There has been such a large advance order for the Hilltoppers' new Dot record, "Love Walked In" and "To Be Alone," that Randy Wood (center), president of Dot, and the boys roll up their sleeves in the shipping room to help mail out the cartons. The quartet, which has had one of the most fantastic success stories in the history of the record business, had their first hit with "Tryin" and are currently high on the charts with "P.S. I Love You" and "I'd Rather Die Young."
ROCK-OLA

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The original Phonograph with 120 Selections

SIMPLE SELECTION with the Single Button Line-O-Selector

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For years now, the more esthetic souls both in and out of the music business have decried what they considered the poor quality of songs and records which they claimed the industry was turning out. They objected to the “new sound phase,” the shouting phase and the other phases which the record industry passed through.

But in the last few months, we’ve noticed a definite decline in the number of these complainers. And as a matter of fact, at the present time many of the complainers have gone completely over to the other side. The opinion now seems to be that records are getting better than ever.

These people are right. Records are getting better and better and there’s a simple explanation for it.

In the past several years a revolution in this nation’s musical tastes has taken place. Folk music and music based on folk origins has come into its own. More of America’s popular music than ever now comes from the Nashville area from writers who either were hillbilly artists or who were influenced by them.

At the beginning—and the beginning was just after the war—these tunes were taken over in their entirety, without changes, by pop artists in the music field. To those writers and record people who were accustomed to the polished tunes of New York composers, these new melodies and lyrics seemed harsh. To them it represented the decline of the popular idiom.

But as folk music became more and more accepted by the public, even the established writers had to make some attempt at that form. And so over the past few years, we have witnessed folk-like songs written by authors whose only knowledge of Nashville is that it is somewhere south of New York. Naturally these top writers brought their own polish to the folk medium so that these songs sounded better to those who liked both folk music and also the more sophisticated popular music.

In addition, the folk artists, who originally introduced these tunes—usually writing them themselves—have also, over the years, become more sophisticated. They have earned a great deal of income in a short while and their tastes and conception of the world has changed. This has to be reflected in the songs they write—and it is.

This polishing of folk music has led many observers in the field to come to the wrong conclusion that folk music is losing its influence on the popular market. Such stories have been printed recently in other trade papers. On the face of it these conclusions are obviously wrong. For by just going over the list of the top 50 tunes in the nation, you can easily see how many have either come directly from the folk field or have been influenced by it. These mistaken observers have misunderstood this fact—that folk music has been evolving into a more polished form. They have heard the more sophisticated versions and this has led them to the belief that folk music is losing its influence.

It isn’t. And as a matter of fact, as it grows more polished and meets the needs of even greater amounts of people, it is more strongly entrenched itself into the American culture.

Today therefore we can truly say songs and records are better than ever. For we have gone through a great change in American tastes. The rough edges have been smoothed out. And what we can look forward to in the future is even better songs, better records from this great music industry of ours.
Lightning Strikes Another

THE HILLTOP

"TO BE ALONE"

DOT-15105

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C/w Quarter To Twelve
RCA Victor 20/47-5466

The BIG Song from the BIG Picture

"FROM HERE TO ETERNITY"

played as it's played in the movie!

RCA Victor

SALES GROW WHEN YOU GO 45

"It's What's in THE CASH BOX That Counts"
THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. CRYING IN THE CHAPEL ........ June Valli (RCA Victor)
2. YOU, YOU, YOU ............... Ames Brothers (RCA Victor)
3. VAYA CON DIOS ............... Les Paul & Mary Ford (Capitol)
4. DRAGNET .................. Ray Anthony (Capitol)
5. NO OTHER LOVE ............... Perry Como (RCA Victor)
6. EBB TIDE .................. Frank Chacksfield (London)
7. EH! CUMPARI ................. Julius La Rosa (Cadence)
8. OH! ....................... Pee Wee Hunt (Capitol)
9. P. S. I LIVE YOU ............. Hilltoppers (Dot)
10. C'EST SI BON ............. Eartha Kitt (RCA Victor)

The trade was saddened this week by the untimely passing of Art Segar, president of Segar Records. Many of the jocks who new Art through his promotional journeys knew him to be one of the finest in the music business. First guest to visit with Jack Duncan since he moved to WGAT- Utica, N. Y., was Laurie Layton, Jaybee's new recording artist. Jack extends an invitation to all artists passing through Utica, to stop in and chat a bit. Visiting jocks in New York this week included Lou Barile (WKAL Rome, N. Y.), Mitch Reed (WITL Phoenix, Ariz.) and Dick Gilbert (KTYL Phoenix, Ariz.).

Pie of the week—Bob Drews has completed his announcing chores as far as stock car racing from Soldier Field, Chicago, is concerned. This car crazy guy is getting his own car and will now partake in races. Better move the stands back an extra 100 yards or so. Buddy Friedlander and Rusty Draper will visit with New York jocks on September 21 and 22. Following day, Rusty opens at the New York Paramount Theatre. Don Kimmel (WCAP Lowell, Mass.) vacationing in New York was hit a low blow this week when his future mother in law was hospitalized with a cerebral hemorrhage. Connie Gerber, Don's attractive fiancé who works for Capitol Records in New York, says: "I work with the greatest bunch. Dick Linke is a big sweet guy and the rest of the gang are tops." Elmer Smoak (WAKE Greenivile, S. C.) asks that agents of record stars get in touch with him for personal appearances on proposed Saturday thridders. Tupper's new show, aired over WENR (ABC outlet in Chicago) from midnite to 3 a.m. Monday through Friday is something quite different for a deejay radio show. Refreshments are served continuously and the public is invited to "stroll in." Plus music and guest interviews. Program attracting lots of stay-up latters. George Goldner, Tico and Rama proxy, on a three-week trek through key cities, will visit with distribs and jocks to stir up action on his mambo disks. The mambo craze is spreading rapidly and Goldner is anxious to get with jocks who are not yet hip to the Latin beat. Some radio station or record exploitation firm would do well to get with Vic Cowan, recently of WINS, N. Y. An excellent programmer, Vic handled production, script, etc., having assisted deejay Jack Lacy and Charlie Stark.

Jack Walker (WOV New York) no longer has the sweet voiced gal, Evelyn Robinson, working with him. Reason is that Miss Robinson has taken over the reigns of her own show, "Lady Day," also on WOV. WQAM running large space advertising in the Miami newspapersplugging Harry Berger and his Juke Box Serenade, Monday through Friday, 4:45 to 6 P.M. Harry presents the day's top ten tunes on Greater Miami's Juke Boxes. The Cash Box record chart LP to The Clevers, Atlantic's "hot" vocal group, was presented last Thursday at the Apollo Theatre in Harlem. The Clevers won the recent Cash Box disk jockey poll as the most programmed rhythm and blues vocal group in the nation.

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

The Cash Box, Music

September 26, 1953
JERRY DUANE

"LONDON IN JULY" (2:51) [Citation: ASCAP—Duke, Cahn] Van Alexander's orchestra sets up a fitting showcase for Jerry Duane's vocal job on a pretty ballad. Effective reading.

"I WILL YOU STILL BE MINE" (2:33) [Emmy Award—Bennett, Adair] A happy ditty with a jump backing by Van and the crew is treated in ok fashion by the soloist.

RALPH FLANAGAN ORCH.
(RCA Victor 20-5453; 47-5457)

"SOMETHING SPECIAL" (2:50) [Coachella ASCAP—J. Rotella] Following fast on the heels of his "Rhub-A-Dub-Dub" clicker, Ralph Flanagan comes through with another exciting piece of jump instrumental wax. Slow drag and soul-rising sound is terrific.

"I'M A PHILIP BOOGIE" (2:48) [Coachella ASCAP—R. Flanagan] Buddy Vigoda, Her Young Sisters and the boys in the band handle the vocal chores on this rocking boogie. An item that's loaded with beefy rousings and solid riffs which in turn is more than just a clicker.

DAVID ROSE ORCHESTRA
(MGM 3082; K-11802)

"NOMALGIA" (3:16) [Bergmann, Voco & Conn ASCAP—D. Rose] The lush strings of the David Rose orchestra set up an imaginative and most beautiful backing for Woody Herman's bluesy sax solo of a slow number.

"SEPTEMBER SONG" (3:06) [Crawford ASCAP—Well, Anderson] A lovely oldie currently being revived in the musical production, "Kickerbocker Holiday" gets the beautiful treatment of David Rose. Lush and illustrative sounding.

LARRY CLINTON ORCH.
(Bell 1004; 45-1004)

"YAYA CON DOIS" (2:54) [Ardmore ASCAP—Russell, James, Pepper] With Larry Clinton and his men supplying the backdrop, Anne Lloyd comes through with a fine bit of multiple voice coverage of one of country's current hits.

"I P.S. I LOVE YOU" (2:45) [La Salle ASCAP—Jenkins, Merrow] Another oldie that was recently revived by the Hilltoppers is pertly styled by Anne. Larry offers her a fitting backing.

TABBY CALVIN & THE CHORDIALS
(Kem 2725: 45-2725)

"TWINPENETARIS" (2:15) [Richie Joy BMI—Joyce, Richards] Tabby Calvin takes on a pert and happy childish voice for her treatment of a "Mairzy Doodles" type of novelty that comes over lighty. The Chordials accompany with whistling and harmony.

"WHIFFENPOOF" (2:20) [Miller ASCAP—Minneapolis, Pomeroy, Galloway] The famous Yale University class song is given a new and re-freshed treatment from the Chordials as they first treat the number softly and lead into a jump styling. Interesting.

FREDDIE LANE

"PA-PAYA MAMA" (2:13) [Sheldon BMI—Coleman, Gimbel] Sandlers.

FREDDIE COMO (RCA Victor 20-5457: 47-5457)

"YOU ALONE" (2:46) [Roncom ASCAP—Stillman, Allen] Sandle.

FREDDIE COMO

"PA-PAYA MAMA"
Althout not a N. Y. Yankoo, Perry Como is gunning for his fifth flag in a row. In the record field, that is. Starting with "Don't Let The Stars," Perry has had four consecutive smash hits in "Say You're Mine Again," "Wild Horses" and currently, "No Other Love." With variety an important factor in his waxings, the warbler comes up with a gay boy number with a happy Mexican flavoring with an introduction similar to "Espana." It's a real lively platter with Hugo Winterhalter, the orchestra and the chorus adding a punch to this novelty, labeled "Pa-Paya Mama." On "You Alone," Perry hands up a moving reading of a terrific love song and for the first time in his career he sings in Italian on a record. Another great accompaniment by the Winterhalter crew enhances the beauty of the dock. Either end could smash through for the artist.

"TO BE ALONE" [Rudy-Smith ASCAP—B. Vaughn]

THE HILLTOPPERS featuring JIMMY SAGGA (Dec 15150: 45-15150)

"LOVE WALKED IN" [Chappell ASCAP—Gershwin, Gershwin] The Hilltoppers featuring JIMMY SACCA (Dec 15150; 45-15150)

THE HILLTOPPERS

Here's a two sided followup by the Hilltoppers that can't miss. As in the case of their current hits "I P.S. I Love You" and "I'd Rather Die Young," it looks like both ends of the boys' latest release should be sitting right up at the top. On one end, they take a top quality Gershwin standard, "Love Walked In," and belt it out to a sensational showie with Jimmy Secca carrying the vocal lead in grade "A" fashion. The instrumental accompaniment by a guitar, piano and organ adds a great quality to the rendition. The segment where the piano and piano run is very infectious, "To Be Alone" is the lovely ballad on the flip side. It's a beautiful song with a powerful set of lyrics which are perfectly wed to a great melody. Another two sided smash for the crew.

"ANSWER ME, LORD ABOVE" (2:57) [Bourne ASCAP—Sigan, Windker]

[Frankie Laine Columbia 40079: 4-40079]

"BLOWING WILD" (2:57) [M. Witmark ASCAP—Webster, Tomikin]

FRANKIE LANE

"ANSWER ME, LORD ABOVE"
Currently making a strong bid for top honors with his rousing version of "Hey Joe," Frankie Laine follows through with two solid sides which should also be strong contenders for laurels. "Answer Me, Lord Above" is a slow semi-religious number with a similarity to "I Believe." Backed by Norman Luboff's chorus and Paul Weston's subdued orchering, Frankie gives everything he's got for the emotional and moving number that builds. It's a real strong side with an overall excellence, "Blowing Wild" done as a quality job on "Blowing Wild" too. It's a beauty rounding off the Side Two set of Frankie in the motion picture "Blowing Wild." The number was written incidentally, by the author of "High Noon," Dimitri Tiomkin. Both decks rate in the "A" class.

LEE RICHARDSON
(Lloyds 104: 45-104)

"DON'T TAKE YOUR LOVE FROM ME" (3:05) [Regent BMI—N. Willmot] A biggie of a few years back that pretty the come back. It's treated to a deep vocal range reading by Richardson. Number has a blue air.

"I HAD TO LOVE AND SANDOMR" (3:45) [Peer International BMI—Johnson, Luther] Louis Prima is back on wax once again and with a solid contender at that. With Keely Smith to help on the vocals of "007," (3:44) through the revamped lyrics to the popular ditty that's been around for ages. Could hit again.

LOUIS PRIMA ORCHESTRA
(Columbia 40064: 4-40064)

"BARNACLE BILL THE SAILOR" (2:35) [Peer International BMI—Roberts] Louis Prima is back on wax once again and with a solid contender at that. With Keely Smith to help on the vocals of "007," (3:44) through the revamped lyrics to the popular ditty that's been around for ages. Could hit again.

"SHEEPHERD BOY" (2:28) [Rogers ASCAP—Boggs/Larrier] Keely and Louis hop through another lively piece with plenty of beat and excitement. A catchy novelty full of zip.

THE FIESTA EIGHT
(RCA Victor 26-5359; 47-5439)

"SHUMBA REAPSYODY" (3:00) [Remick ASCAP—E. Audinot, De Bru] A popular rhumba in the U.S. for quite a number of years gets a rhythmic going over from the Picante Eight. Appealing rhythm augments the pretty piano lead. Good Latin filler in the jukes.


CINDY LORD
(MGM 11575; K-11575)

"HAPPY HAPPY HEART" (2:47) [Alamo ASCAP—De Rose, Tobias] Pert voiced Cindy Lord hits through a happy bonzer with a real number and inviting novelty of its own. Wonderful accompaniment by Joe Lipman's orch.

"SOMEONE IS CRYING" (2:20) [Mills ASCAP—Bidari, Venuto, Wood] The sweet voiced thrash vocals in a beautiful vocal job on this end as she romances through a ballad. Another fine job by the orch.

DOROTHY SOURLES
(London 1371: 45-1371)

"FROM YOUR LIPS TO THEE" (3:14) [Regent BMI—N. Willmot] Supported by the lush backing of Malcolm Lockyer, Dorothy Squires offers a tender and touching semi-religious item. Real moving and involving of lyrics. She has a tear in her voice. Might happen.

"SORRENTO AND YOU" (3:30) [Conn ASCAP—W. Rowe] Ushered in by a mellow introduction is Dorothy as she softly romances through a ballad. Her voice is most inviting.

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

THE Orioles

GREAT POP AND R&B TREATMENT OF...

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**JOE AND THE CRUSADERS**  
(Decca 30592; 9-30592)

**THE KINGSTON TRIO**  
(2:20) [Mr. Gasser ASCAP—H. Williams] The trio's heartfelt melodies are perfectly suited for this acoustic setting.

**LEO DIAMOND**  
(Ambassador 1003; 4-1003)

**LUCY SIMS**  
(Decca 28834; 9-28834)

**GIANNI GHISIN**  
(2:45) [Gabis ASCAP—C. Porter] The masterful touch of this recording adds depth and emotion.

**BILLY JOEL**  
(2:10) [Palm ASCAP——H. Williams] The blending of the piano and strings creates a smooth, captivating melody.

**MICHAEL JACKSON**  
(2:35) [Palm ASCAP—C. Porter] The powerful vocal performance is matched by the driving rhythm section.

**BOB CARR**  
(Decca 28835; 9-28835)

**JOEY BROSSA**  
(2:35) [Palm ASCAP—C. Porter] The electric guitar solo adds a thrilling element.

**THE CASH BOX**  
(Decca 28836; 9-28836)

**DINING SISTERS**  
(2:45) [Palm ASCAP—H. Williams] The harmony between the voices is harmonious and delightful.

**THE CASH BOX**  
(Decca 28837; 9-28837)

**JOE AND THE CRUSADERS**  
(2:45) [Palm ASCAP—H. Williams] The lush arrangements enhance the emotional depth of the song.

**THE CASH BOX**  
(Decca 28838; 9-28838)

**DINING SISTERS**  
(2:45) [Palm ASCAP—H. Williams] The combination of voices creates a powerful ensemble sound.
The happy combination of key personnel in the recording, sales, and exploitation field; plus the leading distributors in the nation; dedicated to the best in performance on records, has made possible the formation of a new label

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"IT'S GOOD TO HAVE YOU HOME AGAIN" b/w "SITTIN' IN THE SUN"

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"It's What's in THE CASH BOX That Counts"
NEW YORK:
After a week of holidays, the music biz is really swinging into high gear. Top records are coming from both the majors and independents and all signs point to a strong year. It seems to indicate that one of the top country stars in the record field will be Bob Dini. Bob, who records for Larry Newton's Derby label, already has a hit in "Too Long," and his next disc can't help but be a smash.Currently in the Navy, Bob is slated to take over the spot Eddie Fisher used to have on the army shows. Some radio station or record exploitation firm would do well to contact Vic Cowan (it can be done through The Cash Box) who was recently at WINS and who has grossed shows, handled production, written script and assisted such top DJs as Jack Lacey and Charlie Stark . . . Dinah Washington is showing what a great talent she is with a completely new show down at Cafe Society with picture standards and even spirituals . . . Everyone in the record business who knew him has been saddened by the sudden death of Art Seger, who was head of Seger Records. Art was one of the sweetest guys in the business and we're going to miss him . . . Leonie Wolf informs us that Audivox is preparing its first EP featuring the Raymond Scott Quintet and Dorothy Collins . . . King Records is going all out in promoting Herbert "Frankie Lamps" Lamps as he is a natural on the disk . . . Ed Walker has joined Bob Hammer, handling disk promotion.

CHICAGO:
Moe star, Helen Traubel, the talk of the town. This great lady had first nite audiences at the Chez Paree begging for more. Haven't heard deafening applause like those she received in years. Specially when she renders that "native folk song" . . . "St. Louis Woman." What a talent! A new opening nite audience cheered Jim Lowe at the Edgewater's Marine Dining Room, as he gives out with his own composition, "Gambler's Guilt," and "Pretty Pickle Darlin'." All Jim's Chicago friends pulling for the lad to really make the grade . . . Mike Maitland announces that St. Paul, formerly with Capitol's Philly office, will be replacing Don Foreman here in the Windy City on October 1 . . . Bestest of best wishes and warmest congratulations to Rocky Rolf and his Betty Calamari on their coming marriage. We wish them only health, wealth and loads of happiness . . . Nice letter from one of the swellest guys in the biz, Herb Kessler. Herb all thrilled with reception being given Al Hibbert's first release efforts . . . After closing Chicago last week, Bobby Darin headed out East and opened the Statler Hotel, Washington, D.C. . . . Chicago Theatre show now headed by The Gaylords. In their very first Chicago appearance, Karen Chandler . . . Lorene Younglove has replaced Evelyn Aron as record librarian at Station WIND . . . George Shaw, handsome, new addition to Decca's stable, spent a couple days in town, plugging his latest, "Rags To Riches." Hopped from one deejay to another, as Larry Green stands by and beams his approval . . . Marty Hogan just back from a few busy weeks in the big town has La Rosa's "Eh, Cumpari" really broken wide open. Disk, which didn't even show as recently as two weeks ago, is now the number one seller here . . . Seems the greatest variety of deejay shows is offered after midnight. With programs headed by Howard Miller, Linn Burton, Tupper, Jim Mills, and several others. And all past the witching hour.

LOS ANGELES:
First came "Dragnet" then the Jack Webb theme was played backward and we got "Tengard" (Dragnet spelled backward). Now Capitol has released a hilarious new twist to the Dragnet theme called "St. George and the Dragon Net" with Daws Butler, Stan Freberg and Walter Shain. Walt Disney shows new sides by the ever popular Kay Starr have just been released by Capitol called "Swamp Fire" and "When My Dreamboat Comes Home." Another popular Capitol artist, Duke Ellington, comes up with his second release titled "Voo-Dah" which is a revision of the old time favorite "Take the A Train." . . . Abe Diamond's boys sit up like all waiters when he heard that Al Jun has gone out on the limb and predicted that the waxing of "Off Shore" on the Ambassador label would be a hit. Abe paused from all the excitement and calmly stated that construction will soon start on his new building. This will make him the only distributor along Pico to own his own building . . . Spike Jones had them rolling in the aisles when he put on another of his Musical Depreciation Revues at the Pasadena Civic Auditorium recently. Spike returns from a tour of one nighters and a successful engagement at the Sacramento State Fair. He's been recording sessions for Victor . . . Before signing with MGM records, Vicki Benet, cut "I Don't Want To Kiss You Goodnight" which will be released October 15th under the new Delta label. We also hear that Thee current big seller "That's New York" is now number 15 on the charts at Wallacha's Music City . . . Lew Chudd of Imperial Records recently signed a young child singer 11 year old Bobby Giordi. His etching of "There is No One Daddy For Me" has just been released . . . At Sunland Music Company Gordon Woff reports that they have so many hits that he's considering changing the firm to "The Sunland" . . . Local Mercury Distributor, Barry Bloom, says that Vic Damone's vocal version of "Ebb Tide" is getting a lot of reaction from operatic type fans. Claims it should reach the top pop lists before very long . . . QUOTE AND UNQUOTE—Jack Leeds, California Music Company, "It is my prediction that Eartha Kitt's new release of 'I Want To Be Evil' will be twice as big as her waning of 'C'est Si Bon' . . . Sid Talmadge of Record Merchandising Co. reports that "My Happiness" and "Near You" by the Mukays on the Cardinal label is becoming quite a juke box number.

"It's What's in THE CASH BOX That Counts"
UN-VALE-ING A GREAT RECORD
BY THE NEW VOICE SENSATION...

JERRY VALE

with PERCY FAITH Orchestra
Singing-
"A TEAR, A KISS, A SMILE"

COLUMBIA
40058

"A MUST FOR EVERY JUKE BOX"

"It's What's in THE CASH BOX That Counts"
## The Cash Box, Music September 26, 1953

### The Cash Box

#### Disk Jockeys

#### Regional Report

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### 13 Man Victor Sales Team Kicks Off New Glenn Miller Album

Manie Sacks, RCA Victor Records vice president and general manager (seated), and Larry Kanaga, general merchandise manager, go over the company’s plans for the new Glenn Miller Limited Edition album.

NEW YORK—RCA Victor record department top brass kicked off the company’s new Glenn Miller Limited Edition album with a week-long series of distributor sales meetings, ending on the 19th.

The Miller album, which contains five 33 1/3 rpm or fourteen, 45 rpm records, will list at $24.95. Conceived along the lines of the Beethoven Ninth of last year, it is felt that the Miller set may do twice the business garnered by the Toscanini album, which racked up sales totaling $1,000,000. In informal talks before distributors in every major U.S. market, a 13-man RCA Victor sales team task force pointed out the potential of the Miller set and showed off the sales aids devised by the record company. Major points covered in the presentation included:

1. Disk Jockey Coverage—RCA Victor presented a special plan to increase disk-jockey play of the album. Personal handling of the set is being strongly urged by RCA Victor.
2. Concentrated Effort—Distributors were told that RCA Victor expects them to devote two full weeks of dedicated selling to the Miller set.
3. Immediate Delivery—Since the Miller album has been quietly manufactured during the summer months distributors and dealers are getting immediate delivery. In this way, the album will get maximum exposure during the peak fall and holiday buying period.
4. Dealer Level Sales Aids—With each order of 30 Miller albums, dealers will be provided with two demonstration records and a counter display merchandiser.

Since the Miller set comes wrapped in cellophane the demonstration disk is provided so that dealers will not have to break open an album. The counter display is designed to display both the 33 1/3 and 45 rpm versions of the set and is designed so that it not only shows off the merchandise but acts as a self-service unit. Dealers also are being allocated a special Miller streamer for wall or window use.

5. Distributor Level Publicity and Promotion—Each distributor is receiving a publicity and promotion kit containing photos of Miller and stories about the late bandleader. All of these are designed for local placement. A second section of the kit contains tips for local promotion stunts.

Advertising—In their talks before distributors, RCA Victor execs unveiled a national advertising campaign, which includes trade advertising and spots on RCA Victor’s network radio and TV shows.

RCA Victor’s sales task force for the special Miller meetings with distributors included: Howard L. Letts, Assistant General Manager of the Record Department, who covered New York; Newman, Frank McAlpine; Roy McClay, General Plant Manager, and Larry Kanaga, General Sales and Merchandise Manager, who handled manufacturing; and Frank McAlpine, International Record Sales, Domestic Department, who handled Charlotte, Knoxville, Birmingham, Atlanta and Dallas; Bulllock, Manager, Sales Planning Section—Chicago, Davenport, Peoria, St. Louis and Louisville; Jack Burges, Manager Domestic Commercial Field Sales Section—Buffalo, Cleveland, Toledo, Detroit, Philadelphia, Cincinnati; Bob McCluskey, Manager, County and Western Sales Section—Inland, Cincinnati, Huntington, Pittsburgh and Harrisburg; Bevie Miller, Manager, Poular Record Promotion Group—Richmond, Washington, Baltimore and Philadelphia; Ben Rosser, Manager, Advertising Services—Memphis, Little Rock, Detroit and New Orleans; Irwin Tarr, Manager Coin Operator and Syndicate Stores Sales Section—Denver, Salt Lake City, Portland, Seattle and Billings; Dick, Manager, Red Seal Promotion Group—Oklahoma City, Amarillo, Dallas and Houston; and Murray Jordan, Manager, Merchandising Section—Portland, Boston, Providence and Hartford.

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### It’s What’s in THE CASH BOX That Counts!
DETROIT—Every Sunday afternoon, Bob Seymour, WKMH disc jockey, conducts a teen agers’ night club at the Gay Haven. 1,000 kids jam the club each week and Bob is pictured here with his recent guest Bob Manning, whose new Capitol disk “It’s Easy To Remember” and “I Feel So Mmm” has just been released.

Teen Agers’ Club

Bill Darnel will set you aflame singing “TODAY LOVE”"
Arthur Seger Dies

NEW YORK—The trade was saddened this week by the sudden death of Arthur Seger, president of Seger Records. He died Friday, September 11 after failing to recover from an operation which he underwent several days before.

One of the most universally admired men in the business, Seger won many friends through his sincere concern and desire to help those whom he came into contact with.

In the record field, he made his mark as an independent manufacturer by introducing Bernie Parks to the American record buying public. It was also through the Seger label that the songstress came to the attention of the trade.

Recently Seger, who always had an eye out for the unusual, had cut Margaret O'Brien and her disks were waiting for release when he took ill.

Seger entered the record business right after the war and had various companies including Asa Records and Top Ten Records.

Comment among his friends this week was that the entire music business would miss him and the humanitarian qualities and approach which he brought to the industry.
Ellington Dedicates
"Artist’s Society of America"

CHICAGO—On Tuesday, September 15, Duke Ellington officially dedicated "The Artists Society of America," created to aid new talent in all phases of the entertainment field.

Meeting, attended by approximately 50 guests, including jazz luminaries and newsmen, was held at the Sutherland Hotel, recently chosen national headquarters.

As Duke says, "People in show business are noted for their tendency to help everyone but themselves. We want to try to aid our own members." He added that a program including legal, health, informational, and publicity services will be offered.

A national advisory board has been appointed executive secretary. Other officers include Mahalia Jackson, vice-president; Sammy Dyer, treasurer; Marion Stevenson, secretary. Attorneys constituting legal counsel are, Eari Brooks, Eddie Johnson, and William Rhetta. Dr. Arthur Logan of New York City will head the health department.


ASA is mainly interested in enrolling aspiring entertainers, those who are now engaged in show business and those planning to enter the field. Special emphasis will be placed on programs to aid songwriters and for artists engaged in the spiritual and gospel fields.

National headquarters will remain here for the society, but branch offices are planned for New York, Los Angeles, Detroit, St. Louis, Philadelphia, and other cities, as the need arises.

ASA is not a union and will cooperate with and respect all established agencies, unions, and like organizations. It will mainly function in an advisory capacity.

Irma Fields Named To Derby Promotion

NEW YORK—Larry Newton, president of Derby Records, announced this week that Irma Fields has been named to the Derby Promotion Management at the diskery.

Her first assignments will be Derby’s two recent hits: "The Outfit" (The Orioles, Bob Cabbie) and "A I To Blame" and Sandy Solo’s "There I Go."

"Hey Barmaid"

New York, N. Y.
1. No Other Love (Perry Como)
2. Hey, You, You (Ames Bros.)
3. Vaya Con Dios (Paul & Ford)
4. Crying In The Chapel (Valli)
5. Ella Tide (Frank Chacksfield)
6. You, You, You (Ames Bros.)
7. P. S. I Love You (Hillboppers)
8. C'est Si Bon (Eartha Kitt)
9. Dragun (Ray Anthony)
10. Rags To Riches (T. Bennett)

1. You, You, You (Ames Bros.)
2. Vaya Con Dios (Paul & Ford)
3. Crying In The Chapel (Chills-Valli)
4. No Other Love (Perry Como)
5. P. S. I Love You (Hillboppers)
6. Oh! (Pee Wee Hunt)
7. Love Every Moment You Live (Jlha Pedziwiat)
8. Dragun (Ray Anthony)
9. My Love, My Love (J. James)
10. Ella Tide (Frank Chacksfield)

Cincinnati, Ohio
1. Vaya Con Dios (Paul & Ford)
2. You, You, You (Ames Bros.)
3. No Other Love (Perry Como)
4. Dragun (Ray Anthony)
5. Ella Tide (Frank Chacksfield)
6. Oh! (Pee Wee Hunt)
7. C'est Si Bon (Eartha Kitt)
8. Love Every Moment You Live (Jlha Pedziwiat)
9. Dragun (Ray Anthony)
10. I'm Walking Behind You (Eddie Fisher)

Lansing, Mich.
1. Vaya Con Dios (Paul & Ford)
2. Dragun (Ray Anthony)
3. P. S. I Love You (Hillboppers)
4. Crying In The Chapel (Valli)
5. Ella Tide (Frank Chacksfield)
6. Oh! (Pee Wee Hunt)
7. C'est Si Bon (Eartha Kitt)
8. My Love, My Love (J. James)

Seattle, Wash.
1. Vaya Con Dios (Paul & Ford)
2. Dragun (Ray Anthony)
3. P. S. I Love You (Hillboppers)
4. Crying In The Chapel (Valli)
5. Ella Tide (Frank Chacksfield)
6. Oh! (Pee Wee Hunt)
7. C'est Si Bon (Eartha Kitt)
8. My Love, My Love (J. James)
9. Dragun (Ray Anthony)
10. I'm Walking Behind You (Eddie Fisher)

Winston-Salem, N. C.
1. Crying In The Chapel (Valli)
2. Yea, Yea, Yea (Ames Bros.)
3. Oh! (Pee Wee Hunt)
4. P. S. I Love You (Hillboppers)
5. C'est Si Bon (Eartha Kitt)

Denver, Colo.
1. Vaya Con Dios (Paul & Ford)
2. Dragun (Ray Anthony)
3. With These Hands (E. Fisher)
4. Swell Tide (Frank Chacksfield)
5. C'est Si Bon (Eartha Kitt)
6. Ella Tide (Frank Chacksfield)
7. Oh! (Pee Wee Hunt)
8. Dragun (Ray Anthony)
9. I'm Walking Behind You (Eddie Fisher)

Memphis, Tenn.
1. Oh! (Pee Wee Hunt)
2. Dragun (Ray Anthony)
3. Crying In The Chapel (Valli)
4. No Other Love (Perry Como)
5. Ella Tide (Frank Chacksfield)
6. Dragun (Ray Anthony)
7. No Other Love (Perry Como)
8. My Love, My Love (J. James)
9. C'est Si Bon (Eartha Kitt)

Pittsburgh, 8. a.
1. You, You, You (Ames Bros.)
2. No Other Love (Perry Como)
3. Dragun (Ray Anthony)
4. Vaya Con Dios (Paul & Ford)
5. Ella Tide (Frank Chacksfield)
6. Dragun (Ray Anthony)
7. No Other Love (Perry Como)
8. C'est Si Bon (Eartha Kitt)
9. Ella Tide (Frank Chacksfield)
10. Dragun (Ray Anthony)

It’s What’s In THE CASH BOX That Counts

HOLLYWOOD, CAL.—Jerry Colonna and Art Hackart of Decca and Mr. "Barmaid" at the Crescendo Club on Sunset Strip in Hollywood demonstrate Jerry’s latest Decca release, "Hey Barmaid."

“Hey Barmaid”
TORONTO TOPICS

In line with their policy of having each of their record labels operating independently, Quality Records goes into the fall season with Eric Bird, in charge of MGM; Bill Carry, in charge of Mercury; Frank Weaver, in charge of Quality and Quality—King labels and Frank Kirton handling Remington with Don McMicken in charge of the overall operations. Frank Weaver reports they have a very hot Quality release forth-coming in "On The Carousel" which are being pressed from the Rainbow Master. This Arkane James with the Dimensional group, is expected to click big in Canada. 

Also at the moment, back in at Massey Hall with his all-Scottish company and the usual good business. The old country people really turn out for his annual dates. At Massey Hall on September 23rd, Norman Gran's Jazz at the Philharmonic makes its annual appeal with Cancer Oscar Petersson, Ella Fitzgerald, Roy Eldridge, Ben Webster, Charlie Shavers, Ray Brown, Raymond Tuna, Flip Phillips, Benny Carter, Bill Harris, J. C. Heard, Herb Ellis, and Willie Smith, . . . Back again at the Colonial is Phil Napoleon and his Dixieland Music. Phil could have his Canadian citizenship papers anytime he wants them. . . . Up from Wheeling, West Virginia are Dee and Dickie Williams and their group to play two dates before heading into the Maritime Provinces. Here that Dee's songs, "Roses Are Blooming," which has been a Quality best seller, will soon be out as a Pop. Several issues ago, we predicted this could be a hit. The Williams shows should play the Canadian Legion in Toronto September 21st . . . Glad to hear that Bill Long will be on the WWVA Wheeling Jamboree. Currently in Minot, North Dakota, Bill moves east to Wheeling next week. Long a favorite with Canadians, this folk artist will find an audience awaiting his air appearances from West Virginia . . . Bobby Gimby and his orchestra back at The Palais Royale for a fall run which makes a merited repeat date for this popular maestro.

MONTREAL MEMOS

Record business off at a great pace for the fall season with all of the local distributors and their staffs reporting extra heavy volume of business. . . . Vaughn Monroe, working as a single, headlines this week's show at the Serville Theatre and is expected to be a real money maker for the house. . . . Week before last, Decca's Four Aces did close to record business at the Serville, and tied in with their Montreal date, the platterly locally pre-released their new disk of the standard "Laughing On The Outside (Crying on the Inside)." Frank Ramperger and his International Music Store advises that they had had very good customers' reaction on this disk . . . Coral's Johnny Desmond did very good business last week at the local vaude house. . . . Incidentally, Les Gardner of the record department at International is moving to Toronto where he will be with RCA Victor. ... Lee Mendell, formerly manager of Capitol. Records local office is now Montreal manager of RCA Victor's record division. . . . Curly Hachey and the Sunset Playboys currently headlining at the Hotel Maurice in Three Rivers, after which they play a two-week date at the Chez Emilie in Quebec City . . . Opening the new fall season at the Ritz Carlton Hotel will be Cecilla Lipton with the society favorite Johnny Grant presiding at the Ritz keyboard . . . Sammy Davis Jr., with his dad and uncle, Will Martin doing extremely well on their repeat engagement at the Chez Paroo. The Will Martin Trio is a U. S. act that became a headliner in Canada, probably before they reached their preeminence in their homeland. They have been tops in these parts most of the past two decades and have a raft of friends, as well as fans in this part of the continent.

PRAIRIE PRATILE

Local pride taking almost as hot in disk and music circles as it is in sports, with Scotty Stevenson and the Edmonton Eskimos now recording for RCA Victor's Bluebird label. Scotty's first disk "Edmonton Waltz" with "Let's Get Married Tomorrow" on the flip side has the northern Alberta fans going for its success and it sounds good to us . . . CKNX's Stu Davis and CFGN's Hod Pharis keeping in the music limelight with their Aragon platters and Hod has just cut his song "Somebody's Calling," for early Aragon release, which has been getting strong reaction on his radio programs. The tune should be a natural follow up to his earlier originals "Call Of The Mountains" and "I Heard The Bluebirds Sing," which did so nicely for him and Aragon and were covered by the U. S. majors . . . Arnprior star, Eddie Mohler back home in Estherville and Saskatchewan for his first holiday since trekking east. Here he will be calling in on the western D.J.'s and ops before he returns to Ontario at the end of this month . . . Buddy Reynolds is organizing his own group in Winnipeg and intends to make that his base of operations for the coming season, Buddy's Aragon platter of "Centipede," his own tune, could happen and we hear some of the U. S. A. & R men are watching it for possible cutting on their labels.

"It's What's in THE CASH BOX That Counts"
10 Million EP Recording Rolls Off RCA's Press

NEW YORK—The record industry's 10,000,000th extended-play 45 rpm recording rolled off the press on September 15 at RCA Victor's 234th Street plant here. The company has pressed more than 7,000,000 of the eight-minute-per-side discs since introducing them a year ago this month.

Total sales volume for the industry on EP merchandise has already passed $14,500,000, according to Mable Sacks, vice president and general manager for the Victor record department. Sacks presided at brief ceremonies at the record plant and presented the 10,000,000th EP disc, "Rise Steven Sings Songs by Idabelle Firestone," to Miss Stevens.

The record industry probably will break its volume this year to $25,000,000—a rise of 12 per cent over 1952 Sacks estimated. He said the extended-play recordings had contributed greatly to the current boom, and that between 15,000,000, EP discs during the next 12 months could be expected.

EP records considerably reduce the price of recorded music through a technical development which lengthens the playing time of a 45 rpm record from four to eight minutes per side. Thus an EP record carries four popular tunes instead of two, and cuts the cost of pop music albums almost in half.

Hundreds of medium-sized classical works which formerly required a "break" in the middle while a record was turned over now are complete on one side of an EP. An extensive new series of these medium-length works, performed by famous artists, has been released this fall by RCA Victor under the title of "Concert Cameos."

"EP records," Sacks emphasized, "make it possible to offer vast numbers of potential consumers with only $1.50 to spend a substantial 'package' of music for their money." Before World War II, 86 per cent of classical music purchases were in single records, but with the advent of the longer-playing disks that figure fell to 20 per cent. EP records have opened the market for single and shorter classical selections, the RCA Victor official said.

Danny's Hideaway Now Celebrated On Recording

NEW YORK — Danny Stradella, youthful owner of Danny's Hideaway Restaurant is experiencing a new thrill these days. Tex Beneke has just recorded a tune on the Coral label called "Danny's Hideaway."

Danny, still amazed at the whole thing, said the other day: "When I was a kid living in Hell's Kitchen and went dancing to bands like the late Glenn Miller's, I never dreamed that Tex Beneke, who played in the band at that time, would one day record a song honoring a restaurant I owned."

In honor of the event, Danny is giving a party at his restaurant on Tuesday, September 22, which is expected to be attended by his great host of friends in the music, recording and entertainment world.

Darnel & Lee Stewart Relive Past At WFIL-TV “Bandstand Picnic”

PHILADELPHIA — Lee Stewart, co-mo. of the "Bandstand" on WFIL-TV Philadelphia, is riding the crest of enthusiasm that the fast-growing disk show is generating in local and national record circles. Bill Darnel in town last week for an engagement across the river at Chubby's also is sitting pretty thanks to his "Tonight Love." But it wasn't always that way for the boys. Back when Darnel was aiming for the big time and Stewart was working on different radio shows, the two teamed up to share a New York apartment that soon became a clearing house for other members of the disk trade also looking for their opening.

Located not far from the Brill Building, Stewart and Darnel's apartment house was jammed with people in show business, and their room provided a place to sleep for many of the fellows who today are top stars in the entertainment business. Songs were written in the apartment, arrangements were set—and jobs were gotten in the apartment which acted as a New York address for vocalists, actors, announcers, etc.

Needless to say there was a record player there and young song writers who had just had their first tunes recorded would bring the disk over to get opinions.

Here too, the new sounds that Dinzy Gillespie and his followers were making were played over and over again, and their effect on the music trade discussed. These early acetates kept each of the struggling singers and disk-jockeys up on the trends in their trade.

That part's a past of that Stewart and Darnel brought out when Stewart and his co-emcee Bob Horn spun Darnel's waxing of "Tonight Love" at the WFIL-TV "Bandstand Picnic."

“What's in THE CASH BOX That Counts”

CHICAGO, ILL.—Linn Burton's Steak House was the scene this past week of a party given for the Ames Brothers by RCA Victor. The boys were playing the Chicago Theater. Seen in the photo above are L to R: Attorney John Philip; Ed Ames; Bill Gerah, publisher of The Cash Box; Mrs. Sam Evans; Mrs. Bill Gerah; Karyl Long of The Cash Box staff; and Betty Calamari.

Ames Brothers In Chicago

Darnel & Lee Stewart Relive Past At WFIL-TV “Bandstand Picnic”

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America's Next # 1 Hit! “T. V. RUMBA” by BOB BACHELDER and his Mood Recording Orch. Mood # 103 76 Prospect St. UN: 4-2200 Cambridge, Mass.

SWEET MAMA, TREE TOP TALL

By JERRY MEACHAM on TRENDS RECORDS # 63 DJ's write for your copy 630 N. Sepulveda Los Angeles 48, Calif.

THE LANCERS

Sweet Mama, Tree Top Tall

By Jerry Meacham on Trend Records #63 DJ's write for your copy 630 N. Sepulveda Los Angeles 48, Calif.

Breaking Fast

"THIS IS NEW YORK"

Della # 117—Tony Forrest
Della # 127—Tony Forrest on "Masquerade" with Tony Forrest and Orch. Della # 117

"I'M ASHAMED OF MYSELF"

Della # 117—Tony Forrest
Della # 127—Tony Forrest on "I'm Ashamed Of Myself" with Tony Forrest and Orchestra. Della # 127

Danna Box # 117—Tony Forrest
Della # 127—Tony Forrest on "Masquerade" with Tony Forrest and Orchestra. Della # 127

Della Box # 117—Tony Forrest
Della # 127—Tony Forrest on "I'm Ashamed Of Myself" with Tony Forrest and Orchestra. Della # 127

Dewey Bergman Becomes VP
And A & R Head of New Record Firm, Triangle Records

Sidney Ascher has been named public relations and advertising manager while Paul Brown will be in charge of record and sales promotion.

Some 25 distributors have been set up and an announcement of their names will be made prior to the diskery's first release.

In line with Bergman's search for talent, it might be interesting to note that he was an important factor in the discovery of Guy Mitchell, Steve Lawrence and Tommy Frisco. Bergman, in the past six years was A & R head of King Records and was also in the A & R department of RCA Victor.

Kulick is president of Sayban Distributing Co., in Buffalo, distributor of Admiral products and Mills Amusement and Vending Machines. Kulick was formerly a Worlinter distributor in the Buffalo territory.

NEW YORK—Ben L. Kulick, president of the new company, announced this week, the formation of Benida Enterprises Corporation, a record manufacturing firm which will have Dewey Bergman as its vice president and A & R head. The diskery is to be called Triangle Records.

In a statement of policy, Mr. Bergman said that it is Triangle's object to record with fresh new talent. With this in mind, Bergman is asking operators and disk jockeys who know of good talent in their areas to inform him of the fact and, if possible, to accompany the information about the artist with an acetate. Both O's and ops will be given careful consideration.

The first artists signed to the roster are Mark Stuart, vocalist, and Bob Dewey's Orchestra. The company's first release is expected to be in October.

Tiffany Readying West Coast Branch Office

CHICAGO—With Tiffany Records' first release getting a reception nationally, Pres. Harry E. Doney is on an extended tour of the southwest and west coast, readying an announcement of a branch office in Los Angeles.

Tiffany's first release, "My Love For You" and "Granada" sung by Clark Dennis, is getting a big play by disk jockeys and jive boxes. Both sides are being covered by other labels using name vocalists.

In California Doney is negotiating for names for the new label plus Tiffany's first album which may be the score of a new film. Hollywood figures closely in Tiffany plans, as is witnessed by the first release, "My Love For You," an exclusive of Mack Gordon's lyric of the Alfred Newman theme melody of the 20th Century-Fox film, "The President's Lady." It is reported that a name movie femme, never before recorded, will soon debut for Tiffany.

Doney, former manager of the Merry Macs and Earl Father Riddle, has lined up an impressive list of top independent distributors including: Benart Distributing Co., Cleveland; Cosnat Distributing Co., New York and Philadelphia; Diamond Distributing Co., Los Angeles; Dobbs of Dallas; Hit Record Distributor Co., Cincinnati; M. S. Distributing Co., Chicago; Music Suppliers of New England, Boston; Oklahoma Supply Record Co., Oklahoma City; Pan-American Distributing Co., Detroit, and Schwartz Brothers, Washington, D.C. Tiffany also aims to cover Canada.

Blaine Takes Over National

NEW YORK—Jerry Blaine, president of Jubilee Records, announced this week that he has consummated a deal in which he will take over the manufacturing and distribution of the National label. National, which has been dormant for the past two and a half years, will include in its first release 16 EP's and 16 LP's. Artists to be featured are Billy Eckstine, Charlie Ventura, the Ames Brothers, Eileen Barton and Enri Madriguera, among others.

George Pincus Opens Office

NEW YORK—George Pincus, who recently opened his own publishing firm after having been with Shapiro-Bernstein for 20 years, has established offices at 1650 Broadway. The firm is an ASCAP affiliate.

Representing Pincus in Chicago is Irwin Berke. A west coast man will be appointed soon.

Research Craft Company

Producers of
Finest Custom Record Pressings That Quality Materials and Intelligent Skill Can Offer
Any Type of Phonograph Record in Shellac • Flex • Vinylite
1037 N. Sycamore St. • Los Angeles 30, Calif. • Hollywood 5-6128

"It's What's IN THE CASH BOX That Counts"
Goldfarb Agency To Enter Music Field

NEW YORK—The Robert Goldfarb Agency, placement specialist exclusively to the personnel needs of the entertainment industry, announced, this week, its intention of offering its services to the record and music publishing field.

To this point, the agency, under the direction of Goldfarb, former personnel director of United Artists Corporation and RKO Radio Pictures, has been servicing the motion picture industry, radio and television fields.

Now that it has received universal acceptance in the above facets of the entertainment industry, the agency will offer its services to the record and music publishing fields. According to Goldfarb, “We believe that in addition to the fields we already serve, we are equipped to take on this added responsibility without affecting our operating efficiency.” Goldfarb further stated that a definite personnel problem exists in the music field. The ever present problem of finding the right person for a specialized job. “It was with this very thought in mind,” he said “that I founded this agency, a centrally located office where the employers of the industry could register their job openings from top executive, through the secretarial line, down to the office boy.”

The new offices of the agency are located in the heart of the music center at 1630 Broadway.

Party For Four Lads

NEW YORK—The Four Lads welcomed guests at a cocktail party given at the Hotel Warwick by Times-Columbia in help promote their new record of “Istanbul” and “I Should Have Told You Long Ago.”

Members of the trade papers, disk jockeys and record company officials were present.

Mitch Miller, Columbia A & R head, introduced the quartet and its manager Mike Stewart. The Lads took the floor and entertained the guests with an exhibition of some of their songs. The greatest applause came after they gave their version of their latest recording, “Istanbul.”

“Many Times” Taking Off At A Fast Clip

NEW YORK—With “Many Times” breaking for the fastest hit of the new season, Julie Stearns, general professional manager of Broadcast Music, Inc. is virtually set to make it three in a row for BMI’s own publishing unit. “Many Times” follows “Because of You” and “The Song From Moulin Rouge,” the latter still selling strongly after hitting the 700,000 mark in sheet music and over 2,500,000 records. “Many Times” which has just started has the Percy Faith instrumental recording on Columbia and Eddie Fisher with Hugo Winterhalter on Victor. (Record was in last week).

“Moulin Rouge” which is high on the “Hit Parades” in many foreign countries, has the foreign rights sold now in more than 20 European and South American countries, as well as England and Australia.

“it’s What’s in THE CASH BOX That Counts”

Montreal, Can.—At a recent appearance of the Four Aces at the Seville Theatre, this city, the boys were surprised by a visit from one of their disk jockey friends in Montreal on vacation at the time. Stan Pat, program director of station WTNJ-Trenton, N. J., now back at the mike, is still raving over the royal treatment accorded him by the Aces. The Four Aces current release is “Honey In The Horn” and Al Alberts, lead singer of the group, is out with a solo effort titled, “Endless.”

Meeting Dates Of Music Operators’ Associations

Sept. 21—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

22—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

28—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.

28—Dallas Music Operators’ Assn.
Place: Big Pete’s 5001 Lover’s Lane, Dallas, Tex.

Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.

29—Western Massachusetts Music Guild, Ralph Ridgeway
Place: Ivy House, West Springfield, Mass.

Oct. 1—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (general).

1—California Music Guild
Place: Sacramento Hotel, Sacramento, Calif.

5—California Music Guild
Place: 311 Club, 311 Broadway, Oakland, Calif.

12—Amusement Machine Operators of Baltimore
Place: Mendell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.

13—California Music Guild
Place: Fresno Hotel, Fresno, Calif.

14—California Music Guild
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.

14—New York State Operators’ Guild
Place: Palatine Hotel, Newburgh, New York

15—California Music Guild
Place: U. S. Grant Hotel, San Diego, Calif.
NEW YORK: “Shake A Hand” continues to “shake” up the market in no uncertain terms and the dish bids fair to become one of the years biggest. With the Atlantic’s release of another Faye Adams disk a bit of confusion arose in the trade. One distri, who handles the Herald line wrote in asking who owns Faye Adams. The story’s that Faye Adams is a recording of Faye Brooks. A Faye Brooks release of “Shake A Hand” hit with such shock impact, Atlantic released one of the tunes they had cut when Faye was under its banner. Faye Adams is now signed to a long term contract with Herald. Al Silver, over at Herald, excited as all get out, had a distrib reaction to the samples sent on “I Had A Notion” by Joe Morris with Al Savage doing the vocal. Al thinks he has another big hit on his hands. .. Seeco Records announces the appointment of Elite Record Company of Canada as exclusive in Canada from coast to coast... The Cheeks awarded The Cash Box Disk Jockey Award at the Apollo Theatre last week... Stan Lewis, Stan’s Record Shop in St. Louis, has last week to Art Bup, Specialty; and Leonard Chess, Chess and Checker. Stan now has his nation wide coverage with his new U.S. Centrals in Chicago and Philadelphia. ..

ATLANTIC CITY, N. J.—Jo Ann Tolley (thized from left) is shown greeting Mr. & Mrs. E. Baird of Parma, Ohio, (left) winners of the “Summer Sweetheart” contest in front of the Rita Carlton Hotel in Atlantic City where they are spending their week’s all-expenses paid vacation as guests of MGM Records. The couple was flown to the resort area by TWA airline who cooperated in the contest. . . Jo Ann’s right is John Tenney sales manager of the Rita Carlton Hotel. Tom Edwards, disk jockey on radio station WERE, Cleveland receives a $100 savings bond for finding the winners via his daily radio show.

NEW YORK—Irving Marcus, Duke and Peacock national sales manager, took to the road this week after locating in New York for the past several months.

Marcus will tour the eastern distributor setup gradually working his way to Florida and then westward back to the coast, his main point of operation. With Johnny Ace’s “The Clock,” up until recently the number one hit of the nation and still selling very strong, paired with Willie Mae Thornton’s newest, “They Call Me Big Mama,” Marcus felt this was the time to visit his distributors.

Seeco Head On Latin American Tour

NEW YORK—Sidney Siegel, president of Seeco Records, is off on an extended business trip to Cuba, Puerto Rico, Peru, Colombia and Venezuela. Siegel will visit with the trade and spend much of his time talent hunting.

Siegel, who makes these trips three or four times a year and more often when the need arises, will utilize the trip to further cement relations with his Latin American distrbs and to promote his fall releases.

Seeco has been one of the leading labels in the Latin American field in the South American countries for many years. Recently, Siegel put on Bob Rosen as general sales manager with the developing of the domestic market his first responsibility.

“The What’s In THE CASH BOX That Counts”
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

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<td>Duke 112</td>
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<td>Prisoners</td>
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Another HERALD HIT say—Distribs, DJs, Ops

"I HAD A NOTION"

b/w

"JUST YOUR WAY BABY"

by

AL SAVAGE

with JOE MORGIS ORK

Herald Record 417
#1 In the Nation

"SHAKE A HAND"

by FAYE ADAMS with JOE MORGIS ORK.

Herald 416

RECORDS
469 W. Broadway
New York City, N.Y.

Herald

The 'Blues' hit of the year!!... One of the all time 'bobbies'... The Sweethearts of the blues do it again...

Shirley & Lee

"THE PROPOSAL"

Aladdin # 3205

A REAL WINNER...

Charles Brown

with Johnny Moore's 3 blazers

"CRYING AND DRIFITING 'BLUES'"

Aladdin # 3209

AMOS MILBOURN

Aladdin # 3197

"It's What's in THE CASH BOX That Counts"
PERCY MAYFIELD
(Specialty 473)

"How Deep Is the Well" (2:38) [Venice - BMI - Mayfield]
Mayfield proves a slow philosophical blues and sings it convincingly.
The chanter's performance and material live top flight and a potant
contender for the chart.

"The Bachelor Blues" (2:47) [Venice - BMI - Mayfield]
Flipp is a slow blues with Mayfield handling the lyrics as tho he is
slightly on the "loaded" side. The artist has
love once but no more. A strong effort.

SMILEY LEWIS
(Imperial 5252)

"Little Fernandez" (2:16) [Commodore - BMI - Bartholomew]
Smiley Lewis sings a middle tempo calypso in Latin tempo, "Little
Fernandez, he's a good man," says the artist. He then chants a fetching and
litting ditty.

"It's Music" (2:17) [Commodore - BMI - Smith] May-
velle pulls out the stops on a slow blues and sings it from the toes. Her
gavel tones and feelingful reading could send this disk a long way.

BIG MAYBELLE
(Okeh 7009)

"My Country Man" (2:32) [Kirkland, Wyche] Racus voiced
Big Maybelle sings enthusiastically about her country man. A middle
tempo bounce that rides.

"Maybelle's Blues" (2:15) [Crestwood - BMI - Smith] May-
velle pulls out the stops on a slow blues and sings it from the toes. Her
gavel tones and feelingful reading could send this disk a long way.

SARAH McLAWLER
(Brunswick 4018)

"Blues for Rex" (2:56) [Challenge - BMI - Sarah McLaw-
ler] An original by Sarah is treated to the great sounds the gal can pro-
duce from a Hammond. A dramatic and tense piece that would be great
for production dramas.

"Your Fool Again" (3:06) [Popular - ASCAP - Campbell] Sarah McLawler sings on this
disk. The talented artist sells a strong slow blues.

JACK DUPREE
(King 4651)

"Ain't No Meat On De Bone" (2:46) [Jay & Gee-BMI -
Dupree, Mclaus] Jack Dupree etches another quick tempo novelty. The man
wants to eat some meat. He is tired of look of at the bone. A bouncing
ditty that could stir up some action.

"Please Tell Me Baby" (2:37) [Jay & Gee-BMI - Jack Du-
pree] The under lid is a slow blues delivered smoothly and with appeal.

RAY CHARLES
(Atlantic 1008)

"Feelin' Sad" (2:46) [Delta-BMI-Jones] Ray Charles sings a slow
down home blues in the Ray Charles manner. Ray etches a strong
disk for his market. Could be a big one.

"Heartbreaker" (2:51) [Progressive - BMI - Neugebore]
The flip is a fast rhythmic blues. Charles sings of the gal who broke his heart.
Employment of the bongo in the back-
Randy lends much color to the etching. A definite contender for the chart.

BRO. CLEOPHUS ROBINSON
(Peacock 1719)

"When I Can Read My Title Clear" (2:41) [P.D.] Bro. Cleophus Robinson is in great
voice as he sings a slow tender gospel piece with much emotion.

"In the Sweet By and By" (2:38) [P.D.] Robinson is tops
on this disk as he etches a similar religious number warmly and with
feeling. The tune changes tempo mid-
way becoming a rhythmic bounce and the gospel singer gives it everything.
An exciting disk that should sell big.

"Please Hurry Home" (2:41) [Modern-BMI-King, Taub]
"Neighborhood Affair" (2:39) [Modern-BMI-Taub]

B. B. King
(RPM 391)

WILLIE MBAON
(Chess 7529)

Willy Mabon continues his feud with his woman in "You're a Fool," in
this slow rockin blues, Mabon takes the offensive and vindictively
spits out harsh words. He rates his "Ba-a-by" with items like
"You're the dog-gonnest fool I've ever seen!" and "You stay so drunk you
don't know what it is to stay on your feet no mo'." Vocal is done
tasty. A strongly novel item that should follow in the sales
trend of his predecessors. The flip, "Monday Woman," is Mabon at his
vocalizing best. Willie bounces through the fetching piece with the support
of some heated orking.

JIMMY RICKS AND THE RAVENS
(Mercury 72013)

"Rough Ridin'" (2:52) [Rockaway-BMI-Fitzgerald, Jones, Tennes-
son]

"Who'll Be the Fool" (2:44) [Marge-BMI-Sanford, Rick]
Rare Critter

Baltimore, Md.—For weeks now, Buddy Deane of with in this city has been featured in his little animal—a very rare critter indeed. He calls it Chumley, and of course any records that Deane likes are Chumley approved. As can be seen from the photograph, Chumley is approving the record which is held by Buddy.

Wurlitzer-Laine Contest Enters First Week of Five Week Period

N. TONAWANDA, N. Y.—Indications are that the next few weeks will be busy ones for transcription recording. Buddy Deane is across the country. Youngsters aspiring to singing careers are trooping in to cut the disks recorded for them by their entries in the Frankie Laine—Wurlitzer $5,000 Vocal Scholarship Contest. For these young aspirants the bell rang at midnight, September 14, and 40 disk jockeys, 40 Wurlitzer distributors and 40 Columbia distributors in as many cities stood ready to accept their entries on opening day, September 15.

During the past week the Wurlitzer factory at North Tonawanda has received a constant flow of letters from youngsters wishing to participate in the contest and asking for the addresses where they may enter their recordings. Each communication has been answered.

Since the contest activity was last recorded, indications of sponsoring-acceptance have been received from more than 14 disk jockeys in the nation’s major cities. They include: Paul Flanagan, WTRY, Albany, N. Y.; Hugh Wanke, WCAO, Baltimore, Md.; Maurey Farrell, WAPI, Birmingham, Ala.; Ed Penney, WTAO, Beaton, Miss.; Mike Raat, WCOS, Columbia, S. C.; Bill Randle, WERE, Cleveland, O.; Al Rockwell, KRNT, Des Moines, Ia.; Wayne Stitt, WHB, Kansas City, Mo.; Beecher Frank, WKLX, Louisville, Ky.; Bob Larson, WEMP, Milwaukee, Wis.; Jack Thayer, WTCN, WTCN-TV, Minneapolis, Minn.; Jerry Kay, WVEZ, New Orleans, La.; Wally Nelzog, KJBC, Seattle, Wash.; Ron Curtis, WFL, Syracuse, N. Y.

Each disk jockey has been supplied with concise forms which he is asked to fill out weekly as a report of the number or entries received by his station. Saturday of each week is the deadline for the report in order to make possible a weekly total tabulation as an indication of growing contest interest. The report will also act as a barometer of the contest’s attraction in various sections of the country.

Entry forms and information concerning the contest were sent to the president of each of the Frankie Laine Fan Clubs in the United States which number about 200. A personal note from Laine suggested that the fan club members assist in spreading news of the contest among their friends at schools, colleges and other gathering places.

RARE CRITTER

Inside Harlem

Disk Jockey Jack Walker who spins the platters nightly from the heart of Harlem informs us that the reason we no longer hear the pleasant voice of his gai Friday, Evelyn Robins (She’s the sister of Sugar Ray) is because Evelyn has taken over the reins of her own show. She’s the star of the daily feature “Ladies Day,” also held over W.O.V... Harlem friends of Irv Marcus (Peacock and Duke salesman) really sorry to see him depart. Before leaving, Irv took time out to inform us that proxy Don Robie has cut some great sides on his recent trip to California... Tunesmith Rudy Toomb a around town saying thanks to all for making Amos Milburn’s latest waxing, “One Scotch, One Bourbon, One Beer”, the big one that it is. Rudy westbound this week...

Happy to hear about the big bonus that bandleader Joe Morris received for his excellent work in penning “Shake A Hand.” Joe informs us that he’s booked solidly for the next few months and that Herald Records, the label he’s now waxing for, has offered him the job of A & R Caught the opening of Little Esther at Harlem’s Baby Grand Cafe and, as usual, she knocked them in the aisles... Bobby Robinson, the little guy who operates Bobby’s Record Shop and Red Robin Records has been put to bed for a month by the medics and told to keep away from work until after the first of the year. Bobby doesn’t have to worry, tho, ’cause his old friend and standby, Joel Turner, will be looking after things until his return.
DOUBLE YOUR MONEY BACK

That's right! The Cash Box will give you DOUBLE YOUR MONEY BACK if you don't agree that The Cash Box is the finest publication for you in all the history of the coin operated machines industry!

No other publication in the history of this industry has ever dared to make such an offer.

Fill out the coupon on the bottom of this page today! Enclose your check for $15.00 for a full year (52 week's issues) of The Cash Box!

Read the first four issues.

If you don't agree, after going over the first four issues you receive, that The Cash Box is the greatest magazine you've ever yet read to help you progress in your business...send back those first four issues...get DOUBLE YOUR MONEY BACK for those first four issues...PLUS...the original $15.00 you sent for the entire year's subscription!!

YOU CAN'T LOSE!

If anything at all...you can get DOUBLE YOUR MONEY BACK...by subscribing to The Cash Box TODAY!!!

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

OKAY: I'll match you! Enclosed find my check for $15 for a full year's subscription (52 exciting week's issues) of The Cash Box. If I don't like the first four issues I receive, I am to return these first four issues to you, and you are to give me DOUBLE MY MONEY BACK for those first four issues PLUS the $15 which I am enclosing right now.

FIRM.
ADDRESS.

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

SIGNED.

"It's What's in THE CASH BOX That Counts"
HEY JOE!
Carl Smith (Columbia 21129; 4-21129)

A DEAR JOHN LETTER
Jean Shepard & Ferlin Huskey (Capitol 2502; F-2502)

IT'S BEEN SO LONG
Webb Pierce (Decca 28725; 9-28725)

I FORGOT MORE THAN YOU'LL EVER KNOW
Davis Sisters (RCA Victor 20-5345; 47-5345)

MEXICAN JOE
Jim Reeves (Abbott 116; 45-116)

CRYING IN THE CHAPEL
Darrell Glenn (Valley 101; 45-101)

RUB-A-DUB-DUB
Hank Thompson (Capitol 2445; F-2445)

GAMBLER'S GUITAR
Rusty Draper (Mercury 70167; 70167 x45)

CARIBBEAN
Mitchell Torok (Abbott 140; 45-140)

I WON'T BE HOME NO MORE
Hank Williams (MGM 11533; K-11533)

THE TEN FOLK AND WESTERN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK

1. HEY JOE! Carl Smith (Columbia)
2. I FORGOT MORE THAN YOU'LL EVER KNOW Davis Sisters (RCA Victor)
3. IT'S BEEN SO LONG Webb Pierce (Decca)
4. A DEAR JOHN LETTER Jean Shepard & Ferlin Huskey (Capitol)
5. CRYING IN THE CHAPEL Darrell Glenn (Valley)
6. MAMA, COME GET YOUR BABY BOY Eddy Arnold (RCA Victor)
7. CARIBBEAN Mitchell Torok (Abbott)
8. TENNESSEE WIG-WALK Bonnie Lou (King)
9. IS ZAT YOU MYRTLE? The Carlisles (Mercury)
10. I WON'T BE HOME NO MORE. Hank Williams (MGM)

Hollywood, Calif.—At an Abbott Party Record party held here recently, top names in the music and record fields turned out to say hello. Shown seated in this picture are Carolyn Bradshaw, Jim Reeves, and Mrs. Fabor Robison. Standing is Fabor Robison, owner of Abbott.

Folk & Western Notes from California

Los Angeles—The Western field is breaking big. His best seller in more than two years, Eddie is becoming very popular in the Western States via his "Hollywood Caravan" CRS Show... Quality Records, Ltd., is the new distributor in Canada for Abbott records, according to an announcement by Fabor Robison, Abbott owner. They will press under their own "Quality" label. Abbott distributors now cover the United States... Johnny Bond's new release of "Let Me Go Devil" and "Wildcat Boogie" is reported to be climbing high on the charts. Johnny is now on tour, making frequent appearances in the Texas and Oklahoma areas... Wayne Raney's version of "Adam" b/w "The Roosters Are Crowing" on the King label is getting lots of play... Skeets McDonald leaves next month for a tour of one-nighters as well as radio and TV appearances in Texas, Oklahoma, and Arkansas. His current release, "Hi Diddle Dee" and "Worried Mind," finds him teamed with pop songstress Helen O'Connell. Skeets wrote "Hi Diddle Dee," and the novelty is catching on fast... Bill McCall jr., of 4-Star records, states that their new release by Gene Davis "A Boy's Prayer" and "My Mother Will Have an Excellent, following in less than 50 days. Watch for a rush release by Albritch on In... Tennesse Ernie's back at Hometown Jamboree after a successful engagement at the Hotel Thunderbird in Las Vegas... Deco's Western recording artist Ernest Tubbs is now touring the West Coast... Eddie Kirk's RCA Victor release of "Caribbean" and "As God is My Witness" is breaking big on the Western charts. His best seller in more than two years, Eddie is becoming very popular in the Western States via his "Hollywood Caravan" CRS Show... Quality Records, Ltd., is the new distributor in Canada for Abbott records, according to an announcement by Fabor Robison, Abbott owner. They will press under their own "Quality" label. Abbott distributors now cover the United States... Johnny Bond's new release of "Let Me Go Devil" and "Wildcat Boogie" is reported to be climbing high on the charts. Johnny is now on tour, making frequent appearances in the Texas and Oklahoma areas... Wayne Raney's version of "Adam" b/w "The Roosters Are Crowing" on the King label is getting lots of play... Skeets McDonald leaves next month for a tour of one-nighters as well as radio and TV appearances in Texas, Oklahoma, and Arkansas. His current release, "Hi Diddle Dee" and "Worried Mind," finds him teamed with pop songstress Helen O'Connell. Skeets wrote "Hi Diddle Dee," and the novelty is catching on fast... Bill McCall jr., of 4-Star records, states that their new release by Gene Davis "A Boy's Prayer" and "My Mother Will Have an Excellent, following in less than 50 days. Watch for a rush release by Albritch on In... Tennesse Ernie's back at Hometown Jamboree after a successful engagement at the Hotel Thunderbird in Las Vegas... Deco's Western recording artist Ernest Tubbs is now touring the West Coast... Eddie Kirk's RCA Victor release of "Caribbean" and "As God is My Witness"
1. A DEAR JOHN LETTER
Jean Shepard & Ferlin Huskey
(Capitol 2192; F-2022)

2. HEY JOE!
Carl Smith
(Columbia 21129; 4-21129)

3. I FORGOT YOU'RE NOT GOING TO TELL
The Davis Sisters
(RCA Victor 20-3345; 47-3345)

4. IT'S BEEN SO LONG
Webb Pierce
(Decca 28725; 9-28725)

5. CARRYBEE
Mitchell Tomak
(Atlantic 140: 45-140)

6. CRYING IN THE CHAPEL
Dorrell Glenn
(Valley 101; 45-101)

7. GAMBLER'S GUITAR
Rusty Draper
(Mercury 70167; 70167-7645)

8. TENNESSEE WIG-WALK
Bennie Lou
(King 1327; 1327-137)

9. YESTERDAY'S GIRL
Hook Thompson
(Capitol 2555; 4-2555)

10. LET ME BE THE ONE
Hank Locklin
(Four Star 1641; 45-1641)

PH \ ZONE \ SALE \ REVIEW \ SEPT \ 12 \ The label debuts impressively with good \ singer and good tunes. Jack Lord's \ version bawled about diversions with \ feeling and a group of good musicians \ hand him neatly. The tune is good one \ the disc should pick up.

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ALL FOR ONLY
$15. PER YEAR
(52 ISSUES)

MARTY ROBERTS
(Conrad 1462)

1. A GAMBLER'S LOVE
[Meridian BMI-Sanson, David, Wolford] Marty Roberts comes up with some smooth warbling as the band back the adequate feeling with a fetching tune with a quick beat. A good debut record.

2. YOU FOOL You FOOL
[Meridian BMI-Charles Cates] On the slower portion the chorus voices with warmth and feeling on a moderate beat lover's lament. Expressive lyrics add flavor to a tune tenderly styled by Roberts.

STUART HAMBLEN
(Columbia 21158)

1. YOU MUST BE BORN AGAIN
[Hamblen BMI-Hamblel] A spirited reading by Stuart Hamblen on a religious flavored item. Smooth voices of the Cowboy Church Prairie Choir shine on this emotional tune.

2. PAINTERS WITH THE LORD
[Hamblen BMI-Stuart Hamblel] Backed by the choir Hamblen vocals tenderly on a slow beat tune in a similar religious vein. General effect is stirring.

HAWKSHAW HAWKINS
(RCA Victor 20-5444)

1. THE MARK ROUND MY FIN-
GER
[RFD ASCAP-A. Simms, I. Kosloff] The velvety tones of Hawkshaw Hawkins deliver a moderate beat romantic lament with pretty lyrics. The artist receives soft string backing as he expresses love for his gal though they have drifted apart.

2. A HEAP OF LOVIN'
[RFD ASCAP-N. Nelson, J. James] A slow beat item with romantic lyrics etched in pleasant manner by Hawkins. Two fetching decks that could stir up a lot of interest.

LOUIE INNIS
(King 1260)

1. I AIN'T GOT A POT (To Peel Potatoes in)
[King BMI-Innis, Travis] A quick beat happy sounding piece handled in light-hearted fashion by Louie Innis. The chorus voices are well accentuated as he tells of spending all his money on his gal. Solid string backing.

2. SUICIDE
[King BMI-Innis] Innis' fast quick rhythmic beat ditty with expressive lyrics. Deck features cute novelty effects by the band. Two enchanting sides dished up by Innis.

“IT’S WHAT'S IN THE CASH BOX THAT COUNTS”
Hugh Cherry, popular deejay at WMAK, Nashville, kicked off his “Hugh Cherry Open House” disk show, Saturday, September 19th, at 3 p.m. Big highlights included interviews with some of the top country wax artists in Nashville and a fun-fest with the record company people. cherry, run on an informal format by cherry, is exclusively country music. Word from Jim Halsey, manager of Hank Thompson (Capitol) says that Hank was the only deejay to appear at Soldier Field in Chicago August 1st along with other top talent like Patti Page, Eddie Fisher and Dean Martin. His Frontier Days Art Festival attraction in Cheyenne, Wyoming this year. Jim Halsey says he has moved his office from the Tennessee Hotel to the City Life bldg., Professional Building, Independence, Kansas. Good to hear! Word is that Bobby Vee has booked some dates for the Al Fuzzy St. John’s show visited Nashville, Saturday, September 12th along with the show’s business manager, Bobby Vee, and staff member, Jim Halsey, featuring Buddy Meredith, Hal Smith, formerly known in the musicians circles, has made a switch, and is now appearing in Southern territory. Hal has been associated with the new positive promotion of the Southwestern states with appearances in congregate and best wishes. “Sleepy” now has more air time than any other Mid-South country spinner with his 6 hours 6 day a week shows.

Bob Allbritton, who was an associate of that Gabe Tucker’s father passed away recently. Gabe is the popular Country and Western deejay who holds that at KATL, Houston, Texas. Allbritton is currently handling the programming for the station, The Carter Sisters, Duke of Paducah, Marty Robbins and Lew Childre when the group made a successful tour that week appeared on radio under the sponsorship of Fiskal. Allbritton also is preparing a new younger in the Country and Western fields, in the person of “Little Young Mr. Apple,” who has just completed a series of five dates with the Duke of Paducah. The show is a ten-year-old youngster who made his radio debut about three months ago. Allbritton has lined up a second date with the group, and is using the singer and his band for promotion behind his first release. Skye Meadors leaves next month for a series of one-nighters and television shows in Texas, Oklahoma, Arkansas and then to the Detroit area for a night club stand and some appearances in cities of Michigan he has not been. Skye’s current release is the new “Hu Diddle Dee” and “I’ll Be The One To See You Home” and the singer is getting ready for his first appearance at the New York Country Music Show. The group, now working their debut with Atlantic Records, is on a show and radio tour and appearing in concert with a number of pop songstress Helen O’Connell. Skye wrote “Hu Diddle Dee” and the coating is gathering strength. The popular singer has worked practically every spot on the West Coast during the past 12 months and could spend some time in the South and Southwest. Jimmie Davis did the guest spot on the Grand Ole Opry. He has just completed a successful tour, coming on up visiting his friends of the industry in Nashville. Quality Records, Ltd., is the new distributor in Canada for all products of Abbott Records, according to an announcement by the company’s president. Quality is now the only representation for Tannen Records, reports that Vin Bruce has a new release titled “The Donna Nell” and the group has just completed a recording with Eddie Hill is writing on material for the group. The song, “I Purl the Shoulder You Cry” is one of the best efforts the group has turned in recent months. Carolina Cotton and Carole Cohn were the Hollywood personalities flown recently to Falo Alto for the grand opening of John H. Rickey’s $3,000, 000 Studio. The hotel, a new flagship for Northern California, has rooms which were built and furnished at a cost of $17,000 each. One of many features at Studio Inn is a wishing well which is a shrine to the memory of Dames Henry Ford and during the opening, over 1,000 people were matching all funds from the well for Runyon fund. Among those on hand included 200 people of the Hollywood scene. Maxine Jones (Jim Hendricks), Fuzzy Knoten, Lulu Belle and Carl Smith. He reports the Louisiana Hayride Artist Bureau has set up shop in the Baton Rouge and Detroit areas and he will leave Shreveport following the Hayride Show September 19th. Johnny & Jack, smashing the country and western fields with a series of recording dates, continue to travel extensively and Frankie Mason, talent manager of the Victor artists, says that deejays everywhere are now engaging them in an all-time high. Goldie Hill (Decca) The Golden Hill Studios has just completed a huge smash on personal appearances and recently guested on the Ed Arnold TV Show with much success. Johnny Loring, long-time deejay of “The Ed Arnold Show,” reported from his home in Los Angeles that he has just inked a number one spot with several Texas, Oklahoma and California deejays. Ferlin Husky and Jesse Dailey recently made their first appearance in Texas and are having a great time making a big splash on their personal appearances and recently guested on the Ed Arnold TV Show with much success. Johnny Loring, long-time deejay of “The Ed Arnold Show,” reported from his home in Los Angeles that he has just inked a number one spot with several Texas, Oklahoma and California deejays. Ferlin Husky and Jesse Dailey recently made their first appearance in Texas and are having a great time making a big splash on their personal appearances and recently guested on the Ed Arnold TV Show with much success.
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Old Time Juke Box Op Reports:

Operators who break even on dime play are still 50% ahead

NEW YORK—The Billboard, which also delves into the coin machine business, ran a story in its September 19 issue headed "N.Y. Kiddie Ride Distributors, Open to Throw in Sponge." It would appear from this statement that the kiddie ride business is completely done for. Exactly the opposite is the case. The kiddie ride business still. The game is just starting—but the chart must be separated from the wheat. Just as was the case with the pin game and the music machine when these businesses got started, so, too, is the case with the Kiddie Ride, who had neither the talent nor the experience needed. Kiddie ride manufacturers who knew nothing about the manufacture of coin operated equipment opened and produced equipment that was inferior in both construction and design—and at the same time upset the market by selling at low prices. New blood was promoted into the operating division. These men, in their ignorance bought these machines, and then undertook commissions. Then came the awakening. Neither the equipment nor the operating firms could stand up. In a majority of cases, they were gone and buried. The old line manufacturers, who turned out substantial machines, and the operators who knew their business, and who paid better prices for machines, and at the same time the manufacturers have learned the proper locations and proper commissions—are still around, and will be years from now. The kiddies, the millions of them, are still crazy about riding the machines, and each year will bring added kiddies. From now on, we'll see the kiddie ride business conducted properly and profitably—the fringe manufacturers and operators are disappearing rapidly.

LONDON, ENGLAND—The World's Fair (English coin machine trade weekly) reports that leading coin machine firms of England, France, Belgium and Switzerland met in France during the summer with the intention of forming an international association. The companies represented at the meet were: British Automatic Co., Ltd., England; Compagnie Generale des Distributeurs Automatiques, Berne, Switzerland; S. A. Francaise des Appareils Automatiques, Paris, France; and Automobiles Belges et Cie Belgique des Automatiques, both of Brussels, Belgium. One of the resolutions agreed upon was to contact coin machine firms in the United States and elsewhere for the purpose of exchanging information.

DURHAM, N.C.—R. J. Reynolds Tobacco Company is considering introduction of a king size Camel cigarette, according to H. H. Ram, assistant to the chairman. However, he added, nothing definite has been decided.

The juke box operator who made the above statement is William L. Schafer of Bakersfield, Calif.

Bill Schafer has been engaged in the industry for over 20 years. He is, by the way, a member of The Cash Box "20 Year Club".

It was during a conversation among operators, gathered in the showroom of a well known juke box distributor, when Bill Schafer made the above statement.

He elaborated on this statement, according to the facts and figures which had been published in The Cash Box a long time ago.

He pointed out that, even if the play did drop 50 per cent when the juke box operator switched over from nickels to dimes, the operator was still 50 per cent ahead.

Because, as Bill Schafer explained, the operator then enjoys 50 per cent less wear and tear on his phonographs; 50 per cent less wear on his records; and saves better than 50 per cent on service calls.

This, as Schafer, and a great many other juke box operators who have switched to dime play, state, "is many times the difference between profit and loss on any route anywhere".

If an operator can earn just as much on dime play, as he can on nickel play, then certainly that operator is better off changing over to dime play.

The savings effected by the 50 per cent less wear and tear on his machines and, especially, the 50 per cent less servicing overhead expense mean some profit to him.

It is a known fact that the overall average pickup on dime play runs somewhat in the neighborhood of 15 per cent. This is, indeed, a very small percentage of additional income, especially when compared to the tremendous 100% to over 300% increases in costs of equipment, parts, supplies, labor, and so forth, which the average juke box operator is enduring since the beginning of the post-war era.

Yet, whatever extra coin he can realize, even a break-even point, so that he saves that 50 per cent wear and tear and servicing, keeps the operator in the automatic music business and, thereby, gives him the hope that there will be a sufficient pickup down the line at some future time, so that he may yet see a decent profit return on his investment.

In addition to the tremendous increase in capital investment outlay and in overhead expense of all kinds, the juke box operator is also faced with the fact that a great many of the nation's best locations, the taverns, have been closing down with increasing regularity.

This, in addition to other retail spots which have closed down, actually forces him to change over to dime play (and the dime of today is worth less than the pre-war nickel) in an effort to somehow pull out of this deepening loss morass.

Therefore, as this well known operator, Bill Schafer of Bakersfield, Calif., has pointed out, and as The Cash Box long ago explained to the satisfaction of such outstanding juke box operators as Bill Schafer, even if the operator breaks even (in short enjoys no increase in his collections) when he changes over to dime play, that operator is still 50 per cent ahead.

Is there any operator, anywhere in the nation, who can argue against this tremendously logical fact?

It is surprising, then, that more operators of automatic music equipment haven't already switched over to dime play.

In addition to dime play, the juke box operator who wants to enjoy even a meager profit return on his investment, should also obtain a definite "minimum front money guarantee".

By itself dime play is not the complete answer. The operator must obtain minimum front money from each and every one of his locations to assure himself a profitable juke box operating business.
MOA MEET POINTS TRADE'S PATH

Board of Directors Agree With Geo. A. Miller Public Relations is Juke Box Industry's Big Task. Appeal to Nation's Juke Box Ops to Donate Generously to Fund Needed to Successfully Oppose McCarran Bill Before Senate's Judiciary Committee on October 26

PHONO MFRS. ASSN. ASSURES M.O.A. 100% COOPERATION

M.O.A. Votes 100% Endorsement of Walt Framer's "Jack-In-The-Juke Box" National Network TV Show. Also Vote to Allow Exhibit Space at M.O.A. March '54 Chicago Convention to Vendors, Kiddie Rides, Coin Controlled TV and Radio to Fill Entire 8th Floor at Palmer House.

CHICAGO—"The most outstanding and successful meeting we have ever held", is the way George A. Miller, president and general manager of Music Operators of America (MOA), expressed himself at the close of the second day of discussions by the Board of Directors of this organization at the Palmer House, this city.

He also said, "Every single member of the Board of Directors was present. All were optimistic and enthusiastic and, at the same time, were here to discuss business with most complete seriousness. All offered extremely helpful suggestions."

Many people with ideas regarding cooperation of MOA toward music publishing organizations, as well as the possible creation of a third copyright agency, spoke before MOA's Board of Directors.

Bill Gersh, publisher of The Cash Box, was also on hand to speak before those present. He discussed the forthcoming McCarran Bill as well as other problems facing the juke box industry.

Most outstanding development of the two day Board of Directors meeting here at the Palmer House (Monday and Tuesday, September 14 and 15) was the fact that all present agreed the big task facing MOA was the creation of a Public Relations Program which would aid the entire juke box field and would bring about better understanding and closer cooperation.

Next to that came the appeal from George A. Miller, as well as from all the members of the Board of Directors and, especially, from Sidney H. Levine, legal counsellor for MOA, for more funds to help successfully oppose the McCarran Bill at the forthcoming hearings in Washington, D.C., on October 26, before the Senate's Sub-Committee of the Judiciary, headed by Senator Alexander M. Wiley of Wisconsin, and composed of: Senator Jenner of Indiana and Senator Eastland of Mississippi.

This was the most important topic concentrated upon at this meeting of MOA's Board of Directors (just as had been predicted by The Cash Box for the last few weeks' issues) and obtained complete support from all present.

At those present were told, the need for vigorous opposition to the McCarran Bill, would require bringing operators from all over the country to testify before the Senate's Sub-Committee on the Judiciary. This is a very expensive process. In addition to the testimony which these men would give, the very impression of their attendance, would also count heavily in the final decision of the Sub-Committee.

But all this requires much money to be expended and that, at the present time, the exchequer of MOA just didn't have the money necessary to pay for the men who have to attend to vigorously oppose the McCarran Bill.

Attorney Sidney H. Levine made a passionate appeal to all the Board of Directors to do everything in their power to raise the funds needed as well as to arrange for witnesses to be present in Washington on October 26.

The Phonograph Manufacturers Association sent a delegation to attend a luncheon with MOA. This delegation was composed of Morris Bristol, attorney for the Rudolph Warlitzen Company, Larry Meyers, secretary-manager of the association and Ed Ratajczyk, western regional manager for AMI, Inc.

The manufacturers assured every one of the music operators in the nation, thru the Board of Directors of MOA, of their 100 per cent cooperation in opposing the McCarran Bill in Washington on October 26.

A 100 per cent vote of endorsement was given to Walt Framer of New York, who spoke before the Board of Directors, and told them of his plans for a national network TV show called, "Jack-In-The-Juke Box".

Not only was this program enthusiastically endorsed by the Board of Directors of MOA, but, at the same time, MOA offered its complete and fullest cooperation to Walt Framer, to help him in every possible fashion, to make this one of the most successful TV network shows.

The men individually complimented Framer. Some were present with him at a dinner he gave at the Chez Paree where he spoke on the subject over the radio.

Also very impressive was the fact that MOA's Board of Directors voted to "open up" the forthcoming convention at the Palmer House here on March 8, 9 and 10, 1954. The entire 8th floor has been reserved for exhibitors.

The meeting hours have been cut down to from 9 A.M. to 12 A.M. The afternoon and the evenings to be completely devoted to the exhibitors.

Such clipped line as coin controlled radios and TV receivers will be invited to show their wares at this forthcoming Convention.

Also the manufacturers of vending machines and kiddie rides will also be invited.

The record firms and all other organizations, allied to the automatic music industry, are already clamoring for exhibit space, it was reported.

This vote to expand the convention is expected to make this forthcoming MOA Convention the biggest in all the history of organizations in this industry.

George A. Miller stated, as the meetings finished, "This was the most successful and most thrilling meeting I've ever attended.

"Everyone was present and everyone was on time for each and every discussion period.

"The men simply threw themselves into their work with enthusiasm and this, in itself, made this two day meet here in Chicago, the most outstanding in all the history of Music Operators of America."
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.
N. Y. KIDDIE RIDE OPS AND DISTS
HAVE NOT "THROWN IN THE SPONGE"

Statement Published In A Weekly Tabloid Not True, Say Leading Kiddie Ride Ops and Dists. Actually Sales and Operations Are Going Ahead.

The CASH BOX Will Print Statements From Kiddie Ride Firms In Next Issue
(See "Here and There" Column—Page 33)

Seacoast Distributing To Open Offices On N. Y.'s Coinrow
Rock-Ola Distib To Run Big Party Oct. 3, 4 & 5

NEW YORK—After searching for quite a while, Dave Stern of Seacoast Distributors, Inc., advises that the firm has taken space on New York's coinrow for the display and sale of the Rock-Ola phonograph.

Seacoast has secured one of the street's choice locations—594 Tenth Avenue (southeast corner of 10th Avenue and 43rd Street). Extensive alterations are now under way, with decorators, carpenters, painters, et al, rushing to get the quarters set for immediate business.

Stern advises the firm will hold a three-day party, Saturday, Sunday and Monday, October 3, 4 and 5, at which time a tremendous surprise is in store for the city's operators.

The new office will be staffed with efficient and experienced men, who'll be shifted over from the firm's Elizabeth, N. J., offices. Stern will dedicate most of his time to the New York office.

“C.O.D.” New Williams Five-Ball Game

CHICAGO—Williams Manufacturing Company, this city, is now shipping its new five-ball machine "C.O.D.", which Sam Stern, executive vice president, describes as a "new idea in 5-ball play."

There are 2 ways to play—trap holes on the right side or numbered lanes and kick-out holes on the left side of the playfield provide optional play. Features include: 5 kick-out holes; 5 flippers; 2 bumper bumpers; 1 automatic flipper; and 6 roll-overs. The player can get from one up to five diamonds for high score; balls in C.O.D. and Star holes are good for one replay; balls in C.O.D. and Shamrock holes are good for one replay; balls in C.O.D. and Star and Shamrock hole are good for three replays; balls thru bottom center channel with 1 to 8 holes, or C.O.D. and Shamrock combination, score replays.

As is the case with all Williams games, "C.O.D." has been on test location for a period of time, and Stern states that collection reports have been exceptional.

United Steps Up Production On Shuffle Alleys For Third Time

PHILADELPHIA, PA.—Dave Rosen, David Rosen, Inc., this city, will celebrate the completion of the rebuilding of his quarters at 855 N. Broad Street, with a big house party on Sunday, September 27.

A serious fire, some time ago, swept thru his world headquarters from that time on, renovating and remodelling the structure, both inside and outside has been under way. The building is now completely modernized and stands as one of the most beautiful in the industry, as well as being set up to give the operator the finest service on both new and used equipment.

"This is a happy occasion for us" says Rosen, "and we want everyone to join us for the celebration."

The party will start at 9 P.M and guests are invited to stay as long as they desire. Food, refreshments and entertainment will be available. In addition, Rosen advises he is preparing some pleasant surprises for his guests.

Groenteman Back In Phila After Trip Thru Europe

PHILADELPHIA, PA.—Sal Groenteman, International Amusement Company—Scott-Crosse Company, this city, returned last week from a 30 day trip thru Europe. Abe Witten, the other partner of the firm, had already spent a month in Europe earlier in the year.

Groenteman covered 7 countries and 26 different cities within the space of 30 days, which he claims wasn't enough time to give him the opportunity to see many friends and customers. "Wherever I went" said Sal, "I received a royal welcome and was treated wonderfully with dinners and parties."

He also returned to this country with loads of business.

Groenteman relates that upon his return to the Philadelphia office he found that Witten had loaded up with domestic business and now the two of them are working night and day to serve their customers, both in Europe and the United States.

David Rosen To Run Big House Warming Party September 27

PHILADELPHIA, PA. — Dave Rosen, David Rosen, Inc., this city, will celebrate the completion of the rebuilding of his quarters at 855 N. Broad Street, with a big house party on Sunday, September 27.

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Bally Service Schools At Newark & Boston

CHICAGO—Bally Service Schools were held at two Eastern Bally distributors on September 16, 17. Paul Calamari of the Bally engineering staff conducted the school at Eunyan Sales Co., Newark, N. J., and Bob Breither of Bally conducted the school at Redd Distributing Company, Boston. Both schools were well attended by operators and servicemen, and both Calamari and Breither were highly praised for their valuable service tips and other helpful operating pointers.

“America’s Finest”

ASK ANY OPERATOR OF THE KEENEY Deluxe Electric CIGARETTE VENDOR!

★ For MORE THAN 3 YEARS operators have made much more money with service costs at an all-time low. Features: ★ 412 pack capacity ★ Easy loading with swing-up top ★ 3-way match vending ★ Alternate front and rear column vending ★ Quick price changes ★ Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2400 W. 20th St., Chicago 32, Ill.

Hamburg Coinman In U. S.

CHICAGO—Al Adickes of Hamburg, Germany, was a recent visitor to the NAMA Show in Chicago. Adickes, before the war, was the head of one of the foremost wholesale firms in England.

4 Suits

SNAPPY NEW ACTION!

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS
Ajax Holds 3 Day Open House Party

NEWARK, N.J.—Al Cohen, Ajax Distributing Company, played host to most of New Jersey's coinmen, who visited the firm at its new quarters at 123 W. Runyon Street, during a three-day open house party, Monday, Tuesday and Wednesday, September 14, 15, and 16.

With the acquisition of these new large quarters, Cohen has expanded the firm's activities to include the wholesaling of all types of equipment, music, games, kiddie rides, and vendors.

"We were very well pleased with the turnout during the three days," stated Cohen, "which served its purpose of acquainting those in the trade with the fact that we are now in a position to serve all their needs with every type of equipment. In addition, some of our friends even placed orders."

Assisting Cohen in greeting the visitors was Harold Chasin, general manager.

Cohen advises that the firm will start a campaign offering weekly specials of all types of equipment to the trade.

Apco Intros 4 New Cup Vendors

NEW YORK—Apco, Inc., this city, introduced four new cup vending machines at the recent NAMA Convention in Chicago, notably expanding its line of "Automatic Soda Shoppe's". The new machines include the "1-Drink", "4-Drink", and "Junior Soda Shoppe", as well as the "Soda Shoppe-Coffee Bar", a combination cold drink and hot coffee vendor.

According to Mel Rapp, Apco VP, "The "8-Drink Automatic Soda Shoppe" is a true 8-Drink machine, serving 5 carbonated and 3 non-carbonated drinks. It's the only dispenser of its type of the market which can vend cola and root beer in addition to the usual line-up of fruit flavors. This is very important to the operator because root beer is the second largest selling soft drink in the country. Apco's "8-Drink Soda Shoppe" operates on 5 syrup tanks, with 2500 drink syrup capacity. It also has 1200 cup capacity.

"The '4-Drink Soda Shoppe' spaces out the Apco line between its famous standard 8-Drink, and super-selectivity 6-Drink cup dispensers. The 4-Drink machine serves 3 carbonated and 1 non-carbonated drink from only 8 syrup tanks. It has a 1200 cup capacity and 1000 drink syrup capacity."

"The 'Soda Shoppe Junior' is 8-Drink machine vending 8 carbonated and 1 non-carbonated drink, with a large 1000 cup capacity and 1000 drink syrup capacity. This machine is an exact replica of the standard '3-Drink Soda Shoppe'."

"Another addition to the Apco line is the 'Soda Shoppe-Coffee Bar', which combines the mechanisms of the Bert Mills hot coffee vendor and the Apco 4-Drink Soda Shoppe to give the operator an opportunity of vending four cold drinks (carbonated and non-carbonated) as well as hot coffee in all its forms."

Dan Stewart Co. Appoints New Mgr.

MINNEAPOLIS, MINN.—Harold Lieberman of Lieberman Music Company, this city, has arranged for the Bally Service School to be held at the Lieberman headquarters in Minneapolis October 12 and 13. Bob Brether of the Bally engineering staff will conduct the school and show operators and servicemen many short cuts in servicing Bally games. The schooling will enable the operator to keep his games operating at top efficiency. As distributors of Bally equipment in Minnesota, Iowa, Nebraska, North and South Dakota, Lieberman Music urges every operator and serviceman in the territory to attend.

"It's What's in THE CASH BOX That Counts"
As I See It

A New York City operator has asked me why the record manufacturers don't open up a record mart in New York City. His idea was for all the record manufacturers to rent space in one large loft and then allot space to each individual manufacturer. Booths could then be erected for the manufacturers to install record players. In this manner, he claimed, all new releases by manufacturers could be presented every week. Each manufacturer could have a representative in each booth to play their current numbers and also take orders if they thought it advisable. With this procedure, the operators of approximately 30,000 phonographs would be able to visit the mart weekly and be able to hear all the releases by all the manufacturers. Operators from greater New York, Conn., N. J. and Westchester could then organize their business so as to be able to spend a morning or afternoon one day each week to hear all the latest releases. For the record manufacturer it would give them an opportunity to present their new numbers and get quick response to operator trends.

That there has been much confusion among operators in the purchase of records, goes without saying. Some purchase from manufacturers salesmen, others from distributor salesmen, some from one step shops and a dozen other ways. All their purchases are practically based on polls and opinions, of graphs, charts, professional consultants and much hearsay. The number of stiffs purchased each year in America by operators would probably cover the country if laid end to end.

If opening a record mart in New York City was successful, there is no reason why it could not be duplicated in key cities all over the country. Every operator of juke boxes considers the purchase of records of prime importance to his business. It is the key to his success or failure. Outside of the cost of his juke box, his biggest expense is the purchase of records weekly (stiffs excepted). If an operator took time out each week to visit the music mart and was enabled to add two or three more good numbers than he is getting now, just imagine how much more income this would mean at the end of the year. Or, if by visiting the mart he was able to avoid buying a stiff now and then, think how much he would be able to save each year. These are important items in the operation of a juke box route. They mean dollar and cents to an operator. Actually it could mean the difference between loss and profit at the end of the year.

As I see it, the idea has tremendous operator appeal. It could help end a lot of confusion for operators and manufacturers. It would be another step in helping operators conduct their business on a more scientific basis.

"It's What's in THE CASH BOX That Counts!"
To Celebrate the Completion
Of Our Re-Building Program
you are invited to attend our

BIG HOUSE PARTY
SUNDAY, SEPT. 27

We want everyone to join us on this happy occasion. Of course, there will be plenty to eat and drink. Come at 2 P.M. . . . stay as long as you like.

DAVID ROSEN
Distributor for AMI, Mercury Records, Chicago Coin, Cole Products, Auto-Photo.
855 N. BROAD STREET, PHILADELPHIA 23, PA.

T. Snyder, Wilton, Conn., visits Joe Young of Young Distributing. Young and Abe Lipsky have arranged with a number of ops, such as el al, to display the Wurlitzer-Frankie Laine Vocal Scholarship Contest. The dj handling the contest has announced that Paul Brenner of Station WAAT, has announced that he will continue the contest every day. . . . Les Boyd's charming daughter, Mary Ann, spending her junior year at Ladycilf, a private school close by West Point, N.Y. by the way, fulfill drives up to Washington. One of his recent guests, N.Y. op Frank Brehey, reported to have caught a slate of big men. . . . With expert distribution, more conditioned pinball machines, and the local ops placing orders, Hyimpee Koempel, Koeppe Distributing Co., scurrying around the south buying up equip. Hyimpee drives to his source, packs the machines on his truck, and hurries back. Meanwhile, Harry sees to it that the equipment is perfectly reconditioned and sent on its way. . . .

IRVING KAYE, Automatic Towel Corp. of America, back from his trip to the middle east. E. production has been putting care of the production and finishing, so that he can satisfy distributor demands. . . . Al Simon, Albert Simon, Inc., ChiCoin and Geneo distributor, plays host to Sam Wolberg of ChiCoin, who's in town for several days visiting his daughter and son-in-law. . . . Willie Levey, Miami, Fl., spends 10 days here seeing old friends. Upon his return home, he'll start preparing for his daughter's (Joyce Ellen) sweet sixteen birthday party, which he'll throw at the Algoir Hotel in Miami Beach. . . . Sam Rahm's wife visits along coinow. . . . WillieAbrons, games operates, returns from a two week sojourn at Scarrow Manor in the Adirondack Mountains. He had spent two weeks there during July. . . . Nat Cohn, Riteway Mfg., & Sales, tells us he's been flooded with inquiries both by mail and phone requesting additional information on the "3-D Theatre" color movie machine announced in last week's issue of The Cash Box. Nat asked us to repeat once again that the machine is not ready as yet for delivery—and probably won't be for another three or four weeks. . . . Jack Sheppard, well known Philadelphia operator, who's been out of the business for the past several years, now has a new operator's license, and has opened in his home town and is operating music. Jack is extremely interested in bringing the music operators' association back to where it is at full strength and of service to the operators.

Irra Daddis, AMI field representative in New York, where he puts the Runyon service crew thru a refresher course of the machines internal workings. These service men will now hold classes for the new operators, Irv Lipsky, Kempner, and Nat Gutkin will lead Monday, Sept. 21 for Connecticut, where starting Tuesday, Sept. 22, they will conduct service schools in Hartford; Sept. 23 in New York and Sept. 24 in New Haven. . . . Visited the Newark offices of Runyon this week, and it's as beautiful, large, and modern as any in the country. It includes the splendidly arranged lobby, the bar, the coffee shop, the smoking room, the radio rooms, the ten针fully arranged line that is used to renovate used machines, the Abe Green and Ed Burg exceptional hosts. . . . Also visited Irv Morris, Gottlieb distributor, while we were in Newark. Irv, one of the finest gentlemen in the business, enjoys the utmost confidence of his customers, and does quite a job with amusement machines, Visiting Morris in the time were operators Mike Risnky, Phil Ettman, Henry Skolakiny and Frank Eka.

IRWIN ROSENFELD, Irv's manager, wanted to be remembered to Bill Gersh. . . . We attended the open house party of Al Cohen, Axax Distributing Co., Newark, who had recently moved into new large quarters. Assisting Cohen in greeting the visitors were Harold Chazen and George Ball. . . . Joe Weisz, Larchmont Vending Co., Larchmont, N.Y., together with Dick DiDio of Westchester Amusement Co., making the rounds of coinow's wholesalers.

Bally Begins Deliveries Of New "Dude-Ranch"

Bally city, beginning delivered a new "in-line" game named "Dude-Ranch." Nelson described "Dude-Ranch" as having all the popular features of previous Bally in-line games with popular 2-cards play, plus a big play inviting Super-Card scoring 4-in-line for 3-in-line. Two attractive Super-Lines score 4-in-line for 2-in-line. In addition to the 2, 3, 4 and 5 in-line scores, the profit proved Corner Scores, Advancing Scores, Spot Roll Overs and Extra Buttons are included. The colorful cabinet and brilliantly lighted glassware are illustrated in a flashy "Dude-Ranch" atmosphere. New printed circuits available with the new "Dude-Ranch" game are said to greatly simplify service.

Pinballs To Be Licensed In Portland, Ore.

PORTLAND, ORE.—The City Council, here, by a 6-to-2 vote directed the city attorney last week to prepare an ordinance to license pinball machines in the city again.

Commissioner Stanley W. Earl, sponsor of the bill, didn't specify license fees to be incorporated in the proposed ordinance.

A 1951 Portland city ordinance outlawing pinball games has been Inoperative under a restraining order granted pinball operators by the Circuit Court, who were awaiting a decision on their appeal to the Oregon Supreme Court. This 1951 ordinance will now be superseded by the impending ordinance.

The city license division estimated that the city was losing $100,000 annually while the machines operated under injunction, as operators paid $20 per machine yearly, and each operator paid an annual, fee of $750.

"It's What's in THE CASH BOX That Counts"
Big event of the past week was the MOA Board meet here at the Palmer Hotel. 250 persons were brought in by every single member of the Board of Directors. All enjoyed a very enthusiastic and businesslike two days. And agreed with George A. Miller that public relations is very important. The big discussions centered around the forthcoming Senate hearings on the McCarran Bill in Washington, Oct. 26. Meantime the men heard from music publishers. For the first time they wanted to form a third copyright agency like ASCAP and BMI. From Walt Frazer who is preparing a national network TV show called "Back In The Box" and which was enthusiastically endorsed by all present. Also all about the forthcoming Convention next week in Baltimore. All the timing, Radio & TV coin operated receiver displays, vending machines, and allied features. They met at the last minute with a guy working on a very large $100,000 display more than Les Montooth keeping the records straight at each meeting. … Phil Levin, Sidney H. Levine, Albert S. Denver and a few others seeking a "cign" game for evening for relaxation. … Ray Canfield a very interested operator. … Ed Elum and Jack Cohen in from Ohio.

A free pass for this magazine, also at the MOA meet. Al's one of the best music ops in N. Y. State, and former proy of N. Y. State organization. Al's traveling west. Will send in some very interesting claims for sure. … J. Harry Snodgrass came all the way from Albuquerque, N. M. … Jack Mulligan in from Sharon, Pa. and anxious to get over to the Rock-Ola factor. … MRI's committee had lunch with MOA's Board. Composed of Morris Bristol, Larry Meyers and Ed Ratajak. MRI's assured MOA 100% cooperation in McCarran Bill battle. … MOA's convention to carry a special feature at the best and shopping trips for the wives of all who will attend. … Everything points to McCarran Bill hearings before the three Senators of the Sub-Committee On The Judiciary. Sen. Alexander M. Wiley, Sen. Jenner and Sen. Eastland. In addition to opening of MOA Board meet on Monday morning, big first nite opening of Chicago Phonograph Opt Bowling League which pulled a very fine crowd. … Bob Guarro bowed a 493 to help his ABC team beat Oomens for 2 games. Johnny Oomens claims, "Twaws an off day." Gil Lossos bowled a 474 to help his Century Records beat the Deca-Coral Records combo for 3 games. … With Henry Sohacchi bowling 485 Star Music beat Gillette for 2 games. … Even the Marino Perino bowled a 475 for B&B Novelty, his team was beaten by Melody Music for 2 games. … Led by Ray Gallet with 518 and Tony Galgano with 613, Paschke beat Coven for 2 games. … Mr. Bally looks like he's on the way this season for topping the women. The gal took the ladies high score with a 420. … Mike Blumberg bowed a 459 and Atlas upset Western Automatic for 2 games.

"Hap" Etten, well known St. Louis op, passed thrue town escorting his son-in-law and his wife, Dame U. Hap's one of the best professional ops and a real credit to the industry. … Art Garvey started off on an extensive trip throughout his entire territory by auto. He'll be gone from 5 to 6 weeks and maybe even longer visiting every one of his accounts for Bally products. … First open coin hearings on slot machines started this past Thurs., Sept. 17 at City Hall with Alderman Daniel J. Roman heading a five man committee to listen to arguments pro and con. … Paul Huebsh over at Keeney advising that the firm is now under way with a really fine surprise for the trade and that the industry will hear all about it very soon. "This is a beauty," he said, "and it's the best thing that Paul himself has ever done." Published in the 1966 Indianapolis in town visiting the factories and having a long discussion with Jack Nelson and Bill O'Donnell over at Bally, while roadman, Ralph Nicholson, who came up to town with Al, is listening. … Thanks for the many musical reviews of the "New Year" cards. A few of the most impressive to Mr. and Mrs. Ben D. Palastrant, of Boston, from Harry Hoffman, George Goldman and Irvin Blumenfeld of Baltimore, from Leo, Rose and Donna Lynn Kaner of Chicago, and from Joe Kline, Wally and Mal Finke of Chicago. … Sam Stern spent a day in his swivel chair from one phone to the next as Williams newest, "C.O.D.", five-ball, gets under way. Harry Sterne just thr tuming New England now and now on his way back thru New York state.

David C. Rockela drives us downtown and points out the Peerless Bldg and some of the other properties of this organization while discussing the music biz. … Kurt Kuebler of the busiest of the busy at this time trying to get everything set. … Like the way Jack Nelson put it this past week, "The business has grown tremendously." … Where's Capt. Tom Callaghan? … Bill Hallinger in from Lima, Ohio, to attend the MOA meet advises that small ops, like himself, tremendously interested in the future of the Jukebox biz. … Hish de La Vies is feeling like himself all over again, he claims. … Aeron Geisburg of Genco one of the busiest of the young men in the coin biz. Advise we keep our eyes glued on Genco for a "great one." … Georgie Jenkins been down to the S.E. and right in his offices. … Lou Bossberg and Ray Bossburn in town and back to New Orleans. … Phil Weinberg on his up from Texas. … Nate Gottlieb came up with a hula this past week. All about the Doctor who insulted the surgical nurse. "A. A. Gottlieb," was his name. … A. A. Gottlieb was laid up. … Alvin took home Evelyn Gottlieb and little Daniel Albert Gottlieb from Passavant Hospital this past week. This will be Daniel's first sight of his new home. … Carl Knipple of Como very, very busy, but, it's "top secret" as yet. … George of AMI, Inc. comes up with a honey of a mailing. The strips that give 120 sales features of the AMI "E." … What a job that was. … As Bill writes, "Al Mason suggested this idea but left me to gather the 120 selling points—an easy job when talking about the new 'E' line." … We
Runyan and AMI To Run Three Conn. Service Schools

New Orleans Notes

SAVED AS PDF

SAM TRIDICO busy as a bee trying to buy up all the pin games he can find. ... 

Leonard Goudeau in town with his two sons. Darned if he looks old enough to have a boy of twenty. Len is now the sole owner of the L & M Amusement Company of Cotton Port, La. and has changed the name to the Goudeau Music Company. Everybody who knows Len wishes him nothing but success. ... 

Frank Manceuso goes around in circles wherever his right hand girl, Rosie, takes a bit of time off from her duties. ... Clay Simmonceaux, Air Line Cigarette Service manager, now sun ball on the Pickle Can's, has his Labor Day outing. ... Jack Young, Lafayette, La., in town trying to sell his 21 inch television set so that he can replace it with a 27 inch screen. ... 

Abbe Ruffne, New Orleans Novelty salesman, selling everything in reach. ... 

Mary Narrass of Tac Amusement back from a trip to Texas where she gave her returning Korean vet nephew. ... Louis Bossberg busy on long distance telephones, but never so busy that anyone is fluffed, no matter how small. ... Betty Alano of Jay Amusement just back from Colorado where she visited her ill mother. ... Mr. McCann, McCann Music, Alexandria, La., getting in a lot of good fishing lately. Dito for Al and Ruby Young of the Bop Shop, New Orleans. ... Jimmy Largue, Frichard Amusement, has been driving to market in a snazzy new Plymouth this week. ... Congratulations to Mrs. Johnny Rush who is a brand new grandmother. Mrs. Rush just returned to Alexandria after visiting her daughter and the new arrival. ... "Our Overh" this week to Annie Bell of the Bop Shop. ... Whatever happened to August of Perez Amusement? 

30 NEW ORLEANS NOTES

LOS ANGELES—Distributors and operators alike are looking for a big fall season. They all agree that employment is at the highest level ever—while the economy and the real world looks pretty good. Present business should flourish. ... Everyone was surprised to hear that Bob Bever had taken over the duties of the new manager of the Dan Stewart Company. Bever has been manager for Dan Stewart for many years and is well known in the area as he originally opened up the local branch. With the recent death of Bob Stahl who was in charge of the store as well as meeting all the operators around LA and surrounding communities. 

Former manager, Jack Dolan, says that he has several things brewing but his plans are of a secret nature. Dolan also is busy with his employees who will announce his plans soon. ... Saw Irving Gayer of San Bernardino heading for Los Angeles with a plan that has won the title of "the Paul Revere" of the coin machine industry as he covers a large territory. ... Mr. and Mrs. Al Anderson of Shafter were amongst the many visitors who dropped in along Alburst and Al Bertolli's beds. They had just returned from an enjoyable vacation up along the Russian River. ... Al Miller of Blyth made the long 353, 000 trek to visit and take care of business along West Pico. Says he still makes the trip through L. R. L. through L. R. L. at least once every three weeks. ... At Badger Sales Company, Fred Gaunt announced the shutting up of "the Famous "Kempy" Goudeau. ... Former operator of the field of Len Simmonceaux, New York. There's a man about who has an old timer who occasionally visits along the Pico strip is Russell "Buss" Shepherd. "...is one of the few remaining pioneers of the coin machine industry in this area. He once manufactured the first "Shepherd" coin scale back in 1929. He's now retired and lives on his ranch near Carlsbad, ... Over at C. A. Baker Sales Company, Don Anderson is new in the field, and claims that the new model of the United "Classic" would soon be out which they are anxiously awaiting. ... Other out of town visitors who visited along coinrow recently were "Top" Burns, Montebello; Bob Leuenhagens, Record Bar without Barbara Chandelier around. Mary and Kay Solle stated that she was a lot of help and they sure do miss her since she went back to school in Marysville, ... Jack Simon of Simon Distributors, Carlsbad is looking up for the big show. ... 

Cigarette and Music Corp. the boys had the pleasure of welcoming Walter Petteet, field engineer from the Wurlitzer factory, who stopped in to show the fellows in the service department around the plant. Another noteworthy visitor was 100-year-old man who occasionally visits along the Pico strip is Russell "Buss" Shepherd. "Buss" is one of the few remaining pioneers of the coin machine industry in this area. He once manufactured the first "Shepherd" coin scale back in 1929. He's now retired and lives on his ranch near Carlsbad, ... Other out of town visitors who visited along coinrow recently were "Top" Burns, Montebello; Bob Leuenhagens, Record Bar without Barbara Chandelier around. Mary and Kay Solle stated that she was a lot of help and they sure do miss her since she went back to school in Marysville, ... Jack Simon of Simon Distributors, Carlsbad is looking up for the big show. ...
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 quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36. Tel.: JUdson 6-4568.

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

WANT—we pay top price for used records from 3 to 6 months old. Pop, Race, Calypso, Spirituals, ruth Wallis, Mickey Katz, 45 r.p.m. 78 r.p.m. We pay freight. C & L MUSIC CO., 11 BABBERY RD., FRANKLIN SQ., L. I., N. Y. Tel.: Tilden 4-9040.

WANT—Late 1952 and 1953 Pin Games, Seeburg 100 A & B, AMI's, Wurlitzer 1500's, Scales, Arca-dia's. Write stating condition, number, and model and prices. THOMAS COIN SALES, THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—New and used records. Paying 10c for 78's and 15c for 45's. Can be up to 6 months old. No quantity too large or too small. We pay freight. DIXIE RECORD SHOP, 259 WEST 42nd ST., NEW YORK 36, N. Y. Tel.: Wisconsin 7-0830.

WANT—Your used or surplus records all prices 45c over wholesale. Write stating quantity, price, and condition in first letter. NOBRO NOVELTY CO., 538 BRYANT ST., SAN FRANCISCO 7, CALIF.

SOUND EQUIPMENT, RECORDS, RUTH prices.

WANT—Records—Ruth prices.

WANT—For Sale—Ruth prices.

WANT—San Francisco, California. Tel.: Market 1-3967.

WANT—Phonograph records made by following firms: R. P. O. stock; $150 to $300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gemtex; Highbird; Champion; Jacob S. Schneider, 128 W. 66th STREET, N. Y. C.

WANT—For Resale—Good, clean, used Bally Bingo, United and Chicago Coin 6 Players Bowling games.

Standard Metal Typer, Miles Panorama, Chicago Coin Band Box. Quote your best price, condition in your letter. STANLEY AN UhMENT CO., 5225 SOUTH TACOMA WAY, TACOMA 9, WASHINGTON.


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

WANT—Metal Typers, Mutoscope Voice-O-Graphs, Chippin 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.: Blyant 9-6677.

WANT—Frolics, will pay $252. PENNSYLVANIA VENDING CORP., 1822 CARSON ST., PITTSBURGH 3, PA.

FOR SALE—One Stop Record Service.

Any record, any label, 5c or over 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.

FOR SALE—Wurlitzer 1250's, $275; Wurlitzer 1015, $90; Rockola 1422, $60; Rockola 824, $50. Acroson and Super Deluxe, make offer. UNITED DISTRIBUTORS, INC. 513 E. CENTRAL, P.O. BOX 1995, WICHITA 2, KANSAS.

FOR SALE—Packard Wall Boxes, $4.00 each. GOLDEN GATE NO- VELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CAL. Tel.: Market 1-3967.

FOR SALE—Arcade Equipment: (Clearance Sale) Dale Golf $95; Speed Bowler $49.50; Universal Twin $64.50; ChiCoin Bowling Twin $49.50; Shuffle Express $29.50; Callahan 6 $29.50; United 5 Way with Foremost Top $185; United 6 Way $225; Bally Hook Bowler $89.50; Keeneey League Under $15; Super Deluxe League Bowler (Keeneey) $279.50; Jumbo Pin Games: Turf King $75; Futurity $219.50; Citation $19.50. (No. entries.

CLASSIFIED AD RATE
10 CENTS PER WORD
Count every word including all words in firm name. Numbers in address count at 1 each. With city and state the charge is 10c. Do not add when ordered. When ad is made up, a check will be held for follow up ad and such charge made in full. Any issue pending receipt of your check or credit card number.

Notice to holders of "Special" (48) Subscriptions: All classified ads are classified at one time each week. Classified ads are placed in order of receipt. Your name, address and telephone number are listed with your classified ad. None of your advertising is Confidential. We include your name, address and phone number with our classified advertising department. Your classified ad may be used for more than one issue.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT THE Cash Box, 26 W. 47th St., New York 19, N. Y.
For Sale—Bingo Bargains: 7 Ball American $32.50; 4 Frolles $25.50; Palm Beach $23.50; 6 Spot Lights, $12.50; Bright Lights, $10; United Stars, $10; Keeney Lite A Line, $69.50, T & L Distributing, 2016 Central Park Ave., Cincinnati, Ohio. Tel.: Main 8731.

For Sale—350 Wallboxes $19.50; 350 Frolles $13.50; Atlas $24.50; or S $89.50; 147M S $995.00; 142 Rockola $69.50; 1426 Rockola $895.00, W. L. & 56 S Wallboxes and Packard Plasmane Centrury Dist. Inc., 1221 Main Street, Buffalo 9, N. Y.

For Sale—Extremely low priced deal on brand new 5c Hot Nut Machines, $12.50 each, terms 1/3 deposit, balance sight draft. Shug proof, white enamel finish, 6 lb. cabinet. Finest guaranteed phonographs, Sea Coast Distributing Co. 211 South Water St., North Ave., Elizabeth, New Jersey. Tel.: Bleglow 3-5324, 3525.

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—Spot Lites $125; Atlantic City $275. In A-1 condition, immediate shipment. TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT ST., TOLEDO, OHIO. Tel.: Adams 6624 and Adams 0055.

For Sale—All machines 20% off high CAS Box prices. Warliters, 1250, 1100, 1400, Spot Light, Bright Spot, Bright Light, Atlantic City, Stars, Coney Island, Zingo, Skee Rolls, Shuffle Alleys, Flipper Pin Games, Super World Series, Guns, V. Y. ZEIT SALES CO., BYESVILLE, OHIO.

For Sale—Seeburg equipment, reconditioned, refurbished, with Davis 6 point guarantee—148M $215; 148M $185; 147M or S $185; 149 1/2 $115; 1941 Hideaway units $39. DAVIS DISTRIBUTING CORP., 733 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

For Sale—We have Plastic Domes for 1-1000’s, Ready for immediate shipment. KOPPEL DISTRIBUTING CORP., 629 TENTH AVENUE, NEW YORK 19, N. Y.

For Sale—Unico—R. G. Star $125; 10th Frame Super $1300; Clover $400; Six Player De Luxe $175; Twin Rebound $60. Chi-Coin Six Player 10th Frame Bowl $250, Philadelphia Toboggan Skee Balls, 14 ft., 10 piece, $100. MOHAWK SKILL GAMES CO., 67 SWAGGER-TOWN ROAD, SCHECHNADY 2, N. Y.

For Sale—Keeney Conversion for lousy Peacock Machines, $150; Turf Kings $55; Twin Rotation $225; Dale University Guns $49.50. UNIVERSITY GUNS MACHINE EXCHANGE, 554 NORTH HIGHLAND STREET, CINCINNATI 8, OHIO. Tel.: University 6900.

For Sale—Ready For Location, Spot Lites $175; Coney Island $200; Atlantic City $200. 147M S $350; Frolles $350. ALLAN SALES, INC., 922 MAIN STREET, WHEELING, W. VA. Tel.: Wheeling 5472.

For Sale—Used Shuffle Bowls, ready for location. 3 United Bowling, 6 play, 200 each; 1 United Small Pin, 6 play, 200 each; 1 United Offer, 4 play $225; 8 Keeney Official League Bowling, $275 each. These machines are best kept, balanced and in good working order. Prices include crating. Terms: 30% cash deposit, balance on delivery. Contact C.O.D. S. H. LYNCH CO., 2900 GASTON, DALLAS, TEXAS.

For Sale—All Amplifier Tubes less 50% and 10%, Title Strips $2.50 per 1,000. Fluorescent Tubes 1/3 off, Billboard’s and cinema box; $3.75 per 100; 1192’s for $1.50; 172’s for 60 at $25 per 100. CaPeo Lustermite All-Purpose Cleaner for glass, plastic, chrome, etc. in a half gallon bottle. 70c. Satisfaction guaranteed or money back. Cart Sled $35. COIN DISTRIBUTING CO., 21 ELSTON AVE., CHICAGO, ILL. Tel.: Independence 3-2210.

For Sale—Can you afford 92 per cent week to get ahead and stay ahead of all competition? For only 92 per week you can have a 40 word ad in this section plus a free full year’s (52 weeks) subscription to The Cash Box, “The Coin Machine Industry.” Send your check for $40 today plus your first 40-word ad to: THE CASH BOX, 26 W. 7th Street, New York 19, N. Y. (Phone: JU 6-2640).

For Sale—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Atlantic City, South Bend and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd Street WILLIAMSPORT, Pa. Tel.: 2-3326 or 2-1648.

For Sale—10 AMI Model B, $325 each; Deluxe World Series $110; Music Mite $35. All equipment A-1 condition.at CAROLINA MACHINE CO. INC., 184 WINDSOR ST., WILM ROTT, Conn. Tel.: 6-3583.

For Sale—Cigarette machines, Du- Grenier 9 col. $50.00, 25 coin changer. Bingo games: Coney Island $225.00 Atlantic City $335.00; Frolie $335.00; Beach Clubs. Write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, I1.

For Sale—New Astroscope $275; New 1c Camera $100; New 1c Advancer, Market Street, Chicago. Warlitt Wall Boxes $33; Cigarettes $55; Bally Rapid Fire $75; Bowlette $46; THERMEN CO., INC., 564 W. DOWNTOWN, WASHINGTON, KANSAS.

For Sale—ChiCoin Bowling Alleys $255; Hawkeye League $49.50; Deluxe Bally $44.50, and many other values. COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.

For Sale—We distribute for all leading manufacturers of pinball machines, phonographs, cigarette machines. Used equipment reconditioned and guaranteed. Write for literature. A.M. Williams will answer your requirements, let us know. We can supply the best. A. P. SAUVE & SON, 7525 GRAND RIVER AVENUE, DETROIT 4, MICHIGAN. Tel.: Tyler 4-3101—Tyler 7-1142.

For Sale—Atlantic Cities $275; Bohleros $150; Brite Lights $150; Brite Spot $185; Spot Lites $185; Atlantic City $250; Coney Island $240; Beauties $400; Leaders $150; Circus $250; Show Boat $352; Five Stars $85; Palm Beach $250; Needle new Bingame. LAND COIN MACHINE EXCHANGE. INC. 2029 PROSPECT AVE., CLEVELAND 15, OHIO.

For Sale—Will Sacrifice! Kiddie Rider 7 Atomic Jet Machine. 2 Space Ship, 1 Rocket Patrol 3 Deco Hydraulic Rocket Space Ships. If interested, will trade for Warliters 100’s, $1400, or Seeburg M100’s. Write, wire or phone BUSH DISTRIBUTING COMPANY, 286 N.W. 29th ST., MIAMI, FLA.

For Sale—1 Hayburner $75; 1 Genco 400 $125; 1 Super World Series $95; 1 Six Shooter $125; 1 Universal Across The Board $195; 1 Jalopy $95; New Car Sleds $29.95. AUTOMATIC AMUSE- MENT CO., 1000 PENNSYLVANIA ST., EVANSTON 10, ILLINOIS.

For Sale—All type reconditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: D'Uncirk 3-3180.

For Sale—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. One letter, wire or phone call will convince you. Exclusive AMI Distributors. Factory Representatives for United, Keeney, Bally. TARAN DISTRIBUTING, INC., 3401 N.W. 36th STREET, MIAMI 42, FLA. (Tel.: 64-8464).

For Sale—The old reliable Massen- gill coin operated pool tables. Write for price list on used equipment. We will buy arcades and recent shuffle alleys. DARLINGTON MUSIC COMPANY, DARLINGTON, S. C. Tel.: 300.

For Sale—25 Winners like new, clean and guaranteed, few new $75 each or will trade. What have you? WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASHINGTON.

"It's What's in THE CASH BOX That Counts"
FOR SALE—United Bowlers, each with Formica tops and Jumbo Pines, $175.00; 6-Player, $119.50; 6-Player Deluxe, $139.50; Super 6-Player, $230.00. Write for full listings on Bowlers, Bingo, and Music. Rush 1/5 deposit to: SCHERF SALES, INC., 7-1/2 MAIN STREET, BUFFALO 3, N. Y.

FOR SALE—United Six Player Deluxe $175; United 6 player conversion, double strike and spares 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—Spot Lites $140; Atlantic City $250; Frolics $250; Palm Beach $257; Beauty $385; Jumping Jacks $160; Turf Kings $45; Winners $40; Champion Game $25. Ready for locations. MICKEY ANDERSON, 514 E. 11th St., Erie, Pa. Tel.: 2-2893.

FOR SALE—Dairy Vend Ice Cream machines. Will consider trade on Wurlitzer phonographs. S. E. NIELSEN, PALMETT SERVICE, 1119 TEXAS AVE., SHREVEPORT, LOUISIANA. Tel.: 4-4317.

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., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Saceramento 2-5050.

FOR SALE—Bingo Games—Music Box. Concertina 8-Player Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and reconditioned. Call for location. Call—write for your needs. PARKWAY MACHINE CORP., 715 ENSOR ST., BALTIMORE 2, MD. Tel.: Eastern 7-1021.

MISCELLANEOUS

NOTICE—10c Seaburg AMO 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 decal and instructions, GENERAL DISTRIBUTING CO., 3574 HARDING, CARLSBAD, CALIFORNIA.

NOTICE—Louisiana & Mississippi Operators — your authorized AMI phonograph distributor is DIXIE COIN MACH. CO. 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3991.

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

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

NOTICE—Attention Chicago Operators! We can handle your service calls. Factory trained service men. We can also handle your trucking, MERIT INDUSTRIES, 542 W. 63rd STREET, CHICAGO 21, ILL. Tel.: ENglewood 4-9202 and ENglewood 4-9204.

WURLITZER

750  $ 5.00 Per Week
800  $ 5.00 Per Week
850  $ 5.00 Per Week
900  $ 5.00 Per Week
1000 $ 5.00 Per Week
1080 $ 5.00 Per Week
1100 $ 5.00 Per Week
1125 $ 6.00 Per Week
1250 $ 7.50 Per Week
1400 $ 12.00 Per Week
1600 $ 19.00 Per Week
1500 $ 21.00 Per Week

For Each Wall and/or Bar Box, Add To Above $2.00 Per Week
For Each Additional Auxiliary Speaker, Add To Above $1.00 Per Week

Notice: All minimum front money requirements are based on The Prices That Appear in each month's "End-Of-Month Inventory Issue" in "The Confidential Price Lists" of "The Cash Box."
Replace with the BEST

Your best spots are your best spots because they’re hardest to get, hardest to hold, take in most money, make biggest profits. You always place in them the best conceivable phonograph made because, then, the location can’t ask for anything better. Clearly, today, the machine for the best spots is the new AMI “E” 120.
### PINBALL GAMES (Cont.)

<table>
<thead>
<tr>
<th>No.</th>
<th>Machine Name</th>
<th>Value</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Leaders (Un)</td>
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<tr>
<td>2</td>
<td>Leap Year</td>
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</tr>
<tr>
<td>3</td>
<td>Line Up</td>
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</tr>
<tr>
<td>4</td>
<td>Line-Up (Ke 6/51)</td>
<td>75.00</td>
</tr>
<tr>
<td>5</td>
<td>Long Beach (Wm 8/32)</td>
<td>75.00</td>
</tr>
<tr>
<td>6</td>
<td>Lucky inning (Wm 5/5)</td>
<td>20.00</td>
</tr>
<tr>
<td>7</td>
<td>Lucky star (Gt 5/17)</td>
<td>15.00</td>
</tr>
<tr>
<td>8</td>
<td>Mad, Sq Garden</td>
<td>69.50</td>
</tr>
<tr>
<td>9</td>
<td>Magic</td>
<td>19.50</td>
</tr>
<tr>
<td>10</td>
<td>Majors '49 (CC 2/49)</td>
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</tr>
<tr>
<td>11</td>
<td>Major league</td>
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</tr>
<tr>
<td>12</td>
<td>Matchman</td>
<td>10.00</td>
</tr>
<tr>
<td>13</td>
<td>Mattressess (Wm 4/52)</td>
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</tr>
<tr>
<td>14</td>
<td>Mardi Gras</td>
<td>27.50</td>
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<tr>
<td>15</td>
<td>Marjorie (Gt 7/47)</td>
<td>14.50</td>
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<tr>
<td>16</td>
<td>Maryland (Wm 4/49)</td>
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<tr>
<td>17</td>
<td>Merry Widow</td>
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<tr>
<td>18</td>
<td>Melehy (B '47)</td>
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<tr>
<td>19</td>
<td>Mercury (Ge)</td>
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<tr>
<td>20</td>
<td>Mermaid (Gt 6/31)</td>
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<td>21</td>
<td>Meteor (Gt 3/51)</td>
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<td>22</td>
<td>Monterey (Un 5/48)</td>
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<td>Mossy Glow (Un 12/49)</td>
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<tr>
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<td>26</td>
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<td>28</td>
<td>Oklahoma (Un 6/49)</td>
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<td>29</td>
<td>Old Faithful</td>
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<tr>
<td>30</td>
<td>Old Hilltop</td>
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<td>31</td>
<td>Olympic (Wm)</td>
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<td>32</td>
<td>One Two Three</td>
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<td>33</td>
<td>Palm Beach (G 7/32)</td>
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<tr>
<td>34</td>
<td>Paradise (Un 7/48)</td>
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<td>35</td>
<td>Paradise (Wm 8/30)</td>
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<td>36</td>
<td>Phoenix</td>
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<tr>
<td>37</td>
<td>Photo Finish</td>
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<td>38</td>
<td>Pin Bowler (CC 7/30)</td>
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<td>39</td>
<td>Pinch Hitter (Un 5/49)</td>
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<td>Pintuck (Wm 9/50)</td>
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<td>41</td>
<td>Pinty (Wm 10/50)</td>
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<td>42</td>
<td>Play Ball (CC 1/51)</td>
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<td>43</td>
<td>Play Boy (CC 5/47)</td>
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<td>44</td>
<td>Playland (E 8/50)</td>
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<td>45</td>
<td>Plating (Ex)</td>
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<tr>
<td>46</td>
<td>Puddin Head</td>
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<td>49</td>
<td>Quartet (Gt 2/52)</td>
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<tr>
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<td>Queen of hearts (Gt 1/33)</td>
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<td>Quintet (Gt 5/53)</td>
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<td>Rap Mop (Wm 11/33)</td>
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<td>Rainbow (Wm 9/48)</td>
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<td>54</td>
<td>Ramona (Un 2/49)</td>
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<td>55</td>
<td>Ranch (B '47)</td>
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<td>Record time</td>
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<td>Red Shoes (Un 12/39)</td>
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<td>Repeater</td>
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<td>Rio (Un 12/46)</td>
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<td>Rip Snorter (B)</td>
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<tr>
<td>61</td>
<td>Riviera</td>
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<td>62</td>
<td>Rocket (Ge 5/50)</td>
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<td>63</td>
<td>Rockettes (Wm 8/50)</td>
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<td>64</td>
<td>Roadies (Gt 5/5)</td>
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<td>65</td>
<td>Rose Bowl (Gt 10/50)</td>
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<td>66</td>
<td>Round Up (Gt 11/48)</td>
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</tr>
<tr>
<td>67</td>
<td>St. Louis (Wm 2/49)</td>
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<tr>
<td>68</td>
<td>Sally (CC 10/50)</td>
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<tr>
<td>69</td>
<td>Samba</td>
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<tr>
<td>70</td>
<td>Saratoga (Wm 10/48)</td>
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<tr>
<td>71</td>
<td>School Days</td>
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<tr>
<td>72</td>
<td>Score-A-Line</td>
<td>15.00</td>
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**TOTAL NO.**

**TOTAL VALUE**

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The above table represents the inventory of machines available for purchase, valued according to the confidential price lists from The Box, December 26, 1953.
### Pinball Games (Cont.)

<table>
<thead>
<tr>
<th>Game</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>3. Mississippi Squares</td>
<td>105.00</td>
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<tr>
<td>4. Times Square (Wm 3/53)</td>
<td>145.00</td>
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<tr>
<td>5. Topic</td>
<td>175.00</td>
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<tr>
<td>6. Tornado (Wm 4/47)</td>
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<tr>
<td>7. Touchdowns (Un)</td>
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<tr>
<td>8. Towers</td>
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<tr>
<td>9. Trade Winds</td>
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<tr>
<td>10. Treasure Chest</td>
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<tr>
<td>11. Trigems</td>
<td>49.50</td>
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<tr>
<td>12. Trinidad (CC 3/48)</td>
<td>55.00</td>
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<tr>
<td>13. Triple Action</td>
<td>55.00</td>
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<tr>
<td>14. Triplets (Got 7/50)</td>
<td>85.00</td>
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<tr>
<td>15. Tricoin Reflex (51)</td>
<td>105.00</td>
</tr>
<tr>
<td>16. Trophy (B'48)</td>
<td>114.50</td>
</tr>
<tr>
<td>17. Tropicene (Un 1/48)</td>
<td>22.50</td>
</tr>
<tr>
<td>18. Tucson (Wm 1/22)</td>
<td>75.00</td>
</tr>
<tr>
<td>19. Tumbleweed</td>
<td>85.00</td>
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<tr>
<td>20. Turk Champ</td>
<td>95.00</td>
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<tr>
<td>4* Turk King (B 6/50)</td>
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<tr>
<td>21. Twenty Grand (Wm 5/5)</td>
<td>125.00</td>
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<tr>
<td>22. Utah (Un 8/9)</td>
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<tr>
<td>23. Vanities</td>
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<tr>
<td>24. Victory Special (B'46)</td>
<td>125.00</td>
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<tr>
<td>25. Virginia (Wm 3/8)</td>
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### Shuffle Rebounds (Cont.)

<table>
<thead>
<tr>
<th>Game</th>
<th>Value</th>
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<tbody>
<tr>
<td>4. Keeney 5-Way Bowl</td>
<td>40.00</td>
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<tr>
<td>5. Keeney 6-Player</td>
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<tr>
<td>6. Keeney 10 Player</td>
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<tr>
<td>7. Keeney Super Deluxe</td>
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<tr>
<td>8. Keeney Air Raider</td>
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<tr>
<td>9. Keeney Anti Aircraft B1</td>
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<td>10. Keeney Sub Gun</td>
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<td>11. Keeney Texas League</td>
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<tr>
<td>12. Keeney Night Rider</td>
<td>325.00</td>
</tr>
<tr>
<td>13. Keeney Air Raider</td>
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### Total No. Total Value

<table>
<thead>
<tr>
<th>Total No.</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Zingo (Un 10/51)</td>
<td>115.00</td>
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### Arcade Equipment (Cont.)

<table>
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<tr>
<th>Game</th>
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<tbody>
<tr>
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<tr>
<td>5. Irish Poker</td>
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<tr>
<td>6. Jack Rabbit</td>
<td>65.00</td>
</tr>
<tr>
<td>7. Jungle Joe</td>
<td>75.00</td>
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<tr>
<td>8. Keeney Air Raider</td>
<td>110.00</td>
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<tr>
<td>9. Keeney Anti Aircraft B1</td>
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<tr>
<td>10. Keeney Sub Gun</td>
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<tr>
<td>11. Keeney Texas League</td>
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<tr>
<td>12. Keeney Night Rider</td>
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<tr>
<td>13. Keene Air Raider</td>
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<tr>
<td>14. Keeney Anti Aircraft B1</td>
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<tr>
<td>15. Mutos, Fly Shooters</td>
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<td>16. Mutos, Fly Shooters</td>
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### Total No. Total Value

<table>
<thead>
<tr>
<th>Total No.</th>
<th>Total Value</th>
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</thead>
<tbody>
<tr>
<td>1. Zingo (Un 10/51)</td>
<td>115.00</td>
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</table>

### Cigarette Machines

- Automatic "Smokehook" (9 Col.) | Value: 155.00 | Total: 212.00
- Du Grentier (Mod. A7) | Value: 110.00 | Total: 140.00
- Du Grentier (Mod. A9) | Value: 140.00 | Total: 175.00
- Du Grentier (Mod. AC-A) | Value: 130.00 | Total: 160.00
- Du Grentier (Mod. AC-B) | Value: 120.00 | Total: 150.00
- Du Grentier (Mod. ES-4) | Value: 120.00 | Total: 150.00
- Du Grentier (Mod. EG) | Value: 145.00 | Total: 175.00
- Du Grentier (Mod. FS-1) | Value: 150.00 | Total: 180.00
- Du Grentier (Mod. "W") | Value: 50.00 | Total: 50.00
- Du Grentier (Mod. "S") | Value: 50.00 | Total: 50.00
- Du Grentier Champion (9 Col.) | Value: 85.00 | Total: 97.50
- Du Grentier Champion (9 Col.) | Value: 97.50 | Total: 125.00
- Eastern Electric C-8 | Value: 125.00 | Total: 125.00
- Electro (8 Col.) | Value: 200.00 | Total: 250.00
- Electro (10 Col.) | Value: 250.00 | Total: 300.00
- Lehigh PX (8 Col.) | Value: 125.00 | Total: 125.00
- Lehigh PX (10 Col.) | Value: 150.00 | Total: 150.00
- Lehigh PX (12 Col.) | Value: 175.00 | Total: 175.00
- National 750 | Value: 75.00 | Total: 75.00
- National 950 | Value: 85.00 | Total: 85.00
- National 950 | Value: 95.00 | Total: 95.00
- National 9-9 (9 Col.) | Value: 105.00 | Total: 105.00
- National 9-9 (9 Col.) | Value: 110.00 | Total: 110.00
- National Electric | Value: 95.00 | Total: 95.00
### Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory. Where prices are not listed, manufacturers have not yet released list prices.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.B.T. MFG. CORP.</td>
<td>Challenge (Counter Model)</td>
<td>$65.00</td>
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<tr>
<td></td>
<td>Rifle Sport, 3 and more Guns, plus complete ranges of various types</td>
<td>$1,400.25</td>
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<tr>
<td>AML CORPORATED</td>
<td>AMI &quot;E-20&quot; Phonograph</td>
<td>$975.00</td>
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<td></td>
<td>AMI &quot;E-20&quot; Phonograph</td>
<td>$925.00</td>
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<td></td>
<td>AMI &quot;E-20&quot; Phonograph, 6000-Watt</td>
<td>$1,200.00</td>
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<tr>
<td></td>
<td>W-50-2-25-Wall Box</td>
<td>89.50</td>
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<tr>
<td></td>
<td>W-120-5-25-Wall Box</td>
<td>99.50</td>
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<tr>
<td></td>
<td>HS-90 Hideaway</td>
<td>775.00</td>
</tr>
<tr>
<td></td>
<td>HS-120 Hideaway</td>
<td>885.00</td>
</tr>
<tr>
<td></td>
<td>(100 cups)</td>
<td>275.00</td>
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<tr>
<td>AUTO-PHOTO CO.</td>
<td>Auto-Photo</td>
<td>$2,545.00</td>
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<tr>
<td>COIN-MFG. CO., INC.</td>
<td>The Champion (Mech. Horse)</td>
<td>$1,050.00</td>
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<td>Space Ship</td>
<td>1,850.00</td>
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<td></td>
<td>Duke Ranch</td>
<td>695.00</td>
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<td>Speed Boat</td>
<td>995.00</td>
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<tr>
<td>CHICAGO COIN</td>
<td>Crown Bowler</td>
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<td>Gold Cup</td>
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<td>Triple Score Bowler</td>
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<tr>
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<td>Hi-Speed Triple Score Bowler</td>
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<tr>
<td>COIN-O-MFG. CO., INC.</td>
<td>Bar-O-Mat</td>
<td>$1,495.00</td>
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<td>H. C. EVANS &amp; CO.</td>
<td>Century (Model 2045)</td>
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<td>Jubilee (Model 245)</td>
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<td></td>
<td>Jubilee (Model 278)</td>
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<tr>
<td>EXHIBIT SUPPLY</td>
<td>Big Bronco</td>
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<td>Roy Rogers' Trigger</td>
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<tr>
<td></td>
<td>Rudolph The Red Nosed Reindeer</td>
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<td>Pete The Rabbit</td>
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<td></td>
<td>Rawhide</td>
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<td></td>
<td>Space Gun</td>
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<td>Space Patrol</td>
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<td>Silent Salesman (Card)</td>
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<td>Sea Skater</td>
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<td>Western Gun</td>
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<tr>
<td>GENCO MFG. CO.</td>
<td>Sky Brgun</td>
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<td>Silver Chest</td>
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<td>Night Fighter</td>
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<tr>
<td>D. GOTTLEB &amp; CO.</td>
<td>Poker Face</td>
<td>364.50</td>
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<tr>
<td>INTERNATIONAL MUTO. CORP.</td>
<td>Photomat '53</td>
<td>$2,159.00</td>
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</table>

**CANDY MACHINES**

- Mills (5 col., 75 cups) | $49.50
- Stone (102, 6 col.) | $85.00
- Stone (6 col., 120 cap.) | 95.50
- Stone (120, 12 col.) | 95.00
- Stone DeLuxe Theatre (160, 160 cap.) | 85.50
- Stone DeLuxe Theatre (392, 1250 cap.) | 195.00
- Martino's "Lindy Candy Store" (8 col., 160 cap.) | 90.00
- Cee "Select-It" (55) | 50.00

**HOT COFFEE**

- Amilo Cafe Petit, 200 cups | $300.00
- Berts Mills Coffee Bar, 200 cups | 175.00
- Berts Mills Coffee Bar, 600 cups | 200.00
- Berts Mills Coffee Bar, 1,000 cups | 250.00
- Shrew-May, 100 cups, 400 cups | 375.00
- Hot-O-Mat, Hot Coffee, 600 cups | 400.00

**CARBONATED DRINK**

- Drink-O-Mat, single flavor, 5c | $25.00
- Drink-O-Mat, 3 flavor, 5c | 425.00
- Drink-O-Mat, 3 flavor, 5c | 425.00
- Drink-O-Mat, 3 flavor, 5c | 425.00
United's Imperial Shuffle-Alley

With Sensational New

King Size

Realistic Bowling Pins

More Appealing
Extremely Durable
Fast Smooth Quiet
Knee-Action Disappearance

More Than Twice the Size of Former Pins

Shuffle-Alley with all the features of Imperial except Triple Match Feature

Plus

Triple Match Feature
(0-9)

Triple and Double Scores
5th and 10th Frames with Triple Scores
Added Feature—can adjust to 5 Frame Game
Strike or Spare Flasher Lights
Hi-Score Feature
Can Pick Up 7-10 Split
Hinged Pin Hood—Hinged Front Door
Formica Playboard

United's Royal

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Famous "In-Line" Game
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