laine)
10. El, Compas (Julio La Rosa)

### Chuck Norman
**WILL—St. Louis, Mo.**
1. Crying In The Chapel (Valli)
2. No Other Love (Perry Como)
3. Crying In The Chapel (Valli)
4. You, You, You (Amos Bros.)
5. No Other Love (Perry Como)
6. You're Fooling Yourself (Jones)
7. Little Red Riding Hood (Valli)
8. B. P. S. I Love You (Willosquieres)
9. It's All Over (Frankie Laine)
10. El, Compas (Julio La Rosa)

### Larry Wilson
**WNBC—New Orleans, La.**
1. You, You, You (Amos Bros.)
2. Crying In The Chapel (Valli)
3. No Other Love (Perry Como)
4. Crying In The Chapel (Valli)
5. You, You, You (Amos Bros.)
6. No Other Love (Perry Como)
7. B. P. S. I Love You (Willosquieres)
8. It's All Over (Frankie Laine)
9. El, Compas (Julio La Rosa)
10. No Stone Unturned (Jamon Hutton)

### Edna Richardson
**WTMA—Charlotte, S. C.**
1. Crying In The Chapel (Valli)
2. No Other Love (Perry Como)
3. Crying In The Chapel (Valli)
4. You, You, You (Amos Bros.)
5. No Other Love (Perry Como)
6. You're Fooling Yourself (Jones)
7. B. P. S. I Love You (Willosquieres)
8. It's All Over (Frankie Laine)
9. El, Compas (Julio La Rosa)
10. No Stone Unturned (Jamon Hutton)

### Frank Pollock
**KOOL—Phoenix, Ariz.**
1. Crying In The Chapel (Valli)
2. No Other Love (Perry Como)
3. Crying In The Chapel (Valli)
4. You, You, You (Amos Bros.)
5. No Other Love (Perry Como)
6. You're Fooling Yourself (Jones)
7. B. P. S. I Love You (Willosquieres)
8. It's All Over (Frankie Laine)
9. El, Compas (Julio La Rosa)
10. No Stone Unturned (Jamon Hutton)

### Robin Seymour
**WYMK—Syracuse, Non.**
1. Crying In The Chapel (Valli)
2. You, You, You (Amos Bros.)
3. No Other Love (Perry Como)
4. You, You, You (Amos Bros.)
5. No Other Love (Perry Como)
6. You're Fooling Yourself (Jones)
7. B. P. S. I Love You (Willosquieres)
8. It's All Over (Frankie Laine)
9. El, Compas (Julio La Rosa)
10. No Stone Unturned (Jamon Hutton)

### Jay Michaels
**WCAE—Pittsburgh, Pa.**
1. Crying In The Chapel (Valli)
2. Yes, Yes, Yes (Amos Bros.)
3. No Other Love (Perry Como)
4. You, You, You (Amos Bros.)
5. No Other Love (Perry Como)
6. You're Fooling Yourself (Jones)
7. B. P. S. I Love You (Willosquieres)
8. It's All Over (Frankie Laine)
9. El, Compas (Julio La Rosa)
10. No Stone Unturned (Jamon Hutton)

### Chris Clark
**WSSM—New Bedford, Mass.**
1. Crying In The Chapel (Valli)
2. You, You, You (Amos Bros.)
3. No Other Love (Perry Como)
4. You, You, You (Amos Bros.)
5. No Other Love (Perry Como)
6. You're Fooling Yourself (Jones)
7. B. P. S. I Love You (Willosquieres)
8. It's All Over (Frankie Laine)
9. El, Compas (Julio La Rosa)
10. No Stone Unturned (Jamon Hutton)

### “It’s What’s in THE CASH BOX That Counts”
The Cash Box, Music

REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending September 12, 1953. Without any changes on the part of THE CASH BOX.

AL ROSS
WBAL—Baltimore, Md.
1. Vaya Con Dios (Paul & Ford) Decca
2. No Other Love (Evelyn's Eyes) Decca
3. No Other Love (Parry Cove) Decca
4. I'm Walking Behind You (Eddie Fisher) Decca
5. Sang From Maua Kaua (Ray Perkins) "Perry Faith"
6. P. S. I Love You (Mulligans) Decca
7. Oth Gotta Feel (Ray Anthony)
8. All I Desire (Toni Ardell) Decca
9. False Love (Four Aces)

Bob E. Lloyd
WAVZ—New Haven, Conn.
1. Vaya Con Dios (Paul & Ford) Decca
2. No Other Love (Evelyn's Eyes) Decca
3. No Other Love (Parry Cove) Decca
4. I'm Walking Behind You (Eddie Fisher) Decca
5. Sang From Maua Kaua (Ray Perkins) "Perry Faith"
6. P. S. I Love You (Mulligans) Decca
7. Oth Gotta Feel (Ray Anthony)
8. All I Desire (Toni Ardell) Decca
9. False Love (Four Aces)

Ray Perkins
KFL—Denver, Colo.
1. Vaya Con Dios (Paul & Ford) Decca
2. No Other Love (Evelyn's Eyes) Decca
3. No Other Love (Parry Cove) Decca
4. I'm Walking Behind You (Eddie Fisher) Decca
5. Sang From Maua Kaua (Ray Perkins) "Perry Faith"
6. P. S. I Love You (Mulligans) Decca
7. Oth Gotta Feel (Ray Anthony)
8. All I Desire (Toni Ardell) Decca
9. False Love (Four Aces)

Don Bell
KNTK—Des Moines, Iowa
1. Crying In The Chapel (Allen)
2. No Other Love (Evelyn's Eyes) Decca
3. No Other Love (Parry Cove) Decca
4. I'm Walking Behind You (Eddie Fisher) Decca
5. Sang From Maua Kaua (Ray Perkins) "Perry Faith"
6. P. S. I Love You (Mulligans) Decca
7. Oth Gotta Feel (Ray Anthony)
8. All I Desire (Toni Ardell) Decca
9. False Love (Four Aces)

Jackson Love
WOL—Washington, D.C.
1. No Other Love (Parry Cove) Decca
2. Terry's Theme From "Linda"
3. Vaya Con Dios (Paul & Ford) Decca
4. No Other Love (Evelyn's Eyes) Decca
5. I'm Walking Behind You (Eddie Fisher) Decca
6. True Love Is (Jackie Paris)
7. Garden's Guidance (Draper)
8. False Love (Four Aces)
9. God Bless Us All (Ray Conniff)

Lou Borile
WKAL—Erie, N. Y.
1. El, Cumpuri (Lo La)
2. Dramat (Ray Anthony)
3. C'est Si Bon (Ethel Kane)
4. I'm Walking Behind You (Eddie Fisher) Decca
5. I'd Rather Die Young (The Wildhearts)
6. Hey Joel (Frankie Laine)
7. God Bless Us All (Ray Conniff)
8. My Love, My Love (Gerry James)
9. Dear John (Sister)
10. I Do It Decca

John Dixon
WALL—Mobile, Ala.
1. Oth Gotta Feel (Ray Anthony)
2. I'm Walking Behind You (Eddie Fisher) Decca
3. C'est Si Bon (Ethel Kane)
4. Dramat (Ray Anthony)
5. I'm Walking Behind You (Eddie Fisher) Decca
6. Hey Joel (Frankie Laine)
7. I Do It Decca

Larry Elton Jones
KTNN—Austin, Tex.
1. No Other Love (Parry Cove) Decca
2. You, You, You (Amos Bros.) Decca
3. I'm Walking Behind You (Eddie Fisher) Decca
4. Right Here Waiting (Ray Anthony) Decca
5. C'est Si Bon (Ethel Kane)
6. As I Lay Me Down To Sleep (Ray Anthony) Decca
7. I Do Decca

Ed Reilly
WBRR—Waterbury, Conn.
1. Crying In The Chapel (Allen)
2. El, Cumpuri (Lo La)
3. Dramat (Ray Anthony)
4. C'est Si Bon (Ethel Kane)
5. I'm Walking Behind You (Eddie Fisher) Decca
6. Hey Joel (Frankie Laine)
7. I Do It Decca

John Wrisley
WSAY—Savannah, Ga.
1. C'est Si Bon (Ethel Kane)
2. I'm Walking Behind You (Eddie Fisher) Decca
3. I'm Walking Behind You (Ray Anthony)
4. My Love, My Love (Gerry James)
5. My Love, My Love (Ray Conniff)
6. I Do Decca

Johnnie Ray
WOL—Los Angeles, Calif.
1. No Other Love (Parry Cove) Decca
2. You, You, You (Amos Bros.) Decca
3. I'm Walking Behind You (Eddie Fisher) Decca
4. Right Here Waiting (Ray Anthony) Decca
5. C'est Si Bon (Ethel Kane)
6. As I Lay Me Down To Sleep (Ray Anthony) Decca
7. I Do Decca

Rex Dale
WCKY—Cincinnati, Ohio
1. Vaya Con Dios (Paul & Ford) Decca
2. I'm Walking Behind You (Eddie Fisher) Decca
3. I'm Walking Behind You (Ray Anthony)
4. My Love, My Love (Gerry James)
5. I Do Decca

Bill Reynolds
WMTJ—Hilliard, Wisc.
1. My Love, My Love (Ray Conniff)
2. You, You, You (Amos Bros.) Decca
3. I'm Walking Behind You (Eddie Fisher) Decca
4. Right Here Waiting (Ray Anthony) Decca
5. C'est Si Bon (Ethel Kane)
6. As I Lay Me Down To Sleep (Ray Anthony) Decca
7. I Do Decca

Johnny Morris
WLOL—Minneapolis, Minn.
1. Return To Paradise (Nat King Cole)
2. Crying In The Chapel (Allen)
3. Heaven Help Me (Ray Anthony)
4. C'est Si Bon (Ethel Kane)
5. I'm Walking Behind You (Eddie Fisher) Decca
6. Hey Joel (Frankie Laine)
7. I Do Decca

Harvey Hudson
WREH—Memphis, Tenn.
1. C'est Si Bon (Ethel Kane)
2. I'm Walking Behind You (Ray Anthony)
3. Dramat (Ray Anthony)
4. My Love, My Love (Gerry James)
5. I Do Decca

Bob Drews
WAFM—Atlanta, Ga.
1. Vaya Con Dios (Paul & Ford) Decca
2. Crying In The Chapel (Allen)
3. Heaven Help Me (Ray Anthony)
4. C'est Si Bon (Ethel Kane)
5. I'm Walking Behind You (Eddie Fisher) Decca
6. Hey Joel (Frankie Laine)
7. I Do Decca

"It's What's in THE CASH BOX That Counts!"
Quality Records in Canada Attracts U. S. Manufacturers

NEW YORK—Quality Records, in the short period of four years, has become one of the "major" labels in Canada with an operation that is probably unique in the record field. In this short time, the Canadian label has grown to the point where its 22 operating presses account for approximately 28% of all the records marketed in Canada. The reason for this rapid growth in such a short period of time is easily understandable.

Many record companies in the United States are aware of the tremendous record exploitation that is possible in the Canadian territory. However, smaller companies find it too costly an investment to set up offices and plants in that country to produce and distribute the disks. Many of the major diskies in the U.S. have even found it unprofitable to set up their own operation in Canada. So, on a percentage basis, the American companies give Quality Records the franchise to press and sell their records in the Canadian territory.

Quality's 25,000 square foot plant is located in Scarborough, eastern suburb of Toronto. In its first year of operation, 1950, the company employed 40 people. Now it employs 120 people during the peak of the year with many more during the peak months. Where-as it started with only the MGM franchise in 1950, Quality now produces and distributes records for Mercury, Quality, Dot, King, Federal, Imperial, Mars, Rainbow, Derby, Abbey, Crystals, B.B.S., Remington and Pontiac. Within four years, however, he is producing 85% of Canada's records. Now it has almost quadrupled both its machines and percentage of Canada's record output. In the past year, the firm has produced over a million records with orders ranging from as few as four pressings to as many as 50,000.

One of Quality's fastest growing divisions is the Custom Sales division which handles records of any size or speed for its customers. These include broadcast transcriptions for radio stations and any other type of record for any purpose. The firm is also currently working on its first extended play release and is developing a merchandising campaign for the two biggest sound-track albums in the label's history: "Gentlemen Prefer Blondes" and "The Bandwagon." During the past year, the company has been devoting more and more interest to classical records too.
Forty Disk Jockies Throughout Nation Take Over Wurlitzer-Laine Promotion

N. Y. Entertainment Biz Honors Frank Sinatra With Party

NEW YORK—Forty disk jockeys, whose programs cover the country's major population centers, have accepted exclusive promotion privileges to the Wurlitzer-Frankie Laine Contest. Telegrams received by Wurlitzer indicating the jockey's willingness to participate contained evidence that each man firmly expects to come up with the winner.

That considerable good natured competition among the disk jockeys can be expected was foreseen in the wire from B. B. McAllister of Station KGMC, Denver. Said McAllister, "We care not what finishes second, Denver is ready to win the Wurlitzer-Frankie Laine contest." Not to be out-done, Al Jarvis of Stations KFMB and KECA-TV, Hollywood, took another tack. Jarvis claimed, "Since this program discovered Frankie Laine, we shouldn't have too much trouble discovering his protege."

Unquestionably, the contest touched off a spark which has kindled rising enthusiasm both from those promoting the contest and the contestants entering it. Although general publicity was released in the nation's press on September 1, the actual date for receiving entries is set for September 15.

In at least six cities the contest is being handled by deejays whose programs are aired both on radio and on TV. Several of the jockeys have said that they expect to use transcriptions of the entrants voices on their radio shows and ask the listeners to vote by postcard their choice for a winner. Others have pointed out that the entrants, being amateurs, can be used "live" on both radio and television if the sponsoring jockey feels it will enhance his program. Wires of acceptance indicate that the contest is well thought out from the jockey's point of view.

Many of the telegrams were complimentary in the extreme: "Is the 'dream' contest. Happy to be able to conduct at this end. Count me in," was the comment of Tommy Allen of Station KOMA, Oklahoma City. Other reactions included: "All set for Frankie Laine contest, terrific idea," Hugh McPherson, Station WGK, Charleston; "Accept rules of contest. Will begin designated date. Await further instructions," Jimmie Patterson, Station WBT, Charlotte; "Ready to pick the contest," Sandy Jackson, Station KOWH, Omaha; "Thank you. Will be pleased to take part in Wurlitzer-Laine contest," Harry Burge, Station WQAM, Miami. Others received were typical and all showed a willingness to get the program underway as rapidly as possible.

Entry forms were sent out this week to the participating jockeys and to Wurlitzer and Columbia distributors in each area. These will be supplemented by large, colorful posters which will carry the name of the jockey, his station and the address of places where entry forms are available. A complete list of sponsoring disk jockeys will be published next week.

NEW YORK—Many of the top names in the entertainment business as well as many local disk jockeys showed up at a party given in honor of Frank Sinatra last Thursday at Danny's Hideaway. The party was given by both Capitol Records and Columbia Pictures. Sinatra at present is not only hot with two records, "From Here To Eternity" and "I've Got The World On A String," but has just won critical acclaim for his performance in the picture "From Here To Eternity." Another incidental piece of intelligence is the last week's issue of The Cash Box featuring Frankie in an English outfit drew more response than any other cover the Cash Box has ever run.

In the photos above the first picture in the left column shows Milton Berle, Sinatra, Dave Garaway, Red Buttons, Mel Torme, Bill Leonard, Julie Chester and Dick Linke. Below that Red, Milton and Frankie display the giant record which all the guests at the party signed. Last picture in the column shows Fred Robbins tapeing an interview with June Hutton and Axel Stordahl. In the right column the top photo shows Frankie clowning with Danny, youthful owner of the restaurant in which the party was held. Next Garaway is snapped with Sinatra. And finally Frankie is pictured with Mr. and Mrs. Ted Brown.

Known From Coast To Coast

Leslie Distributors

One-Stop Record Service

New York

750—10th Ave

(Phone: Plaza 7-1977)

Cable Address: Ema-Record, N. Y.

Hartford, Conn.

126½ Windsor St.

(Phone Ha. 5-7123)

"It's What's in THE CASH BOX That Counts!"
"Kill The Umpire"

PHILADELPHIA—Lee Stewart (with microphone) co-m.c. of the "Bandstand" WFIL-TV's disk series, and Decca Records star Bill Darnell end up in a red-hot baseball argument during the first annual "Bandstand Picnic" at Woodside Park, Philadelphia outdoor amusement center. The outing drew an estimated crowd of more than eight thousand teen-agers and adults to hear a solid lineup of top record stars, and to take part in the telecast of the afternoon "Bandstand" show from the park—Music and record representatives at the affair sided with Stewart and his co-m.c. Bob Horn in hailing the picnic as the top disk event in Philadelphia TV. Among the stars featured at the outing were Tony Arden, Sunny Gale, Dick Lee, Sandy Stewart, Frank Murphy, the Mike Pedicin Quartet, Buddy Green, Jerry Vale, the De John Sisters, Bill Farrell, and Darnell.

Southard Joins O. W. Ray

NEW YORK—The resignation of E. Terry Southard, National Sales Manager for Columbia Records has been accepted with great regret as it was announced this week by Paul Wexler, Vice President in Charge of Sales and Merchandising.

Southard had been with the record organization for four years, starting as District Manager for the New England territory, becoming Division Manager of New York area and then being promoted to his present position.

He will join the O. W. Ray Corporation of New York City, distributors of photographic equipment, as Vice President in Charge of Sales and Merchandising.

The resignation is effective September 1st, 1953. No immediate replacement for Southard is planned.

"St. Augustine" Contest

NEW YORK—The Chamber of Commerce of St. Augustine, Florida has completed plans for a nationwide contest in connection with the release of bandleader Sammy Kaye's latest Columbia recording, "In the Mission Of St. Augustine." Round-trip air transportation from any point in the U.S. a full week with lodging and three meals at the Bennett and Monson Hotels, overlooking beautiful Matanzas Bay; $60.00 spending money to each couple; and free admission to all sights and amusements in the oldest city in the U.S. will be awarded to the writer and guest of the winning 50-word-or-less letter on the subject: "The Line In The Lyric Of 'In The Mission Of St. Augustine.' That Means The Most To Me."

In addition, the disc jockey on whose program the winning writer hears the recording and to whom the contestant sends his letter will receive an identical prize. The four winners may accept their prizes any time between the date the results are announced and Labor Day, 1954. The contest will run from September 10 through October 15. The judges, sportscaster Mel Allen, singer Jane Pickens and movie actress Arlene Dahl will release an announcement naming the winners on November 15.
NEW CUSTOMERS EVERY DAY!

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.

4 REASONS WHY
Bally® KIDDY-RIDES
EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction
Williams’ New 5-Ball Game
“Grand Champion” Shipped To Distsribors

CHICAGO—Sam Stern, executive vice president of Williams Manufacturing Company, this city, announced that deliveries are being made on its new 5-ball high-score, point-score game “Grand Champion”.

“This new novelty game has met with immediate and favorable acceptance by leading distributing and operating outlets” enthused Stern, “and promises to keep our factory on a protracted run”.

Stern explained that increased buying activity on Williams’ 5-ball tables during recent weeks is indicative that operators are preparing for an early and active season this Fall and Winter. “The Williams Company”, Stern pointed out, “has promised a long succession of profit-tested games during 1953, and the popular demand for our games has substantiated the value of our company’s policy wherein all new location tests are always made prior to the release of each new unit. These same location tests have proved that ‘Grand Champion’ possesses strong cash box appeal.

In addition to the high-score and point-score features, “Grand Champion” has a return ball feature that is very intriguing. When the 1, 2 and 3 holes are scored, and the next ball goes into the “Grand Champion” hole, all side channel lights go on and the ball that went into the “Grand Champion” hole returns to the player.

“Our distributors will have ‘Grand Champion’ on hand’” stated Stern, to enable the operators to get off immediately for what we believe will be a record Fall and Winter business.”

Vendor Will Dispense Eights Hot Drinks

SAN DIEGO, CALIF.—King Manufacturing Company, this City, introduced a hot drink vendor that is designed to dispense eight different hot drinks simultaneously.

Walter W. Futterfuss, chairman of the board, and David Moon, president of the new firm, report that the unit was perfected after five years of engineering, development and testing, and represents an investment of $50,000,000 in research.

“While eight different hot drinks may be dispensed from the machine at one time,” explains Moon, “operators actually have a choice of 21 different drinks, and the number is expected to increase in the future. The machine can handle any powdered drink mix and correct specifications. A typical selection in the machine would include four types of coffee (with various combinations of cream and sugar), three types of tea, and hot soups, hot cocoa, and chocolate. A variety of soups are available for the unit.

The machine is described as being able to hold enough ingredients at one filling for 1700 servings, and has a capacity of 500 cups.

While general offices are located in San Diego, King state it has also purchased a new factory and manufacturing facilities in Gardena, near Los Angeles.

Genco Distributes Sell Games
By Demonstrations in 3-D

Pictures, Slides And Viewers Furnished By Mfg.

CHICAGO—Operators all over the nation are now viewing Genco’s latest products in 3-D.

This is the result of a merchandising plan originated by Sam Lewis and Avron Genzberg of Genco Manufacturing & Sales Company, this city.

Instead of the usual circulars, both Sam and Avron decided they needed something entirely new and different. Something that would give the operators a natural color, third dimension picture of their new products: “Night Fichter”, “Sky Gunner” and “Silver Chest”.

They arranged for stereopticon pictures and slides to be made of their games. At the same time they made third dimension pictures of the machines opened, showing these games being serviced.

Stereo viewers were sent to all their distributors, so that the roadmen of the distribs could carry these along with them wherever they traveled, and show the three dimension pictures to the operators they visited.

Such enthusiasm resulted that the firm plans to continue on ahead with 3-D pictures for all its future products.

“Enthusiasm from our distributors was so great”, Sam Lewis reported, “that some of them advise us sales just jumped right up to meet them, just as the full color natural picture of our products jumps out in 3-D to meet the operators’ eyes, who view our machines thru the stereo viewers.”

Avron Genzberg reminded, “Most interesting has been the servicing methods used by the factory which the operators most appreciated seeing thru the stereo viewers. This teaches the most efficient servicing methods, which they could see in complete and full three dimensions as well as in natural color.”

AMI Declares Stock Dividend

CHICAGO—AMI, Inc., has declared a dividend of 15c per share payable on October 7 to stockholders on record on September 18, 1953.

Financial report released by AMI shows a net income for the first 6 months of 1953 of $94,217 (45c per share) as compared to the same period of 1952 of $166,273 (70c per share). Reason for the decline in net income is explained by Haddock to be due to the expansion of plant expansion and the expenditures in its transposition for the new models.

“While I am particularly optimistic over the future”, stated Haddock, “our new model ‘E’ phonographs have won the acclaim and acceptance of the music operators throughout the nation. Our new plant, which will increase our manufacturing facilities 50%, is almost ready, and should be in full action this Fall. With these added facilities we will be in a position to satisfy both our distributors and music operators, who have been clamoring for larger and faster deliverers.”

Hammerneg Selling Mayflower “Popper”

CHICAGO—M. G. (Mike) Hammerneg, lost little time in getting into action when named general sales manager of Mayflower Industries, Inc., St. Paul, Minn.

THE CASH BOX camera caught Hammerneg at the NAMA Convention (with the firm’s new “Infra-Red-Ray Popper”, coin-operated corn popping machine in the background) explaining the virtues of the machine to one of the convention visitors.

“It’s What’s in THE CASH BOX That Counts”
LOADED WITH SUPER-POWERED PLAY THAT MAKES 'EM STAY!

Gottlieb's

4 SUITS . . . Top Roll-Over lights 4 Suits and awards REPLAYS!

3 POP BUMPERS!
2 CYCLONIC KICKERS!
2 SUPER-POWERED FLIPPERS!

S. F. Ops View AMI "E"!

As I See It

I often wonder about what has happened to the thousands of operators and mechanics of America who used to tinker and make models of machines in their cellars, shops and garages. What has happened to these operators who install machines on location and have a pretty good idea what the public wants. Years ago they used to bring their home made models to Chicago and some were manufactured. Others reported getting the run-a-round. But they did come up with new and different ideas. What comes to my mind is that many operators and mechanics were discouraged with the reception they received from the manufacturers. The designers of games in Chicago have fallen into a rut, and it appears we need new ideas. How many operators and mechanics right at this moment have sample models of games in their shops? Have they written to a manufacturer about their game? Have they submitted models to manufacturers? The reason I ask these questions, is that in my travels about the country I see very few new games. Yet, the factories are operating at full capacity. Could this be due to new territories opening up? Or could it be that there are so few factories producing this type of equipment? At any rate there is a tremendous market for lower priced pinballs. Operators need new games, but cannot pay the high tariff now asked for games. If there were lower prices the operators would be in a position to keep changing their equipment much more often than they do now. He could give his locations different games more frequently. This would increase his return. Hence the operator could purchase more games. While this to many may appear to be similar to that theory of tax and spend, yet we all have been doing business that way since 1932. The new administration in Washington is only six months old. Not many changes as yet. But, there are changes that should be anticipated in 1954. I hope the manufacturers are looking ahead to meet this challenge.

As I see it, there have been very few changes in the past five years on games. Somewhere in the grass roots of America I am hoping that some operator or mechanic will come along with an idea or a model of a game that will revive this segment of the industry so that in 1954 we will be prepared to meet whatever challenge is necessary. If we have new ideas, new machines and new prices all will be well with this industry.

S. F. Ops View AMI "E"—At a recent showing of the AMI "E" phonographs at the offices of Walter Huber, AMI distributor, this city, pictures were taken of local operators who dropped in to view the joke boxes. Seen above, top photo: Mr. & Mrs. C. E. Sponagle, San Jose, Calif.; Center: Mr. & Mrs. Mel Olson, Oakland, Calif.; Bottom: Mr. & Mrs. Carl Noto, San Francisco.

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

September 12, 1953
Ajax Open House Party Week of September 14

NEWARK, N. J.—Al Cohen, Ajax Distributing Company, this city, will play host to coinmen in this area for a full week open house party, starting September 14.

The party is for the official opening of his new quarters at 123 W. Runyon Street.

"These large quarters give us the opportunity to serve our operator customers better and more fully," stated Cohen. "We have complete stock room and all facilities for repairs and renovations of equipment. In addition, our offices and showrooms make it possible to fully display the equipment of the various manufacturers we represent."

During the week of the opening, refreshments will be available for visitors.

Ajax carries a complete line of vending machines, as well as all types of amusement machines, kiddie rides and music machines. The lines of several additional manufacturers, which were acquired at the NAMA show, will be on display. One of the machines that will be on display is the coin-operated television unit manufactured by Transvision, Inc., of New Rochelle, N. Y.

August in Dallas has been a pleasant surprise—not a day over 94 degrees. Business is already feeling the result of recent rains and the coming of fall. Shreveport has a new coin machine set-up—Bruce Vending Company. They just received a shipment of Wurlitzers. . . . Glen Dreyer out in West Texas says that business is good for him. Wyatt Berry of Goldthwaite says that business is good but he is unhappy about losing a machine in a recent fire. . . . R. A. Tishworth of Corsicana is increasing his route. The cotton crop is good in that area and that means healthy business conditions. . . . Jimmy Garrett of Longview was vacationing at Black Lake in East Texas. . . . M. T. Cornelius of Abilene was in Dallas this week. . . . We also saw Sam Sansetta of Martin. . . . O. D. Thor of Bosier City, La. in Dallas making the rounds of distributors. . . . Over at S. H. Lynch Company Augusta Zapp and Ula Pace going on a vacation to New Orleans. They will return after Labor Day. . . . Bob De Priest has returned from a long vacation to the Smokies in Tennessee. He covered five states before he returned to Dallas.
Miller To Address Wisconsin Ops

BRODHEAD, WISC.—C. S. Pierce, president of the Wisconsin Phonograph Operator's Association, this city, expects a large attendance of operators and distributors at a meeting in Milwaukee, Thursday, September 17 at 8 p.m. at the Eagle's Club.

George Miller, president and business manager of M.O.A. (Music Operators Of America) will address the group on what the M.O.A. is doing for the music operators.

Rockola Appoints Treas.

CHICAGO—David C. Rockola, president of Rock-Ola Manufacturing Corporation, this city, has announced the appointment of Arthur A. Ehler, treasurer and comptroller of the corporation. Ehler took over his new duties September 1, 1953.

“America's Finest”
ASK ANY OPERATOR OF THE KEENEY Deluxe Electric CIGARETTE VENDOR!

* For MORE THAN 5 YEARS operators have made much more money with service costs of an all-time low.
* Features: • 432 pack capacity • Easy loading with swing-up top • 3-way vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for immediate free demonstration today.

J. H. KEENEY & CO., INC. 2500 W. 50th St. Chicago 12, Ill.
Temper's fair as traffic and parking problems grow worse along West Pico and downtown. As one operator stated, "It's getting so bad that you have to pay fifty cents to park to keep from getting a two-dollar ticket so you can eat a pizza, sandwich, and soft drink." Al Leubbert and Bill McLain are rushing around showing all visitors the new United "Imperial" Shuffle Alley. Al stated that they haven't put out a single piece of publicity talking about the new game yet, operators are coming in from far and near to look at it. Says Al "Every attribute to the interest to the new the Cash Box. Charley Robinson is up north on a business trip... Caugh Bill Happel and Al Silberman discussing all the finer points of the new Apec "SodaShop" Combination with the rest of the boys at Badger Sales. Stated that this machine is one of the biggest steps in the vending industry. Al Silberman, banked in the coin business for over 30 years, says this is the first day Powers would be back at the helm in a day or so. Joe Durate reports that the demand from abroad is so big that they can't supply them all. Recent big shipments went to Singapore and South America... Met one of best known old timers along coasters. We heard Al's remarks this afternoon. The latter is the 6th year of the coin machine business back in 1949. Ray owned and operated one of the largest routes in the Los Angeles area. Says that he still has to drop in and see all the boys along Pico once in a while just to keep up with what's new.

All the executives at Auto Photo Company were caught in a whirl as new orders piled up. Sales manager, Van Nattens continues his Eastern business trip, while general manager Bryant Horren and former Marion Applegate keep the production lines humming back at the plant. They report that the new order manual is getting a lot of comment all over... Resident of Solotone Corporation, left recently to attend an annual family reunion in Colorado Springs, Colorado. While away L. B. "Mac" McCrea, general manager, continues to receive and inquiries about the new advertised TV. Over at Simon Distributing Company, Jack Simon entertained foreign visitors from Manila but took a few minutes to examine the latest reports about the new General "Night Fighter." Stated that this model will be more popular than the "Skygunner."... Big secrets over at California Music Company. The question of the day is—Where's their latest reports from Sam Riekin is that he's headed South on a vacation—How far south no one knows! (What's matter Gabe—afraid Sammy will call back and put you to work?) Sam and Jack Lewis are working overtime to get out all the orders as their business boom continues... After months of hammering and sawing in his spare time we hear that Johnny Rief of Elwood Park has finally launched his boat. Now all we need is a fishing pole. William Keener, local representative of Lyon Industries, Inc. is anxiously awaiting his first shipment of the new model 1400-3F cup vendos. This new machine is expected to arrive in a few days and will be put on display in the Lyon showroom... Pete Leh, Johnny Kiuger and Ben Barrows hold down the fort at Don Stewart Company while Jack Dulan makes his periodic jaunts from here to there.

Paul and Lucille Laymon look younger than ever as they start their thirty-seventh year of welded blue. Lucille stated, "It's a long time to live with just one man" to which Paul added "Yes, but we're as young as we feel and as old as we can be. Oh the little things in life." Does the job after a few days swimming, sailing, fishing and just loafing at the Balboa Bay Club... Reports indicate that the Wurlitzer 1600's and 1500's are still holding their own with the customers, and that the company has been able to get them as fast as they can put them out. Jack Spencer of Big Bear were along Pico Boulevard. These two fellows are getting to be pretty regular visitors. Other out of towners included—Bob Chacon and how place your order for each is at your nearest distributor. You can also place your subscription by calling W-Etber 1-1211 or by sending a card or letter with your address. The future of today realizes that he must keep abreast of modern developments in the coin machine business to give you the best advice and different. Are you getting your copy of The Cash Box regularly? Remember! If you are not a regular subscriber or if your subscription has expired you can renew your subscription now. I have also placed your subscription by calling W-Etber 1-1211 or by sending a card or letter with your address. This book has been written in a new format and is different. Are you getting your copy of The Cash Box regularly? Remember! If you are not a regular subscriber or if your subscription has expired you can renew your subscription now. I have also placed your subscription by calling W-Etber 1-1211 or by sending a card or letter with your address. The future of today realizes that he must keep abreast of modern developments in the coin machine business to give you the best advice.
Keeney Steps Up Cig Machine Delivery

If Cig MachinesLicensed, Chicago Gets Over $3.5 Mil.

CHICAGO—With the fact that there are approximately 30,000 locations in this area for cigarette vending machines, leading ops who are very much interested in such operations, point out that the city of Chicago can obtain over $3.5 millions annually at the present retail cigarette sales license of $120 per year.

Since discussions were started here by Alderman Joseph P. Rostenkowski of the 32nd Ward, Committee Chairman, who appointed a Sub-Committee to hold open public hearings, composed of: Daniel J. Ronan, David R. Muir, Wm. H. Harvey, Ray N. Jacobs and Mathew W. Bieszecat, the belief is current that there is every chance that cigarette vending machines may yet be operating here. The opposition against the open operation of cigarette vendors has always contended that minors would be able to purchase cigarettes from the machines.

The further fact that the city can raise revenue exceeding $3.5 millions ($50,000 cigarette machines multiplied by $120 per yearly license per machine brings the total to exactly $3,600,000.00) may be of great value to the committee in its hearings.

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

ANNOUNCING!

For Greater Convenience and Better Service to All Operators…

AJAX DISTRIBUTING CO.

has moved to bigger and better quarters at 123 W. Runyon Street, Newark, N. J. (Biploy 3-3744). Where you can now see the most complete line of Vending Machines...

Cigarettes—Candy—Soft Drinks—Nuts Coffee Bulk Vendors...

the welcome mat is out to everybody

Come and Visit Our New SHOWROOMS • OFFICES • SHOP SERVICE DEPARTMENT PARTS DEPARTMENT

Set Up To Help The Operator! ALSO COMPLETE MERCHANDISE FOR BULK VENDORS!

You’re all invited to our official opening on September 14th, 15th and 16th. Refreshments will be served and we’ll serve everything in our power to make your visit a memorable one.

All of our new equipment will be on display and, we’ll start busi- ness in our new home by offering some of the most sensational winter specials you’ll ever see! Don’t miss spending September 14th, 15th and 16th with AJAX!

Remember:

Our New Address Is

AJAX DISTRIBUTING CO.

123 W. Runyon St., Newark, N. J.
Phone: Biploy 3-3744
Perfect Timing Control
Profit in CASH...not SLUGS
when your machines are protected
with NATIONAL EQUIPMENT

The record breaking heat wave finally caught up with the amount of activity on coinop. The high temperature evidently didn't keep the columnist too much for the first few days—but when it continued for over a week things began to slow down. Over these few who make up a large group of parts, supplies or a few pieces, were seen. However, when they did get into the wholesale firms on 10th Avenue, everything was fine, as many air-conditioned, and others air cooled by large fans. — With cotton picking
looking for any great activity during the following either, as Labor Day (Sept. 7) is on Monday, and the high holy Jewish Holidays Thursday and Friday (Sept. 10 and 11). However, starting with the Monday of the heat wave, all are looking forward to the start of what may be the greatest Fall Season of all time. Operators, with equipment in resort and shore locations, will benefit from the above holidays as many will spend them at country and beach hotels. It gives the ops an added week of top play.

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It couldn't have been any cooler in New Jersey, but Joe Young and Al Lipesy of Young Distributing, both visiting music ops there, evaluating the merits of the new Western, Miss Munves still lives on the heat twist, Mike has a carload of machines and had his crystal ball working perfectly. He's been away on vacation with his missus, Rose, both last week and this, missing the worst heat of the year.

Perry Lowengrub, sales representative for Runyon Sales Co., moves into Shugy's former old digs (2517 W. North Ave.). it didn't seem to cool him off any, as when we saw him he was busy on the phone, perspiring freely. "Oh, if we could only get a gallon of that American Energy, Green N. Y., evidently didn't feel the heat. He was rousing one from wholesaler to another, buying this and that. Tommy saulted about two new items he's acquired—his new truck with an Airconditioned lift; and particularly about his new son, now 3 months old. The young Greco, Frank Thomas, is 28 inches long, and weighs 20 pounds. He'll probably grow up to be bigger than his father, who is well over 6 feet, and must weigh 220 at least. Tommy details the exercises he's putting the baby thru, which, at any event, should make him a much better man than Tommy himself. Al Simon, Albert Simon, Inc., puts Gesco's new gun "Night Fighter" on the floor on Tuesday, and it makes an immediate hit with the ops. It certainly is one of the most attractive and intriguing amusement machines around. Al Holtzman, one of the city's top music ops, looking cool and comfortable, on the street picking up supplies and parts... Murray Weiner, Weiner Sales Co., (go big machine distrib) back from the NAMA Convention, and immediately goes out on the road. Brother Bill tells us that Murray very much impressed with this year's convention—probably the best ever held, he states... Al Cohen, Ajax Distributing Co., Newark, N. J., will play host during the week of Sept. 14 to local coinmen at his open house party in his new offices at 123 W. Runyon St., Newark, N. J. Al returned back from the NAMA show, and reports he has added several new lines, which will be on display for the opening party.

Returning to the topic of the day—the heat wave—we're writing this column, and performing our other duties, in extreme comfort. Our offices are air-conditioned, and probably the most spot in the city. We're not trying to aggravate any of our friends by this information—we're issuing an invitation to one and all to come and visit with us—and share our c-o-o-l and comfortable offices.

NEW ORLEANS NOTES

Glad to see Nick Carbasj back at his job and looking so well after his Florida vacation. ... See quite a few of the old timer operators who cut their teeth on games back in the field. So many good gamed around and an operator can't miss. ... The whole crew at Crown Novelty looking well. ... Paul Rieu advocate back from his vacation with the family in the Carolinas. ... Guss Green, coinman, Crown Novelty of service crew, one of the La Rooca teams that went to Johnstown, Pa. His team brought back the championship to New Orleans. ... Chuck Reynolds, vet operator, visited his kin in San Francisco, A.M.A., and returned with a priceless solid rosewood, Louis XIV, dining room set that is out of this world. ... Pete Libach, Frank King and many others have been back in town with some big hits. Joe Young bought six to the house at Battistella in September, and taking his with him. John Mayer, in the market at Battistella Bros. ... Visitors in town were Tony Angrasso, Gulf Port, Miss.; Johnny Cahn, La Place, La.; George Rossi, Hammond, La.; Mr. Leonard and Giveau of Cotton Port, La.; Also visiting, Ward Peters, Peters, well known in the coin business, has been a stranger in town for the past few days. He's there on business. An appointment with Mr. Stork come April 1st. ... Charlie Baggott, Tae Amusement, has both children recovering from tonsils. ... The scene is really rocking with "Shake A Hand" on the Herald Label and "Why Oh Why" on Jax. Both look headed for the top. ... Ahmet Ertugun and Jerry Wexler, Atlantic execs, in town to visit distributors and cut some sessions. ... Mrs. Taylor, attractive op from Baton Rouge, seen on Barrone Street with a list of records to be purchased. ... The story is that Jim Henderson, King, Georgia, went to New Orleans with a big truck in Opelousas, La. and bought... Frank Marcuse, who recently went to New York to meet his wife and children returning from England, is back at his job.
NEW CUSTOMERS EVERY DAY!

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today.

Start a steady-income route of Bally Kiddy-Rides now.

Finance-Plan available through leading Bally Distributors.

Bally KIDDY-RIDES

EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction
Williams’ New 5-Ball Game
“Grand Champion” Shipped to Distributors

CHICAGO—Sam Stern, executive vice president of Williams Manufacturing Company, this city, announced that deliveries are being made on its new 5-ball high-score, point-score game “Grand Champion”. “This new novelty game has met with immediate and favorable acceptance by leading distributing and operating outlets” enthused Stern, “and promises to keep our factory on a protracted run”.

Stern explained that increased buying activity on Williams’ 5-ball tables during recent weeks is indicative that operators are preparing for an early and active season this Fall and Winter. “The Williams Company”, Stern pointed out, “has produced a long succession of profit-tested games during 1953, and the popular demand for our tables substantiated the value of our company’s policy whereby exhaustive location tests are always made prior to the release of each new unit. These same location tests have proved that “Grand Champion” possesses strong cash box appeal.

In addition to the high-score and point-score features, “Grand Champion” has a return ball feature that is a combination of three holes, 3 holes are scored, and the next ball goes into the “Grand Champion” hole, all side channel lights go on and the ball that went into the “Grand Champion” hole returns to the “Grand Champion” holder.

“Our distributors will have ‘Grand Champion’ on hand” stated Stern, “to enable the operators to get off into an immediate, for what we believe will be a record Fall and Winter business.”

Vendor Will Dispense Eight Hot Drinks

SAN DIEGO, CALIF.—King Manufacturing Company, this city, introduced a hot drink vendor that is designed to dispense eight different hot drinks simultaneously.

Walter W. Wuford, chairman of the board, and David Moon, president of the new firm, report that the unit was perfected after five years of engineering, development and testing, and represents an investment of $350,000 in research.

“While eight different hot drinks may be dispensed from the machine at one time,” explains Moon, “optional modules may be added to permit the sale of 27 different drinks, and the number is expected to increase since the machine can handle any powdered drink mixed to correct specifications. A typical selection for the hot drinks would include four types of coffee (with various combinations of cream and sugar), three types of tea and hot soups, hot cocoa, and chocolate. A variety of soups are available for the unit.

The machine is described as being able to hold enough ingredients at one filling for 1,700 servings, and has a capacity of 600 cups. While general offices are located in San Diego, King state it also has purchased a new factory and marketing facilities in Gardena, near Los Angeles.

AMERICAN RADIO HISTORY

September 12, 1953

Genco Distributs Sell Games
By Demonstrations In 3-D

CHICAGO—Operators all over the nation are now viewing Genco’s latest products in 3-D.

This is the result of a merchandising plan originated by Sam Lewis and Avron Gensenburg of Genco Manufacturing & Sales Company, this city.

Instead of the usual circulars, both Sam and Avron declared they needed something entirely new and different. Something that would give the operators a natural color, third dimension picture of their new products: “Night Fighter”, “Sky Gunner” and “Silver Chest”.

They arranged for stereopticon pictures and slides to be made of their games. At the same time they made third dimension pictures of the machines opened, showing these games being serviced.

Stereo viewers were sent to all their distributors, so that the roadmen of the distributors could carry these along with them wherever they traveled, and show the three dimension pictures to the operators they visited.

Such enthusiasm resulted that the firm plans to continue on ahead with 3-D pictures for all its future products.

“Enthusiasm from our distributors is so great”, Sam Lewis reported, “that some of them advise us sales just jumped right up to meet them, because of the natural picture of our products jumps in 3-D to meet the operators’ eyes, who view our machines thru the stereo viewers.”

Avron Gensenburg reminded, “Most interesting has been the servicing methods used by the factory which the operators most appreciated seeing thru the stereo viewers. This teaches the most efficient servicing methods, which they could see in complete and full three dimensions as well as in natural color.”

Genco will be selling the following games:

“Night Fighter”, “Sky Gunner”, “Silver Chest”, “ taughts”, “Futurama”.

AMERICAN RADIO HISTORY

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Amersen Chilling Mayflower “Popper”

CHICAGO—M. G. (Mike) Hammergren, lost little time in getting into action when named general sales manager of Mayflower Industries, Inc., St. Paul, Minn.

THE CASH BOX camera caught Hammergren at the NAMA Convention (with the firm’s new “Infra-Red-Ray Popper”, coin-operated corn poppin machine in the background) explaining the virtues of the machine to one of the convention visitors.

“It’s What’s In THE CASH BOX That Counts!”

AMERICAN RADIO HISTORY

September 12, 1953
I often wonder about what has happened to the thousands of operators and mechanics of America who used to tinker and make models of machines in their cellars, shops and garages. What has happened to these operators who install machines on location and have a pretty good idea what the public wants. Years ago they used to bring their home made models to Chicago and some were manufactured. Others reported getting the run-a-round. But they did come up with new and different ideas. What comes to my mind is that many operators and mechanics were discouraged with the reception they received from the manufacturers. The designers of games in Chicago have fallen into a rut, and it appears we need new ideas. How many operators and mechanics right at this moment have sample models of games in their shops? Have they written to a manufacturer about their game? Have they submitted models to manufacturers? The reason I ask these questions, is that in my travels about the country I see very few new games. Yet, the factories are operating at full capacity. Could this be due to new territories opening up? Or could it be that there are so few factories producing this type of equipment? At any rate there is a tremendous market for lower priced pinballs. Operators need new games, but cannot pay the high tariffs now asked for games. If there were lower prices the operators would be in a position to keep changing their equipment much more often than they do now. He could give his locations different games more frequently. This would increase his income. Hence the operator could purchase more games. While this to many may appear to be similar to that theory of tax and spend, yet we all have been doing business that way since 1932. The new administration in Washington is only six months old. Not many changes as yet. But, there are changes that should be anticipated in 1954. I hope the manufacturers are looking ahead to meet this challenge.

As I see it, there have been very few changes in the past five years on games. Somewhere in the grass roots of America I am hoping that some operator or mechanic will come along with an idea or a model of a game that will revive this segment of the industry so that in 1954 we will be prepared to meet whatever challenge is necessary. If we have new ideas, new machines and new prices all will be well with this industry.

As I See It

A Weekly Column
by
AL SCHLESINGER

S. F. Ops View AMI “E”

SAN FRANCISCO, CALIF.—At a recent showing of the AMI “E” phonographs at the offices of Walter Huber, AMI distributor, this city, pictures were taken of local operators who dropped in to view the juke boxes. Seen above, top photo: Mr. & Mrs. C. E. Sponagle, San Jose, Calif.; Center: Mr. & Mrs. Mel Olson, Oakland, Calif.; Bottom: Mr. & Mrs. Carl Noto, San Francisco.
Ajax Open House Party

Week Of September 14

NEWARK, N. J.—Al Cohen, Ajax Distributing Company, this city, will play host to coinmen in this area for a full week open house party, starting September 14.
The party is for the official opening of his new quarters at 123 W. Hanover Street.

"These large quarters give us the opportunity to serve our operator customers better and more fully," stated Cohen. "We have complete stock room and all facilities for repairs and renovations of equipment. In addition, our offices and showroom make it possible to fully display the equipment of the various manufacturers we represent."

During the week of the opening, refreshments will be available for visitors.

Ajax carries a complete line of vending machines, as well as all types of amusement machines, kiddie rides and music machines. The lines of several additional manufacturers, which were acquired at the NAMA show, will be on display. One of the machines that will be on display is the coin-operated television unit manufactured by Transvision, Inc., of New Rochelle, N. Y.

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August in Dallas has been a pleasant surprise—not a day over 94 degrees. Business is already feeling the result of recent rains and the coming of fall. . . . Shreveport has a new coin machine set-up—Bruce Vending Company. They just received a shipment of Wurlitzers. . . . Glen Dreyer out in West Texas says that business is good but he is unhappy about losing a machine in a recent fire. . . . R. A. Titworth of Corsicana is increasing his route. The cotton crop is good in that area and that means healthy business conditions. . . . Jimmy Garrett of Longview was vacationing at Black Lake in East Texas. . . . M. T. Cornelius of Abilene was in Dallas this week. . . . We also saw Sam Sansetta of Martin. . . . O. D. Thorn of Bosier City, La. in Dallas making the rounds of distributors. . . . Over at S. H. Lynch Company Augusta Zapp and Ula Pace going on a vacation to New Orleans. They will return after Labor Day. . . . Bob De Priest has returned from a long vacation to the Smokies in Tennessee. He covered five states before he returned to Dallas.

**It's What’s in THE CASH BOX That Counts**
A BIG MONEY WINNER!

Williams

GRAND CHAMPION

READY TO BREAK ALL
RECORDS WITH THESE BIG
PLAY FEATURES:

• 6 Rollersp "special" when lit.
• Making 1st, 2nd, 3rd and Grand
Champion holes lines all side channels
and returns ball in Grand Champion hole.
• ONE REPLAY for making holes 1 to 5
or when selected hole is matched
and 1st hole is made.
• TWO REPLAYS for matching
selected hole when balls are in
first and second packets.
• FIVE REPLAYS for matching
selected hole when balls are in
1st, 2nd and 3rd packets.
• 2 FLIPPERS
• 2 THUMPER BUMPERS
• 2 AUTOMATIC RUBBER
REBOUNDS AT BOTTOM

GET IT ON LOCATION!
DON'T DELAY!

Williams
GRAND CHAMPION

CREATORS OF DEPENDABLE PLAY APPEAL
4340 W. FILLMORE ST. CHICAGO 24, I.L

“America’s Finest”
ASK ANY OPERATOR OF THE
KEENEY DeLUXE Electric
CIGARETTE VENDOR!

• For MORE THAN 5 YEARS operators have made much
more money with service costs at an all-time low.
Features:
  • 432 pack capacity
  • Easy loading with swing-up top
  • 1-way match vending
  • Alternate front and rear column vending
  • Quick price changes to large storage.
  • Write for an immediate free demonstra-
tion today.

J. H. KEENEY & CO., INC.
2600 W. 50th St.
Chicago 18, Ill.

Miller To Address
Wisconsin Ops

BRODHEAD, WIS.—C. S. Pierce,
President of the Wisconsin Phono-
graph Operator’s Association, this
city, expects a large attendance of
operators and distributors at a meet-
ing in Milwaukee, Thursday, Septem-
ber 17 at 8 p.m. at the Eagle’s Club.

George Miller, President and busi-
ness manager of M.O.A. (Music
Operators Of America) will address
the group on what the M.O.A is doing
for the music operators.

Rockola Appoints Treas.

CHICAGO—David C. Rockola, presi-
dent of Rock-Ola Manufacturing
Corporation, this city, has announced
the appointment of Arthur A. Ehler,
treasurer and comptroller of the cor-
poration. Ehler took over his new duties September 1, 1953.

AIRMAIL
SUBSCRIPTION to THE CASH BOX $30.

“It’s What’s in THE CASH BOX That Counts”
Happel Visits Paree

PARIS, FRANCE—When Bill Happel, Badger Sales, Los Angeles, Calif., recently made a European business-pleasure jaunt, he made it a point to drop in at Automatic International, this city. Shown above with Happel, who is on the extreme left, are from left to right: M. Pusler, secretary of Automatic; standing, M. Jean Paricit; M. Gabriel Bouli and M. Soesderp.

"It's what's in THE CASH BOX That Counts"
Keeney Steps Up Cig Machine Delivery

Chicago Coin's Hi-Speed Crown Bowler

For Busy Locations Requiring Fast Play Easily Adjustable to Play Either 5 or 10 Frames!

TRIPLE MATCH FEATURE

0-9
• 5 Frame Play—3rd and 5th Frames Triple!

 ★
• 10 Frame Play—5th and 10th Frames Triple!

(Also adjustable for 3rd and 7th frames triple)

*Simple adjustment in cabinet converts Hi-Speed to meet any location requirements!

Chicago Coin's Hi-Speed Triple-Score Bowler

Featuring 5 or 10 Frame Play!

NOTE!
Chicago Coin Also in Full Production on their Famous Hi-Speed Triple-Score Bowler Featuring 5 or 10 Frame Play!

Keeney Steps Up Cig Machine Delivery

Paul Huebch

CHICAGO—Paul Huebch, sales manager of J. H. Keeney & Co., Inc., this city, manufacturers of the all electric Keeney cigarette merchandiser, reported this past week that, due to increasing demand, the firm is stepping up production and deliveries of its new cigarette machine.

Huebch attributes the success of the Keeney cigarette vendor to the past N.A.M.A. show.

He says, "Cigarette machine operators who attended this show now realize that our vendor is the most outstanding in the market at this time."

"In fact," he continued, "it has proved to be ten years ahead. 'The pack you see is the pack you get.' That means the customer is always getting fresh cigarettes from a Keeney cigarette merchandiser.

"Furthermore," he claimed, "there has never been even a discussion as to king-size or regular-size columns as far as the Keeney cigarette machine is concerned. This great vendor has been able to handle them all. It is the most flexible of all cigarette machines."

"Another thing," Huebch stated, "this is one cigarette merchantiser that will, most definitely, handle any and all price changes. Each and every column is an individual unit for pricing cigarettes. The Keeney cigarette merchandiser can handle all types of cigarettes and handle the price and change perfectly."

Also according to Huebch cigarette machine operators who visited in Chicago during the N.A.M.A. showing came over to the Keeney factory to tell the executives there that:

"When all is said and done the Keeney cigarette machine is ahead of the entire field."

If Cig Machines Licensed, Chicago Gets Over $3.5 Mil.

CHICAGO—With the fact that there are approximately 30,000 locations in this area for cigarette vending machines, leading ops who are very much interested in such operations, point out that the city of Chicago can obtain over $3.5 millions annually at the present retail cigarette sales license of $120 per year.

Since discussions were started here by Alderman Joseph P. Rostenkowski of the 32nd Ward, Committee Chairman, who appointed a Sub-Committee to hold open public hearings, composed of: Daniel J. Ronan, David H. Muir, Wm. H. Harvey, Ray N. Jacobs and Mathew W. Bieszczat, the belief is current that there is every chance that cigarette vending machines may yet be operating here. The opposition against the open operation of cigarette vendors has always contended that minors would be able to purchase cigarettes from the machines.

The further fact that the city can raise revenue exceeding $3.5 millions ($30,000 cigarette machines multiplied by $120 per yearly license per machine) brings the total to exactly $3,600,000.00 may be of great value to the committee in its hearings.

announcing!
For Greater Convenience and Better Service To All Operators...

AJAX DISTRIBUTING CO.
has moved to bigger and better quarters at 123 W. Runyan St., Newark, N. J. (Higgin 3-7741). Where you can see the most complete line of Vending Machines.

CIGARETTES—COFFEE—SODA—DRINK—HOT OR COLD—RIBS—ARCADE MACHINES—BUSINESS MACHINES—AMUSEMENT GAMES—KIDDIE RIDES—MUSICAL MACHINES

the welcome mat is out to everybody

Come and Visit Our New Showrooms • Offices • Shop Service Department Parts Department Set up To Help the Operator! ALSO COMPLETE MERCHANDISE FOR BULK VENDORS!

You're all invited to our official opening on September 14th, 15th and 16th. Refreshments will be served and we'll do everything in our power to make your visit a memorable one.

All of our new equipment will be on display and, we'll show you the best we have to offer. Some of the most sensational operating specials you'll ever see! Don't miss spending September 14th, 15th and 16th with AJAX!

Remember! Our New Address is
AJAX DISTRIBUTING CO.
123 W. Runyan St., Newark, N. J.
Phone: Bigelow 3-7744

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The record breaking heat wave finally caught up with the amount of activity on the city's streets. The high temperature evidently didn't keep the columnists too much for the first few days—but when it continued for over a week, they stayed away in droves. Only those few who had to come in for parts, supplies or when they disappeared, were seen. However, when they came into the wholesaling firms on 10th Avenue, everything was fine, as many are air-conditioned, and others are cooled by large fans. Wholesale firms aren't looking for any great activity during the following week, as Labor Day (Sept. 7) is on Monday, and the high holy Jewish Holidays Thursday and Friday (Sept. 10 and 11). However, starting with the Monday holiday, all are looking forward to the start of what may be the greatest fall season of all time. Operators, with equipment in resort and shore locations, will benefit from the above holidays as many will spend them at country and beach hotels. It gives the ops an added week of top play.

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Chick Reynolds, vet operator, visited his kin in Birmingham, Ala. and returned with a priceless solid rosewood 1250 hundred dollar room set that is out of this world. . . .

Pete Licali, Frank King and many others coming in with some really big fish. Much bigger than any you can buy in the French Market at Battistella Bros. . . .

Toni Angurania, Gulf Port, Miss.; Johnny Call, La Place, La.; George Rossi, Tampico, Ill.; Mr. Leonard and Goudreau of Cotton Palace; Mr. Grif- fing, Ward Peters, Peters, well known in the coinbin, has been a stranger in these parts for the last few years. . . .

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Charlie Baggett, Tn. . . .

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Perfect Timing Control
Profit in CASH...not SLUGS
when your machines are protected

with NATIONAL EQUIPMENT

For all machines, games and appliances, National supplies the right equipment to do the most efficient job. Completely interchangeable, easy to connect, requires little service. Don't let poor timing controls and faulty rejectors rob you of sales and profits. Protect with National. Write today for information.

NATIONAL REJECTORS, INC.
5100 San Francisco Ave.
St. Louis 15, Mo.

If you have been engaged in the Coin Machine Industry for 20 years or longer—JOIN THE
"20 YEAR CLUB"

Outside of the fact that you've been connected with the industry for 20 years or more, there are no other qualifications. The idea is strictly sentimental—and will serve to bring together those people who, in a great many instances, have been pioneers in this modern age of our industry.

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

Dear Joe:

I have been connected in the Coin Machine Industry for 20 years or more.

Please enter my name as a member and send me a membership card.

NAME

FIRM

ADDRESS

CITY

ZONE

STATE

"It's What's in THE CASH BOX That Counts!"
As someone long ago stated, “Youth will be served.” And, it seems, that youth is still in the coinbox, is learning how to serve itself. Take the case of Sam Lewis and Arron Gensburg. Two youngsters who took over the Genco plant and who have started to produce click machines. Rather than follow in the footsteps of what “used to be” in the coinbox, these two boys decided on an entirely new approach to vending. They started, they stated, a test which clicked grandly this past week. First of all, they arranged to take 3-D stereo pictures of their newest products, “Night Fighter,” “Sky Gunner” and “Silver Chest.” That done, and the slides okayed, they then sent these slides, along with some new viewmasters, to turn these over to the salesmen who were calling on the ops. The results have been so enthusiastic that Sam and Arron are taking servicing pictures in this natural color 3-D process along with arrangements to make pictures of all their new products in the future.

Two brave guys, Bill Brawner and Billy Bramson, in from Louisville on one of the hottest days of this past week (and this was the record breaking week for heat ever recorded by the weather bureau here) to see what was as far as the new games were concerned. . . . Art Garvey in Chicago this past week. But roadman Ralph Nicholson went right down to Indianapolis, heat or no heat, in an effort at taking those orders by the armful. George A. Miller, as chairman of Oakland, Calif. that MOA would open its Board of Directors’ meeting to all music ops who wanted to attend and see how business was done by MOA’s executives. Miller feels that the music ops who so desire shouldn’t hesitate to be present at the Palmer House here in Chicago on September 30th. He calls what they plan doing a Board of Directors’ meeting. . . . Coinset users sent up clouds of smoke records this past year. Nearly 397 million cigarettes were consumed. Increase of 2 1/2%. Cigar smokers, too, had a busy year. They consumed over 6 billion stogies. And it is said that cigar smokers had better years in the past. So guys thinking about cigarette and cigar vendors can take heart from these figures—and profit, too.

Bill O’Donnell, Bally’s champion phone salesman, had a stock answer to all who phoned him last week and talked about the heat. Said Bill, “Get out and have some fun.” What better advice? In the meantime, Bill sells those Bally games just like hotcakes. “They’re going fast, just as fast as they come off the production lines,” Bill advises. . . . Very nice letter from H. W. Dolph of Tulsa who advises that our “Minimum Front Money Requirements For Juice Box Operators” one of the very finest things ever yet to appear in The Coinbox. So H. W. wonders if he might have a copy which appeared in the same issue. . . . (Aside to Ray Moloney: Henry Doney’s got a ‘Best Bet,’ Ray, and it sounds like it’s going to really go places). . . . Alvin Gottlieb, skipper of the “Flipper” which is still based at Belmont Harbor, came up with his book of last week’s “Flipper” guests. Among these were: Ben D. Lazar, his wife and daughter. Si Lazar, Hymie Zorinsky, including his cigar. Sam Dieter, Morty Weinberger. Romeo Lansing of Montreal, his wife, daughter and two sons. Irv Blumenfeld, his wife, and his son. Skipper Alvin advises that, after some work on the “Flipper,” it’s being shipped down to Miami Beach in a few more weeks for the winter season. By the way, Alvin has had fever so bad, he was forced to air condition his home.

Jack Nelson one of the busiest salesmen in the industry. In addition to so many, many duties, Jack finds time to greet and any and all visitors over at the Bally factory. Jack telling us that the one business which most definitely thrills him is the kiddie ride biz. This is one field, Jack points out, where the operators demanded and obtained contracts from the locations. This not only stabilizes the kiddie ride business for the ops, but, at the same time, it sets a marvelous precedent for all ops of all types of machines. (The Cash Box has continuously published legal location agreements which were court-tested). . . . Hear that Fred Mann is manufacturing some marvelous TV tables which the furniture people like tremendously much.

They’re all still talking about the marvelous picnic run for all the em- ployees, their wives, children and friends by Lyn Durant of United. All the executives of the firm thoroughly enjoyed themselves. Tables and tables of food. Beverages. Everything anyone could desire. Plus dancing, games, etc. If you are a Hi-Fi (High Fidelity) fan you should have attended the mini-party in the room where the 3-D stereo display was that of Lion Mfg. Corp. Not only the Lion TV set, but, the Lion high fidelity phonos and the Lion tape recorder. Paul Eckstein of Lion one of the busiest guys at this show. And the publication, “This Week In Chicago,” which went out last week, quotes him as saying that no one is following from the nation’s Hi-Fi fans. The Lion sound slide projector also clicked like anything at this showing. (Love that descriptive phrase in that circular for which we credit Herb Jones, “auditorium focus”). . . . Al Schlesinger of Foughkeepsie, N. Y., one of our favorite columnists, again passed thru our town. But late in the evening. Phoned us at home to say, “Hello, Goodbye.”

Sam Stern wasted no time when the calls from his distributors came in that they wanted “another grand five-ball.” He simply dashed into the factory and took the game which the firm had on test for sometime, banded it to the production men, and said, “Let’s go.” And out came, “Grand Champion.”

FEATURES OF WESTERN GUN:
- Swing type, ball and socket pistol
- easy-access servicing
- beautiful modern streamliner cabinet
- drop style coin chute
- enclosed cash box
- walk-up safety steps with rubber treads on cabinet
- built in casters
- chrome grab rail
- adjustable motor times shooting cycle
- limited edition shots
- bright lighted targets.

SPECIFICATIONS:
- Height, 56 inches; length, 3114 inches; width, 20'h inches; floor area, 4½ square feet. Shipping weight, 70 lbs. Specially designed for the kids! Proven money-maker. Write us for actual collection reports—they are amazing.

EXHIBIT SUPPLY
4218-30 W. LAKE STREET, CHICAGO 44, ILLINOIS

CHICAGO CHATTER

Sam works fast when speed required. Has the Williams factory so geared that they step right into a new game without losing any precious time. . . . Record breaking heat or not, Ben Coven was a busy, busy man this past week. All those orders which had gathered up for Wurlitzers now being handled very efficiently and speedily by the Coven crew. . . . David C. Rockols announced the appointment of Arthur A. Ehrlert as Treasurer and Comptroller of the Rock-Ola Mfg. Corp. Ehrlert comes from Electro Snap Switch & Mfg. Co. . . . Like that pie of Tom Smallwood standing in front of the big “Bally” shoe store in Paris. Appears on the front cover of “Bally-Who.” If ye editor, Herb Jones, will recall, way back then when Bally started, some of the boys used to sell Ray Moloney pairs of these shoes, asking him if he was making shoes now, too. Bally shoes, by the way, most expensive in Europe. With Frank Menendez still out on the west coast, Ed Levin, sales director for Chicago Coin, one of the busiest of the busiest. Ed trying to do all jobs all at one and the same time—heat or no heat—and really doing them efficiently. Which is something to brag about, . . . Regardless of the fact that Art Woldman’s on his vacation—out came the Exhibit News Bulletin. And well written and edited. Art telling about all the out of town men who dropped over to see him at Exhibit Supply during the NAMA show here. . . . Paul Huchner quite excited over the possibilities that cigarette machines may go into operation here on January 1, ’54 . . . Leading operators claim that this city can take over 30,000 of the cig vendors. At a yearly license of $120 this would mean over $3.5 millions for the City of Chicago. And the City of Chicago could use that revenue very handily. . . . Since the NAMA show some of the manufacturers have begun once again to think about vending machines. Whether this will ever amount to anything—only the future can tell. . . . Hope it’s cool where you are!
**WANT**—We pay top prices for used records. We pick up your old records, box, rare, 78, 45, 12" 78s, 45s, 10" 78s. We pay freight. BEACON SHOPS, 281 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

**WANT**—Late 1952 and 1953 Pin Games, Seeburg 100 A & B, AMI-DJ, Bally, Gottlieb 5 Ball free play games, Seeburg Model B-825, Coin-Op machines. Complete, and condition in first letter. NOBRO NOVELTY CO., 338 BRYANT ST., SAN FRANCISCO 7, Calif.

**WANT**—Your used or surplus records all speeds. 45's our specialty. We buy large or small. We pay freight. BEACON SHOPS, 281 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

**WANT**—Large 1952 and 1953 Pin Games, Seeburg 100 A & B, AMI-DJ, Bally, Gottlieb 5 Ball free play games, Seeburg Model B-825, Coin-Op machines. Complete, and condition in letter. NOBRO NOVELTY CO., 338 BRYANT ST., SAN FRANCISCO 7, Calif.

**WANT**—Rock-Ola 1428 Magic Glo, is in. 3449 NO. ELAINE PL., CHICAGO, ILL.

**WANT**—Phoneographs made before 1940; any quantity or dealer's stock: $150 to $45 per hundred, will inspect if required. Some labels wanted are: Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird—Various quantities. ST. THOMAS SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

**WANT**—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity and price. T. G. N. C., MILWAUKEE 6, WIS.

**WANT**—New and 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 any quantity. National, Columbia, Mercury, Fidelity Distributors, 666 Park Ave., New York 36, Tel.: Jfbon 6-4568.


**WANT**—New and used records. Paying 10¢ for 78's and 15¢ for 45's. Can pay from 10 to 6 months old. No quantity too large or small. We pay freight. DIXIE RECORD SHOP, 259 WEST 42nd ST., NEW YORK 18, N. Y. Tel.: Wisconsin 7-6030.

**WANT**—All types of post-war flipper five ball games in any quantity. Give names of company they are in price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

**WANT**—Frolics, will pay $225. PENNSYLVANIA VENDING CORP., 1825 CARSON ST., PITTSBURGH 5, PA.

**WANT**—Cue Ett or other recent make coin operated pool tables, lots of five. State price both as is and reconditioned. J. R. & E. Co., No. 6/7 at THE CASH BOX, 26 WEST 47th ST., NEW YORK 19, N. Y.

**WANT**—Metal Tppers, Motoscope Voice-O-Graphs, Chi-Conn Basketball, and any other late arcade machines. Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: Bryant 9-6677.

**WANT**—Tubes: 2051, 2050, 707L, 244; 243; 5V4; 6G7; 6L7; 6V6 metal; 6X5 metal. Will pay $40 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

**WANT**—Show Boats and Bright Spots. GC-140's—GOLDEN GATE AVE., SAN FRANCISCO 2, CALIFORNIA. Tel.: Market 1-3967.

**WANT**—Packard Wall Boxes $84.00 each. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CAL. Tel.: Market 1-3967.

**WANT**—One Stop Record Service. Any record, any label, 50¢ coin wholesale. Free title strips. New accounts 1/3 deposit with all orders. RAYMAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 32, N. Y. Tel.: Olympia 8-4012-4013.

**WANT**—Wurlitzer 1250's, $225; Wurlitzer 1015, $95; Rockola 1422, $60; Seeburg M100B, $60. Aeron Corvetts and Super Deluxe, make offer. UNITED DISTRIBUTORS, INC., 515 E. CENTRAL, P.O. BOX 1995, WICHITA 2, KANSAS.

**WANT**—For sale—Fillen Hideaway Cabi- neta, 1951 model, best left. Best offer across the board, make offer. Showboats $325, low price on all prewar equipment. Emoustics, Seeburg, Double Deuces, reversible, $11.95. CENTRAL DISTRIBUTING CORP., 2315 S. LOUIS, MISSOURI. Tel.: Gleave 0792.

**WANT**—Reconditioned—Like New—Bean Club $255; Frolics $315; Atlantic Cities $255; Beauts $275; Copycats $10; K-160 $35; K-ee-ney League Bowler $117.50; Universal 6 Play Deluxe $225; Super Deluxe $250. Offer now. Call, write, or wire DONAN DISTRIBUTING CO., 5007 N. MICH. AVE., CHICAGO 30, ILL. Tel.: Juniper 8-5211.

**WANT**—Reconditioned Wurliters—1250S, $375; 1100'S, $250; 1015'S, $125; 1005'S, $25; 850'S, $97; K-ee-ney League Bowler $117.50; Universal 6 Play Deluxe $225; Super Deluxe $250. All reconditioned. Call, write, or wire DONAN DISTRIBUTING CO., 5007 N. MICH. AVE., CHICAGO 30, ILL. Tel.: Juniper 8-5211.

**WANT**—Bally Atlantic City $245; Beauts $45; Beans $35; Futurities, used thirty days, $150; Bright Lights $135; Gottlieb Rose Bowl $150; Watch Dog $125; Grand Slam $177.50; Joker $35; Goyco $75; FDR $50; Williams Shoo Shoo $32.50; Rudolph The Red Nose Reindeer, High Meg $445; No. 10,700, Wire- ing Scale, perfect shape, $49.50. NEWPORT NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: Canal 8-318.

**WANT**—United Deluxe $185; Super Deluxe $250; Supers and Stars, Chinatown and Happy Days $169; Minstrel Men, Marathon and Basketball, Seeburg $299; STARK NOVELTY CO., 2429 7th N.W., CANTON, OHIO.

**WANT**—United Deluxe $185; Super Deluxe $250; Supers and Stars, Chinatown and Happy Days $169; Minstrel Men, Marathon and Basketball, Seeburg $299; STARK NOVELTY CO., 2429 7th N.W., CANTON, OHIO.

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**WANT**—United Deluxe $185; Super Deluxe $250; Supers and Stars, Chinatown and Happy Days $169; Minstrel Men, Marathon and Basketball, Seeburg $299; STARK NOVELTY CO., 2429 7th N.W., CANTON, OHIO.
FOR SALE—Genco Four Hundred $125; Seeburg 100B $675; Wurlitzer 510, Turner 1200 $650; Directors $40; Champions $30. Also Bingo games and consoles. All machines ready for locations. MICKEY AMENDON, 314 EAST 11TH ST., ERIE, PA. Tel.: 2-2894.

FOR SALE—Seeburg equipment, reconditioned, refinished, with Davis 6 point guarantee—$148ML $215; 1GM $115; 147M or $115 or 146M or $115; 1941 Hideaway units $39. DAY'S DISTRIBUTING CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE—All machines 20% off high CASH BOX prices. Wurliters, 1250, 1100, 1400. Spot Light, Bright Spot, Bright Light, Atlantic City Stars, Coney Island, Zingo, Skee Balls, Shuffle Alleys, Flipper Pines, Super Giants, Gams, V. YONTZ SALES CO., BYESVILLE, OHIO.

FOR SALE—Spot Lites $125; Atlantic City $275. In A-1 condition, immediately shipenable. TOLEDO COIN MACHINE EXCHANGE, 81 SUMMIT ST., TOLEDO, OHIO. Tel.: ADams 5824 and ADams 4005.

FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

FOR SALE—Profitable Kiddie Ride routes located in leading chain stores throughout New York, Ohio, and New Jersey. Fine equipment. Shane's, Space Ships, Speed Boats, Ill health forces sale of all or part of routes. WILSON SALES, INC., 861 MAIN ST., BUFFALO, NEW YORK.

FOR SALE—We Have Plastic Domes for Wurlitzer 1100's. Ready for immediate shipment. KOEPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

FOR SALE—Extremely low priced deal on brand new 5e Hot Nut Machines, $12.50 each, terms 1/3 deposit, balance sight draft. Shipped proofof white enamel finish, 6 lb. cabinet. Finest guaranteed phonographs. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, NEW JERSEY. Tel.: Higlow 3-3024, 3325.

FOR SALE—3020 Wallboxes $19.50; 3SWL-56 Wallboxes, $18.50; 145M or $89.50; 147M or $99.50; 1422 Rockola $99.50; 1426 Rockola $39.50; W.L-56 24 Wallboxe and Packard Pla-plan $49.5. CEN- TURY DIST. INC., 1221 MAIN STREET, BUFFALO 9, N. Y.

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. For $122, you get a complete 40 word ad in the Class Section of The Cash Box, 25 per cent off, NEW WARK 19, N. Y. (Phone: JU 6-640).

FOR SALE—New Astroscope $275; New 1c Camera Chief $10; New 1c Camera Chief $12; Wurlitzer Wall Boxes $3; Citations $55; Bally Rapid Fire $75; Bowlette $40. MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—Cigarette machines, Du- Gremier c 9 col. $50.00, 25 coint. Bongo games: Coney Island $225.00 Atlantic City $350.00; Frolics $335.00; Beach Clubs, Wm. ALLIED DISTRIBUTING CO., 756 MILWAUKIE AVE., CHICAGO, ILL.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania vendor for United, Universal, Chicago Coin, Keeney, and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. PINE ST., WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—All Amplifier Tubes less 50% and 10%, Title Signs $2.50 per 1.000. Fluorescent Tubes 1 3/4 off. Bulbs 51's and 55's 45c per box. .375 per 100; 1129's 10 for $1.50; 471 10 for 60c $5.25 per 100. Can/Coater Lusterize All High Quality Tins. Complete for glass, plastic, chrome, etc., $3.95 per gallon. Trial bottle 75c. Satisfaction guaranteed or money back. Cart $3.50. COVEN DISTRIBUTION CO., 3181 ELSTON AVE. CHICAGO, ILL. Tel.: Independence 3-2210.

FOR SALE—10 AMI Model B, $325 each; Deluxe World Series $110; Music Mite $35. All equipment A-1 condition. RELIABLE COIN MACHINE CO., INC., 184 WINDSOR ST., HARTFORD, CONN. Tel.: 6-3583.

FOR SALE—Ready For Location. Spot Lites $175; Coney Island $300; Palm Beach $350; Frolics $350. ALLAN SALES, INC., 920 MARKET STREET, WILKES-BARRE, PA. Tel.: Wieland 472.

FOR SALE—United 6 Player Super S, A. @ $295; Keeney 10 Player $225; Keeney Conversions for long board $150; Twin Rotation $225; Dale Gun $49.50. UNIVERSITY COIN MACHINE EXCHANGE, 855 E. 55th ST., CHICAGO 15, ILL.

FOR SALE—ChicoCoin Bowling Alleys $55; Seeburg Guns $75; Lite League $49.50; Deluxe Bowler $45.50; and many other coin games. COMIUNE GAMINGAMES, 1444 E. 55th ST., CHICAGO 15, ILL.

FOR SALE—Will sacrifice!: Kiddie Rides, 7 Atomic Jets, 3 Miss America Bases, 1 Salewa Ship, 1 Rocket Pa- trolist, 3 Dec Hyaluronic Rocket Space Ships. If interested, will trade Wurlitzer 1100's, 1400's, or Seeburg M100's, Write, wire or phone; BUSH DISTRIBUTING COMPANY, 236 N. W. 29th ST., MIAMI, FLA.
FOR SALE—United Six Player Deluxe S. A. $195; Child-Coin Six Player 10th Frame Bowler $295; United Twin S. A. Rebound $75; Bing-A-Rolls $40 each; United 10th Frame Super S. A. $325. MOHAWK SKILL GAMES CO., 67 SWAGGER-TOWN ROAD, SCHENECTADY, NEW YORK.

FOR SALE—Dairy Vend Ice Cream machines. Will consider trade on Wurlitzer phonographs. S. E. NELSEN CIGARETTE SERVICE, 1119 TEXAS AVE., SHreveport, LOUISIANA. Tel.: 4-4517.

FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's. Popular, Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CHICAGO RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-5050.

FOR SALE—United Six Player Deluxe $175; United 6 player conversion, double strike and spare 5th and 10th frame features, $215; United Twin F. LP 7/10, $95. Add $5 packing charges. Rocket Patrols $325. Games ready for location. NATIONAL NOVELTY CO., MERRICK, NEW YORK.

FOR SALE—Bingo Games—Music Boxes—6 Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refinished and ready for location. Call—for write for your needs. PARKWAY MACHINE CORP. 715 ENSOR ST., BALTIMORE 2, MD. Tel.: Eastern 7-1021.

FOR SALE—Seeburg Model 1465 or M, $75 each. Best buy for low income Twin S. W. B. DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS, MISSOURI. Tel.: Central 9292.

FOR SALE—Bomber $40; Judy $45; King Pin $50; Buttons & Bows $32.50; Thing $32.50; What's My Line $49.50; Tri-Score $35; Har- vest Time $35; Knock Out $45; Punchy $40; Fighting Irish $45; Gin Rummy $42.50; Spring Time $85; Big Hit $165; Swing Set $140; White Kids $105; Hit & Run; Gen- co, $55; Canasta $25; Boston $59.50; 49 Majors $27.50; Jennie $30; Tumblerweed $32.50; St. Louis $32.50; Red Shoes $60; Tucson $22.50; Hit Parade $27.50; South Pacific $49.50; Shanty Town $62.50; Monroe $22.50; Bank-A-Ball $35; Mardi Gras $27.50; Rainbow $22.50; Just 21 $15; Play Tune $30; Freshie $42.50. MON- BOX COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVEL- LAND 14, OHIO. Tel.: Superior 1-4600.

FOR SALE—We have a large stock of reconditioned Five Bails. One Balls Bingo and Phonos. Write for list. WESTERHAUS COMPANY 3726 KESSEN AVENUE CINCIN- NATI, O. Tel.: MOntana 5000-3, 2.

MISCELLANEOUS

NOTICE—Louisiana & Mississippi Operators—you authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

NOTICE—Attention Chicago Operators! We can handle your service calls. Factory trained service men. We can handle your trucking. MERIT INDUSTRIES, 424 W. 63rd STREET, CHICAGO 21, ILL. Tel.: Englewood 4-9202 and Englewood 4-9204.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JTldon 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEBster 1-1121.

NOTICE—Phonograph Motors Re- wounded—Any make of split-phase Juke Box Motor rewound $4.00. No Extras. $4.00 is all you pay. Mail- ing list 4,000 Juke Box Operators $35. CAROLINA ELECTRIC CO., P. O. BOX 125, MATTHEWS, NORTH CAROLINA. Tel.: 2711.

NOTICE—10c Seeburg, AMI Ops—Don't Pass Up Nickels! General's Conversion Kit fits late model phonographs and wall boxes. Takes 2 nickels, 10c and 25c. Samples $3.50. Lots of 10, $2.95 each. Complete with decals and instructions. GENERAL DISTRIBUTING CO., 3747 HARDING, CARLSBAD, CALIFORNIA.

* "B"est way I know to keep alive, not only to business conditions in the coin-machine industry, but also to the personalities that are so important in this industry, is to read 'THE CASH BOX' every week."

RAY MOLONEY
President
BALLY MANUFACTURING COMPANY,
Chicago, Illinois

* If you are reading someone else's copy of The Cash Box why not mail this coupon today

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

Enclosed find my check for $15 for a Full Year (52 Weeks) Subscription.

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www.americanradiohistory.com
more locations in every location

Overnight the AMI Model “E” has brought new opportunities for placing a juke box in positions of profit prominence in any location.

With its trim, intriguing lines, its pleasing planes and perspectives, the “E” is the most voluptuous assembly of curves ever presented on a phonograph. Like a beautiful woman who catches the eye from every angle, the Model “E” has an all-round fascination to the onlooker.

You can put the “E” in the very center of a store, in the main stream of traffic — yes, in any of a number of spaces hitherto denied the operator. Location owners recognize the play-intriguing value of the new “E” Models’ same satiny smooth finish on front and rear, top and sides. They know immediately that here is a juke box that deserves the BEST LOCATION WITHIN THE LOCATION — the top money-making area in every spot.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Mich.

“It’s What’s in THE CASH BOX That Counts”
Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory.

### A.B.T. MFG. CORP.
- Challenger (Counter Model Gun) $65.00
- Rifle sport, 3 and more Guns, complete range of various types $1,408.25

### AMI, INCORPORATED
- AMI "E"-40 Phonograph $795.00
- AMI "E"-60 Phonograph $925.00
- AMI "E"-129 Phonograph $1,650.00
- W-8 5-1025-Wall Box 89.50
- W-12 5-1025-Wall Box 99.00
- HS-80 Hideaway 775.00
- HS-120 Hideaway 885.00
- AMIVOX Speaker 27.50

### AUTO-PHOTO CO., Auto-Photo
$2,545.00

### BALLY MFG. CO.
- The Champion (Mech. Horse) $1,065.00
- Space Ship 1,165.00
- Yacht Club 699.50
- Speed Boat 955.00

### CHICAGO COIN
- Crown Bowler 625.00
- Gold Cup 665.00
- Hi-Speed Crown Bowler 625.00
- Hi-Speed Triple Score Bowler 600.00

### COIN-O MFG. CO., INC.
- Bat-O-Mat $1,495.00

### H. C. EVANS & CO.
- Century (Model 2945) $1,050.00
- Jubilee (Model 245) 825.00
- Jubilee (Model 278) 795.00

### EXHIBIT SUPPLY
- Big Bronco $997.50
- Roy Rogers’ Trigger $1,047.50
- Redhead The Redhead Reindeer 725.00
- Pete The Rabbit 725.00
- Rawhide 725.00
- Space Gun 375.00
- Space Patrol 1,447.50
- Silent Salesman (Card Vender) 75.00
- Sea Skate 1,047.50
- Western Gun 375.00

### GENCO MFG. CO.
- Sky Gunner $479.50
- Silver Chest 495.00
- Night Fighter 575.00

### D. GOTTLEB & CO.
- Poker Face $364.50

### INTERNATIONAL AUTO. MFG.
- Photomat ’53 $2,156.00

### J. H. KEENEN & CO., INC.
- Electric Cigarette Vendor $284.50
- Coin Changer Model 304.50
- Domino Bowler 645.00
- Carnival Bowler 600.00

### MARVEL MFG. CO.
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