Johnny Ace, whose Duke version of "The Clock" is his third hit in a row, is pictured here receiving a gold clock from George Miller, president of the Music Operators of America. The clock was presented on behalf of the nation's juke box operators honoring Johnny for the three hits which together have sold over a million records. The first two were "My Song" and "Cross My Heart". Left to right above are: Bob Chatton of Chatton Distributing in Oakland, Calif.; Irv Marcus, national sales manager of Duke and Peacock Records; Johnny Ace; Dan Shea of Operators' Record Service in San Francisco; George Miller, president of MOA; Irv Shorten of Allied Distributing in Los Angeles; and Don D. Robey, president of Duke and Peacock.
It’s got more
ON THE BALL

That’s why you get more
IN THE CASH BOX

Not only does the Wurlitzer Fifteen Hundred have more on the ball—it mixes the fast ones with the slow ones, the 45’s with the 78’s. No other phonograph will do it.

It puts a selection of 104 tunes solidly over the plate and the customers love it.

If you want to get into the big league locations... and stay there... make your pitch with the Wurlitzer Fifteen Hundred.

See your WURLITZER DISTRIBUTOR

Wurlitzer FIFTEEN HUNDRED

WURLITZER MODEL 1650
A compact 48-selection, straight 45 RPM phonograph priced to pay the operator a real profit. Available as Model 1600 playing 45 or 78 RPM records.

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
SHEET MUSIC MERCHANDISING

Is Still in the Horse And Buggy Stage

The record business is booming . . . but sheet music sales are declining fast.

Publishers advance many reasons for diminishing sales which sheet music has been having in the past several years. They claim people are becoming too busy playing musical instruments; entertainment in the home today centers around the TV set, radio and phonographs instead of around the piano as it formerly did; pianos have become so expensive that they have been priced out of range of most families. And these are just a few of the reasons which have been discussed.

But it seems to us that the real reason for the decline in sheet music is that it is still being merchandised in the same way that it was twenty years ago.

The record business, in which sales are at a peak, has in recent years adopted all sorts of merchandising methods. It has been brought up to date. Incentives for the sale of records have been made available to the people who sell them. Promotion to juke box operators and disk jockeys, the two main sources through which records are exposed to the buying public, has increased tremendously.

In short, the entire method of marketing records has been overhauled.

Unfortunately, the same cannot be said for the method of marketing sheet music.

Publishers have been so busy concentrating on records, which has become the all-important factor in the music business, that they have neglected to keep sheet music merchandising up to date. And though every publisher knows, you can’t have a sheet music hit without a record hit, by the same token, there’s very little profit in a song unless it sells a good amount of sheet music.

Comparing notes with a top publisher recently, we found that whereas two years ago he had a million record seller, he sold 500,000 copies of sheet music, when he had another million record seller just recently, he sold only 300,000 copies of sheet music. That’s a decline of more than 60% in a two year period.

Alarming as that decline is, nothing has been done about it.

There’s no doubt that the reasons which publishers give for the falling off of sheet music sales are valid ones. But that doesn’t mean that they should be accepted in defeat. These causes should be attacked—and attacked vigorously. They should be fought with all the accumulated knowledge, energy and know-how which the men who comprise this music business possess.

Certainly among these men, who have given this nation the great songs which it enjoys, there are those who have the foresight, knowledge and means to save a major aspect of their business.

So come on boys. Start thinking. This is 1953. Get sheet music merchandising out of the horse and buggy stage.
These Superlatives are not Necessary

- COLOSSAL
- STUPENDOUS
- GREAT

Just Feature

THE FOUR ACES

"LAUGHING ON THE OUTSIDE"
(Crying On The Inside)

and

"I'VE BEEN WAITING A LIFETIME"

DECCA-28843

DIRECTION

Personal management
HERB KESSLER

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

www.americanradiohistory.com
That's Our Boy!

Our Own

AL ALBERTS

singing

“PLEASE TELL ME”

and

“ENDLESS”

Decca 28807

Dear Friends:

Sure hope all you wonderful DJs, Juke Box Operators, One-Stops, and Record Dealers like Al’s new records as much as we do. We are kind of proud of him—not only as our lead singer, but as a great soloist. It took us 2 years to convince him to make a solo record, and we finally succeeded. We know you’ll agree the record proves we were right. Be seeing you real soon.

Sincerely

Love,

Jake

The Four Aces

© DECCA RECORDS

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”

www.americanradiohistory.com
"Both great
can't choose between them!"
say the nation's DJs about

What They Say About
"PA-PAYA MAMA"

"Better arrangement, more commercial appeal. Will make a big hit in a short time."
"Pa-paya Mama—but not by much."
"Darn close!"
"Real clever!"
"But I like 'em both, too!"

What They Say About
"YOU ALONE"

"You Alone — Listeners agree!"
"You Alone—but it's tops.
They're both good."
"Like 'em both, however a poll of the staff arrived at this decision."
"You Alone—but Pa-paya Mama is very good."
"Pa-paya Mama will catch quicker—but You Alone will last longer."

"Both terrific!"
"Excellent!"
"Definitely!"
"Both sides terrific — Pa-paya Mama has edge because it's quite different from Come's others."
"Both are good."
"Both are fine numbers."
"Both excellent."
"Can't make up my mind."
"This is terrific—Mark me 1-1, I'd pick it. You've got a winner!"

"In my estimation, anything Como does is bound to hit. This is a hard decision to make—both songs are so different."
"Listener poll shows it."
"Believe Pa-paya will make first impression—but You Alone will be the A-side with enough plays to bring it into listener-consciousness. Pa-paya catchy and won't need as much build-up."

THE NATION'S
PLUS THE NEXT
JUKE BOX TUNES

NO OTHER LOVE
PERRY COMO
ME-70164 — Perry Como
ME-39747 — Dave Rosser

HILLTOPPERS
Haz-39740 — Hilltoppers

HEY JOE
FRANKIE LANE
CO-39636 — Frankie Lane
CO-39639 — Carl Smith

THE CASH BOX THAT COUNTS"

1) I'M WALKING BEHIND YOU. 2) MY LOVE, MY LOVE. 3) EBB TIDE. 4) I LOVE PARIS. 5) ELLA. 6) CUMPAHI. 7) WITH THESE HANDS. 8) TROPICANA. 9) BUTTERFLIES. 10) A DEAR JOHN LETTER. 11) I'D RATHER DIE YOUNG. 12) RAGS TO RICHES. 13) STORY OF THREE LOVERS. 14) YOU'RE FADING SOMEONE. 15) FROM HERE TO ETERNITY. 16) TONIGHT LOVE. 17) MOLLUSK. 18) HOLD A PHOTOGRAPH. 19) CHICK A BOOM. 20) TOO LONG. 21) VELVET GLOVE. 22) LIGHHOUSE.
THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. YOU, YOU, YOU
   Ames Bros. (RCA Victor)

2. CRYING IN THE CHAPEL
   June Valli (RCA Victor)

3. DRAGNET
   Ray Anthony (Capitol)

4. VAYA CON DIOS
   Paul & Ford (Capitol)

5. EBB TIDE
   Frank Chacksfield (London)

6. NO OTHER LOVE
   Perry Como (RCA Victor)

7. EH, CUMPARI
   Julius La Rosa (Cedence)

8. C'EST SI BON
   Eartha Kitt (RCA Victor)

9. P. S. I LOVE YOU
   The Hilltoppers (Dot)

10. OH!
    Pee Wee Hunt (Capitol)

Shel Horton (WHUN-Huntingdon, Pa.) spending two weeks down Nashville way. Shel was featured as "Mr. Dee Jay, U. S. A." on WSM Friday, September 18. Mort Nusbaum (WHAM-Rochester, N. Y.) back on the job after a summer vacation. Mort has started a new show from 2 to 3 p.m., Monday thru Friday, called "Off The Record." Show will highlight the newest in records.

An incidental publicity plug by Tiny Markle (WAVE, N. H.) and Barry Raye (WJAS-Pittsburgh, Pa.) in which the pair advised listeners to write in if they wanted a picture of Bob Manning, Capitol Record artist, started what could develop into a real promotion. Response amazed all concerned as over 2500 cards swamped the two jocks. As a result, Dick Gerash, handling publicity for Manning, is going in for a large scale printing of the young singer's photo. Any one interested can drop Dick a line at the Brill Building, New York City.

Pie of the week—Lee Leonard (WLOW-Norfolk, Va.) has a special feature on his afternoon show which he calls "Tops In Pops." Lee plays the top twenty tunes according to The Cash Box listings. Lee also has a 10 to 12 air stint called "Leonard's Den." Jockey Jim O'Hara in Milwaukee has created such a tremendous call for Fred Waring's record of "Collegegate" from the RCA Victor catalog that the disk jockey has decided to re-release the original. Aesthetically, the sound is old-fashioned but Joe Carleton, Victor A & R head, feels the reaction is for the particular styling and a new version might not satisfy the kids.

Chuck Thompson (WFOR-Matteawan, Miss.) tells of a fan club to end all fan clubs. Chuck's early morning record show features a real crowning bantam rooster named Elmer. After about 600 broadcasts, Elmer now has his own fan club. Club members are pets of boys and girls in the radio audience. Chuck invites all animals to join.

Ronnie McCoy (KFEL-Denver, Colo.) chief announcer since 1949, will air a fast moving program of music, time of the morning, temperature and weather comment. The show will be titled "Morning With McCoy" and will be scheduled from 7 to 9 a. m. across the board. The venture is KFEL's first top featured early morning disk jockey show.

Jim Ameche's popular Teen Age Guest Disk Jockey Show will welcome high school students from all over the Chicago area on Saturday mornings on station WJJD-Chicago, Ill. Jim says, "Teenagers can often sense the potential in a new record faster than more experienced people in the field. Time after time during the past year, a song that was first played on the Teen Age Show zoomed to the top of the national lists weeks later." Brad Lacey, now with WTSX-Hopewell, N. H., began his "Brad Lacey's Record Party" on September 21. Brad asks that his friends in the record companies take note of his change of address and send them his latest releases.

Joe Deane's debut at KQV-Pittsburgh, Pa., drew a barrage of telegrams and telephone calls. Among them was a recording of their well wishes with a set of clever original lyrics.
The Orioles

Great follow-up of their No. 1 in the Nation "CRYING IN THE CHAPEL"

"IN THE MISSION OF ST. AUGUSTINE"

"WRITE AND TELL ME WHY"

Jubilee Record Co., Inc.
315 West 47th Street
New York, N.Y.

Jubilee No. 5127

Available in Canada
FOUR TUNES Will Make Record Sales History with this fabulous rendition of Irving Berlin's

"MARIE" and "I GAMbled WITH LOVE"

Jubilee RECORD CO., INC.
315 WEST 47TH STREET, NEW YORK, N.Y.

JUBILEE No. 5128

on QUALITY Records


BONNIE LOU
(King 1272; 45-1272)

"PA-PAYA MAMA" (2:12)

[Sheldon BMI—Sander, Coleman, Gimbel] The pert voice of Bonnie Lou sets up one of her first hits in a catchy ranchero novelty. Thrush stands a good chance of garnering top honors in both the pop and western fields.

"SINCE YOU SAID GOODBYE" (2:57) [Comet BMI—N. Fairchild] A tender breakhearted number gets a sentimental multiple fashioning from Bonnie. Looks big.

GUY MITCHELL
(Columbia 40007; 4-40007)

"SIPPIN' SODA" (2:50) [Hol- low BMI—F. Campbell] The peppy melody that everyone has sung at one time or another gets its lyrics revamped and comes out with life and color by Guy. Children's chorus adds color to deck.

"STROLLIN' BLUES" (2:56) [Monteavie BMI—Dehr, Miller, Gillzyson] A harmony offers an effective backdrop for a bluesy slow item that comes over ok. Top deck has the stuff.

MARGARITA BENITZ
(Tec 202; 45-202)

"MAN LOVE WOMAN" (2:15) [Struaghm, Benitez] Vin Strong and his Panamanian band members gar- garita as she runs through a quick beat calypso ditty. Number should meet with the Latin listeners.

"ESTRANO" (2:14) [High- amit, Benitez] The organ stands out in the backdrop as the thrush sings a fast moving amba item in Spanish. Plenty of rhythm and good listening.

BUDDY MOWROR ORCH.
(RCA Victor 20-5466; 47-5466)

"RE-ENLISTMENT BLUES" (2:46) [Barton ASCAP—Jones, Wells, Karger] Franklin Lester does a sensational blues vocal on a great tune from the movie hit "From Here To Eternity." Buddy Morrow's mute trumpet backing is tops. Looks like Buddy will have another hit in this one.

"QUARTER TO TWELVE" (3:02) [Are BMI—L. Walter] A short talking introduction goes into a solid instrumental number from the R & B field. Good material.

DEAN MARTIN
(Capitol 2395; F-2395)

"THAT'S AMORE" (3:07) [Paramount ASCAP—Brooks, Warren] From his latest picture, "The Caddy" with Jerry Lewis comes this novel ditty with an Italian flavor that Dean offers so well. One of his best jobs to date.

"YOU'RE THE RIGHT ONE" (3:10) [Paramount ASCAP— Brooks, Warren] On this end the vocalist offers another tune from the same flicker but in the romantic vein. A real smooth job. Sounds good.

GUY Smart
[Decca 28843; 9-28843]

"LAUGHING ON THE OUTSIDE" (2:45) [Broadcast Music BMI—Raleigh, Wayne]

"I'VE BEEN WAITING A LIFETIME" (2:56) [Signet BMI—Dominquez, Alberts]

FOUR ACES featuring AL ALBERTS

The Four Acies have hit on a song that should carry them right up to the peak once again. Since their start in the music world, the Acies have done sensational jobs with standards. Now the boys take hold of one of the most beautiful of all the oldies and give it their vibrant vocal treatment that labels it a hit. The tune is "Laughing On The Outside," and features the voice of AL Alberts in the lead. They put a load of feeling and rhythm into this terrific rendition that has an overall excellence in every growth. "I've Been Waiting A Lifetime" is another romantic number tenderly treated by the crew. The pickup backing adds tons to the top grade reading. Each side is hit material, but we bet the Acies top the upper portion to be the big one.

Ralph Marterie & Rusty Draper
(Mercury 70215; 70215 x 45)

"LAZY RIVER" (2:45) [Peer Intelli/BMI—Carmichael, Ardin] This song has been a hit with Ralph Martere and the orch on a great oldie that results in some top class listening. Looks like a hit. Tremen- dous arrangement.

"WARSOW CONCERTO" (3:00) [Chappill ASCAP—Addinsell] Ralph offers some sweet trumpeting on an ever pleasing pop-classic and blends into a jump rhythm that should have his fans throwing coins into the boxes.

Bob Manning
(Capitol 2587; F-2587)

"IT'S EASY TO REMEMBER" (2:47) [Famous ASCAP—Rog- ders, Hart] Monty Kelly offers a lush arrangement for Bob Manning's top flight vocal job on a beautiful old bal- lad. Should be bigger than "Nearness Of You."

"I FEEL SO MMMM" (3:06) [Hill & Range BMI—Wayne, Gil- bert] This affair sends up a sexy crooning item that should meet with the girls' fancy. It's a good coupling for the boxes.

Spike Jones ORCH.
(RCA Victor 20-5727; 47-5727)

"DRAGNET" (3:16) [Alamo ASCAP—W. Schumann] Spike Jones gets the ThurneTV show. Will be better sales for his records in the boxes. Humor- ous as expected.

"PAL-YAT-CHEE" (3:20) [W. ASCAP—M. Jones] Homer & Jethro handle the vocal chores with Spike's orch as they tell about their experiences of visiting the opera house. Country artists are comical as is the gimmicked up Jones backing.

Richard Hayes
(Mercury 70215; 70215 x 45)


"LONELY" (2:43) [Bregman, Thomas ASCAP—Davis, Murray] On this end the vocalist gives out with a tender reading of a sentimental item. Dick sings with a load of emotion.

Irene Valencia
(Seco 7319; 45-7319)

"FOSDATA" (2:24) [La Salle ASCAP-Meeror, Jenkins] Rene Tourette's orch accompanies Irene Vale- ncia on a Spanish rendition of a pop hit"I've Been Waiting For You." Pretty voice and proven material.

"ESO ES AMOR" (2:39) [William ASCAP—Rodgers, Ham- merstein II] The Latin thrush offers another Spanish reading of a pop hit, this one labeled "No Other Love." Should enjoy a good sale.
OPERATORS

London has your top standards
Two-sided coin grabbers...
For play after play
day after day...
order these all-time favorites

MANTOVANI
Aah! Sweet Mystery of Life
A Kiss In The Dark
I'm Falling In Love With Someone
Sweethearts
Cezaros
Gypsy Legend
Blue Danube
Roses From The South
Tales From The Vienna Woods
Morgenblatter
Teddy Bear's Picnic
The Whistling Boy
Some Enchanted Evening
Gypsy Love Waltz

STANLEY BLACK
Mexican Hat Dance
Cielito Linda
Morocco
Pianola

ROBERT FARNON
Dream Lover
Kiss The Boys Goodbye

EDMUNDO ROS
Perfidia
Corioca
Lovers Tango
You Too, You Too
April In Portugal
Valencia

RALPH SHARON
Garden In The Rain
One Morning In May

TED HEATH
Allora
You Are My Hearts Delight
La Mar
On The Bridge
Vanessa
Early Autumn

LONDON’S TOP 4

No. 9 best selling single
in Billboard, Sept. 19

Frank Chacksfield

EBB TIDE

1358 and 45-1358

Vera Lynn and Mantovani
I’LL WAIT FOR YOU
MY LIFE, MY LOVE,
MY HAPPINESS

1317 and 45-1317

Dorothy Squires
FROM YOUR LIPS
TO THE EARS OF GOD
Sorrento AND YOU

1371 and 45-1371

Joan Regan
TILL THEY’VE
ALL GONE HOME

1353 and 45-1353

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

www.americanradiohistory.com
**DANNY SUTTON & NORO MORALES ORG.** (2:54) [Smart Fox ASCAP—Mitchell, Alter] Sandy solo wends his way through an interesting love song that was a smash some years back. His hushed style is inviting. The style suits girls.

**“THERE I GO”** (2:07) [Broadcast Music BMI—Walter, Zaret] Sandy solo wends his way through an interesting love song that was a smash some years back. His hushed style is inviting. The style suits girls.

**“YOU TURNED THE TABLES”** (2:54) [Sam Fox ASCAP—Mitchell, Alter] Sandy gets an up tempo backing from the orchestra and sings an ever popular standard that could happen again. Should draw spins in the boxes.

**TWO DEBS’ N’ A DATE & STEVE ANDREWS** (Camarota BMI—Camarota) From the 45’s. A Date on a soft and pleasing ballad set to a slow waltz tempo. Number has that loveable old fashioned feeling.

**“MY HOME ON THE PRAIRIE”** (2:24) [Camarota BMI—Camarota] With a guitar in the backdrop Steve Andrews offers a vocal styling of country flavored number. Sentimental item that should go well in the right spots.

**TEX BENECKE ORCHESTRA** (Coral 61058—9; 61058)

**“DANNY’S HIDEAWAY”** (2:54) [Sherwin ASCAP—Stept, Mellin] Tex Benecke leads his ork through a jump item on which he also handles the vocal. Exciting piece that could click. Sold saxy by Tex.

**“MR. PEEPERS”** (2:22) [Hollis BMI—B. Green] The lively theme music from Wally Cox’s TV show is given a rhythmic jump treatment, by the crew, that should get spins. The band sounds terrific.

**JOAN REGAN** (London 1372—43:17)

**“RAG-A-BONE MAN”** [Morton, Reine] A pretty swirling waltz with an invading country flavor is given a multiple voiced treatment by the crew. An ok number with a pleasing lift.

**“THE LONG WAY” J. HILL** (2:06) [Gibson BMI—Hill] With another lush accompaniment as she offers a tender love song with flavor. Slow waltz item sounds as if it has a country music origin.

**ANDREW WIDEMAN** (Bible 5126—45:512)

**“PIGTAILS”** (2:28) [Benell BMI J. Bennings] The exciting voice of Andrew Wideman of TV’s “Star Time” show comes up with a forceful interpretation of a good song Number is good and could make some noise.

**“FINE AND DANDY”** (2:42) [Harms ASCAP—James, Swift] The vibrant quality of the lead’s voice steps out on this end as he slowly treats a great oldie. He belts the number with a blues feeling.

**BILLY ECKSTINE** (MGM 15187; K11587)

**“FORTUNE TELLING CARDS”** (3:00) [Vallando ASCAP—Benjamin, Weis] The McCoy and Gordon Singers supply a lovely choral setting for Billy’s stylish and romantic vocal on a tender love song.

**“I’M SAVING MY DREAMS”** (3:06) [Hill BMI—L. Clinton] Popular ventriloquist Paul Winchell sings with his dummy Jerry Mahoney on a slow waltz novelty with a terrific set of lyrics. Cute and amusing. Travelers assist vocally.

**“FRIENDLY POLKA”** (2:00) [Standish ASCAP—Burton, Clark] The team happily glides over a lively polka item that should go well with the kids. Full of pep and color.

**MCDONALD SISTERS** (Cape 5000; 4:00)

**“LOVE LIVES FOR EVERYMORE”** (2:20) [Muse BMI—Wiley] This pretty ballad is softly styled by the sweet voices of the McDonald Sistars as the orch is offering for the first time. J. and his boys.

**“SNOW WHITE BLOSSOMS”** (2:14) [Rondo BMI—H. Prichard] Again tender backing is set up for the threes as they caress the signature item in harmonious fashion. Pleasing listening.

**BOB HAYMES & JIMMY CARROLL’S ORCH.** (Bell 1005; 4:1005)

**“WITH THESE HANDS”** (2:45) [Ben Bloom ASCAP—Silver, Davis] A current hit platter gets some smooth coverage by the rounds and pleasing voice of Bob Haymes as Jimmy Carroll and the orch assist.

**NO OTHER LOVE”** (2:46) [Williamson ASC—Rodgers, Hammerstein II] Another current pop success gets a pretty treatment from the vocalist. Latin backing is subdued and adds to the color of the side.

**FELICIA SANDERS** (Columbia 40055; 4:0005)

**“EMBRASSEE”** (3:21) [Walt Disney ASCAP—Contet, Driscoll, C. Broch] A ranching ranch who has made “Moanal Rouge” a hit, Felicia Sanders, get another top grade assist from T. Return to a romantic French flavored ballad.

**MELAN COLER” (3:14) [Emerald ASCAP—Blake, Dulan, Romann] More of the same top quality vocal styling offered with softness by Felicia. Plenty of feeling on another French flavored tune.

**CLARK CURTIS** (Moen 1001; 4:1001)

**“I’M THROUGH WITH LOVE”** (2:44) [Robbins ASC—Kahn, Malneck, Livingston] A lovely tune is returned favorably by the warm voice of Clark. Number does make some noise not too long ago and could be big again.

**“IT JUST ISN’T HOME WITHOUT YOU”** (2:36) [Cromwell ASCAP—Johanson] Another pretty love number sung in the heartbroken manner comes through with a bundle of feeling as delivered by the artist.

**CHRIS MARTIN** (Smart 355; 4:1055)

**“ALWAYS IN MY HEART”** (2:40) [ASCAP—Gannon, Lecuna] A wonderful older gets an unusual and impressive backing from Bud Dix’s ork as a perfect showcase for a top quality job by Chris Martin. The way Chris does it, song could make a comeback.

**“SIX BUZZARD FEATHERS AND A MOCKIN’-BIRD’S TAIL”** (2:41) [Forsythe ASCAP—Forsythe, MacNamara] An odd backing for an unusual number to a waltz like tempo is carried out by Chris. Very different.

**IRENE CARLTON & BILL HARRINGTON** (Melrose 4007; 4:4007)

**“ECHOING MOUNTAINS AND WHISPERING TSEES”** (2:50) [Lincoln ASCAP—Davis, Silver] The Woodland Indians accompany the smooth vocal of Irene Carlton as she heaves up a pretty waltz number. Inviting dance.

**“CALL OF THE RANGE”** (2:40) [Bremann ASCAP—Shapiro, Payne] Bill Harrington sounds lonely and depressed as he sentimentally sings of the range. Clacking of the guitar in the background adds to the inviting side.

**DOUG DUKE TRIO** (Sovay 1108; 4:4108)

**“IF LOVE IS GOOD TO ME”** (2:51) [Redd Evans ASCAP—Evans, Steelman] A hearty organ styling of a beautiful tune that’s bidding for hit honors is presented by Doug and the violin. Slow number blends into a solid jumper.

**“SONG OF INDIA”** (2:28) [Crossroads BMI—Rinskey-Korstok] A great tune that has been done with almost every instrument available, gets a jolting treatment of the organ from the Duke. Real rhythmic.

**JACK PLEIS ORCHESTRA** (Decca 28774; 9-28774)

**“THE 18TH VARIATION”** (3:03) [Charles Foley ASCAP—Rachmanoff] The lovely theme music to the picture “A Story Of Three Loves” is given a lush and flowing treatment by Jack Pleis and his ork. Number is clicking.

**“MR. PEEPERS”** (2:14) [Hollis BMI—B. Green] The theme music, this from the Wally Cox Mr. Peepers TV program, is presented with slight by the Pleis crew. A catchy melody that could happen.
Dear Mr. Music Machine Operator:

You and I are in the same business. I write songs — you play them in juke boxes. Both of us are trying our best to entertain the public.

But there's one big difference between us. You get paid for bringing your customers the music they want to hear. I get nothing — even when it's my songs your customers play to listen to.

I got to thinking this over the other day. Then I decided to sit down and write you a letter — from me to you.

Because you and I are in the same business of trying to please the public, our interests are the same. I want you to make more money. You want me to go on writing songs.

Let's get together.

I already have a big investment in your business — my songs, which cost you nothing. How about your making a small investment in my business, by paying me a few pennies a week for the right to use my music?


Your and my business — the entertainment business — has also changed drastically between 1909 and 1953. Senator Pat McCarran has introduced a bill to modernize the 1909 copyright law to meet 1953 needs. It's a good bill. It's a fair bill.

Will this new law hurt your business? Quite the contrary. It'll help your business.

Next week I'm going to sit down and write you another letter and tell you how and why the McCarran bill is good for you.

Sincerely,

The Songwriter

The Songwriter
NEW YORK:

The party Danny gave in honor of Tex Beneke's new Coral record, "Danny's Hideaway" was really something. It looked as though every celebrity in town attended... Victor and the Navy combined to conduct a tour of the Biltmore last week in commemoration of the "Victory At Sea" series... Warren Schmed, public relations head for RCA Victor's record department, off to St. Louis where he gets married on October 3... In the wake of Bill Darnell's "Tonight Loving," hit on Decca, the singer has been booked for a string of dates... Jimmy Boyd's "Mareo The Polo Pony" will have a special record sleeve for the holiday trade... Ruth Pahl getting orders on "Bright But The Thrill" as a result of Eddie Fisher's TV presentation of the song... For the first time in his career, Guy Lombardo has recorded a Canadian song which is to be released this month. Tune is called "Would It Be Wrong," Betty Barclay, famous for her recording of "I'm A Big Girl Now," has been signed by Zonie Records... Johnnie Ray broke all existing records during his two-week stint at the Desert Inn in Las Vegas. From there he goes to the Chase Hotel in St. Louis and then to the Roosevelt in New Orleans... Dick Cowitt, sales manager of Sanford Record Distributors, and his beautiful blonde wife caught applauding enthusiastically at MGM's Joel Grey's recent opening at Bill Miller's Riviera... Kay Kenzie in the hospital recovering from an appendix operation. She'll be off the "Hit Parade" for two weeks... Don Cornell made a personal appearance at the Newark, New York Community Center Saturday before 700 teen-agers.

CHICAGO:

Max Lutz brought very charming, youthful, fresh looking Mary Rose Bruce up to say "Hello" to us here at The Cash Box. Though Mary Rose has been in the chimp his only about three months, the girl's just a natural for the folksy-pop type tunes she does. Seems like Victor didn't go far wrong signing the girl. Mary Rose was born in Kingsport, Tenn., just outside of Knoxville, and comes by her folk instinations naturally. She now resides in Huntington Beach, Calif. She wrote quite a tune with Buck Ram, cut on the East, "I've Fiddled While I Burned," and sold the master to Modern label. Real joke box material. How's she come to sing? Well, she can play the family's old pump organ, but, can't play a piano. So to give Buck Ram an idea of what her songs sounded like—she sang them to him. And Buck said, "Sister, you're a natural for the vocal box." That's how come Mary Ross Bruce is traveling the nation, meeting the disc jockeys and joke box ops, to tell them about her first release on Victor... Congratulations to charming Maggie Free, record librarian of WCPM, who got married this past week. Like Marty Hogan and lots of others say, "Happiest of happy marriages to a very sweet gal... Sy House added Rozanne Pamela House to his house on 6/12. Wish you many, many more, Sy... Eddy Arnold and Armand Bawn talking things over in Linn Burton's Steak House while the four Ames brothers, Vic, Gene, Ed and Joe, and Bill and Cassie Gersh were having dinner. "Eddy still likes the tops," the guys around here say... Manville to town and right out again... Marda Alexander, Jim Ameche's gal Friday, announced to the number of people who told her about her name appearing here. "Heaven knows about me," they know it, I hope. Karen Chandler, currently at the Chicago Theater, hopes to try a part this season on Broadway... Before the record ("Hold Me, Thrill Me, Kiss Me") just couldn't get booked at all," Karen told Howard Miller. New song suggests that all disc jocks learn how to ask and become star performers. Especially if they ain't get a disk spinning for 'em... Three mad, but very, very sweet guys, The Gaylords, just tutoring 'em at the jukebox. This is the only appearance here. And if we're any kind of prophet at all—they're gonna be brought back again and again... Grandest record-making deejays are right here in Chicago. Wonder to us is that the boys don't get together and sort of clique up like what could be called the "Platter-Spinners Club." They're all such swell guys. Linn Burton's top floor open to the boys for clubrooms."

LOS ANGELES:

Actor John Wayne makes his debut on records with a new Decca album. Wayne narrates the story of "Island In The Sky" backed with the film's musical score... Al Schlesinger of Palace Records recently cut four new sides with his new artist, Gill Corey, to be released soon... Monica Lewis planned in from New York to cut new sessions for Capitol... Ray Anthony also etched several new sides before his opening at the Hollywood Palladium... Other artists who scheduled new sessions were Leo Baxter and Connie Russell, The Page Cavanaugh Trio moves from the Captain's Table to the Saddle and the valley. Their recent waxing of "Hot Dang That Made Her Mad" on the Hub label is well covered by ops here... They like it and are awaiting public reaction. Capitol has jumped in with the follow up as Betty Hutton sings, "Hot Dang That Made Him Hap-

“It's What's In THE CASH BOX That Counts”

The One and Only
KAY STARR

“Swamp-fire”

by

and

“When My Dreamboat Comes Home”

Teresa Brewer

a successful European tour. The popular male group will team up with Shelly Winters for an engagement in San Diego October 9th then off to Bakersfield. They will again join Kay Starr for a return engagement at the Flamingo Hotel in Las Vegas during the month of November. The Western artist made Eddie Dean, recently broke into the Pop field by cutting four new sides. You can now hear this golden voiced singer with the new style on the Ole label. Mike Kurland of Record Merchandising, Inc., Coral Distributors, reports that Teresa Brewer's "Ricochet" is stepping way out with Eileen Barton's "Toys" right behind it.
ONLY THE BEGINNING!

out 6 weeks
and already
on the
BEST SELLER charts

The Voice all America Loves...

JULIUS
LA ROSA

singing

EH, CUMPARI

b/w
TILL THEY’VE ALL GONE HOME
CADENCE 1232

Cadence RECORDS
270 PARK AVENUE, NEW YORK, N. Y.

"It’s What’s in THE CASH BOX That Counts"
Sy House To Parrott & Swingtime

CHICAGO.—Sy House announced this past week that he is leaving King Records, effective October 1, 1958.

On that date, he takes over as National Sales Manager for both the Parrott Record Company and Swingtime Records.

Though his work will be on a national basis, Sy reports he will maintain his home in Chicago.

Wayne Stitt

Robin Seymour

Sandy Singer

Lee Morris

Bad Shurion

Howard Miller

Jock White

Lee Van Cleef
HOLLYWOOD.—Formation of M. S. I. Music Service, Inc., an organization staffed to produce products with the services of a complete music department, was announced last week by Frank Spence and Earl Hagen.

The company, occupying offices at 8400 Sunset Boulevard, Beverly Hills, is a California corporation and will do business under the trade name, M.S.I. Announcement of its founding was coupled with the disclosure that M.S.I. already has contracted to handle music for the new Danny Thomas and Ray Bolger television shows, as well as the impending Celeste Holm show.

Spencer and Hagen, who head the new organization, hold posts as music arrangers at Twentieth-Century-Fox for 17 years and seven years respectively. Among their latest picture credits is a team were "With A Song In My Heart," "Call Me Madam" and the current musical hit, "Gentlemen Prefer Blondes."

M.S.I. offers production units and individual personalities in motion pictures, television and radio, as well as stage acts, the full line of clogging services, including composition, arranging, orchestration, conducting, copying and music reproduction.

Spencer, who was appointed Al Fisher, who for 14 years was business manager of the Twentieth-Century-Fox music department, as their production manager. The Clifford Gill Agency has been signed to handle public relations.

In addition to television assignments, the new organization begins its portfolio with a contract to do the musical settings for original music by Melvin Vivian to be used by Yma Sumac on her personal appearance tours.

"An independent music service such as ours has become an economic necessity for music film and TV production units," the M.S.I. executives said.

"High cost of maintenance and cutbacks in production are ruling out the studio-operated department in many cases. M.S.I. is geared to handle all phases of musical requirements, whether the client's needs call for a single song arrangement or an entire recorded musical score."
Music.

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**London Launches Intensive Drive On Health Album**

NEW YORK—London Records in anticipation of an intensive campaign this week to promote its new album “Ted Heath At The London Palladium.” Along with the LP, the company is also releasing the entire concert on three 45 rpm EP albums. A sample of the record was sent to each distributor’s salesman. Promotion material to the record store in the form of counter cards, 12” x 20” hangars and EPs packaged in special counter display boxes. Three hundred top jockeys and radio stations will get copies of the disk.

The long-playing record includes an introduction by Ted Heath explaining the concert, which can be used by the DJ as interview material.

For many years, before he formed his own band, Ted Heath was a top trumpeter sought after by nearly every British dance band. At the end of the war, before he originated his own orchestra. As a result of his one night stands, swing concerts, records, film appearances and tours throughout the country, the Heath aggregation grew in popularity to the point where it has won top awards year after year in the British musical periodicals. With the assistance of Ted’s Sunday concerts at the Palladium is still increasing with every performance. On this his latest release, Ted and the crew are heard at their eighty-eight year, non-stop consecutive concert at the theater.

Artists featured with Ted on the record, the pianist Frank Frost, Roy Wilcox on the alto sax, Bobby Pratt doing the trumpeting, bassist Leslie, guitarist Tony Kowalsky, trombonists Don Lusher and Wally Smith, alto sax, Les Vaughan, Baritone sax, Bob Cooper, tenor sax, and Bonnie Verrell at the drums.

**Scott Quintet Returns Via Audivox**

NEW YORK—Leonard Wolf of Audivox Records, announced this week that the company is preparing its first extended play release to accommodate the company’s intensive promotional drive.

The initial EP, which will retail for $1.40 will feature the Raymond Scott Quintet and Dorothy Collins performing standards: “Singing In The Rain,” “Tiger Rag,” “Dinah” and “Sometimes I’m Happy.”

Wolf reports that he had received numerous requests for platters by the Raymond Scott Quintet from disk jockeys, jive box operators and dealers.

In addition to being part of the extended play record, “Singing In The Rain” and “Tiger Rag” will be coupled as a single, soon to be released on both 78 and 45 rpm.

The company is planning an extensive promotional campaign via the jockeys and dealers.
## Best Selling Records

**FROM MORE THAN 15,000 RETAIL OUTLETS!**

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Oct. 3rd</td>
<td>I Love Paris</td>
<td>Georges取决</td>
<td>MG-1111</td>
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<tr>
<td>22</td>
<td>Oct. 3rd</td>
<td>Richochet</td>
<td>Vic Young</td>
<td>MG-1116</td>
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<tr>
<td>23</td>
<td>Oct. 2nd</td>
<td>Tiny They've All Gone Home</td>
<td>Buddy Miller</td>
<td>MG-1115</td>
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<tr>
<td>24</td>
<td>Oct. 3rd</td>
<td>St. George And The Dragonettes</td>
<td>Stan Freberg</td>
<td>MG-1112</td>
</tr>
<tr>
<td>25</td>
<td>Oct. 2nd</td>
<td>Velvet Glove</td>
<td>Linda Ronstadt</td>
<td>MG-1117</td>
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<tr>
<td>26</td>
<td>Oct. 2nd</td>
<td>Love Me Again</td>
<td>Ray Charles</td>
<td>MG-1118</td>
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<tr>
<td>27</td>
<td>Oct. 3rd</td>
<td>You're Fooling Someone</td>
<td>Ray Charles</td>
<td>MG-1119</td>
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<td>28</td>
<td>Oct. 3rd</td>
<td>Don't Take Your Love From Me</td>
<td>Ray Charles</td>
<td>MG-1120</td>
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<tr>
<td>29</td>
<td>Oct. 3rd</td>
<td>Little Blue Riding Hood</td>
<td>Ray Charles</td>
<td>MG-1121</td>
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<td>30</td>
<td>Oct. 3rd</td>
<td>I Want To Be Evil</td>
<td>Ray Charles</td>
<td>MG-1122</td>
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<tr>
<td>31</td>
<td>Oct. 3rd</td>
<td>Song From Moulin Rouge</td>
<td>Ray Charles</td>
<td>MG-1123</td>
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**Exciting Mood Records!**

<table>
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<th>Label</th>
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<td>Love Manhole</td>
<td>Ray Charles</td>
<td>MG-1124</td>
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<tr>
<td>33</td>
<td>Oct. 2nd</td>
<td>Love Manhole</td>
<td>Ray Charles</td>
<td>MG-1125</td>
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</tbody>
</table>

**FAY DE WITT “MISERLOU”**

b/w “Snap-Stop Snap Your Fingers”  Mood # 1014

**BILL LAWRENCE**

“I’LL WAIT FOR YOU” “LITTLE YOU”  Mood # 1013

**LEON MERIAN his trumpet and orch.**

“TURKISH DELIGHT” “THE WAY I LOVE YOU”  Mood # 1012

Available on 78's & 45's

42 Points of Distribution. A few territories Available - Inquiries Invited.
New York, N. Y.
1. You, You, You (Amos Bros.)
2. Crying In The Chapel (Valli-Glenn)
3. No Other Love (Perry Como)
4. Oh! (Pee Wee Hunt)
5. You, You, You (Amos Bros.)
6. Dragnet (Ray Anthony)
7. C'est Si Bon (Eartha Kitt)
8. Ohio (Pee Wee Hunt)
9. Gambler's Guitar (R. Draper)
10. I'm Walking Behind You (Eddie Fisher)

1. You, You, You (Amos Bros.)
2. Every Day (Paul & Ford)
3. Crying In The Chapel (Valli-Glenn)
4. Oh! (Pee Wee Hunt)
5. No Other Love (Perry Como)
6. Dragnet (Ray Anthony)
7. C'est Si Bon (Eartha Kitt)
8. Every Love Moment You Live
9. In the Season Of St. Augustine (Sunny Kaye)

Seattle, Wash.
1. You, You, You (Amos Bros.)
2. Every Day (Paul & Ford)
3. Crying In The Chapel (Valli-Glenn)
4. Oh! (Pee Wee Hunt)
5. No Other Love (Perry Como)
6. Dragnet (Ray Anthony)
7. C'est Si Bon (Eartha Kitt)
8. I'm Walking Behind You (Eddie Fisher)

Washington, D. C.
1. You, You, You (Amos Bros.)
2. Every Day (Paul & Ford)
3. Crying In The Chapel (Valli-Glenn)
4. Oh! (Pee Wee Hunt)
5. No Other Love (Perry Como)
6. Dragnet (Ray Anthony)
7. C'est Si Bon (Eartha Kitt)
8. Hey Joe! (Frankie Laine)
9. I'm Walking Behind You (Eddie Fisher)

Atlanta, Ga.
1. Every Day (Paul & Ford)
2. Crying In The Chapel (Valli-Glenn)
3. No Other Love (Perry Como)
4. You, You, You (Amos Bros.)
5. Dragnet (Ray Anthony)
6. C'est Si Bon (Eartha Kitt)
7. Ohio (Pee Wee Hunt)
8. Rags To Riches (Tony Bennett)

Cincinnati, Ohio
1. Every Day (Paul & Ford)
2. Crying In The Chapel (Valli-Glenn)
3. You, You, You (Amos Bros.)
4. Crying In The Chapel (Gambler's Guitar)
5. You, You, You (Amos Bros.)
6. C'est Si Bon (Eartha Kitt)
7. Ohio (Pee Wee Hunt)
8. No Other Love (Perry Como)
9. Gambler's Guitar (R. Draper)
10. I'm Walking Behind You (Eddie Fisher)

Tampa, Fla.
1. Crying In The Chapel (Valli-Glenn)
2. You, You, You (Amos Bros.)
3. C'est Si Bon (Eartha Kitt)
4. You, You, You (Amos Bros.)
5. C'est Si Bon (Eartha Kitt)
6. C'est Si Bon (Eartha Kitt)
7. Ohio (Pee Wee Hunt)
8. Gambler's Guitar (R. Draper)
9. I'm Walking Behind You (Eddie Fisher)

Boston, Mass.
1. C'est Si Bon (Eartha Kitt)
2. Ohio (Pee Wee Hunt)
3. Every Love Moment You Live
4. Dragnet (Ray Anthony)
5. C'est Si Bon (Eartha Kitt)
6. Ohio (Pee Wee Hunt)
7. No Other Love (Perry Como)
8. C'est Si Bon (Eartha Kitt)
9. Gambler's Guitar (R. Draper)
10. You, You, You (Amos Bros.)

New Orleans, La.
1. Ohio (Pee Wee Hunt)
2. Every Day (Paul & Ford)
3. No Other Love (Perry Como)
4. You, You, You (Amos Bros.)
5. Crying In The Chapel (Valli-Glenn)
6. Dragnet (Ray Anthony)
7. C'est Si Bon (Eartha Kitt)
8. Ohio (Pee Wee Hunt)
9. Gambler's Guitar (R. Draper)
10. No Other Love (Perry Como)

Chicago, Ill.
1. You, You, You (Amos Bros.)
2. Crying In The Chapel (Valli-Glenn)
3. You, You, You (Amos Bros.)
4. Crying In The Chapel (Valli-Glenn)
5. No Other Love (Perry Como)
6. Ohio (Pee Wee Hunt)
7. C'est Si Bon (Eartha Kitt)
8. Ohio (Pee Wee Hunt)
9. No Other Love (Perry Como)
10. Gambler's Guitar (R. Draper)

Los Angeles, Calif.
1. You, You, You (Amos Bros.)
2. Every Day (Paul & Ford)
3. You, You, You (Amos Bros.)
4. Ohio (Pee Wee Hunt)
5. C'est Si Bon (Eartha Kitt)
6. C'est Si Bon (Eartha Kitt)
7. Ohio (Pee Wee Hunt)
8. C'est Si Bon (Eartha Kitt)
9. Gambler's Guitar (R. Draper)
10. I'm Walking Behind You (Eddie Fisher)

Nashville, Tenn.
1. You, You, You (Amos Bros.)
2. Every Day (Paul & Ford)
3. No Other Love (Perry Como)
4. Ohio (Pee Wee Hunt)
5. C'est Si Bon (Eartha Kitt)
6. With These Hands (E. Fisher)
7. Crying In The Chapel (Valli-Glenn)
8. C'est Si Bon (Eartha Kitt)
9. Gambler's Guitar (R. Draper)
10. I'm Walking Behind You (Eddie Fisher)

Denver, Colo.
1. You, You, You (Amos Bros.)
2. Every Day (Paul & Ford)
3. Crying In The Chapel (Valli-Glenn)
4. No Other Love (Perry Como)
5. Dragnet (Ray Anthony)
6. C'est Si Bon (Eartha Kitt)
7. Ohio (Pee Wee Hunt)
8. No Other Love (Perry Como)
9. C'est Si Bon (Eartha Kitt)
10. With These Hands (E. Fisher)

Salt Lake City, Utah
1. You, You, You (Amos Bros.)
2. Every Day (Paul & Ford)
3. Crying In The Chapel (Valli-Glenn)
4. No Other Love (Perry Como)
5. Dragnet (Ray Anthony)
6. C'est Si Bon (Eartha Kitt)
7. Ohio (Pee Wee Hunt)
8. No Other Love (Perry Como)
9. C'est Si Bon (Eartha Kitt)
10. With These Hands (E. Fisher)

Shoals, Ind.
1. C'est Si Bon (Eartha Kitt)
2. Ohio (Pee Wee Hunt)
3. Every Love Moment You Live
4. Dragnet (Ray Anthony)
5. C'est Si Bon (Eartha Kitt)
7. Ohio (Pee Wee Hunt)
8. No Other Love (Perry Como)
9. You, You, You (Amos Bros.)
10. With These Hands (E. Fisher)

Memphis, Tenn.
1. You, You, You (Amos Bros.)
2. Every Day (Paul & Ford)
3. Crying In The Chapel (Valli-Glenn)
4. Ohio (Pee Wee Hunt)
5. You, You, You (Amos Bros.)
6. Dragnet (Ray Anthony)
7. C'est Si Bon (Eartha Kitt)
8. Ohio (Pee Wee Hunt)
9. No Other Love (Perry Como)
10. C'est Si Bon (Eartha Kitt)

San Francisco, Calif.
1. You, You, You (Amos Bros.)
2. Every Day (Paul & Ford)
3. Crying In The Chapel (Valli-Glenn)
4. No Other Love (Perry Como)
5. C'est Si Bon (Eartha Kitt)
6. Ohio (Pee Wee Hunt)
7. No Other Love (Perry Como)
8. C'est Si Bon (Eartha Kitt)
9. Ohio (Pee Wee Hunt)
10. With These Hands (E. Fisher)
Music

Stokowski Announces Canadian Concert Program

NEW YORK—Leopold Stokowski, who will conduct the first major concert of contemporary Canadian music in the United States on October 16 at Carnegie Hall, announced this week that works of Healey Willan, Colin McPhee, Clermont Pepin, Pierre Mercure, Alexander Britti and Francois Morel will be represented on the program.

Stokowski disclosed that since the announcement of the concert last Spring, more than 200 compositions by Canadians were submitted to the Committee On Selections. The committee, headed by the conductor, is composed of Sir Ernest MacMillan, Claude Champagne, Wilfrid Pelletier, Boyd Neel, William Schuman, Henry Cowell and Walter Piston. Stokowski met with members of the committee in New York last week to set the final program and to discuss and decide upon the soloists and chorus to be used.

The program, which the committee indicated, is subject to change, will consist of McPhee’s “Tabou-Tabouan,” Willan’s “Coronation Suite,” Pepin’s “Guernica,” Brett’s “Violin Concerto,” Mercure’s “Pantomime” and Morel’s “Antiphone.” A Canadian soloist for Brett’s violin work will be chosen and announced shortly.

With the announcement of the program, Stokowski commented upon the vitality and quality of contemporary Canadian music. Stokowski stated: “I believe that this concert of Canadian music will not only reveal to music lovers talent that is new to them, but will lead to future hearings of music from those countries which we have perhaps not thought of as musically prolific.

“Canada has a cultural heritage almost identical with ours. On the map, there is a line between the two countries. Culturally, there is no such division. If Canadian music has been unrecognized by some of us in the United States, it is our mistake and our loss.

“Of the more than 200 compositions that were submitted from all parts of Canada, there are many that show great musical vitality. I am certain that those who attend the concert of Canadian music at Carnegie Hall on October 16 will find that the best music that Canada has to offer ranks with the best that our country, and possibly the best that any country in the world is producing today.”

Powell Forms Own Pubbery

NEW YORK—Teddy Powell this week joined with Max Schall to form a publishing company to be known as Ted Pee Music. The name of the publishing outfit stems from Teddy’s nickname. The firm is an ASCAP affiliate.

The pubbery’s first recording is “Flowers, Mr. Florist, Please” on the King label recorded, by Charlie Fuqua’s Original Ink Spots. The song was written by Teddy Powell.

Teddy is also credited with writing such hits as: “Take Me Back To My Boots And Saddles,” “You Won’t Be Satisfied,” “Heaven Help This Heart Of Mine,” “I Couldn’t Believe My Eyes” and many others.

Meeting Dates Of
Music Operators’ Associations

Sept. 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.
29—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
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.
19—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
Stardust Issues First Disk

NEW YORK — Stardust Records makes its bow with the release of four sides in a single package by Carmen McRae.

Stardust is headed by Lon Frank who is also active in other phases of the disk business. His president is Road & Rail Records, Inc. (a pressing plant), Mastercraft Flating Corp., Carnegie Recording Studios, and he recently purchased a pressing plant and another pressing plant in Louisville, Ky.

General manager of the new Stardust label is Chuck Darwin, who was formerly associated with the Canadian discary, Monogram Records, where he handled promotion sales and A & R chores, all of which he will continue to handle for Stardust. Darwin was also formerly associated with Universal Attractions and acted as road manager for such artists as the Ravens and Eddie "Mr. Cleanhead" Vinson.

Miller Off To Europe

NEW YORK — Dave Miller, president of Essex Records, is scheduled to leave for Europe on Monday, September 28. He will visit London, Paris, Brussels, Antwerp, Copenhagen, Berlin and Amsterdam.

His main purpose will be to complete lease deals with various firms and also to pick up material for his publishing and recording companies. Essex Records has been phenomenally busy in the past several weeks, Miller reported. He said that in one ten day period, his firm had sold more than 200,000 records. He broke down this way: "Three O'Clock In The Morning," the new Monty Kelly disk, 110,000; "Fartle: So Long, Good-bye, the latest by Bill Haley-65,000; and assorted orders for "Tropicana," "Crazy Morn Crazy" and "Fat-A-Cake" came to 83,000.

Decca Releases Merman-Martin Ford TV Show Sound Track

NEW YORK—About three months ago, the Ford Motor company sponsored one of the most talked about television shows. And one of the reasons for the show's great success was the medley by the duet of Mary Martin and Ethel Merman.

On that 50th Anniversary show, the two renowned artists sat on chairs on a wide stage and delivered some of the favorite standards of the past 50 years.

Because of the tremendous reception which the performers received, Decca bought the rights to the sound track of the TV show and has just released it on record. The排列 features the same artists which Misses Martin and Merman helped make popular in their Lifetime in showbusiness. Songs like "There's No Business Like Show Business," "Wonderful Guy," "Wait Till The Sun Shines, Nellie," "I've Got Rhythm" and a pack of other hits.

The results as heard on the platter were conducted and arranged by Jay Blackston.

Rainbow Signs Jeri Winters

NEW YORK — Eddie Heller, president of Rainbow Records, has announced the signing of Jeri Winters, former Stan Kenton vocalist. Her first sides will be released in a couple of weeks.

"What's in THE CASH BOX That Counts"

<table>
<thead>
<tr>
<th>Stafford on &quot;Open House&quot; Policy</th>
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<tr>
<td>NEW YORK — Joe Carlton, head of the RCA Victor, announced this week that because of the unprecedented number of non-professional people coming in on Mondays, it will be necessary to change the &quot;Open House&quot; policy as follows:</td>
</tr>
<tr>
<td>Only professional publishers and writers who are working members of either ASCAP or BMI will be audi-</td>
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<tr>
<td>ded. They may come on an open basis. People seeking to sell talent or masters will be asked to seek ap-</td>
</tr>
<tr>
<td>pointments by telephone. Amateurs will not be asked to work through publishers.</td>
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<tr>
<td>The purpose of the &quot;Open House&quot; was to maintain the best possible re-</td>
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<td>lations with the working music trade.</td>
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Juke Box Haven

BOSTON, MASS.—Juke Box Haven, a new one-spot record shop, will celebrate its opening with a two-day cocktail party, Wednesday and Thursday, October 7 and 8.

The firm is affiliated with Poole Distributing, Wurlitzer phonograph distributors, and in addition to Miss Elmore DeRista, manager, Harry Poole and Alfred Vatkin, of the phonograph company will be on hand to welcome the operators.

The prime purpose of the one-stop is to service the music machine operators who need records for their machines. In addition, the firm will sell retail to the general public.

Bergman Line Up Distribs

NEW YORK—Dewey Bergman, vice-president and A&R head of the newly formed Triangle Records, is cur- |
rently on a tour of the New England states, lining up distributors and pav- |
ing the way for the firm's first re- |
leases.

Advertisement of the formation of the firm was made last week by Ben L. Kulick, its president. Kulick is also president of the Bayfand Distributing Co. in Buffalo.

Accompanying Bergman on the trip is Paul Brown, in charge of record and sales promotion for the diskery.

DEALERS — DISTRIBUTORS

World's largest selection of specialized dance records for dance teachers and students — tap, ballet, etc. Write or Wire

RUSSELL RECORDS

BOX 333

VENTURA, CALIFORNIA

"This is NEW YORK"

On Delta & Capitol Records, Delta Presents another BIG ONE |

"I'M ASHAMED OF MYSELF"

"MASCARADE" with Tony Mordente and Orchestra Delta 1327
NEW YORK:

Another couple of vocal groups entering the picture this week. Over at Savoy, Herman Lubinsky has himself what Lee Hazle, A & R head, calls the first really different sounding group to vie for honors, "The Wanderers." Joe Davis builds his already impressive vocal group stable with the addition of "The Sparrows." Davis already has two top flight groups, The Crickets and The Blenders. He also announced the signing of Otis Blackwell and nine-year-old Irene Treadwell. Little Irene will be released with two Christmas items soon. . . . Varetta Dillard booked solidly as a result of her success of hits. . . . The grapevine tells us to watch out for the Charles Brown-Johnny Moore "Cryin' And Drivin' Blues" on Aladdin. Hear it, it's terrific. . . . "Just Walkin' In The Rain," originally etched by the Prisonaires on Sun has its first pop cover by Cathy Ryan on MGM. Looks like Herald Records has come up with another hit in its "I Had A Notion" by Joe Morris and vocaled by Al Savage. Side has the same exciting jubilee feel as "Shake A Hand." . . . Irv Marcus, Peacock and Duke salesmanager, stopping in for a visit in Charlotte, N. C. for a few days. . . . The Dominos, King Records, broke all precedent when after their smash appearance at the recent Michigan State Fair they were invited to appear, jump into the act. . . .

This will make the third successive appearance, or a new record for a rhythm and blues group. Well it finally happened. Two Greeks met and didn't open a restaurant. Harry Apostolides, Alpha Distributors, New York City, and Jimmy Kromes, president of Nocturne Records got together when Al from Route 66 and Nocturne line. . . . Bob Bemis, Scope Records, announced the appointment of Cosmat Distributing Company as exclusive distributors for New York, New Jersey and Pennsylvania territory. . . . George Golde, Rama Records' chief, has been getting a terrific sales reaction on the Crows' "I Love You So" and "Gee" wherever he visits. Golde is now in the midst of a whirlwind tour key spots throughout the nation before he returns to New York. Amazing thing is that some cities are hot for "I Love You So" and others for "Gee."

CHICAGO:

Len Chess finally returned to good old Chicago, after a profitable four-week Southern junket. Len visited all distributors in Louisiana, Tennessee, Florida, Alabama and Georgia. He reports that he signed some brand new talent. While in Shreveport, he became engrossed in Bob Austin of The Cash Box. Len claims that all of their current releases, Little Walter's latest shows the most promise. "And believe me," he concluded, "my car has already paid for itself a thousandfold, 'cause I could turn on the air-conditioning and avoid the horrible 100-degree heat." . . . Lynn Hope skedded for Midwestern appearances in Flint and Saginaw, Michigan. But that's as close to Chicago as he'll come, it seems. Wonder why this popular guy never plays our town? . . . First shipment of Epic Records just hit the floor at United Distributors and George Leaser but real pleased with immediate reaction. . . . The Spaniels, currently riding high with their "Baby It's You," have just been signed to a contract by Shaw Artists Corporation. . . . Hear tell that Eddy Boyd plans to go out as a single. Piano and vocal artist for Starday House, busy passing out copies of his debut single, will become famous. . . . Mom and Dad do it best is one of the main reasons Aladdin Records has met with such great successes with their current releases is due to the fact that Maxwell Davis is back from the East and has been handling their arrangements. . . . Fats Domino completed a successful engagement here in LA and left on his tour of one-nighters through Las Vegas, Denver and the East. His current release "Rose Mary" on the Imperial label is getting lots of play all over. . . . Little Willie Littlefield is scheduled for an appearance at a New Orleans four ballroom October 9th. It was reported that the ever popular Ink Spots will open at Larry Potters Supper Club for a ten-day engagement starting October 15th. . . . The ...
INSIDE HARLEM

While playing Harlem's Apollo Theatre recently Duke Ellington chanced to hear the terrific voice of religious singer Dotty McCloud who was nightly belting out a wonderful batch of spirituals in a revival tent meeting some few yards away from the theatre. Was so impressed with the way this big voiced Miss goes out with with the soaring highs and flats that he promptly signed her as the new female thrush with the band. New Yorkers will get the first chance to put the o.k. on the budding new star when Duke and his wonderful crew move into the famed Bandbox October 12. . . . The new boy and girl platter skimping team of Leigh Ramman and Diahm Johnson (they operate the 1280 Club nightly from 8:30 thru 10:30 over WVO) started their new show from Harlem's main stem (West 128th Street). Among the celeb's on hand to wish them well were the Dominos, Joyce Bryant, Joan Shaw, Sam Most, The Four Dukes (new Duke Records group), Harlem's Mayor Willie Bryant, Shelton Lewis and many more . . . A daffy of the lid to WLIB staffman Bill Jenkins, music director, and deejay Lloyd Williams for their programming of The Cash Box selections. Lloyd, who brings his early wake 'em up show, "Harlem Serenade," to listeners each morning from 6:30 to 8:30 in the yawning, reports that he has noticed a definite change for the better in his audience reaction since siring The Cash Box list. Bill and Lloyd have a huge bundle of cards and letters to prove it. . . Promotor Teddy Powell and jockey Bill Cook making the booking agencies and buying up all the top talent for a string of one nighters as far out as Cleveland. Among those already contracted are Aladdin's Amos Milburn, Imperial's Pats Domino and Tico's Joe Loco. Cook waxed poetic in describing the terrific box office appeal of the Johnny Ace, Willie Mae Thornton package. Ace and Thornton are stars of the Don Robey labels, Duke and Peacock respectively. . . . Uptown operator Al Douglas, who has a great many juke boxes in Harlem and the boroughs, was one of the first to stock the latest wax bomb "You're A Fool" dropped by that exciting Chess Record star, Willie Mabon. Says it's really rocking the boxes.

WILLIE MABON (Chess 7529)

- Willie Mabon continues his feud with his woman in "You're A Fool", in this show rocking blues. Mabon takes the offensive and vindictively splits out harsh words as he batters his "Ba-a-by" with items like "You're the dog-pompest 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 in talky style. A strongly novelty item that should follow in the sales trend of its predecessors. The flip, "Monday Woman", is Mabon at his vocalizing best. Willie bounces through the fetching piece with the support of some heated orking.

SHAKE A HAND (Faye Adams & Joe Morris) (Herald 416)
HONEY HUSH (Joe Turner) (Atlantic 1000)
CRYING IN THE CHAPEL (The Orioles) (Jubilee 5122)
DON'T LEAVE ME (Fats Domino) (Imperial 5240)
I WALK ALONE (Red Robin 119)
DON'T DECEIVE ME (Chuck Willis) (Gonk 695)
I LOVE YOU SO (The Crays) (Rama 5)
RETURN TO SENDER (Royales) (Apollo 448)
THE CLOCK (Johnny Ace) (Duke 117)

in SAN FRANCISCO

SHAKE A HAND (Faye Adams & Joe Morris) (Herald 416)
GOOD LOVIN' (The Clovers) (Atlantic 1000)
PLEASE DON'T LEAVE ME (Fats Domino) (Imperial 5240)
ONE SCOTCH, ONE BOURBON, ONE BEER (Amos Milburn) (Aladdin 1197)
TOO MUCH LOVIN' (The 75's) (Royal 448)
GET IT (The Royals) (Federal 1233)
HONEY HUSH (Joe Turner) (Atlantic 1000)

in NEWARK

FEELING GOOD (Little Walter) (Siv 187)
SHAKE A HAND (Faye Adams & Joe Morris) (Herald 416)
TOO MUCH LOVIN' (The 75's) (Royal 448)
BLUES WITH A FEELING (Little Walter) (Checker 725)
JUST WALKIN' IN THE RAIN (Polaroid 318)
GOOD LOVIN' (The Clovers) (Atlantic 1000)
PLEASE DON'T LEAVE ME (Fats Domino) (Imperial 5240)
GET IT (The Royals) (Federal 1233)
YOU'RE A FOOL (Willie Mabon) (Chess 1548)
CRYING IN THE CHAPEL (The Orioles) (Jubilee 5122)

in MEMPHIS

FEELING GOOD (Little Walter) (Siv 187)
SHAKE A HAND (Faye Adams & Joe Morris) (Herald 416)
TOO MUCH LOVIN' (The 75's) (Royal 448)
BLUES WITH A FEELING (Little Walter) (Checker 725)
JUST WALKIN' IN THE RAIN (Polaroid 318)
GOOD LOVIN' (The Clovers) (Atlantic 1000)
PLEASE DON'T LEAVE ME (Fats Domino) (Imperial 5240)
GET IT (The Royals) (Federal 1233)
YOU'RE A FOOL (Willie Mabon) (Chess 1548)
CRYING IN THE CHAPEL (The Orioles) (Jubilee 5122)

in CHICAGO'S South Side

The Top Ten Time Netting Homeown Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side And New Orleans.

The Cash Box, Music Page 24 October 3, 1953

"It's What's In THE CASH BOX That Counts"
Double Award

NEW YORK—The Clovers, Atlantic’s hot vocal group, are tickled pink about receiving a double award while appearing at the Apollo Theater last week. The scroll to the left represents the boys’ success in tying as The Most Programmed R&B Vocal Group according to The Cash Box Annual Disk Jockey Poll. The gold record is Atlantic’s award for the sale of the 3,000,000th clover record, Surrounding the Clovers from L. to R. are: Marty Wexler, The Cash Box; Jerry Wexler, Atlantic; Tom Dowd, Atlantic; Lou Keflets, mgr. of the Clovers; Ahmet Ertegan, Atlantic; and Norman Ohrick, The Cash Box.

We may not be the biggest name in Latin American Music but we are the greatest name.

Get all your top mambo hits featuring—

J O E L O C O
TITO PUENTE
TITO RODRIGUEZ

on the TICO label.

TICO

220 W. 42 St.
New York, N. Y.
(WI 7-0652)

ORDER THIS ONE NOW!

CHRISTINE KIRITRELL’S

“EVERY NIGHT IN THE WEEK”

“EVIL EYED WOMAN”

REPUBLIC 7005

REPUBLIC RECORDING CO.
NASHVILLE, TENNESSEE

FOR TOPS

IN R&B

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NASHBORO RECORD CO.
177 3rd AVENUE
NORTH NASHVILLE, TENNESSEE

THE CHRISTIAN TRAVELERS

after a stirring release

“WELL DONE”

b/w

“MAKE MORE ROOM FOR JESUS”

These Spiritual sides are destined to be hit!!

PEACOCK 1715

THE CASH BOX, Music Page 25 October 3, 1953

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

1. SHAKE A HAND 
   Faye Adams & Joe Morris
   (Herald 476)

2. SHAKE A HAND 
   Faye Adams & Joe Morris
   (Herald 476)

3. BREAK UP THE MARMARA 
   The Orioles
   (Zonabelle 5122)

4. THE PAPYRUS PIANO 
   Dee Ford & Paul West
   (Bullseye 7161)

5. YOU CAN’T LEAVE ME 
   Fats Domino
   (Coral 5340)

6. THE GREAT GATSBY 
   Fats Domino
   (Coral 5340)

7. THE KISS 
   Fats Domino
   (Coral 5340)

8. THE KISS 
   Fats Domino
   (Coral 5340)

9. I’M YOUR LADY 
   Fats Domino
   (Coral 5340)

10. SHAKE A HAND 
    Faye Adams & Joe Morris
    (Herald 476)
**RHYTHM 'N' BLUES REVIEWS**

**THE CASINO**

**AWARD O' THE WEEK**

**IN THE MISSION OF ST. AUGUSTINE** (2:47)
[Replicable BMI—Chiarelli]

**WRITE AND TELL ME WHY** (2:27)
[Valley BMI—Glenn]

**THE ORIOLES** (Jubilee 5127)
- When you have a winner stay with it. That oft repeated philos-
  ophy aptly sums up the strategy of the Orioles. Having hit it so big
  with "Crying In The Chapel" the boys come through with two sides,
  "Is the Mission Of St. Augustine," in the same vein, and "Write And
  Tell Me Why," by Arthur Glenn, author of "Chapel." Treatment is
  also similar. The arrangements are aimed at both the R & B audience
  and the Pop field. The latter mar-
  ket was captured to a large extent
  with "Chapel." The boys are soft
  and husky backed a velvety voiced
  Tony Til on two beautiful melodic
  ballads. To coin some corn, Til is
  Tifilic.

**TV IS THE THING (This Year)** (2:41)
[Tamasa BMI—Sandford Medley]

**FAT DADDY** (2:59)
[Tamasa BMI—Sanford, Medley]

**DINAH WASHINGTON** (Mercury 70214)
- Dinah Washington comes through
  with a pair in the right vein for action.
  The upper lid, "TV Is The Thing (This Year)," with
gay and chuckley lyrics slightly on the side line. Dinah's effervescent
warbling puts this middle tempo
bounce over in bubbly style and
would be one of Dinah's big ones.
The under lid, "Fat Daddy," is a
rhyming blues of moderate tempo.
Dinah tells her man he is fat
and forty and over the hill but
she loves him still. The blues stylist really
sings this one out and the potential
of this deck is powerful. Look for
both sides to command attention
and plays.

**JAMMIN' JIM** (Savoy 1106)

**JIVIN' WOMAN** (2:41) [Savoy BMI—E. Harris] Jammin' Jim
sings a slow tempo blues with a simple
 guitar support. Effective.

**SHAKE BOOGIE** (2:39) [Savoy BMI—Harris] Big play on
this deck is the sharp guitarizing.
A quick beat with a secondary vocal.

**CHRISTINE CHATMAN** (Million 2002)

**RUN GAL RUN** (2:55) [BMI—Chatman, Prince] Christine Chat-
man makes merry with an infectious
and gay calypso type ditty. Orking
is in the mood.

**WINO'S LAMENT** (2:46) [BMI—Lee Colby] The fem
thrust chants a slow torchy blues.
Dreamy and soft lights.

**LIGHTENING HOPKINS** (Decca 28841)

**POLICY GAME** (2:58) [Roc-
kind Music BMI—Joe Luke] A typical Hopkins side that should go
well with his market. Lyrics elaborate
on the numbers game.

**THE WAR IS OVER** (3:07)
[Northern Music ASCAP—Bob Shad] Lightening sings a slow blues
with his twangy guitar lending plun-
itive support.

**JOE LIGGINS and His Honeydrippers**
(Specialty 474)

**THE BIG DIPPER** (2:28)
[Venice—J. Ligginis] Joe Ligginis
and his Honeydrippers etch a quick
beat bounce detailing the dance.

**EVERYONE'S DOWN ON ME** (2:46) [Venice—J. Ligginis] Billy
Bivins vocals on this end. Sings of
having lost every friend. The Ligginis
crew back in good style.

**THE SWALLOWS** (King 4565)

**PLEADING BLUES** (2:23)
[Jay & Cee BMI—Fierce Johnson] The Swallows go wild on a quick beat
with lead pleading to his baby to
please come back. A driving item
with rhythmic hand claps. Sax is tor-
rid and enthusiastic.

**TRUST ME** (2:20) [Holly-
brook ASCAP—Tommy Edwards]
The under lid is a slow blues ballad
with romantic lyrics. Lead sings
warmly and with emotion. A sprink-
ling piano lends color.

**THE LEAP FROGS** (Excels 2014)

**DIRTY BRITISHES** (2:42) The Leap Frogs dish up a middle beat
boogie instrumental with Jimmy John-
son on the harmonica occupying the
lead spot. The boys come through
with good beat and sound. Should
grab itself some action.

**THINGS GONNA CHANGE** (2:41) On the flip, Louis Camp-
bell sings of his loving woman. A slow
southern type blues with the group
performing in solid fashion.

**BEP'S BROWN O.**
(Meteor 3001)

**KICKIN' THE BLUES AROUND** (2:59) Beg's Brown
and his ork dish up a slow instru-
mental that features the weird sax
sounds of Beg. Sound comes through
strongly and should excite lots of lis-
tening pleasure.

**ROUND HOUSE BOOGIE** A
tuner on a wild sax. This deck features an authoritative horn on a go
go item.

**JACK COOLEY**
(Sears 125)

**RAIN ON MY WINDOW** (2:50)
Jack Cooley and his ork come up
with a slow blues ballad of a breaking
heart. Vocal of the sad melodic item
smooth.

**COULD BUT I AIN'T** (2:52)
[Pamlee BMI—Cooley] Flip is a quick mover with a riding sax intro.
A suave item with five lyrics.

**JOHNNY PERRY'S ORCHESTRA**
(Jubilee 5125)

**TERRIBLE, TERRIBLE FEEL-
ING** (2:44) [Benell BMI—Perry]
Accompanied by sobs throughout
Perry sings it's terrible to love some-
one who doesn't love you.

**PERRY'S BLUES** (2:38) [Be-
nell BMI—Perry] The under lid
is an instrumental slow blues smoothly
etched.

**THE CASINO**

**RHYTHMIC SLEEPER OF THE WEEK**

**I HAD A NOTION** (2:41)
[Angel BMI—Joe Morris]

**JUST YOUR WAY BABY** (2:27)
[Angel BMI—Al Savage]

**JOE MORRIS-AL SAVAGE**
(Herald 417)
- Joe Morris, ork leader who
  wrote the nation's number one hit,
  "Shake A Hand," follows with an-
  other, "I Had A Notion," that looks
  like another biggie. Morris, with
  an established reputation as ork-
  ster and tunesmith, now emerges as
  a top talent scout as he unveils his
  male singer, Al Savage, to follow
  his discovery, Faye Adams. Sav-
  age sings the slow jump in exciting
  fashion. Savage and Morris cap-
  tures the same feeling that
  made "Shake" so powerful.
  The religious kick goes
  forward.
  The spark that could break this
  etching wide open. The flip, "Just Your
  Way Baby," is a slow rhythmic low
  down blues effectively performed.
  "Notion" is the side.

**I'M NOT THE ONE YOU LOVE** (2:28)
[Bearon BMI—Campbell]

**FIRE AS WINE** (2:34)
[Bearon BMI—Roisman]

**THE CRICKETS**
(Timex Dee 761)
- The Crickets bid for a big one
  with their latest, "I'm Not The One
  You Love" and "Fine As Wine."
The former, a slow ballad blues, is
performed in top flight manner by
The Crickets. The group handles
the melodic item with a mellow
feeling. The boys are sadly bewil-
dered as they sing the romantic
lyrics. They tried to please but she
couldn't be satisfied. Sweetly etched
and could get a big piece of action.
The flip, "Fine As Wine," is a quick
beat bounce energetically per-
formed. Lyrics are gay and treated
to a light hearted reading by the
group with orking in the mood.
The side that has the "hit" poten-
tial, from where we sit, is the top
deck. "I'm Not The One You Love."
The Cash Box, Music

Gold Disk

WASHINGTON, D. C.—Mih Grant, WOL, Washington disk jockey (center) is shown receiving a gold disk of "Anna" from Jimmy Kumpus, sales manager for Gimbel Brothers Inc., MGM Record distributors for the Baltimore and Washington territory, for his efforts in launching the record. Looking on (left) is William Beeman, Jr., Washington salesman. A similar gold disk is being sent to Sylvana Mangano at the Ponti De Laurentis film studios in Rome.

Disk Jockey Sponsors of Wurlitzer-Laine Contest Report Heavy Entries

N. TONAWANDA, N.Y.—At the end of the first week for accepting entries in the Frankie Laine-Wurlitzer $5000 Vocalist Scholarship Contest, disk jockey reports from widely varied localities indicate a flood of talent entering the competition. Each sponsoring jockey is asked to fill out and return to Wurlitzer a weekly report on the number of entries received. Although it is too soon to begin tabulating nation-wide totals, some of the early reports indicate an unusually keen interest in the contest.

In a report dated September 16th, one day after the acceptance of entries began, Jack Thayer of WTCN, Minneapolis, reported 10 entries. From Miami, Florida, Harry Burge of WQAM reports 22 entries had reached his desk by the afternoon of September 19th. From the extreme diagonal across the country, Wally Nelson of KJR, Seattle, indicated 29 entries on September 18th. From KOPO-TV, Tucson, Andy Wilson reported the unusually high figure of 67 on September 17th. From Milwaukee, Bob "Coffeehead" Larsen of WEMP, totaled 38 entries on September 19th, while Bob Wells of WEBE, Buffalo, had 72 entries on the afternoon of Tuesday, September 22nd, from which to select a winner. Houston, Texas, through Station KNUZ, indicates that 15 entries had been received on September 19th.

All participating disk jockeys are continuing to get entries at an increasing rate, and there have been many calls for additional entry forms to meet the heavy mail requests. A telegram received at Wurlitzer on Monday (September 21) from Paul Brenner, WAAT, Newark, New Jersey, requested 1000 more entry forms with the statement that his original supply was completely exhausted. Brenner, as well as the other jockeys, had received 350 forms in the original shipment. Additional forms were also requested from stations in Detroit, Denver, Kansas City and Oklahoma City.

The contest still has a little more than three weeks to run and if entries continue to pour in at the present rate, contest judges will be hard-put to listen to all the transcriptions and make the decision in each of the 40 cities for announcement on November 1st. Contest rules state that each entry must be accepted after midnight, October 10th.

Lombardo To Play Again At Yankee World Series Games

NEW YORK—For the fifth consecutive year—and for the sixth time—Guy Lombardo has accepted the invitation of the New York Yankees to give pre-game concerts on the field of Yankee Stadium for an hour before game time of each World Series game played in the Stadium.

As in past years Lombardo will accept no payment for himself or his musicians for this Stadium "engagement", and will pay his musician out of his own pocket for the performances in accordance with musicians’ union regulations. He will also absorb all incidental expenses, including transportation of the band from and back to the Hotel Roosevelt, and World Series tickets for his musicians so that they can see the games after concertizing.

Lombardo first accepted the Yankees invitation to give World Series concerts in 1947, and has repeated the chore at each subsequent World Series in which the Yankees have been engaged.

Phil Rose To Challenge Music

NEW YORK—Phil Rose announced this week that he was leaving Brunswick Records to become professional manager of Challenge Music.

In addition, he will devote himself to the two artists he manages, Betty McClaun and Sarah McClaiver.
Sixth Annual “World Series of Dixieland” Set For Oct. 3

LOS ANGELES—On October 3rd, the sixth annual “World Series of Dixieland” will be held at the Shrine Auditorium in this city. Dish jockeys Gene Norman and Frank Bull will have on hand for the occasion Sidney Bechet and Bob Scohey’s Frisco Band as top events. Scohey will fly his band and lead vocalist Clancy Hayes down to L. A. from San Francisco, for the jubilee, which is considered by many, the jazz event of the year. For Scohey, a Good Time Jazz recording artist, this is a repeat performance, having appeared at the festivities last year.

Also making a repeat performance will be George Lewis and his New Orleans Music. Lewis, another Good Time Jazz artist, is coming to the affair from a recent City.

Other artists from the same dixieland who were invited to the Dixieland party are Pete Daily’s Chicagoans, The Banjo King, Jeanne Gayle, the Firehouse Five Plus Two, and Kid Ory’s Creole Jazz Band. However, the latter two groups will not be able to appear because of previous commitments.

It Takes All Kinds

One singer croons,
One singer warbles,
One sounds as if
He’s lost his marbles.

One singer whispers,
One has doubts
Of being heard,
And so he shouts.

One singer yodels
Like a Swiss,
One singer bellows,
Hit or miss.

One singer wails,
One thinks he’s Bing...
One in a hundred
Singers sing.

—Richard Armour

Miriam Abramson Returns From Europe

NEW YORK—Miriam Abramson, Atlantic Records exec, returned from a two-month jaunt of the European countries.

Mrs. Abramson visited with her husband, L. Herb Abramson, who is stationed with the U. S. Armed forces in Germany, Herb Abramson is co-owner of Atlantic Records.

During her stay on the continent, Miriam Abramson made frequent visits to the companies handling the distribution of Atlantic Records.

Rodgers Joins RCA Victor Custom Record Sales

NEW YORK—Peter Rogers has been appointed New York sales representative for RCA Victor Custom Record Sales. It was announced by James F. Davis, manager of the division. As salesman for RCA Victor’s custom-made phonograph and premium and promotion records and transcriptions, he will report to David J. Finn, sales manager.

Prior to joining RCA Victor, Rogers was assistant general manager of K. H. Smith-Allied Record Manufacturing for the past two years and treasurer of the K. H. Smith Co., Inc., from 1948 to 1961.

Toys

NEW YORK—Bob Merrill, author of “Toys,” and Eileen Barton, whose Coral recording of the tune has been making plenty of noise, listen to the record on a toy phonograph at Danny’s Hideaway. To make the picture complete, they are surrounded by a bevy of toys.

NEW YORK—RCA Victor execs listen to their new popular record releases on a jukebox from now on, rather than an ordinary phonograph. The change-over in machines indicates the increased emphasis RCA Victor is placing on the importance of the jukebox market. RCA Victor execs want to make certain that the records they release will sound fine on the jukeboxes of the nation. They feel that one good way to make sure of that is to audition each new record side on a jukebox, and have installed an impressive instrument in the main conference room at the 650 Fifth Avenue office.

There had been some comments from coin ops that certain records were not attracting sufficient sales on the jukeboxes because they didn’t have the “right sound.” RCA Victor engineers who investigated the matter discovered that the records in question sounded fine on an ordinary phonograph, but tended to lose certain values, for technical reasons, when heard over a jukebox sound system. The proper corrections were made, and now—with every record being checked on a jukebox—is leased—RCA Victor is looking forward to increased popularity with the nation’s coin operators.

Reacting pleasantly to the music coming from their new jukebox in the RCA Victor conference room at 650 Fifth Avenue, New York, are: (Standing)—L. W. (LARRY) KAPAGH, General Sales Manager, who is leasing on the jukebox; W. I. (BILL) Alexander, Manager, Advertising and Sales Promotion; Irwin Tarr, Coin Operator Sales Manager; E. L. (Ed) Dodelin, Field Sales Manager; R. A. (Bob) McClusky, Country-Western and Blues-Rhythm Sales Manager. (Seated)—J. Y. (Jack) Burgess, Merchandise Manager; George Marek, Director of Artists and Repertoire; and Henri René, Assistant Manager, Popular Artists and Repertoire.

Shaw, Sharon, Share Embers Bill

NEW YORK—Artie Shaw and his New Gramercy Five open an eight-week engagement at the Embers in New York starting on October 5th. Shaw will revive some of his all-time great renditions of such songs as: “Begin the Beguine,” “Indian Love Call,” “Rock Bay Blues,” “Night And Day,” “Frenesi” and loads of others.

As an added attraction to the Shaw show, Ralph Sharon, one of England’s top pianists, will make an appearance with his trio. Sharon has been in America for three months and this Embers engagement is his fourth. His debut was in Chicago in mid August. Then he went to Rochester and he is now completing an appearance in London, Ontario.
DETROIT—"You got them up north too?", seems to be singer Darrell Glenn's reaction as WXYZ's Ed McKenzie does a little spoofing with a stuffed alligator. Darrell visited the Detroit disc jockey recently to thank him for helping kick off "Crying In The Chapel" as a nationwide hit. McKenzie was playing a dub of the song even before the Valley release, and Detroit was among the first cities to list it as a best seller.

**"Standing Room Only" At WWVA Jamboree**

WHEELING, W. Va.—Throughout the summer months, it's been "Standing Room Only" at the performances of the WWVA Jamboree in Wheeling, W. Va. As record-breaking crowds continue to attend the famous 30 year old show. During the fabulous, colorful history of this great show, more than 1,783,000 persons have paid admission to see the WWVA Jamboree. Every Saturday night, enthusiastic fans wait in line for hours to see and hear their favorite stars.

This summer, the month of August saw 12,544 persons pass through the turnstile at the Virginia Theatre in downtown Wheeling. And 138,661 more persons paid to see the stars and acts of the WWVA Jamboree as they played to capacity audiences in 147 of the listeners' own home towns. The WWVA Jamboree, feature program of WWVA's powerful 50,000-watt "Friendly Voice", is heard regularly on the CBS Radio Network on "Saturday Night—Country Style."

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

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

**"RICOCHE"**

b/w **"OH MISERABLE LOVE"**

RCA Victor # 20-5454 (47-5454)

Op's—"MY ADOBE HACIENDA" RCA Victor # 20-4969—Op's

PEE WEE KING and his BAND

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

Prescott Expands His Activities To Include School, Travel Agency

BOSTON—Norm Prescott, of station WOEL in this city, is probably one of the busiest djs in the country. Aside from his regular record spinning chores, Prescott is involved in many other enterprises.

Norm is in the dean of the Norm Prescott School of Radio and Television. He teaches four nights a week at the school and has a very high rating among the students. The majority of students who started at the school one year ago are now in some phase of radio or tv in and around the Boston area.

The Jimmy Cricket Travel Service is another of the dj's undertakings. With Harold Low, Norm runs a service for travelers. He would like all his friends in the music business to let the Jimmy Cricket Service handle all their ticket and hotel problems when they are in the Boston territory.
CASH BOX REVIEW

says B-PLUS!
Eastman Record 778

"DIVORCE GRANTED"

JACK LOYD
with NOEL BOGGS band

1953's most widely advertised song
Dubois Of Dallas, Texas
"Music Fries Co.", Hubbard, Ohio

DISTRIBUTORS NEEDED
in other areas. More good records coming
as now it's time to fill up a good line.
Long period exclusives, promotional dis-
counts, plenty of advertising, complete
sales cooperation.

EASTMAN RECORDS
11700 Olympic Blvd., L. A. 64, Calif.

THE CASH BOX

THE CASH BOX

The 10 Folk & Western Top Best Sellers

1. A DEAR JOHN LETTER
(Capitol 2502; F-2502)
2. HEY JOE!
(Capitol 21129; 4-21129)
3. I FORGOT MORE THAN YOU'LL EVER KNOW
(The Davis Sisters
(RCA Victor 20-5145; 47-5145)
4. IT'S BEEN SO LONG
Webb Pierce
(Decca 28725; 9-28725)
5. CARIBBEAN
Mel Tillis
(Decca 28758; 9-28758)
6. CRYING IN THE CHAPEL
Rex Allen
(Decca 28754; 9-28754)
Darrell Glenn
(Valley 101; 41-101)
7. FORGIVE ME JOHN
Jean Shepard & Ferlin Haze
(Capitol 2568; F-2568)
8. DEAR JOAN
Jack Cardell
(Decca 12693; 4-1269)
9. TENNESSEE WIG-WALK
Bonnie Lou
(‘King 1237; 45-1237)
10. YESTERDAY'S GIRL
Hank Thompson
(Capitol 2553; F-2553)

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

"WRITE AND TELL ME WHY"

[Valley BMI—A. Glenn]

"DON'T LET ME DOWN"

[Valley BMI—A. Glenn]

DARRELL GLENN

(Volley 107)

Darrell Glenn's latest offering appears to be the potential hit of his previous smash, "Crying In The Chapel." Glenn delivers a top-drawer vocal on "Write And Tell Me Why," a tune penned by the artist's father, who also wrote "Chapel." Sung with tender emotion, the plaintive love lyrics express the vocalist's desire to know why his gal left him after he did everything to make her happy. A lovely middle beat melody that should make the boxes jingle with excitement. The under lid, "Don't Let Me Down," is a quick beat romantic tune vocalized in fetching style by the artist. The Rhythm Riders support in elo-
cquent fashion on this end. Edge gives the top deck that should go saleswise in the pop as well as the country markets.

SLIM WILLET

(4 Star 1643)

"IT'S HARD TO LOVE JUST ONE" (2:32) [American BMI—Willet, Robinson] Some fine material is dashed up by Slim Willet as he vocals a Федерал куон менен алы." The vocals are smooth and appealing. Hired Hands support in engag-
ing fashion on this quick beat piece. Tune could be a money maker for the opa.

"LITTLE BLUEBIRD KEEP SINGING" (2:48) [Slim Willet—Willet] Fill is a colorful etch-
ing of fast beat lyrics that should captivate audiences. Slim delivers in exciting manner. Chanter hopes that the singing of the bluebird will bring his love back. Both decks feature tinkling high notes on the piano.

"LITTLE RITA" CAROL

(Stan 2371)

"SHE WASN'T JUST AN ORDINARY PANHANDLER" (2:49) [Pochel BMI—Dick] The refreshing voice of ten year old "Little Rita" Carol renders a pleasant quick beat ditty. Smooth vocal, delightful lyrics, and a catchy melody blend for a happy side.

"THE COWBOY WITH THE LASSOE" (2:05) [Pochel BMI—Dick] Lower end is another quick beat item handled in mellow fashion by the soft and polished chords of the trios. Frank W. Metis Orks backs in ok fashion on both ends.

"TEXAS JIM" ROBERTSON

(MGM 11991)

"BEWARE" (2:45) [Millie ASCAP—Fred Rose] "Texas Jim" Robertson dishes up another quick beat item featuring a raucous vocal and rhythmic backing.

"SCRATCHBITCHES HILL, TENN." (2:44) [Pine Ridge ASCAP—Williamson] Another quick beat item on a humorous basis and features a raucous vocal backed with a funny song and backing.

"MY LONESOME WITHOUT YOU" (2:28) [Kentucky BMI—Buddy Killen] Rhetoric is featured on a distinctly styled item by the Stanley Brothers and the Clinch Mountain Boys. Line lends a spirited vocal to this romantic lament.

"THE WEARY HEART YOU STOLE AWAY" (2:37) [Arlene Rose BMI—Carter Stanley] Fill is another fast moving lament fashioned by the duo. Vocal was adequate with a near perfunctory backing.

"THE STANLEY BROTHERS AND THE CLINCH MOUNTAIN BOYS

(Mercury 70217)

"I'M LONESOME WITHOUT YOU"

(Decca 28788)

"BUZZER UP" (2:39) [Bren-
er BMI—Austry Inman] A quick beat piece successfully done in light-
hearted fashion by the mellow voiced Austry Inman. Cute lyrics tell how much the chanter is aching to give his gal a great big kiss.

"THAT'S WHEN I NEED YOU THE MOST" (2:00) [Old Chan-
ter BMI—Buddy Killen] Under por-
tion is a moderate beat warbler moved in fetching fashion by the artist. De-
sired string support on two appealing

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Johnny Bond is making a number of appearances—some at rodeos—and is headed from the Texas-Oklahoma-Coast on a business trip. Johnny's new release is going great, and has "Let Me Go Devil" coupled with "Wildcat Bugle." After a very successful appearance on the country top show, John Bond is going with Bob & Earl from Berlin, Germany, and are happy with the steadily increasing sales being registered on "Forgive Me John," their Capitol debut. Then, up to the hit film "Johnny Letter," They made their appearance on Grand Ole Opry as guests of Carl Smith Saturday, September 10th. Catch 'em on the air and on tour of the South and Southeast by the MCA office in Dallas, they returned to the Western Swing show in Philadelphia weeks after Carl's appearance in ballrooms and clubs of the Northwest and Canada. Buck and Sonny, Medford, Oregon promoters, are handling promotion for the Western Swing tour. "Mexican Mail" is a newly published book which could easily skyrocket to the top in short few weeks. The major Austin newspapers, Couin & Son, are heavily advertising the Grand Ole Opry, and favor of millions of radio listeners, has loaded its first literary fare with humor, wit, and the mixture of comedy which have made her famous. The pride of Grinders' Switch, Tenn., tells all in "Minnie Pearl's Popcorn Balls"—a book about one thing—something. Get details by writing Minnie Pearl, Grand Ole Opry, Nashville, Tenn. Mitchell Torc, the 23-year-old Texas artist discovered by Fabor Robinson, owner of Abbott Records, is excited as pop deejays have jumped on the bandwagon and are playing the grooves off of his "Car-Rheo," the great watering hole of Stillwater, Okla., with his first tune, "Mexican Joe." Jack Loyd's record of "Divorce Granted" stirred up much interest in the public in going with release soon with top C&W artist. Number was purchased by C. E. Tebbett, Hollywood advertising executive. Loyd's record is on the fast growing Eastern label and flip side is Art Barret.

Little Rita Faye's catchy version of "Alabamans" is getting stronger all the time. The sweet little thrush should be blooming into a big name in the near future and will be heard forth the Mississippi to the management field. . . . Fred Foster. Fred is handling the Republic keyboard artist, Del Wood, and the lineup of artists. Fred recently had Del on the Eddy Arnold TV Show and has numerous bookings for her during the current Fall and Winter season. Keep up the good work, Fred! Word from Nashville, from the soap opera glory, the Johnny Horton (Mercury) Fan Club, says that Johnny has just compiled a visit to New Orleans where he left "Hank's Song," and then endorsed a safety campaign. While in New Orleans, Johnny was presented the key to the city by the Mayor. Tom Perkinson Jr., Southworth's Publications, and Williams has Smith would be playing in Tennessee, Kentucky, Alabama, Georgia, North and South Carolina, and Florida, Mississippi. 

Eddie Dean started this week in a versatile artist at WSM, as has guest on his Saturday matinee Breakfast on Wednesday, September 19th, the following lineup of artists: Roy Acuff, (Capitol), and all his Smoky Mountain Boys. ABC announces that Dean will be following a list of many artists, and will be head up the list of WSM each evening. During his spare time, Eddie does a few personal appearances and records on the Mercury label. Eddie also arranges and writes some songs, but too busy to be done otherwise. He, and other members, The Carter Family, with Mother Maybelle, June, Helen, and Anita played the Northern Neck Fair in Virginia, September 18th and 19th, and the Minnesota State Fair, and was presented the key to the City of Litchfield, Minnesota, by Governor Young. They are in Chicago with their radio tour and are the names of the world. Terry Preston's name will not drop completely off as Capitol was first as planned. Terry enjoys wide popularity throughout the industry, and especially well in the west. During the war he has spent most of his service and was a Coast doing radio, TV, records and personal appearances. He gained millions of fans with his appearances in Perl, and has other country records, and the voice of Francis The Mule, and Minnie Pearl, Grand Ole Opry's authority on catching' a man, will head up the big entertainment programs. Mitchell Torc, in charge of tour for Jamboree Attrac-

dions, and will fly from a Purina mill opening in Spokane, Washington the 22nd, contributed hundreds of dollars to charity and he is a leader in juvenile projects in the Texas city. Sketches of Young Men, in Texas, Texas following his first appearances in the states and Midwest. After the success of the National Barn Dance in Chicago and on to Michigan for night club appearances in Detroit and two other cities, he is now on tour of the Hill. He has been novelized with the old favorite "Worried Mind," and has just returned to the charts with a few vocalists. Del Wood, Music City, U.S.A., Nashville, Tennessee, home of Grand Ole Opry, has been a busy site for the past two weeks. The record manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the scene getting the best of the fall season. Columbus's Don Law is due in town this week, just as every major recording manager in the business there for recording sessions with top country artists, A&R Head, Keith Whitley, Capitol A&R man, and Paul Cohen for the Decca company, has been all the
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Location Contracts Help Stabilize:

KIDDIE RIDE BIZ

YOSEMITE NATIONAL PARK, CALIF.—Despite some forecasts and fears of an early recession or depression, I believe the coming year, 1954, will establish an all-time high in the production, distribution and consumption of consumer non-durable goods and services", predicted J. W. Keener, vice president of the F. F. Goodrich Co., in a speech to those attending the fifth summer management conference sponsored by the Institute of Industrial Relations and the schools of business administration of the University of California, held last week. He said the United States will enjoy in 1954 one of the most prosperous years in history.

PHILADELPHIA, PA.—Jack Sheppard, who was one of the originators and was instrumental in organizing a music operators association in Philadelphia, returned to the city after an absence of some years. Sheppard has once again started an operation of music machines, and is appalled at the operating conditions in the city. He lauds the blame on the operators themselves who haven’t made the slightest effort to assist themselves thru the offices of a strong association. With the assistance of several substantial music operators, Sheppard will devote considerable time from now on to bring the city’s operators together into a strong organization.

CHICAGO—A new kind of dining service will be introduced on a day train which will be initiated between El Paso and Albuquerque on Sunday, September 27, by the Santa Fe Railway. The train, featuring Fred Harvey food—traditional with the Santa Fe—will have a Lunch-O-Mat coin machine that will vend neatly packaged hot and cold sandwiches, as well as juleps, coffee, milk and pastries. Hot sandwiches will sell for 35c; cold sandwiches 25c; coffee 10c; milk and juleps and pastries 15c. The machine, made by Lunch-O-Mat Co., New York, is about the size of a kitchen cabinet.

AUSTIN, TEX.—Kiddie rides, such as horses, boats, airplanes, etc., are subject to a tax in the state, if it takes a coin to run them. This ruling was made by State Attorney General John Ben Sheppard. Texas taxes coin operated machines according to the number of units. Sheppard said the levy applies also to "skill or pleasure coin-operated machines."

The one big factor that is actually stabilizing the kiddie ride business, at least according to leaders in the field, is that the greater majority of the operators of kiddie rides have been sufficiently intelligent to obtain location contracts.

For many years this publication has urged operators of all types of machines to obtain legal location agreements, so as to assure themselves of retaining their equipment in the locations, at least until the period of amortization is completed.

The Cash Box has, at the same time, reprinted some of the location agreements which have held up in many court cases and, thereby, have proved to be the best insurance the operators have for retaining their locations for a definite period of time.

The vending machine and automatic music operators have been among the most persistent in attempting to obtain location agreements. The games men, for some reason or other, have gone along without trying too hard to obtain such agreements from their locations.

But it fell to the lot of the men engaged in the newest division of the industry to make an all out effort to assure themselves of retaining their locations by legal, contractual agreement. These are the kiddie ride operators.

They have, in many cases, only installed their equipment where they have been able to obtain such agreements from the location owners.

This has acted as a stabilizing influence. It has helped assure them that they would be able to amortize their equipment and, in some cases, has acted as the brake to hold back competition, which might have been ruinous to them.

The need for such legal location contracts is not due to the fact that the kiddie rides are priced higher than the present day automatic phonographs, vending machines or amusement games. Rather from the fact that there are so many long distance operations where the operator never meets the store manager and, in some cases, never even sees his equipment for many months.

One well known sales manager advises that his firm has drop-shipped kiddie rides to certain chain stores and that in one case, with which he is familiar, the ride has been there for nine months without the operator ever having seen it, or seen how it was located, or where it is located, or having even seen the store itself.

All that time, of course, the operator has been receiving his check from the headquarters of the chain and, included in the detailed report of the earnings arrangement, is the name and address of this store from which this operator receives a goodly income.

The fact remains that because of this type of operation not only do the kiddie rides have to be mechanically perfect, or about as perfect as any mechanism will ever be in the industry but, at the same time, the operator must have a contractual agreement with the location owner to assure himself that his equipment will remain where it is placed.

Kiddie ride operators believe that far over 65% of their fraternity now have location agreements. They consider this figure quite conservative. In fact, some have stated that regarding contracts with locations, as far as they themselves are concerned, range in the 90% category. Of course, this is the unusual, rather than the usual, case.

Yet because of these legally contracted locations the kiddie ride business is more stabilized than almost any other division of the industry.

The fact that the kiddie ride business is now undergoing some growing pains does not mean that it will fall by the wayside.

It instead means that, once these growing pains have been worked out, the field will be more stabilized than ever before. It will be able to go ahead faster than it ever has because it is so strongly entrenched in the locations where kiddie rides have proved themselves profitable.

The fact remains that, where the operator is strongly entrenched in a location, due to legal contractual agreement with the location he has every opportunity of amortizing the cost of his capital investment in his kiddie rides and, therefore, will certainly begin to show profit on this investment while, at the same time, being assured of his retaining the same location for all new equipment he desires to feature therein.

This means that the kiddie ride business, regardless of its present day growing pains, is a more stabilized business than many others in this industry.

It will continue its growth, as it gradually comes out of its growing pains, to an assured and better future.
INTERNATIONAL

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To phonograph operators everywhere, my personal invitation to attend the unveiling of our new “Comet” line in your territory, Saturday, Sunday and Monday, October 3, 4, 5.

In all of the many years in the phonograph industry never have I had such a great pleasure in announcing a new line of products.

As a phonograph operator, you owe it to yourself to see the newest and finest products in our industry. When you attend our distributor showing October 3, 4, 5, you will see engineering and design that is years ahead of its time. Features that are outstanding. You can tell at a glance that they mean extra money in your pocket.

I am proud that the new “Comet” line are all Rock-Ola products.

Sincerely

David C. Rockola

"It's What's in THE CASH BOX That Counts"
ROCK-O LA DAYS....

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When you see the new Rock-Ola "Comet" line, you will be looking for the first time on products that were developed from the suggestions that operators have made! They had hoped for them but had never expected to see them. You will understand when you look at this equipment why we have been saying in all our advertising "you asked for it." Keep in mind as you look over this equipment that it represents the last word in coin-operated phonograph engineering. One glance and you will see many outstanding features that will make you desire to operate the equipment. Regardless of the phonograph equipment you now operate you owe it to yourself to look at the "Comet."

ROCK-O LA

MANUFACTURING CORPORATION,
800 NORTH KEDZIE AVE., CHICAGO 51, ILLINOIS

"It's What's in THE CASH BOX That Counts"
KIDDIE RIDE BIZ VERY MUCH ALIVE

Manufacturers, Distributors And Operators Refute Statement
"N. Y. Kiddie Riddle Distributors, Ops Set To Throw in Sponge"

Made By "The Billboard" In Its September 19 Issue

NEW YORK—The irresponsible and unfounded story which appeared in The Billboard's September 19 issue, headed "N. Y. Kiddie Ride Distributors, Ops Set to Throw in Sponge" has reverberated throughout the industry, from operators, distributors, to manufacturers. Those firms with large investments at stake, have rushed forward to refute the statement (even The Billboard itself, in the following issue, September 26, states it "... incorrectly stated that New York distributors and operators were leaving the Kiddie Ride business" and "... The Eastern kiddie market is still very active."

However, whatever, harm that has been done thru this type of reporting has already been done. It is hoped that it isn't too damaging.

The Cash Box, recognizing immediately the fallacy of this statement, approached leading operators, distributors and manufacturers for their opinions. We reproduce herewith statements by officers of these companies:

"I was one of the first operators in this area to start operating kiddie rides. Naturally, the first product was the kiddie horse. I used those of several factories, and the operation was extremely profitable. With the introduction of other rides, airplanes, boats, animals, etc., I kept expanding and improving my operation. I have a substantial business going today, and emphatically do not intend to throw in the sponge. As a matter of fact, I am paying more attention to the kiddie ride operation today than I ever have. After I had been in the business for about a year, other operators came into the field, which hurt me as some of them tried to get into my locations and their business ethics weren't the best. I have been able to withstand this touch (and unfair competition in many instances) because I had contracts signed with the locations, and in addition gave them the best and most attractive rides. You can state that I'm in the kiddie ride business to stay.

Joe Kochansky
BAY RIDGE MUSIC

Our operations of kiddie rides thru-out New York and New Jersey are very extensive, and we are extremely happy over the very healthy condition it enjoys. It is absolutely amazing that any trade publication in the coin machine industry would make a statement that operators in New York are "set to throw in the sponge." As a distributor for Bally Manufacturing Company, Runyon Sales Company has sold untold numbers of kiddies, 'Champion' horse, 'Space Ship' and 'Speed Boat,' and not only have all these machines been paid for, but operators are re-ordering continuously. The kiddie ride business is a substantial business today, and we will continue to be connected with it as long as it stays in existence—and it looks like it will stay around as long as any other type of coin operated machine.

Albert Simon
ALBERT SIMON, INC.

It's most puzzling how The Billboard would make a statement that the New York distributors are "set to throw in the sponge." As a distributor for Bally Manufacturing Company, Runyon Sales Company has sold untold numbers of kiddies, 'Champion' horse, 'Space Ship' and 'Speed Boat,' and not only have all these machines been paid for, but operators are re-ordering continuously. The kiddie ride business is a substantial business today, and we will continue to be connected with it as long as it stays in existence—and it looks like it will stay around as long as any other type of coin operated machine.

Barney Sugerman
RUNYON SALES COMPANY

(Continued On Next Page)

The Manufacturer's Viewpoint

CHICAGO, ILL.—Not long ago, it was necessary for children to wait until the Amusement Park opened or the Carnival came to town in order to have a ride on a mechanical horse. It took the coin-machine industry to change this condition and make it possible for the children to have a ride on a mechanical horse, or other coin-operated rides in the child's own neighborhood. So, the coin-operated ride business has flourished by developing a new merchandising slant to an old tried and true idea.

With the aggressive policy of our nationwide distributor organization, it did not take long before the large Chain and Department Stores, together with many other location owners realized the value of Kiddie Rides from a business stimulation standpoint. Also, it did not take long before merchants were cognizant of the idea of drawing business into their establishments and making money at the same time on the equipment.

FIVE MILLION CHILDREN CAN'T BE WRONG!

Statistics prove that over five-million children will be born in 1953, and this rate is expected to increase as the years go on. Each time a child is born, a new prospect as a Kiddie Ride customer has been developed, and this will go on year after year, as long as there are children born.

The stability of the business has been proven conclusively because the largest Chain Store executives have not only considered the value of coin-operated Kiddie Rides from the standpoint as a business stimulator, but also as a huge money maker. As one Chain Store executive has advised us, the Kiddie Rides in their stores make more NET profit per square inch than almost any other product sold in the store...and, without an attendant present.

MAIL ORDER OPERATING

The wise and conscientious coin-machine man has realized this new trend in operating, which has made it possible for the first time to operate at long distances by mail.

Many National Operating Companies operate over several States. These operators very often have their equipment drop-shipped direct to the location where it is to be operated, for many months before the operating company has ever seen the equipment on the location. In several instances, Bally Kiddie Rides are in operation on locations where the operator has never seen the equipment in the place already. Collections are made by mail.

The store owner, or Manager, or the employee delegated to this job opens the cash box, reads the meter and sends the check to the operating company for his commissions once a month regularly. Is there a sweeter operating deal than this?

LOCATION CONTRACTS

In the existence of coin-operated business there has never been any equipment operated on a contract basis to the extent that Kiddie Rides are now being operated throughout the country. Small stores, as well as the large Chain Stores appreciate the fact that a contract can be made between the operating company and the store, and readily the contracts presented by the operating company. Some contracts are for one-year, and others for longer periods. This condition has not existed in the industry until Kiddie Rides were promoted into the largest and most successful business establishments in the United States. Super Markets, Department Stores, 1¢-10¢ and $1.00 Stores, and other business establishments are only too willing to sign contracts presented to them by the operating companies, if they are presented in the right way.

In conclusion, there are five-million new customers born each year for equipment that can and is operated by mail-order on a contract basis, at a real profit!

Jack Nelson, Sales Manager
BALLY MANUFACTURING CO.
KIDDIE RIDE BIZ VERY MUCH ALIVE

Manufacturers’ Viewpoint:

CHICAGO—"The kiddie ride business is the healthiest deadman in the industry!"

With this stinging comment, J. A. (Art) Weinand, general sales manager at Exhibit Supply, one of the largest kiddie ride manufacturers, helped shatter the myth spread a few weeks ago by a weekly tabloid that the kiddie ride operators and distributors have drawn their last breath.

"Despite the 'rumor' that the business has 'thrown in the sponge,' the industry is actually booming along at a comfortable rate," Weinand added.

Weinand said that more and more chains of department stores, variety stores and supermarkets, are accepting kiddie rides as a necessary part of their store operation.

"There are more kids of the age that patronize kiddie rides (3 to 10) than ever before in the history of the United States," he reported.

"The more kids there are the more customers for kiddie rides."

Exhibit Supply was the pioneer company in the manufacture of kiddie ride machines three and a half years ago. The company is licensed to build "Trigger" by Roy Roger; Rudolph The Red Nosed Reindeer" by Robert May, Rudolph's creator; "Space Patrol" by the Ralston Purina Co. and "Silver," Scout, and "Blackie" by the Lone Ranger.

"Production," Weinand reports, "is on the upswing, with sales going to such far off places as South America and Canada, in addition to other countries throughout the world."

MIAMI, FLA.—As manufacturers of kiddie rides, our experience is that with every passing month our sales keep hitting all time highs and is on the ascent.

A good part of the harm which has affected our business, has been done by fringe operators and poor businessmen who had an idea they could get rich quick by buying and installing "Jerry-Built" equipment, which has backed up on the operators as it doesn’t work properly and looks bad, resulting in location owners and the public developing an apathetic feeling toward the machines.

However, those operators who have the better type equipment are still very much in the business and will be for a long while.

Bert Lane
THE BERT LANE COMPANY

Regarding your request that we comment upon an article that appeared in another trade journal last week, we can only say that this is one of the worst pieces of trade journal reporting that we have noted in our years of experience in the coin machine business. To our mind one of the first requisites of good reporting, is to have facts substantiated and certainly the so-called facts as outlined in this article were not checked before publication.

Over the years we have seen a good many manufacturers, distributors and operators fal by the wayside and frankly we could not put our finger on any one piece of equipment or division of the industry where such business fatalities have not taken place. The Kiddie Ride business of course is no exception. Music has had its share of failures as has the game end of the business and of course we must not forget vending.

From all that we can learn however, all facets of the industry are still going strong and again, Kiddie Rides are no exception to the rule. We at METEOR are still hard put to keep up with orders and as we understand it, other manufacturers in the field find themselves in a similar position. This hardly indicates that the industry is about to fold.

We have no means of knowing the source of information contained in the article mentioned but we have little doubt that it came from distributors and operators who rode the crest of the wave and who have absolutely no idea of how to actually merchandise or sell equipment when the bush days are over and it is necessary to dig for business.

We can point to hundreds of operators throughout the country who are very successfully operating Kiddie Rides, not a few of which have 500 or more rides operating and their routes are ever being increased.

As far as profitable locations are concerned, it is our frank opinion that the surface has hardly been scratched. In a good many instances locations who have had Kiddie Rides for the past several years are going in for multiple operation. We know of some high class retail establishments where such operations have expanded to as high as 18 Rides in one store.

All in all, we would brush this article aside as so much "bog wash" and we are quite certain that those in the coin machine business who know what its all about will take the same attitude.

J. A. (Art) WEINAND

Start a steady-income route of Bally Kiddie-Rides now.
Finance-Plan available through leading Bally Distributors.

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

To Keep Informed On Vital Changes In Your Industry Read

The Cash Box

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DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

3, 1953
CHICAGO.—Music operators all over this nation, and through many foreign countries, will be able to obtain their first look at the new Rock-Ola "Comet Fire-Ball" phonograph, as well as the "Comet Wallbox" and the "Comet Playmaster," the new 1954 line of Rock-Ola Manufacturing Corporation, this city, during "International Rock-Ola Days," Saturday, Sunday and Monday, October 3, 4 and 5, 1953.

"This," as David C. Rockola, president of Rock-Ola Manufacturing Corporation stated, "is the phonograph as well as the accessories that the music operators asked us for."

The Rock-Ola distributors have made elaborate arrangements for "International Rock-Ola Days.

Not only will each one of the firm's distributors show the new "Comet Fire-Ball" automatic phonograph, as well as the new "Comet Wallbox" and the "Comet Playmaster," but they will, for the same time, from all advance indications, also have entertain-entertainment, artists, and complete tables of beverages and foods of all kinds.

There will also be much interesting data for the music operators who will attend the showings of the new 1954 Rock-Ola line.

Most impressive was the statement of David C. Rock-Ola long before the showings.

He said, "Advance orders have set a new sales record for our factory."

This gives some idea of the immediate acceptance of the new Rock-Ola 1954 line by all of the firm's distributors who continued to arrive at the factory here in Chicago for days prior to the actual showings which they were told about.

Many months of intensive and diligent effort have been gone by since the first engineering and designing efforts for the new '54 line of Rock-Ola phonos and accessories.

Actually, as the firm reported, these were built to meet just what the nation's music operators asked for.

This is what the operators, themselves, wanted, and what they asked the Rock-Ola distributors, regional salesmen and factory executives for.

As J. Raymond Bacon, executive vice-president of Rock-Ola Manufacturing Corporation said sometime ago:

"It is our purpose to design and engineer only such products as the music operators, themselves, definitely want and need, and which they, themselves, know will earn them greater profits while assuring them of trouble-free operation plus the good will of the location owners and the public."

This has been accomplished in the new, 1954 phonograph, wall box and "Playmaster" of Rock-Ola, according to David C. Rockola, president of the firm.

"Furthermore," as Rock-Ola reported, "the fact remains that this accomplishment won the tremendous approval of everyone of our distributors who are, after all, the medium through which the operators of the world speak to us."

"These distributors of ours," he continued, "have absolutely deluged us with advance orders, to the point where we find we have a brand new sales record for any automatic music equipment we have ever built, over the many years we have been building music equipment for the industry."

Many of the distributors of the firm have extended personal invitations to one and all to attend their showings.

As one of these men stated, "International Rock-Ola Days' will absolutely thrilled every single music operator in the world."

"For," they continued, "the operators will now be able to see the very equipment which they, themselves, have always wanted. Just what they, themselves, asked for, and what they themselves, know will assure them better operating as well as the biggest, steadiest profits they've yet earned in the automatic music industry."

Executives and sales personnel of Rock-Ola Manufacturing Corporation are expected to attend showings at various places throughout the country.

It is expected that David C. Rock-Ola will again be present this year at his Chicago distributor's showings, World Wide Distributors, Inc.

Busiest days at the factory were this past week, and part of this week, with the firm's executives answering every request of their distributors all over the nation, and in foreign countries, in an effort to supply everything possible to make each distributor's "International Rock-Ola Days" most outstanding.

Survey Shows:

Only Small % Of Nation's Juke Box Ops Have Swung Over To 10c Play

CHICAGO.—A survey just completed shows that only about 8% to 10% of the nation's juke box operators are today featuring 10c play.

The fact remains that, in most areas where according to reports, conditions are such that the operators do not believe the public will invest a dime to hear juke box music.

In other territories there is much contention regarding whether dime play can help to increase juke box income.

In the majority of territories the statement is always the same—that since the other operator won't—and this operator can't-switch his equipment over to dime play.

Many ops are going along on the theory that the juke box is strictly a 5c play machine.

They intend to stick at the nickel, regardless of the fact that, in the majority of such cases, these operators are actually losing money.

As one well known operator explains, "Yes, I'm sticking to nickel play. But only because I can't go to 10c play due to the fact none of the others, here in this territory, will go along with me."

"Of course I'm losing money," he says, "because if I were to figure myself in for the salary which I deserve for the many hours I put in on my route I would actually have to go out of business."

"As it is," he claims, "I draw what-otherwise I possibly can, as little as I possibly can, so that I can continue in business."

Others have a variety of reasons why they can't get started on 10c play.

In the vast majority of cases it seems that, the some of the ops want to test 10c play, in an effort to learn whether or not they will show better income, they can't get the others in their areas to go along with them.

What's even more important is the claim that they just can't get the location owners to agree to change over to dime play.

One well known operator puts it this way, "I don't know how much longer we can continue on this basis. Our play fell down this past summer. Our overhead continues to increase. Taxes are higher. Licenses fees are being hiked in this territory. And the cost of new equipment is so much higher it is impossible to see any profit in this business anymore."

The results of an experiment with dime play by operators in Northern New Jersey resulted in the continuation of dime play, but actually it's still the nickel per record basis. These men are operating their machines on the basis of 2 plays for 10c; 5 for 25c. The advantage, they point out, is that there's a slight improvement due to quantity play. This slight increase in gross income, they claim, tends to give them a little breathing space—the difference between profit and loss.
LOUISVILLE, KY.—Leo Weinberger, Southern Automatic Amusement Co., this city, certainly believes in advertising. When Chevrolet delivered his beautiful new delivery truck to Leo had a striking paint job performed that seems to shout “Let’s Get The Show On The Road” as the truck delivers the new Model “E” juke boxes throughout Southern’s territory.

Minthorne Donates Phono To School

LOS ANGELES—Minthorne Music Company, this city, recently donated a phonograph to the Indian Wells Valley Recreational Center in Ridgecraft, California. This is a group composed of young school students in the area which is said to be lacking recreational facilities.

A complete set of records for the phonograph was donated by Roy Jones, Seeburg operator in Ridgecraft.

According to the council the students gather around this juke box every Saturday night for an evening of fun.

"It’s What’s in THE CASH BOX That Counts"
Trade’s Leaders Report:

NO SLOWDOWN AHEAD

Regardless of Weakening Stock Market or Softening of Hard Goods Lines Trade’s Leaders Report Industry is Going Ahead at Speediest Pace in Years. Point to Deluge of Orders Mfrs Have Received on Introduction of New Equip’t This Season. New Sales Records Set.

IT WILL PAY

All operators to investigate the world’s smallest and most profitable

COFFEE VENDING MACHINE

Literally thousands of waiting locations that cannot be handled by the large expensive vendors, make this the cream of the coffee vending market. On only 50 cup a day locations this unit will pay for itself in less than three months.

AUTOCAFE INCORPORATED
4120 East 31st
Kansas City, Mo.

"YOU"
Mr. Music Operator...
ASKED FOR IT!
YOU’LL SEE
HEAR, ADMIRE and THRILL to
"The Industry’s Greatest Phonograph Achievement"

ROCK-OLA

"COMET" FireBall"
"COMET Wall Box" “COMET Playmaster"

During

INTERNATIONAL ROCK-OLA DAYS
SATURDAY—SUNDAY—MONDAY
OCTOBER 3, 4, 5, 1953
of

BADGER NOVELTY COMPANY
2546 North 30th Street
Milwaukee 10, Wisconsin

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

CHICAGO.—“There’s no slowdown ahead for the coin machines industry,” is the way one noted manufacturer here put it.

Another said, "Yes, we’ve noted the declines in the Stock Market and also the softening in some of the hard goods and appliance lines, but, as far as we’re concerned, business is better than ever.

One manufacturer even went as far to report, "Regardless of what general conditions may seem like in the business and manufacturing world, as far as we, in the coin machine industry, are concerned, all we can see is that every manufacturer who has introduced new equipment so far this Fall season, has been so overwhelmed with orders that he has found himself with a new sales record for his firm.”

So it goes through this manufacturing center of the coin machines industry.

In fact, many of the distributor and operator leaders here believe that, "new records are bound to be set for the business, has already gained such a head start this Fall it is bound to exceed anything that has happened in a long time.”

Of course, much of this is predicated on the fact that shuffle games are now operating here with complete sanitation of the city, and though pin-balls are not as yet in operation, even though they have been allowed by a bill signed by the Governor of the State of Illinois, the operators are very happy.

In addition, there are many who are of the belief that cigarette vending machines may be operating here by January 1, 1954.

Should this come to pass there is every indication that many of the city’s leading operators will throw themselves into such operations, regardless of the possibility of a $120 per year license fee, the high cost of merchandise and machines.

There are estimated to be over 30,000 locations for cigarette machines in this city.

But what is most impressive to all is the fact that some of the manufacturers haven’t even dared to publicly announce or advertise some of their new products because their distributors absolutely overwhelmed them with orders to the point where they are already backlogged before official announcement.

The amusement manufacturers were first to catch the enthusiasm and optimism which seems to predominate the field at this time. They found themselves practically sold out even before they officially announced their new games.

The pinball business here is also going ahead at top speed. One of the most outstanding examples of what new equipment can mean to any factory is the introduction of the new 1954 line by Rock-Ola Manufacturing Corporation.

David C. Rockola, president of this factory, stated that they had a new sales record on their hands even before the official showing of their new equipment.

The same has been found to be true in the vending machine line. In Aurora, where the Stoner factory is located, it is reported that this firm is far, far behind in delivery. To such a point where even their used machines are now commanding tremendous prices.

The same is true of the Bert Mills plant where their but coffee machines are backlogged with orders.

Other factories here are in the same position. Many find that their biggest problem, as has been reported by The Cash Box before, is obtaining sufficient labor to step up their production, even in an effort to catch up with backlog orders.

In the words of one of the best known men here, "There’s no slowdown ahead for this field for many, many months to come, if the present trend is any indication of the future.”

Poole Distrib Appoints
Kingsley Jack Sales Rep.

BOSTON, MASS.—Kingsley Jack, one of New England’s well known coinmen, has been appointed as a sales representative for Poole Distributing, this city, according to an announcement by Harry Poole and Charles Stevens.

Jack, whose experience as sales representative for New England phone distributors goes back for many years, will visit the music operators in Maine, New Hampshire and upper Massachusetts.
As I See It

I recently received a request to give my opinion on this question. "Do higher license fees keep new blood out of the coin machine business?" Apparently, there still must be communities where this problem exists. There could be many reasons for a high license fee. One reason could be, fanatic legislators, who, when they can't eliminate juke boxes in a legal manner are instrumental in placing a license fee upon these machines that make it unprofitable to operate. Some years ago in Alabama the State Alcoholic Beverage board prohibited juke boxes entirely. A parallel situation existed in the states of Maine, Mass., and Conn. In these states, no music could be played after 12 o'clock Saturday night, nor all day Sunday. This was relieved somewhat later when a special Sunday license was issued. When these situations occurred years ago, the operators were not organized. Hence they were compelled to accept the inevitable.

It was common practice years ago to lock up a town. By that I mean, that operators were able through political machinations to get special legislation through a license deal that not only kept new blood out, but kept any operator from trying to break in. It was known as the freeze-out. The operator of these deals boasted far and wide that it was his town and it was locked up. In those days it was rumored that certain manufacturers were in favor of such deals.

Today, I would be absolutely against a high license fee. Not only because it would have a tendency to keep out new blood, but it would hurt an established operator. The news that a high occupational tax, plus a high license fee per machine was enacted would travel fast over the country. Other communities, not knowing the deal, would be prone to raise their fees without knowing the circumstances. Operators today who belong to city and state associations are in a position to combat this kind of situation. Unorganized operators are prey to this undemocratic method of operating. New blood definitely cannot enter the coin machine business where they have a locked up town. How this could be a healthy situation for a distributor or manufacturer is beyond me. Sales are limited when you stifle competition, and I don't believe any manufacturer would look with favor upon the stifling of competition.

As I see it, new blood will only enter this business when they have assembled their facts and figures, and are certain they can make a living. Manufacturers and distributors have these facts and figures available. Operators who are members of associations have nothing to fear from new blood. If they are banded together for the common good of all they need not fear oppressive license fees. Through their associations they can operate with better commissions and earn a decent profit. In this manner they can keep their routes up with all the latest equipment and not fear new blood nor that parasite known as the fringe operator. Protect your investment through an association.

"It's What's in THE CASH BOX That Counts!"
United Puts Back Night Shift

Step Up Number Of Employees To 1100

CHICAGO—This past week United Manufacturing Co. went another step forward in an effort to catch up with the backlog of orders that have accumulated for their "Royal Shuffle Alley", "Imperial Shuffle Alley", and their new bingo game, "Tahiti".

In addition to constantly increasing their labor force, now just past the 1100 mark, want ads still are being featured in all the papers here, as well as arrangements with all employment agencies to obtain more labor, a night shift has once again been instituted, beginning this past week.

United hopes that the additional help which they have put on, plus the night shift, will allow them to not only catch up with the ever growing backlog of orders but will, at the same time, get them to a point where they can, eventually, handle current business with instant shipments.

As Bill DeSelm, general sales manager of the firm said, "We doubt very much, at this time, whether we will as yet, night shift or not, be able to completely catch up with the orders we have on hand.

"In fact", he continued, "We are trying to satisfy everyone of our distributors as best we can, and as fast as we can, with whatever number of machines we can ship to them."

"Sky Gunner" Scores

ST. PAUL, MINN.—Bob Wenzel, Automatic Games Supply Co., this city, reports one of his operators installed a "Sky Gunner" at the recent Minnesota State Fair, and after the gun had been on location for three days the collections had been $27. on the first day; $29. on the second and $34. on the third day. Shown above are pictures taken at the fair.

"It's What's in THE CASHE BOX That Counts"
AMI Sends Distributors
Title Strips Pointing Up
Selling Features Of “E”

GRAND RAPIDS, MICH.—William E. Fitzgerald, advertising and sales manager of AMI, Inc. this city, has supplied all the firm’s distributors with several sets of title strips. Each set is made of AMI dual strips, imprinted with 180 different features of the model “E” phonograph.

The purpose of the title strips is that they are to be set into the phonographs and wall boxes displayed on the showroom floors of the distributors.

“Their brief messages arouse interest and curiosity,” explains Fitzgerald. “With the advantages of the ‘E’ program panel at eye level for easy reading, the operators will glance over the positive selling points set forth on these strips. I call it ‘strip teasing’. Moreover, these new strips serve another important purpose. They cut out a lot of confusion which results because titles and strips often become mismatched on floor models after handling. With these new ‘strip teasers’ in the box the distributor can put records in any which way, and never have to worry about some operator prospect getting a different tune than the one he selected because the wrong record got in the wrong place.”

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

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

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

Dear Joe:

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

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

NAME __________________________________________

FIRM __________________________________________

ADDRESS ______________________________________

CITY ___________ ZONE __________ STATE

“YOU”
Mr. Music Operator... ASKED FOR IT!

YOU’LL SEE
HEAR, ADMIRE and THRILL to

“The Industry’s Greatest Phonograph Achievement”

ROCK-OLA
“COMET FireBall”

“COMET Wall Box” “COMET Playmaster”

During
INTERNATIONAL ROCK-OLA DAYS
SATURDAY—SUNDAY—MONDAY
OCTOBER 3, 4, 5, 1953

H & H MUSIC
1626 Third Avenue
MOLINE, ILLINOIS

“YOU”
Mr. Music Operator... ASKED FOR IT!

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During
INTERNATIONAL ROCK-OLA DAYS
SATURDAY—SUNDAY—MONDAY
OCTOBER 3, 4, 5, 1953

PAUL W. HAWKINS
329 E. Seventh Street
TUCSON, ARIZONA
MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF SEPTEMBER 26, 1953)

A
ABRAHAM, Joseph
CHICAGO, Ill.
B
ADAMS, Edward, Jr.
NEW YORK, N. Y.
ALBERG, William
BROOKLYN, N. Y.
ALEXANDER, Elias
YOUNGSTOWN, O.
ALEXANDER, Joseph
YOUNGSTOWN, O.
ALEXANDER, N.
YOUNGSTOWN, O.
ALLEN, L. V. N.
Murray, Ky.
ALLISON, J. W.
Grand Rapids, Mich.
ALLOY, Frank
Danville, Ill.
AMBROSE, Dominick
Pittsburgh, Pa.
ANDERSON, Eugene F.
Materials, Calif.
ANDERSON, Mickey
Erskine, Minn.
ANGOTT, Carl
Detroit, Mich.
ARNBERG, Harry
Portland, Ore.
ARASON, Charles
Brooklyn, N. Y.
ASHI, Joseph
BACK, Carl
Merrick, L. I., N. Y.
BADES, Clarence
Hillsboro, Fla.
BAILEY, John
Steubenville, Ohio
BAILEY, Nancy F.
Syracuse, N. Y.
BAILEY, Walter
Bake Bluff, Ark.
BAKER, Fred
Cleveland, Ohio
BARD, Robert
Los Angeles, Calif.
BARKON, Jerry
Tampa, Mass., N. Y.
BECKER, Ben
Brooklyn, N. Y.
BENNETT, Paul
Chicago, Ill.
BERGMAN, Alfred
North Tonawanda, N. Y.
BERGQUIST, Geo. W.
Washington, D. C.
BERN, Dela
Flushing, N. Y.
BERNS, David
Hammond, Ind.
BERWEY, Anthony
Hartford, Conn.
BEZIAT, Albert
Rouen, Ve.
BETTER, Albert
Youngstown, Ohio
BETTER, John
St. Louis, Mo.
BIERNARD, Holace
Washington, D. C.
BILotta, John
New York, N. Y.
BLALOCK, Fletcher
Hartford, Conn.
BLATT, Theodore
Brooklyn, N. Y.
BLATT, William
Miami, Fla.
BLOPENDO, Al
Denver, Colo., W. Va.
BLUM, M. Y.
Winston-Salem, N. C.
BLUMENFELD, Irv
Baltimore, Md.
BOASBERG, Louis
New Orleans, La.
BOCKIN, Al
Forest Hills, L. I., N. Y.
BOND, D.
Benton, Mass.
BOSCH, F.
Kettering, Ohio
BOWDEN, J. G.
Grand Rapids, Mich.
BOYD, John
Duluth, Minn.
BRADY, Robert
New York, N. Y.
BRADY, Joseph
Frederick, Md.
BRAGG, C.
Romney, W. Va.
BRANDT, Peter
Itasca, Ill.
BREITINGER, Vincent
Chicago, Ill.
BREITLING, Charles
Chicago, Ill.
BREITLING, Robert
Chicago, Ill.

BLAIR, Jesse
Chicago, Ill.
BLOOM, Fred
Cleveland, Ohio
BLUMENFELD, Irv
Baltimore, Md.
BORKER, Robert
Chicago, Ill.
BOSCARD, Louis
New Orleans, La.
BOHME, Charles
Burlington, Wis.
BRETTON, Charles
Chicago, Ill.
BRICE, William
Cincinnati, Ohio
BRIDGES, James
Canton, Ohio
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Schenectady, N. Y.
chicago coin’s
GIANT SIZE
Super De-luxe
BOWLING PINS

HI-SPEED
Triple-Score
Bowler

Adjustable
to Play
5 or 10 Frames

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

- 10 Frame Play—5th and
  10th Frames Triple!

(also adjustable for 3rd and 7th frames triple)!

More Natural!
More Realistic!

Player in 5 or
10 Frame Play
can add up to
270 Points to his
Total Score in
the Last Frame!

Mencuri Finds Self Well
Known In New Territories

NEW YORK—Frank Mencuri, Chi-
cago Coin Machine Company, Chicago,
stopped off in New York City for a
few days, while traveling thru the
east.
Mencuri reported that operator
acceptance of ChiCoin games is so
great that the factory has a problem
in keeping shipments going out ra-
pidly enough to meet the orders dis-
tributors have on hand.
During his conversation with your
reporter, Mencuri paid The Cash Box
a wonderful tribute. “During my
travels” stated Mencuri, “I covered
territories I’d never been to before, and
met with numbers of operators
whom I had never met. In every in-
stance The Cash Box was in evidence,
and the operators remarked about
having seen my picture in The Cash
Box. It made for immediate closer re-
lationship, which helped solidify
the sale of ChiCoin products.”

Chicago May Rule
Out Ball Gum
Trinket Vendors

CHICAGO—In July of this year,
Philadelphia officials claimed that gum
ball machines offering trinkets are
to be treated as gambling machines.
This past week, Corporation Counsel
John J. Mortimer of Chicago indicated
he will rule that gum ball machines
that also offer prizes are illegal.
Mortimer’s opinion is “If a kid was
sure he’d get one of those little toys
each time he dropped a penny in the
slot that would be one thing, But if
he plays the machines, hoping to get
a toy, that’s a game of chance.”

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Mr. Music Operator ...
ASKED FOR IT!
YOU’LL SEE
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During
INTERNATIONAL
ROCK-OLA DAYS
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at
BRILLIANT MUSIC COMPANY
19963 Livernois Avenue
DETROIT 31, MICHIGAN

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

www.americanradiohistory.com
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 exciting 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"
Chi City Council Hears Arguments On Proposed Cig Vending Amendment

CHICAGO—The City Council sub-committed this week heard arguments against a proposed amendment to the municipal code which would legalize cigarette vending machines here.

One of the few cities in the country which still prohibits the use of such vending machines, Chicago seems to question the propriety of allowing a legitimate business to operate in its confines, and also seems oblivious to the possible increased source of revenue.

The principal speakers in opposition to the amendment were Phil Fuchs, executive director of the Chicago Association of Tobacco Distributors, James Harrington, attorney for the association, G. Lewis Penner, executive director of the Juvenile Protective Association and Jack Schwartz, representing the National Association of Retail Tobacco dealers.

Fuchs, in a prepared statement, attacked the proposal as a plan which would make "indiscriminate availability of cigarettes to minors" possible. He denied that vending machines would increase the city's revenue and also questioned the background of vending machine operators, alleging that some of them had criminal backgrounds.

An executive of the National Vending Machine Company of St. Louis later told the council subcommittee that many of the wholesalers in the association which Fuchs heads are either supplying vendors in other cities or are anxious to go into the vending machine business in Chicago if the code were amended.

Proponents were concerned with the possible contribution to juvenile delinquency by "placing temptation in the path of minors and making it easier for them to violate the law."

Proponents to the measure indicated that approximately 13,000 locations in Chicago are legitimate retail tobacco outlets over the 15,000 retail outlets now licensed by the city. Fred Brandstatter of the National Automatic Merchandising Association earlier pointed out that Chicago at present has only four retail outlets for every 1,000 persons compared to an average of nine outlets per 1,000 persons for 17 cities where vending machines are in use. Thomas Thomas of the NAMA also stated that the amendment would be worked out to permit machines only in places not accessible to minors or where machines are under constant surveillance.

Klein Back After Coast Trip

NEW YORK—Herb Klein, sales manager for International Mutoscope Corporation, Long Island City, returned this week from a long trip which took him to the West Coast.

Klein started his travels west after attending the NAMA Show in Chicago. He visited Mutoscope customers throughout the nation before returning to the factory.

"I enjoyed the trip immensely," stated Klein, "from the standpoint of pleasant meetings with our clients, as well as the number of orders for our Photomat with the new features."

The machine is in full production, advised Klein, and shipments are being sent out in good numbers.

"You" Mr. Music Operator... ASKED FOR IT! YOU'LL SEE HEAR, ADMIRE and THRILL to

"The Industry's Greatest Phonograph Achievement"

"ROCK-OLA"

"COMET Wall Box" "COMET Playmaster"

During

INTERNATIONAL ROCK-OLA DAYS SATURDAY—SUNDAY—MONDAY OCTOBER 3, 4, 5, 1953

at

LA BEAU NOVELTY SALES CO.
1946 University Avenue
ST. PAUL 4, MINN.

ASSOCIATED COIN AMUSEMENT CO.

BARGAIN CLEARANCE
12 Postwar Mutoscope Photo Mats

Mutoscope Voiceographs
All Types of Shuffle Alleys and Arcade Equipment
ALSO

Postwar Flipper 5-Ball Pin Games

CONTACT
ASSOCIATED COIN AMUSEMENT COMPANY
3607 Grove Street
Oakland 10, Calif.
Phone Piedmont 5-3006

There the check-up which is reported to be under way is to seek out other machines which will prove just as lucrative as the kiddie rides for those stores.

In the main, the chain stores are extremely happy with the results which they have enjoyed from the rides and other coin operated machines they have so far installed, and believe that they can handle much other equipment in the field which will bring them profit from the huge traffic of people they enjoy in their stores daily.

Feature Week's Most Active Used Machines

New Feature of "The Confidential Price Lists" Gives Efficient and Quick Coverage of Most Active Equipment Of The Week

CHICAGO—Beginning with this issue of The Cash Box, "The Confidential Pricing lists" will carry a new feature which should prove of efficient help to all interested in used equipment of all kinds.

This new feature will be: "This Week's Most Active Used Machines." Here will be listed only those machines which were most active during the week.

There will be no indication in the feature as to whether the prices of these machines went up, or down, or remained stationary. This will be contained in the regular lists.

But the reader will be able to quickly gather which machines were the most active during the week and this will give him the information which he requires for trading, selling or buying.

CHICAGO—Reports current here are to the effect that many of the nation's leading chain stores are more closely investigating the coinbox "Photomat" with the new features.

This has come about, these reports state, because of the success which the chains have been enjoying with kiddie rides and other coin operated equipment which they have so far installed.

Some of the chains plan to put managers in charge of their coin operated machines department, the reports state, and it may soon come to pass where dealings with the chains will be thru experienced column.

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

Chi City Council Hears Arguments On Proposed Cig Vending Amendment

CHICAGO—The City Council sub-committed this week heard arguments against a proposed amendment to the municipal code which would legalize cigarette vending machines here.

One of the few cities in the country which still prohibits the use of such vending machines, Chicago seems to question the propriety of allowing a legitimate business to operate in its confines, and also seems oblivious to the possible increased source of revenue.

The principal speakers in opposition to the amendment were Phil Fuchs, executive director of the Chicago Association of Tobacco Distributors, James Harrington, attorney for the association, G. Lewis Penner, executive director of the Juvenile Protective Association and Jack Schwartz, representing the National Association of Retail Tobacco dealers.

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"COMET Fireball"

"COMET Wall Box" "COMET Playmaster"

INTERNATIONAL ROCK-OALA DAYS
SATURDAY—SUNDAY—MONDAY
OCTOBER 3, 4, 5, 1953

CALDERON DISTRIBUTING
450 Massachusetts Avenue
INDIANAPOLIS, INDIANA

"YOU" Mr. Music Operator . . . ASKED FOR IT!
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INTERNATIONAL ROCK-OALA DAYS
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BAILIE DISTRIBUTING CO.
647 South West Street
SYRACUSE, NEW YORK

Miami Amusement Ops to Hold Third Annual Dinner

Heavy Registration For Lieberman-Bally Service School

MINNEAPOLIS, MINN.—According to Harold Lieberman, president of Lieberman Music, this city, the Bally Service School scheduled to be held on October 12 and 13 at the Lieberman Music Co. will have a big class of operators and servicemen. This is based on reports of advance registrations already in.

Each state in the Bally territory served by Lieberman, Minnesota, Iowa, Nebraska, North and South Dakota, is already well represented in the registrations on hand, Bob Brether of the Bally engineering staff will be in charge of the school.

Airmail Subscription To THE CASH BOX $30.
Cleveland Ops Re-elect Jack Cohen

CLEVELAND, OHIO.—Jack Cohen of J. C. Music Company, this city, will add still another year of leadership and service to the Phonograph Merchants’ Assn. of Cleveland. Cohen was re-elected president of the group at the annual election meeting at the Ops’ Hotel Hollendon hall. Cohen was one of the founders of the group 15 years ago and is a staunch supporter of the successful Hit Tune parties of Cleveland.

Jim Ross of J. R. Music won re-election to the post of vice president and Sanford Levine will serve another year as secretary-treasurer and advertising director. James Burke will also serve a re-elected term as honorary member of the executive board. All these men have been responsible for the overwhelming success and acceptance of record promotions via HIT TUNE ventures.

Sargent at Arms for the Cleveland Coin Box group will be Thompson Hunter. Members elected to the executive board are: Edward Kenney, Harry Silverstein, Nate Pearman, Joseph Solomen, and Harvey Norton.

Charles Comella, Albert Liggins, and George Zolas were appointed as temporary members of the executive board for a three month period.

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ROCK-OLA DAYS
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at
GILBERT MUSIC COMPANY
108 South Center
BLOOMINGTON, ILLINOIS

Tom Burke, N.J. Coin Leader, Dies

ELIZABETH, N.J.—Tom Burke, one of the industry's most beloved and highly respected columnists, died on Thursday, September 24, at the age of 69, after a long illness.

Burke, who had spent 22 years in the coin machine business, was a partner in Seacoast Distributing, this city, distributors for Rock-Ola phonographs. In addition, he was one of the foremost operators in the state.

Burke will be on Monday, September 28, at 9:15 A.M. from Daniel J. Leonard & Son Mortuary, 242 W. Jersey Street, Elizabeth.

Surviving are his wife, Helen McCormick Burke; brothers Con- nell and Daniel; sister Mrs. Edward J. Faughnan; and two daugh-
ters, Mrs. Stanley J. Gural and Miss Jean Ann Burke.

Tratsch, ABT, Returns
From 5 Month Tour

CHICAGO—Mr. & Mrs. Walter A. Tratsch of ABT Manufacturing Corporation are home after a five month tour through 11 countries in Europe and parts of North Africa.

The trip, partly for business, partly for pleasure, took the couple through England, Southern Ireland, Wales, Switzerland, Holland, Belgium, West Germany, France, Spain and Italy. In Africa, they visited Tangier, Casablanca, Rabat, Fez, Meknes and Marrakech.

Tratsch reports the European coin machine business is ready for a big boom. Production is on the increase, they say, and the consumer dollar going into coin machines is growing larger every day.

"Vending machines are everywhere," Tratsch reports. "Many of these machines are right in the street in German, Swiss and Dutch cities and handle a variety of items like clothing and food."

In Frankfurt, the Tratsches saw a big pin game exposition but fortunately missed the coup d'etat in Marrakech in which the Sultan was deposed by about ten days.

On the business side, they saw a host of their European customers and came home with a better picture of the immediate needs of the industry.

"The European product," Tratsch said, "is still inferior to the American but they are improving production techniques daily."
OF THE 20 CLUB
SEPTMBER 26, 1953

SCHULTZ, OSCAR
Chicago, III.

SHAW, HARRY
516 Clark, St.

SHAW, MARSHALL
Chattanooga, III.

SEIDEL, TEDDY
Elmhurst, Ill.

SEIFKA, ED
Shenandoah, N. J.

SHANNON, A. H.
Fort Worth, Tex.

SHARKEY, HAROLD L.
Huntington Park, Cal.

SHAW, RALPH
Atlanta, Ga.

SHAY, RANDALL
Chicago, Ill.

SHAY, WARD
Chicago, III.

SHERF, MERRILL
Chicago, III.

SILVERMAN, A.
Los Angeles, Calif.

SILVERSTEIN, B., JR.
Cleveland, Ohio.

SILVERSTEIN, B., JR.
Baltimore, Md.

SIMON, ALBERT
New York, N. Y.

SIMPSON, ROY
Cincinnati, Ohio.

SIEGEL, ANTHONY
Brooklyn, N. Y.

SISKIND, HARRY
Chicago, Ill.

SLIFER, D. L.
Elmhurst, Ill.

SMITH, BEN
New York, N. Y.

SMITH, KALPH
New York, N. Y.

SNOGAREK, HARRY J.
New York, N. Y.

SNYDER, CHET
Mansfield, Ohio.

SOLLOMON, WOLF
Columbus, Ohio.

SOLLOMON, GEORGE
Syracuse, N. Y.

SPEIERS, JACQUES
Brentwood, N. Y.

SQUIRES, HARRY
Brooklyn, N. Y.

STANBAUGH, G. H.
W. Palm Beach, Fla.

STANBAUGH, H. M.
W. Palm Beach, Fla.

STREET, T. H.
Clarksdale, Miss.

STEINBERG, DAVID M.
Newark, N. J.

STEINBERG, HARRY
Miami Beach, Fla.

STEINBERG, MORRIS
Miami Beach, Fla.

STELING, BENJ., JR.
Mentic, Pa.

STERN, DAVE
Elizabeth, N. J.

STERN, HARRY

STERN, SAM
Brooklyn, N. Y.

STEWART, SID.
Self Lake City, Utah

STEVERS, T. E.
Winnetka, N. C.

SWARTZ, BEN
Brooklyn, N. Y.

SWARTZ, GEORGE
Brooklyn, N. Y.

SWARTZ, HARRY
Brooklyn, N. Y.

SWARTZ, PHIL
Brooklyn, N. Y.

SWARTZ, FRANK
Nashville, Tenn.

SYBAK, GEORGE
Akron, Ohio.

TAKEN, LEON
Hornsby, Pa.

TARANTOLA, PAUL
Portsmouth, N. Y.

TAYLOR, HERSCHEL
Belleville, III.

THURSTON, P. A.
Toledo, O.

TIGERMAN, A. L.
Chicago, Ill.

TOLGIAN, JAMES
Hartford, Conn.

TROTT, WALTER
Chicago, III.

TRUPE, CARL
St. Louis, Mo.

TUCKER, JOHN B.
Winston-Salem, N. C.

TURKET, FRED
Pittsburg, Kan.

VARTEN, ASSEPT L.
New York, N. Y.

WALTER, LEW
Newark, N. J.

WALDORF, LEW
M. W.

WEAD, HERB
Brooklyn, N. Y.

WEBER, HERB
Elmhurst, Ill.

WEBER, HERB
Elmhurst, Ill.

WEBER, HERB
Omaha, Nebr.

WEISMAN, LEON
Portland, Ore.

WISE, JERRY
Buffalo, N. Y.

WOLBBERG, SAMUEL
Chicago, Ill.

WOLBURST, SYDNEY A.
New York, N. Y.

WOLLMAN, SOL
New York, N. Y.

WOLLMAN, V.
New York, N. Y.

YOUNG, JOE
New York, N. Y.

YOE, R.
Grand Rapids, Mich.

YOUNG, JOE
New York, N. Y.

YESTERDAY, ROY
Huntington Park, Cal.

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HEAR, ADMIRE and THRILL to
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ROCK-OLA
"COMET Fireball"
During
INTERNATIONAL
ROCK-OLA DAYS
SATURDAY—SUNDAY—MONDAY
OCTOBER 3, 4, 5, 1953
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3726 Kesslen Ave., Cincinnati 11, O.

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"THRU THE COLD WINTER"  CALIFORNIA CLIPPINGS  LOS ANGELES

After returning from a business trip to Chicago, Jack Dolas, surprised everyone with the announcement that he'll open his own distributorship along West Pico on October first. Friends flocked around to wish him every success in the new venture . . . Charley Robinson proxy of C. A. Robinson and Co. says he has to stand at the door with a club in his hand to keep a sample of the new United "Tahiti" pinball game on the floor. Leuenhagen says he's very pleased over his recent purchases of the new United "Imperial" Shuffle Alley, Al Betttermann chimed in with the statement that the United factory is putting out some of the finest equipment on the market to which everyone agreed . . . At the Wm. H. Leuenhagen Co. every proxy Bill Leuenhagen keeps busier than ever as operators drop in to check over the new machines. A representative of Record departments are going through some of the busiest weeks that they have ever had. Several recording artists dropped in to see them recently including: Cass Daley, Jackie Moore, Charles Dickens (Intro), Georgia Carr (Capped) and April Stevens (King) . . . Met Mort Leeman, Max Moore, Al Hanlin and Atisie Stein. These ops operate from the same building over on Cass Avenue. Take a flight to see all four trucks parked out in front with the red lift tail gates shining in the sun. Atisie and Max rush around checking their kiddie rides while Mort dashes out on a service call. Al stays behind to cut strips for his juke boxes. To prove that everyone's an old timer in the coinbox Al comes up with some old copies of the Automatic Age dating back twenty years . . . He proved that he was right. He proved it to the point and was talking of R. E. Smith of Automatic Enterprises is busily looking for new locations to install his line of baseball pitching machines . . . While discussing the affairs of the day Mr. Robinson of R. & H. Amusement Company said that business is good—locations are plentiful but it's a job finding help to cover the routes.

After taking over the reins at Dan Stewart Company, Bob Bever, is plenty busy getting area's glad to have him help of Pete Leh, Johnny Kaigler and Barrowe to get everything organized . . . Operations Manager M. Russell of Waikiki, Hawaii was seen of the Robinson Company plant recently. General manager, Bryant Herren and sales manager, Van Natten played hosts and showed around. Their distributor for Northern California and Reno, Nevada, Henry J. Leyser and the Amusement Company in Oakland, also dropped in . . . Ben Selbin of Selbin and Hanold Horsz Company in Home in from Detroit to see the new policies with co-partner Atisie Stein. Atisie is moving out merchandise to locations as fast as he gets it in. Recently set up new routes in the San Francisco Bay area and now he plans to extend operations on the coast . . . Missed the three musketeers Robert Bard, Marvin Jones and R. R. "Ed" Kendall over at Bard Distribution Company. You have to get up early and be plenty lucky to catch this busy trio . . . Ray Gottfried, vice-president of South Rejectors Inc., St. Louis, is now traveling along the West Coast with Western representative, Herbert Heddergott . . . The illustrious, hard working Lyn Brown stated recently that he doesn't even have time for that occasional dip in his swimming pool anymore. Lyn is now anxiously waiting for a shipment of Eds. new kiddie ride . . . Bill Ridd, sales manager for the Wurlitzer factory and Gary Sinclair, district sales manager visited at the Paul A. Laymon Company recently. Meanwhile field service engineer, Williams, continued to help out in the service department. Paul and Lucille report that the Frankie Laine—Wurlitzer contest is starting out with a bang with several entries signed up already. Ed Wilkes, Charley Daniels and Jimmy Wilkins all agree that they are busier than ever before with all the operators dropping in and the content going strong . . . Sam Ricklin and George Orland of C. A. Robinson Company went out to greet the new artists. Gale Clark, recently. She presented them with a personally autographed record of her lately hit single "Music of the Blues." "The Unashamed" in the Fine Arts Label . . . At Badger Sales Company we hear that the Lee's Caroselle kiddie ride has become one of their big sellers according to proxy Bill Happe. The Badger company will be hearing Chas. going pretty loud with their pretty secretary Eleanor Chakowsky singing on her well deserved vacation. Things will be left in good hands though with Connie Chads, Jean Resniak, and Dorothy Pokama taking over all the important details . . . Many out of town visitors were seen along the Pico strip recently—John Bennett of the Keononna Company in Taft stayed in briefly to take care of business. Don Edwards came in from Bakersfield and Jimmy Hill from Santa Monica. Other out of town operators included—Jack Gutshall from Corona; Don Gardner from San Bernardino; John Huntman, Toledo; Jack Robinson, Long Beach; William Olsen, Oxnard; Dick Harrison, Fontana; Charles Kock, Long Beach; William Olsen, Oxnard; George Van Drake, San Bernardino; John Bennett, Taft; and Mel Helman, Oxnard. Alsoelson; Black from Bakersfield and Mrs. Ehrlich; Black from Bakersfield, and W. Phumphrey from Pomona . . . Phil Robinson is back at his desk hard at work after his jaunt through the Western States . . . Hank Tronick and Ed Willer report that business at Music Corporation is back on a fast forward pace. Found L. B. "Mac" McCreary, general manager of Solotone Corporation, working all by himself back in the shop. Wondered who one was. Found out that they were all off on vacations. Mac stated that he closes down and lets everyone off at the same time. That way he gets the vacuum cleaned over in short order . . . Met L. V. Cayer from Pico distributing town again this week. He's getting to be a regular visitor along coinrow. Spotted Lawrence Rays of Colton walking along Pico visiting here and there . . . Found out if you are not a regular subscriber to The Cash Box it's time to get your order in now!! Subscriptions are now being taken through your local distributor. Get that order into him now!!

SUBSCRIPTIONS TO THE CASH BOX ARE BEING TAKEN AT THE DISTRIBUTORS LISTED BELOW


"It's What's in THE CASH BOX That Counts!"
"YOU" Mr. Music Operator . . . ASKED FOR IT!

YOU'LL SEE HEAR, ADMIRE and THRILL to
"The Industry's Greatest Phonograph Achievement"

ROCK-OLA
"COMET fireBall"

"COMET Wall Box" "COMET Playmaster"

DURING
INTERNATIONAL ROCK-OLA DAYS
SATURDAY—SUNDAY—MONDAY
OCTOBER 3, 4, 5, 1953

AT
FORT WORTH AMUSEMENT CO.
1210 S. Main Street
FORT WORTH, TEXAS

"YOU" Mr. Music Operator . . . ASKED FOR IT!

YOU'LL SEE HEAR, ADMIRE and THRILL to
"The Industry's Greatest Phonograph Achievement"

ROCK-OLA
"COMET fireBall"

"COMET Wall Box" "COMET Playmaster"

DURING
INTERNATIONAL ROCK-OLA DAYS
SATURDAY—SUNDAY—MONDAY
OCTOBER 3, 4, 5, 1953

AT
LAKE CITY AMUSEMENT CO.
4533 Payne Avenue
CLEVELAND, OHIO

The Shrine convention in Minneapolis this past week brought thousands
of Shriners and parade spectators into town. Among those attending the
could be... Mr. and Mrs. Art Hagness of Grand Forks, N. D., and Mrs. Rose
Galliamme of Jefferson City, S. D. . . . George Coddington of Minneapolis has
that certain gleam in his eye, which means that it wont be long before he takes
off for Canada for some duck hunting. . . . Speaking of hunting, Hank Vangen
of Minneapolis is getting his route in shape so that he try his aim at bringing
down a duck. . . . What with farming and taking care of his route, John Mar-
quard has been so busy that he has to do his buying by long distance phone . . .
Earl McFarlane of Minneapolis was involved in an unusual accident this week.
While Earl was waiting at a semaphore intersection for the sign to change,
a truck loaded with pipe was making a left turn in front of the car and in
making the turn the pipe shifted and rolled off onto the front of Earl's car
and narrowly missed rolling onto him, Earl said that "better he should have
stayed in bed for another 15 minutes" . . . Jim De Mars was accompanied by
his wife and son Dick on his trip into the Twin Cities this week. Dick made
the most of getting some free rides on the various kiddie rides . . . Pete Lennes
of Bemidji, Minn., brought Mrs. Leeness to the University Hospital for a physical
check-up. Hugh May, National Specialties Co., of Eau Claire, Wisc., reports that
sales from his cigarette vendors have been holding up well . . . Seen in the Twin
Cities picking up supplies and records for their routes were John HOWE of
Paley, Minn.; Jack Weisbrad of La Crescent, Minn.; Pete Worsam of Mankato,
Minn.; H. J. Lyndard of Kassem, Minn.; Frank Davidson of Spooner, Wis.;
Dame Wilde of Aberdeen, S. D.; Jim Stensfield of Winona, Minn.; Jeff Kost
of St. Cloud, Minn.; Jim Lucking of Bandon, Minn.; Glenn Ruckliff of Superi-
or, Wis.; Ernest Woytaszek of Caryga, N. D., and Pete Vanderheyde of Dodge
Center, Minn.

Runyon Sales Holds AMI School

NEW YORK—The first session of the AMI service school at the Runyon
Sales Co., this city, was held on Sat-
urday, September 26. The school was
conducted by the AMI factory en-
gineer with the assistance of Morris
Bodl of Runyon.

Barney (Shag) Sugarman, presi-
dent of Runyon Sales, invited all op-
\ operators and servicemen to attend
the school. The classes will be held every
Saturday at 10 A.M. Instruction will be
given on all AMI equipment.

"It's What's in THE CASH BOX That Counts"
Mr. Music Operator... ASKED FOR IT!

YOU'LL SEE... HEAR, ADMIRE and THRILL to

“YOU”

Mr. Music Operator... ASKED FOR IT!

YOU'LL SEE... HEAR, ADMIRE and THRILL to

“COMET Wall Box” “COMET Playmaster”
During

INTERNATIONAL ROCK-OLA DAYS
SATURDAY—SUNDAY—MONDAY
OCTOBER 3, 4, 5, 1953

SEACOAST DISTRIBUTORS, INC.
594 Tenth Avenue
NEW YORK, N. Y.

1200 North Avenue
ELIZABETH, N. J.

“THRU THE COIN CHUTE”

EASTERN FLASHES

Most of the trade in this area, manufacturers, distributors and operators who are engaged in the kiddie ride business, plenty burned up a little more of the original business, but aware of the fact that their friends and associates are conducting operations, were surprised that a statement like this would be made, particularly when the kiddie ride business is so active.

... Hymie Keoppel, who has a tool in his hand anytime you walk into Keoppel Distributing Co., is sporting a smashed finger he got doing a little repair job around the house. Hymie spending long hours on the road to pick up used phonographs to fill the demand. Harry Keoppel looking well and rested after his vacation says “I feel fine as long as business keeps coming in as it is.”

... Jack Weiner, Penny Arcade, Lake Hopatcong, N. J., suffers a sudden heart attack and is inacitated... Tony De Marco’s daughter, Catherine, to marry Daniel Deramore Tocin; looks for an arcade in Coney Island... Joe Young and Abe Lipsky, Young Distributors, hoping for additional shipments of the Worlds fair 1951. Deliveries have been unable to keep up with the demand... Lou Herman and son Howard, in town. Lou and Howard operate the County Amusement Co. in Mt. Vernon, N. Y. ... Our good friend, Charlie Aronson, who with Bill Alberg, were formerly owners of Brooklyn Amusement Co., Brooklyn, spends some time on coinrow chatting with friends. Charlie is inactive at the moment... Jack Semel, veteran operator, deciding Aronson about his absence from the coin machine his and bringing him up to date on what’s new in the past six months. Jack impatiently awaiting the arrival of what he is sure will be this his granddaughter... Al Camp, Albert Simon, Inc., ChCoin and Genco distrib, showing the new ChCoin “Hi Speed Triple Score Bowler” with the large pin. Al elited with operator reaction and is already ordered on the game.

Irving Kaye, Automatic Towel Corp. of America, getting the dryers off the line and reports to have a supply in the hands of all his dealers within a week... Everything at 694 Tenth Avenue busy, busy, as painters and carpenters work to get the place ready for Dave Stern’s Seacoast Distributors, Inc. in time to show the new Rock-ola “Comet” 120 play phone... Barney Sagerman, Runyon Sales Co., advises us he is asking all operators and service men to attend the A.M.I. Service School which started September 26, and will continue to be held every Saturday thereafter. Classes will start at 10 AM and will be conducted by the A.M.I. factory engineers. Sagerman asks that all operators attend as it is for their benefit... Charles Rubinstein, who has been running an arcade on 124th street for a great many years, opening another at 42nd Street and 8th Avenue... Morris Flea, Charlie Worthimer’s son-in-law, of Boston, Mass., died suddenly after a polo attack. Morris headed one of Charlie’s arcades... Frank Menceri, Chicago Coin, in town the early part of the week, after spending some time in Phalladelphia. Frank left for Hartford, Conn., and then back to the factory in Chicago... Mike Munves happily complaining because he is so busy with export business on what is normally summer equipment that he can’t find the time to set up his floor with fall and winter merchandise. Brother Joe Munves, demonstrating a pop corn vendor that pops fresh corn on insertion of a dime... Marty Rosen, who many years ago was connected with Willie Blatt’s Supreme Vending Co., Brooklyn, doing very well servicing amusement games for local op... Nat Cohn, Riteway Sales Manufacturing Co. out of town.

NEW ORLEANS NOTES

With football in the air, operators are rushing in trying to get their equipment in tip top shape. The fellows want to be able to play hookey from their routes when the games start... What sounded like the French Market turned out to be Sam Tridico, Philip Yaeger, Al Dargis, Jake Jacobs and Bob Buckley all talking football and pingames at the same time... Every operator in town clamoring for the new Italian novelty tune “Oli Camp”, by Julius La Rosa... Congratulations to Mrs. Johnny Rush who just became a brand new grandmother. Mrs. Rush just returned from a visit with her daughter and the baby... Prospero Daoud of Luling, La. sporting a brand new Mercury... Always a pleasure to see H. B. Nelson, Natchez, Miss. Nelson has operated coin machines for many years and is extremely well liked by everybody in the biz... Bill and Lillian Amann just back from a three week vacation that took them to San Jose, California and then to Los Angeles where they showed off their young Bill and were royally treated by their friends... Compliments to Murry of Mallory Distributing. He and his wife are the brand new parents of the cutest bit of femininity named Maureen... Art Rupe of Specialty Records in town... Mr. Barron’s daughter being married soon... Barron’s Music, Reddridge, La. Congratulations to Clarence Lamm and wife (Poppa Stoppa) and Joyce Pavloski and Joyce were married last weekend... The Ice Cycles at the Municipal Auditorium getting a big play from the local operators and families... Mel Mallory, Capitol Records, off to see his kinfolk and inspect the farm in Alabama... Mr. B. A. Rueden, Rueden, Scotland, La. town hunting for 45 records for those new boxes... Sorry to hear that Mr. Bell leaving McCann’s Music in Alexandria, Sorrier still for “Mr. Mc.” who has to train a new girl.
EXHIBIT SUPPLY
4218-30 W. LAKE STREET, CHICAGO 44, ILLINOIS

MONEY BACK GUARANTEE

WURLITZER
EVANS 100 SELECT.
CENTURY - WRITE

SEEBURG

DISTRIBUTORS OF
SMOKE SHOP

CIGARETTE VENDORS

CHICAGO CHATTER

Like that new Exhibit News Bulletin wherein Art Weinand gives the gossip about who’s in our town as they come into our town — Much of interest at this past week’s meet of the Chicago Automatic Phonograph Bowling League. Oomens took three from B&B with Isabel Oomens bowling 430, high for the women. Johnny Oomens coming in with a 457 and Carl Latino hanging up a score of 472. In fact, Isabel picked up a 47-10 pin spread. Try that sometime — Warren Parade (also known as “Fireball Bunk”) came thru with the high for the men, 514. The “Fireball” works for Gillette he bowls for B&B — It was a battle even the Melody took 3 from Star Music. Vic Jaccino bowled a 469 for Melody and Hank Sochacki bowled a 477 for Star. — With Mary Gillette present, herself, eagle-eye and all, her team came thru with 2 from Mercury Records. Leon Arczyk went overboard with a score of 511 and Donald Baxter came thru with a 475, both for Gillette — With Tony Gal Hanna keeping up that steady score-keeping, 503, Western Automatic lost 3 to Paschke • Bob Guarino came thru with a 444 and ABC took 3 from Atlas even the Mike Blumberg of Atlas bowled a 477. — Eddy Walker shot a 491 and Decca-Coral took 2 from Coven — Which reminds that the hardest guy to grab hold off these days, he’s busy, Ben Coven. — And over at Gottleib & Co. with Nate and Irene Gottlieb on their way to Nao Yaw for the World Series. With Alvin Gottlieb a new puppy. And with their new games going ‘way over the top. There sure is plenty of excitement. — We’ll give up here, though plenty more news abuzzin’ wide out, and tell you about the rest — next week. S’long.

It’s what’s in THE CASH BOX That Counts
FOR SALE—Bingo Bargains: 7 Bally Atlantic City; $25.50; Dollar Deluxe, Chrome, $252.50;言论 Lights,$122.50; Bright Lights, $100.00; Dollar Steel, Chrome, $325.00; Keen-

FOR SALE—Extremely low priced deal on brand new 5c Hot Nut Ma- chines, $12.50 each, terms 1/3 de- posit, balance sight draft. Slag proof, white enamel finish, 6 lb. cabinet. Flost guaranteed photo- graphs. SEACOAST DISTRIBUT- ATORS, INC., 1200 NORTH AVE., ELIZABETH, NEW JERSEY. Tel.: Bldglo 8-3524, 3525.

FOR SALE—America’s finest reconditioned phonographs and music accessories. Everyone of our re- conditioned machines guarantee beautiful condition regardless of price. Tell us what you need. Get our prices before you buy, ANGOTT DISTRIBUTING CO., 2616 PHILADELPHIAavenue, DENTON, MICH. Tel.: University 4-0773.

FOR SALE—Spot Lites $125; Atlant- ic City $275. In A1 condition, immediate shipment. TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT ST., TOLEDO, OHIO. Tel.: Adams 8624 and Adama 4005.

FOR SALE—All machines 20% off high CASH BOX prices, Wurlitzers, 1250, 1100, 4000, Spot Light, Bright Spot, Bright Light, Atlantic City, Stars, Coney Island, Zingo, Skee Rolls, Shuffle Alleys, Flipper Pin Games, Super World Series, Coin-OP; SALES CO., DYES- VILLE, OHIO.

FOR SALE—Units—10th Frame Star $295; Clover $395; Six Player DeLuxe $145; Twin Rebond $60. Chi-Coin Six Player 10th Frame Bowler $195. Philadelphia Tobog- gan Wurlitzer, $75; 10c plus $100. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHEVENDA Y 2, N. Y.

FOR SALE—Seeburg equipment, reconditioned, refinished, with Davis 5 point guarantee—143ML $215; 148ML $185; 147ML $135; 146ML or $185; $190. Davis 14; 14, 10 plus $100. DAVIS DISTRIBUTING CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE—We have Plastic Donmes for Wurlitzer 1100’s. Ready for immediate shipment. KOPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.
FOR SALE—United Six Player Deluxe $175; United 6 player conversion, double strike and spare 5th and 10th frame features, $215; United Twin F. LP 7 1/10, $95. Add $5 packing charges. Rocket Patrol $325. Games ready for location. NATIONAL NOVELTY CO., MERRICK, NEW YORK.

FOR SALE—Spot Lines $140; Atlantic City $250; Frables $260; Palm Beach $275; Beauty $285; Jumping Jacks $160; Tonk Kings $45; Winners $40; Champions $225. Ready for locations. MICKEY ANDERSON, 314 E. 11th ST., ERIE, PA. Tel.: 2-2894.

FOR SALE—Daisy Vend Ice Cream machines. Will consider trade on Wattez phonographs. S. E. NIELSEN CIGARETTE SERVICE, 1119 TEXAS AVE., SHREVEPORT, LOUISIANA. Tel.: 4-451.

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. LDMARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-9520.

FOR SALE—Bingo Games—Music Boxes—6 Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refinished and ready for location. Call—write for your needs. PARKWAY MACHINE CORP., 715 ENSOR ST., BALTIMORE 2, MD. Tel.: Eastern 1-1021.

Notice! You can safely send deposits to advertisers in "The Cash Box". Your deposit is guaranteed.

To: "The Cash Box" at the Cash Box, at the time you answer any advertisement that appears in "The Cash Box", when the advertiser requires that you send in a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed by "The Cash Box". This is "The Cash Box's Free Deposit Insurance Plan". An exact reproduction of the "Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

The Cash Box
26 West 47th Street, New York 19, N. Y.
EXPLORER

Operators are discovering that there's unexplored territory in the juke box business.

With the help of the new Model "E" they are finding locations which until now have foregone the profit opportunities in music.

When you want more money from your route without ranging far afield for it, call back on those "closer-to-home" spots with a new Model "E." This new, different phonograph finds many a welcome in locations once hostile to automatic music.

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN
### Cigarette Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatic “Smokeshop” (9 col., 464 cap.)</td>
<td>$155.00-$235.50</td>
</tr>
<tr>
<td>Du Greiner (Mod. A-7)</td>
<td>110.00-140.00</td>
</tr>
<tr>
<td>Du Greiner (Mod. A-9)</td>
<td>140.00-170.00</td>
</tr>
<tr>
<td>Du Greiner (Mod. A-14)</td>
<td>175.00-200.00</td>
</tr>
<tr>
<td>Du Greiner (Mod. A-16)</td>
<td>195.00-225.00</td>
</tr>
</tbody>
</table>

### Hot Coffee

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Andico Cafe Petit</td>
<td>200 cups</td>
<td>$350.00-$400.00</td>
</tr>
<tr>
<td>2. Bert Mills Coffee Bar</td>
<td>200 cups</td>
<td>175.00-225.00</td>
</tr>
<tr>
<td>3. Bert Mills Coffee Bar</td>
<td>600 cups</td>
<td>200.00-250.00</td>
</tr>
<tr>
<td>4. Chief-Way, Model 106, coffee</td>
<td>500 cups</td>
<td>365.00-415.00</td>
</tr>
<tr>
<td>5. Hot-O-Mat Comb. Hot Coffee-Chec.</td>
<td>600 cups</td>
<td>250.00-300.00</td>
</tr>
<tr>
<td>6. U-Select-It Hot Coffee</td>
<td>600 cups</td>
<td>375.00-400.00</td>
</tr>
</tbody>
</table>

### Carbonated Drink

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lyon #180, single coffee</td>
<td></td>
<td>45.00-50.00</td>
</tr>
<tr>
<td>2. Lyon #1400-F2</td>
<td></td>
<td>475.00-650.00</td>
</tr>
<tr>
<td>3. Lyon Model 500, 5c</td>
<td>single</td>
<td>225.00-275.00</td>
</tr>
<tr>
<td>4. Mills, Automatic Fountain, 400 cups</td>
<td></td>
<td>150.00-250.00</td>
</tr>
<tr>
<td>5. Mills, Automatic Fountain, 408 cups</td>
<td>out changemakers</td>
<td>100.00-175.00</td>
</tr>
<tr>
<td>6. Soda Shoppe</td>
<td>75.00-102.50</td>
<td></td>
</tr>
<tr>
<td>7. Spearcup single 5c, 1000 cups</td>
<td></td>
<td>135.00-175.00</td>
</tr>
<tr>
<td>8. Spearcup 3 Unit 5c, 1000 cups</td>
<td></td>
<td>400.00-500.00</td>
</tr>
<tr>
<td>9. Spearcup 4 Unit 5c, 1000 cups</td>
<td></td>
<td>600.00-850.00</td>
</tr>
<tr>
<td>10. Super Vend 3 flavor, 600 cups</td>
<td></td>
<td>225.00-275.00</td>
</tr>
<tr>
<td>11. Super Vend 3 flavor, 600 cups A-4</td>
<td></td>
<td>325.00-425.00</td>
</tr>
</tbody>
</table>

### Non-Carbonated Drink

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Simplex, single flavor, 5c, 200 cups</td>
<td></td>
<td>$100.00-$125.00</td>
</tr>
<tr>
<td>Refreshomat, 5c 10c cups</td>
<td>300 cups</td>
<td>240.00-300.00</td>
</tr>
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</table>

### Can Drink

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juice-Bay, 6 sel., 600 cans</td>
<td></td>
<td>$325.00-$450.00</td>
</tr>
<tr>
<td>Refresh, 3 sel., 300 cans</td>
<td>cap. can</td>
<td>550.00-600.00</td>
</tr>
</tbody>
</table>

### Ice Cream Vendors

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendo “Dairy Vendl”</td>
<td>203 Bar</td>
<td>$250.00-$350.00</td>
</tr>
<tr>
<td>Rowe “Ice Cream Vendor”</td>
<td>Ice Cream Sandwiches or “Pops”</td>
<td>300 cups, 250.00-475.00</td>
</tr>
</tbody>
</table>

### Phonographs

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI-WM Wall Box</td>
<td>114.00-290.00</td>
</tr>
<tr>
<td>AMI-Model A</td>
<td>169.00-295.00</td>
</tr>
<tr>
<td>AMI-Model B</td>
<td>295.00-365.00</td>
</tr>
<tr>
<td>AMI-Model C</td>
<td>325.00-495.00</td>
</tr>
<tr>
<td>Parkard Pla Mor Wall Box</td>
<td>3.95-7.50</td>
</tr>
<tr>
<td>Rock-Ola-122</td>
<td>60.00-79.50</td>
</tr>
<tr>
<td>Seeburg 146S</td>
<td>75.00-115.00</td>
</tr>
<tr>
<td>Seeburg 146M</td>
<td>89.50-150.00</td>
</tr>
<tr>
<td>Seeburg 147M</td>
<td>99.50-175.00</td>
</tr>
<tr>
<td>Seeburg 146M</td>
<td>185.00-250.00</td>
</tr>
<tr>
<td>Seeburg 146ML</td>
<td>199.50-225.00</td>
</tr>
<tr>
<td>Seeburg M100 A</td>
<td>495.00-595.00</td>
</tr>
<tr>
<td>Seeburg M100 B</td>
<td>650.00-725.00</td>
</tr>
<tr>
<td>Wurlitzer 1160</td>
<td>90.00-150.00</td>
</tr>
<tr>
<td>Wurlitzer 1200</td>
<td>250.00-300.00</td>
</tr>
<tr>
<td>Wurlitzer 1200</td>
<td>125.00-175.00</td>
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<tr>
<td>Wurlitzer 1250</td>
<td>375.00-475.00</td>
</tr>
<tr>
<td>Wurlitzer 2020 Wall Box</td>
<td>12.50-22.50</td>
</tr>
</tbody>
</table>

### Pinballs

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Bowler (Un 5/51)</td>
<td>50.00-95.00</td>
</tr>
<tr>
<td>Atlantic City (B 2/53)</td>
<td>245.00-335.00</td>
</tr>
<tr>
<td>Beach Club (B 2/53)</td>
<td>464.50-550.00</td>
</tr>
</tbody>
</table>

### Manufacturers New Equipment

Products listed here are currently in manufacturers’ list prices, F. O. B. factory.

### Arcade Equipment

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Dale Gun</td>
<td>49.50-50.00</td>
</tr>
<tr>
<td>Exhibit Jet Gun</td>
<td>149.50-225.00</td>
</tr>
<tr>
<td>Exhibit Sex Shooter</td>
<td>121.50-165.00</td>
</tr>
<tr>
<td>Seeburg Bear Gun</td>
<td>185.00-219.00</td>
</tr>
</tbody>
</table>

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SELECT-EM FEATURES:

- Extra Time Feature
- Four Corners Score
- Triple Spot Roll-Over Feature
- Up to 3 Extra Balls Per Game
- 5 Pointer Signals Above Each Extra Ball Indicator
- New, Extra Large Cash Box

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extra ball
3 in Line Scores 4 in Line
both super cards
both special cards

UNIVERSAL MANUFACTURING COMPANY
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- Hinged front door
- Hinged back door

available in 2 sizes
- 8 ft. by 2 ft.
- 9 ft. by 2 ft.
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Super-Card
Super-Lines
Select-a-Spot
Select-a-Feature
2-in-Line Scores
3-in-Line Scores
4-in-Line Scores
5-in-Line Scores
Corner Scores
Advancing Scores
Spot Roll-overs
Extra Balls
Brilliant Glass
Exciting Playfield
Colorful Cabinet
Perfect Mechanism

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“PRINTED” CIRCUITS SIMPLIFY SERVICE

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