Liberace, the current sensation of the TV and concert worlds, as well as ace record album seller, is pictured above as he played his first engagement at Carnegie Hall. In the top right photograph, Liberace and his well-wishers read congratulatory messages. L to R are: Seymour Heller of the firm of Gabble, Lutz & Heller; James Conkling, president of Columbia Records; Goddard Lieberson, vice-president of the diskery; Liberace; Paul Weston; and Dick Gabbe of the management firm. In the lower photo, Liberace signs autographs for the crowd which mobbed him after his performance.
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The only phonograph to play 45 and 78 RPM records intermixed, its crowd-pulling ability makes it the greatest revenue producer in the history of recorded music.

The Rudolph Wurlitzer Company • North Tonawanda, New York
The Cash Box

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THE CASH BOX covers the coin operated machines industry and all allied to this industry throughout the United States and all over the world. The Cash Box is on hand as various American consul offices throughout the world. This coverage includes operators, jobbers, manufacturers and allied to coin operated machines, regardless of age, listing all market changes, and continually adding on the new equipment as this equipment is announced to the industry. The "Confidential Price Lists," "The Confidential Price Lists" are recognized by many cities and states throughout the country as the official price book of the coin operated machines industry. They are an independent part of The Cash Box and appear in each week's issue. "The Confidential Price Lists" are officially used in the settlement of estates, for buying, selling and trading of all coin operated machines, and are also officially recognized for taxation purposes. "The Confidential Price Lists" are used by finance firms, factors, loan companies, bankers, and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon quotations appearing in "The Confidential Price Lists."

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(Music Editorial)

Close Cooperating Duo: The Disk Jockey and The Juke Box Op

Each day, everywhere in the nation, the juke box operators and the disk jockeys are coming closer and closer together for each other's benefit.

The Cash Box prides itself, based on the many letters and statements which it has received from both the disk jockeys and the juke box operators, on being the medium which, over the years, has been responsible for helping to bring about this closer liaison between these two all-important factors in the world of America's popular music.

Many programs heard over the air every second of the day, everywhere in the nation, featuring the most popular disk jockeys in each area, are based on cooperation of the disk jockey and the juke box operator in that particular area.

As one outstanding disk jockey in Chicago stated, "I'm only using the top ten juke box tunes from now on—they're authentic."

Like many another disk jockey everywhere in the country, he has come to realize that the top tunes of the juke box field are the tunes that the public likes.

These are the tunes the public inserts its coins to listen to, and time again. There are no skills urging the average man, woman or teenager to play any particular tune in any juke box. There's no one around the juke box forcing any tune down the throats of the people. The public puts in its coins to hear just exactly what it wants to listen to from the juke box.

And, at collection time, the juke box collector and serviceman knows just what tunes were most popular on his route. For the meter in back of each selection records the number of plays made for each disk in the juke box. There is no better proof for any disk jockey as to which records are most popular in his area.

The juke box operators need the disk jockeys. The disk jockeys need the juke box operators. That's the whole of the story.

Each has his own definite niche in the creation of hits. Each has his own methods of record promotion. Each enjoys the other's knowledge of what's in popular music.

Walt Framer plans a program called "Jack-In-The-Juke-Box," which will be a coast to coast network television show. He is tangibly demonstrating his realization of the importance of the nation's 550,000 juice boxes and the fact that the "average" man, woman or teenager depend on the juke box for entertainment.

The Rudolph Wurlitzer Company, noted juke box manufacturers, chose the disk jockeys in a program to grant 85,000 vocal-ist scholarships in conjunction with Frankie Laine. In short, here, a noted juke box manufacturer has tied in a great program with the nation's disk jockeys.

Peter Potter's "Juke Box Jury," a popular program on the west coast, went network, ABC-TV, west to east, featuring the juke box. Again proving the closeness and cooperation which exists between the nation's disk jockeys and the juke box operators.

And there are dozens and dozens of other close cooperation stories between the nation's juke box operators and disk jockeys. Where there is a disk jockey, wherever the city, the juke box operators in that area, if they're not already cooperating and working closely together with him, should do so immediately.

As we have said, the juke box operator needs the disk jockey. The disk jockey needs the juke box operator. Together, they can bring about better programming which, as all in the music industry realize, means better music for the public and better income for all concerned.
The Cash Box, October 31, 1953

**A BABY CRIED**

b/w **"ONE MOMENT MORE"**

**LOU MONTE**

with HUGO WINTERHALTER'S Orchestra and Chorus

**SALES GROW WHEN YOU GO 45**

"It's What's IN THE CASH BOX That Counts"
THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK
PLUS THE NEXT FIVE

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

1. EBB TIDE
   Frank Chacksfield (London)
   Vic Damone (Mercury)

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

3. ST. GEORGE AND THE DRAGONET
   Stan Freberg (Capitol)

4. RAGS TO RICHES
   Tony Bennett (Columbia)

5. VAYA CON DIOS
   Paul & Ford (Capitol)

6. EH, CUMPARI
   Julius La Rosa (Cadenza)

7. DRAGNET
   Ray Anthony (Capitol)

8. MANY TIMES
   Eddie Fisher (RCA Victor)

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

10. RICOCHET
    Teresa Brewer (Coral)

11. NO OTHER LOVE
    12. OH!
    13. STORY OF THREE LOVES
    14. NATIONALtheme
    15. ISTANBUL

(Editorial Note: Beginning this column we will list five tunes in addition to the Ten Records Disk Jockeys Played Most This Week. Listed directly below the tenth tune will be the next five without label or artist identification. We believe this service will serve the trade in that it will give the reader an insight as to what is coming up.)

Ted Brown and his wife, Rhoda, added a Monday through Saturday 60-minute program to their WMGM broadcasting schedule on October 19. This ribtickling team, now heard six days a week from 7 to 9 A.M. from the WMGM studios will do their new evening 6 to 7 program from their home, “Belli-Acres” in Riverdale, N. Y. . . . Donn Tibbetts (WFEA-Manchester, N. H.) informs us the American Society of Disk Jockeys has opened its drive for new membership of all deejays under its new reorganization plans. Deejays can contact Donn, ASDJ proxy, at WFEA for details.

Pic of the week—Hal Murray (WHHK-Akron, O.) keeps pretty occupied what with his daily 7 to 10 ayem “Murray-Go-Round,” frequent roles in the Akron Theater Guild productions and a “Sidewalk Smokey” man-on-the-street revival. Hal’s zaney ad- libbing between platters has given Akronites a new innovation of ‘puns’ with their coffee. Some pun, eh? . . . Jeri Jordan, lovely thrush signed to Dream Records, off on a middle western deejay tour. Jeri’s initial release is “Booie Voo Boolee.” . . . Like those chatty newsletter from “T. E.” (Tom Edwards) (WERE-Cleveland, O.) Tommy has an interesting sheet filled with jots about what’s happening out his way. Mel Howard, Zodiac Records, on deejay tour plugging his new Betty Barchay disk “I Couldn’t Care More.” . . . Roy Leonard (WXQX-Framingham, Mass.) in New York honeymooning with his pretty new bride, Sheila. . . . Henry Tuck (WREY-Redlsville, N. C.) added 10 hours a week to his regular time. . . . Chuck Thompson (WFGR-Richmond, Miss.) runs a Cash Box program every day. The Top Ten is listed on his pop music “Caravan” as a regular feature. As an intro for the show, Chuck uses the Modernaires’ “Put Some Money In The Juice Box.”

Bill Silbert started a new expanded schedule via WMGM last Monday, Oct. 19. In place of his 6-7 p.m. show, he will be heard Mondays through Saturdays at 4-5 p.m. in addition to a daily 12 midnight-2 a.m. shift. . . .

Clark Reed (WJR-Detroit) in town visiting the high spots of New York . . .

Sunday, usually a day of rest for most deejies in town, found Willis Conover (WWDC-Washington, D.C.) fronting bands in three different night clubs at once. (10/9). Tom Edwards (WERE-Cleveland, O.) went out and bought a rust colored suede western type jacket to use in his emcee chores for his “Jamboree.” That’s to get him in the mood for his western show.

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

THE TEN RECORDS
HOT 45S

1. ORAL THE PIANO
   Ray Anthony

2. GUESS WHAT
   Stan Freberg

3. REASONS
   Harry Belafonte

4. A FEELING LIKE THIS
   Tony Bennett

5. A GREAT BIG HUG
   Tony Bennett

6. I THOUGHT OF YOU
   Tony Bennett

7. I’M THINKING OF YOU
   Tony Bennett

8. PLEASE REMEMBER
   Tony Bennett

9. OH OH OH
   Tony Bennett

10. WHEN I’M FREE
    Tony Bennett

(Notes from Billboard, October 18, 1953, Billboard No. 1517)
LORRY RAINE (KTLV 02-12-59)

I'M IN LOVE WITH A GUY!* (2:47) [Wonderful Songs BMIGershwin, Gershwin] A waltz for the big one and, with George Wyle's orchestra assisting, theith might have it in this love ballad set to a slow waltz. Real pretty.

YOU BROKE MY BROKEN HEART* (2:37) [Amoco ASCAP—Anson, Mukays] Lorry changes the pace effective, and one's rhythmic item that should get spins. A vocal groups assists on this end.

TOM SCOTT ORCHESTRA (Columbia 14-708; 4-60091)

38TH PARALLELL* (3:00) [Meridian BM—Scott] The Tom Scott orchestra presents an unusual and impressive piece of material from the CBS radio feature of the same name. An enchanting theme with a banjo, harmonica and whistles.

COLUMBIA (2:25) [Meridian BM—Scott] The conductor presents another number of his own composing with a low voice handling the cowboy type vocal. Impressive item. Makes you take note.

JENNINE D'AIL (Cammarota 29; 45-25)

WEEP, WEEPING, WILLOW* (8:00) [Columbia BM—Craig] A lovely sentimental ballad gets a quality recording by the voice of Jennine D'ail. Number is set to a waltz beat and comes over with class. In spite of the wrong arrangement.

COMPLETELY YOURS* (3:07) [Cammarota BM—Craig] Danny Mendelson and his men set up another attractive backdrop for the waltz as she melts through a warm love song that should be a money earner.

RICHARD HAYES (Mercury 72039; 72030 x 45)

THE LONG BLACK RIFLE* (2:50) [Eastern BM—Gimble, Cotman in Richard Hayes takes a strong bid for a hit with a dramatic High Noose type number that he gives a potent reading to. David Carroll's orchestra and the Halloran Singers are on this emotion packed item. Looks real big.

CALL IT FORGIVEN* (2:35) [Frank ASCAP—Leeser] Dick team with the same backing on a lovely waltz number. A good country flavored item.

CARMEN McRAE (Starday 1002; 45-1002)

TA FOGGY DAY* (2:05) [Gershwin ASCAP—Gershwin, Gershwin] A famous Gershwin oldie gets a smooth styling by Carmen McRae in a hushed romantic manner. Then she breaks into a good Jump. Good stuff.

WANTING YOU* (2:34) [Harms ASCAP—Hamberstien II, Hoffmeyer] Another top standard of some years back is fashioned via the Jump and Latin rhythm by the thrush. Rhythmic item with a good style.

MORAL MILLER ORCHESTRA (Columbia 38971; 4-39971)

COUNTRY DELLAR* (3:00) [Famous ASCAP—Livingston, Evans, Young] With a full rounded chorus supporting, Mitch Miller sends up one of his strongest showings on a lovely Arabic sounding item which features him on the oboe.

AUSTUM LEAVES* (3:28) [Armstrong ASCAP—Devere, Kosma] Mitch handles the english horn in top form while the chorus presents the beautiful melody. Melody is great and could happen.

PEARL BAILEY (Coral 61070; 9-61070)

I'M NOT MY ARGENTINE* (2:26) [RFD ASCAP—Allen, Stillman] "Miss Personality," Pearl Bailey makes her straightforward showing since "Take Two To Tango" with another Latin beat novelty using a bit more melody of the past.

ME AND MY SHADOW* (2:38) [Bourne ASCAP—Jolson, Dreyer, Bose] Pearl Bailey handles a classy number with a great color job on a Ted Lewis favorite. Her style is unique and makes for great listening.

DORIS DAY (Columbia 40108; 4-40108)

SECRET LOVE* (3:42) [Remick ASCAP—Webber, Faish] The soft voice of Doris Day comes over with an ultra soft touch as the thrush gives a beautiful ballad. Could click for the chip.

THE DEADWOOD STAGE* (3:21) [Remick ASCAP—Webber, Faish] On this end, the artist takes up the lively air and bounces through a cowboys flavored item about a stage coach. Cute. Also from flick "Calamity Jane."

4 CHICKS & CHUCK (Rainbow 226; 45-226)

THERE O'CLOCK IN THE MORNING* (2:40) [-Terry, Roledo] A famous oldie making a comeback bid, has a good chance of cracking into the big time once again via the terrific vocal job offered by 4 Chicks & Chuck. Great harmony.

BERNIE WAYNE ORCHESTRA (Coral 61085; 9-61085)

PASSIONATA* (3:20) [Sunbeam BM—I —Wayne] Bernie Wayne sent his debut as a conductor, composer and arranger on wax with a melodic and stringy instrumental that could hit from the start. Style is reminiscent of Gershwin.

TZA ZIA* (3:20) [Sunbeam BM—I —Wayne] The strings fly on this end as Bernie leads the crew through another original; full of life and color. Beautiful deck with a brilliant precision treatment.
The Cash Box, Music

Dot's the Hottest!

Breaking Wide Open
The Cash Box
Best Bets

Magic Guitar
by Bunny Paul

Dot 15107: 45 x 15107

Another Great 2 Sider
Disk of the Week

To Be Alone

Love Walked In

The Hilltoppers

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B. G. Record Service
337 N. W. 5th St., Portland, Ore.

Benart Dist. Co.
327 Franklin Ave., Cleveland, Ohio

Big State Dist. Co.
137 Cash St., Dallas, Tex.

C. & C. Dist. Co.
1333 Western Ave., Seattle, Wash.

Christian Dist. Co.
1421 Green St., Oakland, Calif.

Colleges Music Co.
338 Massachusetts Ave., Boston, Mass.

Cosnat Dist. Co.
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Dot Distributor Co.
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Cisnat Dist. Corp.
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Davis Sales Co.
1724 Karrada St., Denver, Colo.

General Dist. Co.
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Gramophone Enterprises
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Hit Record Dist. Co.
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Indo Dist. Co.
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1310 S. Main Street, Los Angeles, Calif.

"It's What's in THE CASH BOX That Counts"
**Ralph Marterie Orchestra**
(Mercury 70248; 70248 x 45)

**Love of Three Oranges**
(Prokof'eff) Ralph Marterie's orch. really rocks as it marches through the famous "L-a-v-a" theme from the radio show, "FBI In Peace or War." Could be a hit.

**"ALL THAT OIL IN TEXAS"**
(2:25) [Leon Rene ASCAP—L. Rene] The band takes to the jump beat and belts through a rhythm number. All the men in the crew join in the chanting on this end. Good side.

**THE BEACHCOMBERS**
with Joe Shipp (RCA Victor 30-5495; 47-5495)

**"AND THE ANGELS SING"**
(2:20) [Bregman, Voco & Conn ASCAP—Merce, Elman] Super speed is the word on this deck as the Beachcombers tear through a popular oldie. A rousing platter that could catch.

**"DON'T CALL ME COACH, CALL ME GEORGE"**
(2:42) [E. H. Morris ASCAP—Sam] A lively novelty that could make noise during the football season gets a colorful spark from Jimmy Dean. Perfect team work on a zippy side.

**SAVANNAH CHURCHILL**
(Decca 28899; 9-28899)

**"STAY OUT OF MY DREAMS"**
(2:56) [Leads ASCAP—Peterson, Washington] With the Ray Charles Singers to the support, Savannah Churchill offers a romantic item with a soft bluesy flavor. Should do well in pop and rhythm.

**"PEACE OF MIND"**
(2:46) [Tomasa BMI—Medley] The thrill, with an impressive voice, serves Bob Stewart. And Stewart does on the Embassy label with a up beat ballad. A good piece of material treated with skill and with the able assistance of the Swantones.

**"IF I HAD MY WAY"**
(2:15) [Shawnee Press ASCAP—Kendis] A lovely oldie is treated to a tender styling by Bob. At mid point the Swantones pick up the beat a rhythm through the deck. Fine arrangement of a great tune.

**Tad Brule**
( Eagle 10-102; 45-102)

**R&B'TO"**
(2:35) [Berl ASCAP—Berlin] Tad Brule shows the warm romantic quality in his voice as he renders an Irving Berlin oldie. Denny Vanghan's orch assists.

**I GUESS IT WAS YOU ALL THE TIME"**
(2:20) [James ASCAP—Eaton] Another inviting ballad is so soothingly presented by Tad. He has a warm voice that makes for good listening.

**The Cash Box**
**Sleeper of the Week**

**"OFF SHORE"**
(2:45) [Hanover ASCAP—L. Diamond]

**"JOEY'S THEME from 'THE LITTLE FUGITIVE'"**
(2:32) [Trinity BMI—E. Manso]

**RICHARD HAYMAN and HIS ORCHESTRA**
(Mercury 70253; 70252 x 45)

**Richard Hayman, the artist who made a smash with his harmonica via the record of "Ruby" comes up with a sensational treatment of another fascinating melody that should have the artist right up on top again. The tune, labeled "Off Shore," has a wonderful cutting of the west. It's a soft smooth melody that seems to penetrate. A number that makes grade "A" listening. The sound of the fog and the ripple of water at the start and end of the wax add an unusual quality needed to make this a hit side. Flip is another melody given a stirring harmonica treatment with the "Joeys Theme" from the much publicized flicker "The Little Fugitive." The flip side are real pretty. We think the top half could be tremendous.

**Bob London**
(Crystella 659; 45-659)

**"HOME TO MY ARMS"**

**Al Morgan**
(Mercury 70244; 70244 x 45)

**"CALL HER YOUR SWEETHEART"**

**"I SAY YOU DO"**
(2:13) [Columbia BMI—Blues, Slattery] Al's quality piano and spinning voice make this colorful light hearted item stand out. A bouncing doo-wack-a-thing that should get spins. Good coin material.

**Kitty Kalen**
(Decca 28904; 9-28904)

**"ARE YOU LOOKING FOR A SWEETHEART"**
(2:30) [Calvert BMI—Stevens, Hartman] The glowing voices of the McGuire Sisters blend in full warmth on a lovely tune that could make them big record names. Beautiful harmony.

**"YOU NEVER KNOW TILL YOU TRY"**
(2:46) [Robbins ASCAP—Allen, Stillman] Neil Hefti's treatment of the orch back the thrushes again on another pretty tune which they rhythm up at mid point. Real polished style.

**Les Baxter**
(Capitol 2630; F-2630)

**"LOVE THEME FROM THE ROBE"**
(2:46) [Robbins ASCAP—Newman] Les Baxter, whose "I Love Paris" is still going strong, comes up with an instrumental inter-pretation of this classic love music from The Robe." Inviting but heavy.

**"MANHATTAN"**
(3:06) [E. B. Mark BMI—Rodgers, Hart] A famous oldie gets the Baxter precision treatment. Piece is served up for good listening.

**Gordon Jenkins**
(Decca 28876; 9-28876)

**"SECRET LOVE"**
(2:12) [Remick ASCAP—Foster, Backer] Stuart Foster does the crooning on this gold ballad with Gordon Jenkins and the orch molding the backrub. Tune is from the coming flicker "Calamity Jane."

**"THEME FROM SEVEN DREAMS"**
DEALERS OPERATORS DISK JOCKEYS... Heading for the Top of all Charts!

Alan Dale • Don Cornell • Johnny Desmond

"that terrific trio"

Singing

"HEART OF MY HEART"
and

"I THINK I'LL FALL IN LOVE TODAY"

Coral 61076 (78 RPM) and 9-61076 (45 RPM)

"It's What's in THE CASH BOX That Counts"
NEW YORK:

Will Europe ever be the same again after Dave Miller, Essex preco, completes his jaunt? Karen Chandler has been signed for a one-week engagement at Jackie Helle's Century Club, Pittsburgh, November 8. Sid Prosen advises us Teresa Brewer's "Till I Waltz Again With You" just passed the 1,700,000 mark. Johnnie Ray to play a one-week engagement at the Lotus Club in Birmingham, Ala., commencing October 23 and then into Cirio's, Hollywood, on November 10. Lovely Shirley Harmer, new MGM thrush, doing the decay rounds. Her first release "We Will Always Be Sweethearts."

Don Cornell's smash performance at the Show Box called for a holdover for an additional week. Ditto the Irving Fields Trio. They will remain at the Park Sheridan Hotel until the end of January. Nola Studios appoints Eugene Sayet as recording engineer. Sayet will share engineer chores with Al Schmitt added to the Nola staff last week. Betty Madigan, young MGM songstress, "You're Thoughtless," signed as guest on the "John Conte Show" for the week of October 25. Buzz-isation of the week.

The Godfrey-La Rosa-Bleyer separation. Robert Q. Lewis leaving for Europe for three weeks on October 28 via the Queen Elizabeth. Irma Fields, Derby Records, taking the plunge come February. Irma, however, will remain at her post as Girl Friday to Larry Newton. Evelyn Lynne, Orico Records starlet, has a goodie in "I Caught The Bridal Bouquet." Ed Smalett now with Virginia Vicks, public relations. Harry Belafonte will achieve a major ambition when he makes his Broadway theatrical debut December 10 as one of the stars of John Murray Anderson's Almanac revue.

CHICAGO:

Very pleasant visit in our offices here with a Scottish lassie who's just over from over there to create a recording name for herself over here. Dinah Kaye (originally Kay Cumming) from Edinburgh, Scotland. Began to sing when she was 10 years old at parties. And someone told her, "Try very, very good, lassie." So she went on ahead. Saw an ad in the papers one day for a singing "Jaw." And reported for the "Jaw" starting with Morgan Freeman and with bands for a long, long time. In between times, she was a "typist." And then one day someone suggested she cut wax for London's Decca. There you are. Now Dinah Kaye's popularity ever so big. She's here in the U.S.A. to ask the disk jocks and the phonograph people to just listen to her latest London diskeroo, "Just Another Polly" and "Almost Always." Both sides very well done and in grand voice. Nice card from MCA to ask us to listen to The Lämplichotter together with Tommy Reed and his org at the Chase Hotel, Saint Lou, who went coast to coast on the CBS network 10/17. . . . Larry Green of Decca a busy, busy boy this week. Showed up with Charley Applewhite and Charley's Deecal of "Ebb Tide." Then came right back with Dick Todd, who's in town to plug his newest release, "I See The Moon." . . . Rusty Draper, in between five-a-day at the Chi Thilter, cuts a record session in the two hours of the dawnings. Betty and Jane Keen at the Chicago exploiting the Joint with ladies. Betty Kammerle in town, between dashes to Noo Yawk and Hollywood, reports she's written 28 new tunes since seen' us last. What a worker this gal is . . . Johnny Desmond clicked so well at the Desert Inn he has signed for a two-week shot at Cirio's in Hollywood. Don McNeill graciously granting Johnny the extra two weeks' leave from the Breakfast Club and all about Jack Fulton and Lois Steele. Who wrote, "Make America Proud Of You." In an effort to combat juvenile delinquency, Al Bellin will send the sheet music free. No one posts free job deals. So all plundits and very deep and gracious bows to these marvelous people for this grand, grand effort.

LOS ANGELES:

Lawrence Welk has recently renewed his recording contract with Coral for two more years. He recently etched "Here Are My Earn On Straight!" with Sarah Burner doing the vocalizing which should make quite a dent in the Christmas market. . . . Two major labels are all excited over the golden voice of Ricky Stewart. Ricky is a 21-year-old PFC from Ft. Lewis, Washington. He recently recorded a tune called "I Complain," all royalties of which will be donated to the City of Hope cancer fund. Back Rand, was recently signed by Gabbe, Lutz and Heller to act as their new talent agent. Tommy Dorsey, of the Dorsey Brothers, has a new band and is doing smash numbers of the week.

Voted a sure success...BY LEADING PLATTER PANELS

HUGO WINTERHALTER

LATEST HIT RELEASE

"MUSIC OF LOVE"

b/w

"THE UNASHAMED"

Fine Arts #113

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Macaroni Distributing Co., 735 Connecticut Blvd. East Hartford, Conn.
FLORIDA
American Distributors 503 West Flagler St., Miami, Fla.
GEORGIA
Airline Distributing Co., 445 Edgewood Ave., Atlanta, Ga.
ILLINOIS
Goldmark Sales Co., 203 E. 52nd St., Chicago 5, Ill.
LOUISIANA
Southern Mercury, Inc. 600 St. Charles Ave., New Orleans, La.
MASSACHUSETTS
ABC Distributing Corp. 256 Huntington Ave., Boston, Mass.
MICHIGAN
Cass Distributing Co., 718 W. Market St., Detroit 1, Mich.
MINNESOTA
Mercury Record Distributors, 511 3rd Ave., South Minneapolis 4, Minn.
MISSOURI
Commercial Music Co., Inc. 256 E. 43rd St., Kansas City 7, Mo.
Commercial Music Co., Inc. 2630 Olive St., St. Louis 3, Mo.
NEW JERSEY
NEW YORK
Cass Dist. Distributing Corp., 213 W. 5th St., New York 1, N. Y.
NORTH CAROLINA
Manifold Distributing Co., 913 W. 27th St., Charlotte 6, N. C.
OHIO
Ohio Record Distributing Co., 1731 Chester Ave., Cleveland 14, Ohio
Commercial Music Co., Inc. 1403 Central Avenue Columbus 2, Ohio
OREGON
Southern Mercury, Inc. 301 N. W., the Street, Portland 12, Oregon
PENNSYLVANIA
Rhoda Record Distributing Co., 904 Forbes Street Pittsburgh, Pa.
TENNESSEE
Tennessee Music Sales Distributors, Memphis, Tenn.
Texas Music Sales 415 Main Street Nashville, Tenn.
TEXAS
Southern Mercury, Inc., 5305 Lee Street Dallas, Texas
"It's What's in THE CASH BOX That Counts!"
YOUR VOTES DECIDE THE WINNERS

IN THE 8th ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND RECORDING ARTISTS OF 1953

VOTE TODAY—FILL OUT AND MAIL PREPAID POSTCARD IN THIS ISSUE

Sponsored and Conducted Exclusively by

THE CASH BOX

"The Official Publication of the Automatic Music Industry of America"
Jockies Choosing Finalist In Wurlitzer-Laine Contest

NO TONAWANDA, N.Y. — In forty cities, judges for the Frankie Laine-Wurlitzer $5000 Vocalist Scholarship Contest are attentively listening to the transcribed voices of thousands of enthusiastic entrants.

With the closing of the contest at midnight, Monday last, the burden of deciding local winners fell to the judges in each city from which contest information had been broadcast. Disk jockeys are employing several means of letting their listening audiences participate in the final decision. Many of the better transcriptions are being played on the air with the request that listeners send in a card indicating their preference from among the contestants. In several locations singers hoping for a scholarship award are furnished air time and permitted to display their talents "live" on the radio jay's regular show.

In at least six cities, the Laine-Wurlitzer Contest has been sponsored on record shows viewed over TV. In these cases, contestants have the added assist of being seen as they give live performances. On television it would appear that the distaff side would enjoy a slight edge over the male entrants on the basis of undeniable feminine appeal.

All judging councils have been asked to make their decision at the earliest possible time. Names of local winners should be announced about November first. Following these announcements, the forty top transcriptions will be forwarded to New York where the National Judging Committee will select national winners to receive the $1000 scholarship prize and become a Columbia recording artist.

Frankie Laine will be on deck at the time the award is made and will host the contest winner and the sponsored disk jockey during their New York stay. Winning entry will be made public about the middle of November and a televised award presentation will follow as soon thereafter as possible.

La Rosa and Godfrey Separate

NEW YORK—Julius LaRosa, Cadence Records artist whose hit of "Eh, Cumpari" is all over the charts, and Arthur Godfrey have separated this week. While LaRosa was singing the closing number on the Godfrey Monday morning show (Oct. 19), Godfrey announced, "That was Julie's own swan song." And the singer has not been on any of the shows since.

Beyer will continue to appear on Monday evening "Talent Scouts" show. LaRosa has signed with General Artists Corporation and will be booked on Ed Sullivan's "Toast of the Town" for several appearances throughout the year. He has seven years remaining to his contract with CBS.

Courtenay Starts "Cash Box" Show

CHICAGO — Beginning this past Saturday, October 24, Dirk Courtenay starts his first full, three hour musical show, "The Cash Box On The Air," over WAAF, the only station not featuring football during the hours of 12:30 to 3:30 P.M., when this new show is in progress.

Courtenay will feature the top 25 nation's best selling tunes which are being specially airmailed to him in time for this new show.

In addition to this new 3 hour show, Courtenay has seven other shows on the air each Saturday, including another 2 hours of music from 7 to 9 P.M. over station WCFL.

His WAAF three hour show and his WCFL two hour show are live with the other six 15 minute shows during the day taped.

Courtenay came here from Los Angeles about 6 months ago and has continued to build more and more shows since his arrival here. Chicago, by the way, is Dirk Courtenay's home town. He was well known here before leaving for decay duties in the L.A. area.

This newest show, which will be the only music show on the air during the football season, is expected to attract a large listening audience.

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This newest show, which will be the only music show on the air during the football season, is expected to attract a large listening audience.
From me... to you

Dear Mr. Music Machine Operator:

It's been a long time since 1909. Lots of changes have occurred.

The penny arcade is gone. The cheap nickelodeon, with its hokey-took atmosphere, disappeared long ago. Gone are the hand-cranked "peeks." Gone are the fly-blown "love-sheets." Gone are the penny-in-the-slot music boxes of the past generation.

Modern juke boxes -- unheard of in 1909 -- are triumphs of electronic engineering. They are designed to attract millions of dimes and nickels in wholesome, up-to-date surroundings, with lifelike reproduction of the great singers, the great orchestras and the great songs of today's America.

Mr. Operator -- you're part of a big, modern industry, comparable in size to other important American businesses. You live in 1953. You read the trade press. You explore trends in the entertainment business that will bring you more customers and bigger profits.

But in this one respect, you are still living in the days of the penny arcades. Alone among all other businessmen in the entertainment industry, you don't use the music licensing service available to modern showmen.

By taking advantage of an outdated clause in the 1909 copyright law, you are really taking advantage of yourself.

Other showmen in radio, TV, motion pictures, hotels, night clubs, restaurants and all other types of entertainment pay for the commercial use of my music. They're in business with me. The thousands of America's composers and authors of songs and other musical works are working for the top showmen in the entertainment industry -- working for pennies a week.

The performance fees which other showmen pay for the music they use are a wise investment -- yielding them a big return. Big-timers in the entertainment world know that for every penny they invest in my songs, dollars roll in.

Mr. Operator -- come out of the penny arcade! Team up with the songwriters of America for bigger profits and more satisfied customers. Stop taking advantage of yourself -- support the McCarran Bill!

Sincerely,

The Songwriter

The Cash Box, Music Page 13
COMPOSERS' AND AUTHORS' COMMITTEE FOR SUPPORT OF S. 1106
120 Broadway, New York, N.Y.
TO TORONTO TOPS

T. V. Day opens off to a great start on his current theatre engagement at the Casino and sparkling plays on his Mercury platters in the boxes and with the deejays. Montreal reports on Vic's success there were no small factors in his immediate local, Vic. Out-of-town deejay, a staff of Canuck following is Bill Silbert. His current after-midnight airings from New York's WMCA are with a fast word-of-mouth touting by his old fans who can listen to him from Detroit. Bill is possibly the only U.S. deejay that Canadian music publishers use on sheet music covers thanks to his long-standing "good neighbor policy" of playing top Canuck tunes as well as others. It has built him a bonus Canuck audience that the disk pushers appreciate.

The new styles may benefit more than garments trade. We hear that the red-headed rascal Billy O'Connell is getting calls for copies of his tune "Hemline Blues in a Knife" which is a cute novelty and could make moola for the Colonial star. The music trade back at full strength now that the localities are getting home from the Leopard Stokowski Carnegie Hall concert of Canadian Music which had so many of our folks in New York last week. One of the busiest guys in the business is Max Zimmerman whose MacKay Record Distributing organization is doing a fine job for the London label in this sector. His clever merchandising of the Old Country origin of the London disks has garnered them additional attention and is in many parts of the province where the U.K. ties are close. Our congratulations to RCA-Victor's Ernie Hammendorf and the big on him that appears in the current issue of Canadian Business. 

* * *

MONTREAL MEMOS:

Tony Bennett currently at the Chez Paree renewing old acquaintances. He dropped in on every deejay show in town plugging his current record "Rags to Riches." Tex Morton, who makes Montreal his headquarters, is now on a very successful tour through the Maritimes according to reports. Bill Kenny and his Ink Spots follow Frances, Longford into the Sewell theatre. This is one act that always does very well in Montreal. 

Capitol Records' Bob Manning opens in the same location October 20th. This will also be the opening date for Phil Spitalny and his All-Girl Orchestra in the Normandie Room of the Sheraton Mount Royal. Local French stations have been playing French versions of American hits to such good effect. British United Press's ten top French numbers include "Rag to Riches," "You're the One," "I Know Where My Heart Is," "I'm Walking Behind You," "A Guy is a Guy," "Doogie in the Window," "April in Portugal" and "Crying in the Chapel." The record that has been gaining and has finally reached the point where American publishers can claim seven of the top ten French language songs.

Hugh Joseph and Bob Simpson back in town from New York where these Victor officials were with their U.S. colleagues and took in the BMI sponsored concert of Canadian symphonic music at Carnegie Hall. Other Stewart has back from Manhattan and the Stokowski Canadian concert are Dr. & Mrs. Claude Champagne, Mr. & Mrs. Brott, T. Clyde Moon, Francois Morel, Pierre Mercure of the local music circles. 

Funny how it pays to be a nice guy! We've just heard that one of local tribal just lost out on a major recording contract in Gotham because the lad's reputation got to the big town (and the A & R man) one day before his demonstration disk. As I said, "Funny how it pays to be a nice guy!"

MORIS SHEET MUSIC AT 50c

NEW YORK—Because of the rising costs of production and selling of sheet music, sheet music publishers will raise the price of single sheet music songs to 50c each in January. The present price for sheet music songs will remain at 25c each. This increase in prices will apply to all songs published in the United States and its possessions. The increase in prices is expected to bring about a substantial increase in the current profit margin of the music publishing industry.

First Results of 8th Annual Poll to be Announced Next Week

Opera's Tallies Build In Race For Top Money Makers

NEW YORK—The first poll results in The Cash Box 8th Annual Poll of the top money making records and artists for the year of 1953, will be announced in next week's issue. Operators are urged to get their votes in as quickly as possible so that they may be computed for the first announcement.

For the next four weeks, the tallies will be posted and then the final results will be announced. Hereewith is a list of the top tunes of the year in each category to assist operators in voting.

Top Popular Song Favorites of 1953

<table>
<thead>
<tr>
<th>Favorite Song</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Allez-Vous En&quot;</td>
<td>Anna</td>
</tr>
<tr>
<td>&quot;April in Portugal&quot;</td>
<td>C.B. &amp; Don</td>
</tr>
<tr>
<td>&quot;Crazy, Man, Crazy&quot;</td>
<td>Johnny Cash</td>
</tr>
<tr>
<td>&quot;Crying in the Chapel&quot;</td>
<td>DEAR JOHN LETTER</td>
</tr>
<tr>
<td>&quot;Doggie in the Window&quot;</td>
<td>NO _____</td>
</tr>
<tr>
<td>&quot;Don't Let the Stars Get in Your Eyes&quot;</td>
<td>DRAGNET</td>
</tr>
<tr>
<td>&quot;Ebb Tides&quot;</td>
<td>E.H. CUMPARA</td>
</tr>
<tr>
<td>&quot;Gamblin' Guitar&quot;</td>
<td>GLOW WORM</td>
</tr>
<tr>
<td>&quot;Have You Heard&quot;</td>
<td>HEY JOE!</td>
</tr>
<tr>
<td>&quot;I'm Walking Behind You&quot;</td>
<td>I'M WALKING BEHIND YOU</td>
</tr>
<tr>
<td>&quot;Keep It Secret&quot;</td>
<td>KEEP IT SECRET</td>
</tr>
<tr>
<td>&quot;Till I Waltz Again With You&quot;</td>
<td>T. H. R. L. (TERRY'S THEME)</td>
</tr>
<tr>
<td>&quot;To Keep It Light&quot;</td>
<td>MANY TIMES</td>
</tr>
<tr>
<td>&quot;To Keep It Light&quot;</td>
<td>MY LOVE, MY LOVE</td>
</tr>
<tr>
<td>&quot;I'm Walking Behind You&quot;</td>
<td>NO OTHER LOVE</td>
</tr>
<tr>
<td>&quot;Will You&quot;</td>
<td>OH!</td>
</tr>
</tbody>
</table>

Top Western, Folk and Country Favorites of 1953

<table>
<thead>
<tr>
<th>Favorite Song</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A Fool Such as I&quot;</td>
<td>Back Street Affair</td>
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<tr>
<td>&quot;Caribbean&quot;</td>
<td>CARIBBEAN</td>
</tr>
<tr>
<td>&quot;Crying in the Chapel&quot;</td>
<td>DEAR JOHN LETTER</td>
</tr>
<tr>
<td>&quot;Don't Let the Stars Get in Your Eyes&quot;</td>
<td>EDDY'S SONG</td>
</tr>
<tr>
<td>&quot;Forgive Me John&quot;</td>
<td>GAMBLER'S GUITAR</td>
</tr>
<tr>
<td>&quot;Hey Joe!&quot;</td>
<td>HEY JOE!</td>
</tr>
<tr>
<td>&quot;I Forgot More Than You'll Ever Know&quot;</td>
<td>I NEVER GET OUT OF THIS WORLD ALIVE</td>
</tr>
<tr>
<td>&quot;I Want You&quot;</td>
<td>YOU'RE MINE AGAIN</td>
</tr>
<tr>
<td>&quot;I'll Never Get Out of This World Alive&quot;</td>
<td>ZAT YOU MYRTLE</td>
</tr>
<tr>
<td>&quot;It's Been So Long&quot;</td>
<td>I'LL NEVER GET OUT OF THIS WORLD</td>
</tr>
<tr>
<td>&quot;Kiss Me Again&quot;</td>
<td>SLO MOUIN ROUGE</td>
</tr>
<tr>
<td>&quot;Lovin' You&quot;</td>
<td>SONG OF TROPICANA</td>
</tr>
<tr>
<td>&quot;Love with These Hands&quot;</td>
<td>VAYA CON DIOS</td>
</tr>
<tr>
<td>&quot;Love With These Hands&quot;</td>
<td>WHY DON'T YOU LOVE ME</td>
</tr>
<tr>
<td>&quot;Love With These Hands&quot;</td>
<td>WILD HORSES</td>
</tr>
<tr>
<td>&quot;Love You, You&quot;</td>
<td>WITH THESE HANDS</td>
</tr>
<tr>
<td>&quot;Love You, You&quot;</td>
<td>YOU</td>
</tr>
<tr>
<td>&quot;Love You, You&quot;</td>
<td>YOUR CHEATIN' HEART</td>
</tr>
</tbody>
</table>

Embassy Issues First Platter

NEW YORK—Stanley Burke announced last week, the formation of a new record company to be known as Embassy Records. Associated with Berke are the new label's previous owners, Harold, TV producer-director and Robert Swanson, composer-arranger. The label's first release is a novelty, "Achim," recorded by Bob Stewart, for a number of years a top personality singing with major bands.

Pressings have already been sent to disk jockeys, radio stations and program directors and distribution will be handled by leading independent dealers throughout the country.

Berke also announced that additional releases by other artists will be forthcoming within the next few weeks. Bob Stewart has also cut four sides for future release.

Cross My Heart

Dream Girl

Feeling Good

Get It

Going to the River

Good Lovin'

Help Me Somebody

Hound Dog

I Don't Know

I'm Gone

I'm Mad

I Wanna Know

Let Me Go Home

Whiskey Mama

He Treats Your Daughter Mean

One Scotch, One Bourbon, One Beer

Nadin

Please Don't Leave Me

Push Me Love Me

Red Top

Shake a Hand

Shout

Too Much Lovin'

These Foolish Things

Third Degree

TV Television Thing

Wild, Wild Young Men

YES I KNOW

Top Western, Folk and Country Favorites of 1953

A Fools Such As I

Back Street Affair

Caribbean

Crying in the Chapel

Dear John Letter

Don't Let the Stars Get in Your Eyes

Eddy's Song

Forgive Me John

Gambler's Guitar

Hey Joe!

I Forgot More Than You'll Ever Know

I Let The Stars Get in My Eyes

I'll Never Get Out of This World Alive

Is Zat You Myrtle

It's Been So Long

Kiss Me Again

Slo Mouin Rouge

Story of 3 Loves

The Story

Tell Me You're Mine

Till I Waltz Again with You

Tropicana

Vaya con Dios

Why Don't You Believe Me

Wild Horses

With These Hands

You Alone

You, You

Your Cheatin' Heart

Top Rhythm and Blues Favorites of 1953

Baby Don't Do It

Blues With a Feeling

Clock the Crawlin'
MUSIC OPERATORS OF AMERICA'S ANSWER to "The Song Writer"

No. 1 If the performing fee for the song writer’s music is going to be so reasonable, why isn’t the amount stipulated by the proponents of the Pat McCarran bill?

It would be sheer waste of time to answer all the statements written by "The Song Writer" in the past three issues of some of the trade magazines. This writer will try and answer only the statements that are of interest to "Mr. Music Machine Operator."

In the latter part of the first article The Song Writer states: "Next week I am going to sit down and write you another letter and tell you how and why the McCarran bill is good for you." If anything could be more ridiculous than that statement, I don’t know what it could be. One only has to refer back to the Bryan bill which would have placed a two-cent tax on each record on a weekly basis or to be more explicit, a $32.00 a year tax on every hundred record player in the United States. The music machine operator can only be guided by past proposals and if the Bryan bill is any criterion to what the song writer thinks is a reasonable performance fee, then it should be further pointed out that if there were 400,000 juke boxes in the United States two years ago and we took an average of 30 records or 60 tunes on each juke box at 2½ a record per week, it would have cost the music operator the nation $12,480,000 for this "very reasonable" performance fee that Mr. Song Writer wants the music operator to believe is a fair price for the use of their songs.

It might be good to point out right at this time that this is almost as much as some of the major performance rights societies collect in the entire year from all other sources of income.

Mr. Song Writer hasn’t pointed out that it would give certain performance rights societies the right to license music machine operators for whatever they deemed necessary or satisfactory to themselves. It would further bring a burden on Mr. Music Machine Operator in the way of keeping books that would almost be impossible to cope with.

It would be necessary to catalog and meter every phonograph record played. It is reasonable to believe that the investigations for certain performance rights would investigate the operators of their leisure.

In the third article, the song writer says that a "few individuals claiming to represent your interest raise a big howl and cry about the McCarran bill putting the operators out of business."

The answer to that is that Mr. Music Operator knows only too well that he has locations at the present time that don’t even pay the cost of operation; therefore, as far as this type of a location is concerned, he would actually put out of business businesses that pay for any further tax or license fees on such locations.

From the time of the first paragraph in this third article, Mr. Song Writer seems to question the authority of these individuals claiming to represent the music operator. What he doesn’t seem to know is that these individuals are elected officials at conventions and are fully authorized to represent the music operators regarding such taxation and legislation through the various state and local associations who hold membership in M.O.A.

If you, Mr. Song Writer, sincerely wish to be fair with Mr. Music Machine Operator, then why do you wish to see the music machines put on the same basis as radio, television, hotels, night clubs, etc., is absolutely no comparison whatever. Surely you don’t expect the music operator to be so naive as to believe a statement of this kind.

A song that is played by hundreds, and thousands, and possibly millions of people over national networks.

The pattern which would be in a location where the music box is being played and hears the song, that is playing and entertaining. If someone else happens to be in the city and the person who has purchased the tune, played it for himself or for someone who is having the evening entertainment. The person who purchases the tune, played it for himself or for someone who is having the evening entertainment. That can’t be said about radio, television, hotels, night clubs, etc. And still you, Mr. Song Writer, want to place the music machine operator in the same basis as all other users.

I think when the whole subject is analyzed that you are killing the goose that lays the golden eggs because the very person that you wish to license under performing fees is the one who helps to popularize your tunes and assists in making new artists. As far as your writing new songs and increasing the profit of Mr. Music Machine Operator, we think that is a misrepresentation of the sale of records which in turn gives a greater profit to the Mr. Song Writer through the mechanical royalty that is paid by the music machine operator at the time he purchases his phonograph record.

No, Mr. Song Writer, I don’t believe Mr. Music Machine Operator is guilty enough to accept the theory that he is going to make more money out of his music machine by paying any more license, performance fees, or taxes than he already pays.

Respectfully yours,

George A. Miller

President

MUSIC OPERATORS OF AMERICA, INC.

"It's What's in THE CASH BOX That Counts"
After the Record Ball we are now looking forward to the Tin Pan Alley Ball. This is the publishers’ night, which always seems to see who plugged what for whom. It’s a sort of “thank you” from the boys in the alley to the artists whose records they have sold. Remember my telling you all about Dickie Willises and his various theories of “Guessing”? Well it seems Bill W. Henderson, C. Cleveland, Ohio, put the record through to Dickie in Scotland and taped an interview across 4,000 miles of land and water talking about it. No need to tell you how thrilled Dickie was. Due to leave for the States, at the end of the month for a good visit is Frank Chacksfield. Frank called and told me I’d be asked for three weeks and hopes to visit all the disk jockeys during his stay. Arrived over here this week: Julian Abell, Elliott Shapiro and Walter Moody. Lee Ferrin of the New Musical Express, left for New York with special greetings to Sid Parens from his truly which he promised to deliver in person at the Cash Box offices. The E.M.I. group took new luxury car to the A. R. M.-men exploitation department in the West end of the city and hardly know what to do know—so did the Decca group. Tommy Connor made a guest appearance on the BBC Top Of The Form when Cyril Stansfield introduced Tommy’s song “I Saw Mummy Kissing Santa Claus” which is almost sure to be a big hit on the song as it was kept from us last year. Looking ahead the Four Lads’ waxing of “Istanbul.” A very good disk which should get a lot of spins over here very soon. Bob Melvin flies to Germany next week to attend a dinner given in his honor by the German writer of his hit “You, You, You.” Can’t help mentioning that “Fete des Fleurs” number again. I hear the title has not been decided upon yet but I hear there are three Records on it over here and some in the States. By the way, London Records cut it last week and the Stapleton Orchestra and it will be on the market on Wednesday. Wouldn’t surprise me if it’s on the market in the States on Wednesday. Look for it a provisory title is “Carnivalito.”

“Answer Me,” another religious song, seems to worry the BBC and again restrictions have been imposed on its performance. A word on the Whitfield record is already No. 12 on this week’s best sellers. This week’s Best Selling Pop Records:

(Courtesy of New Musical Express)
1. Look At That Girl \(\text{GUY MITCHELL}\)
2. I Believe \(\text{FRANKIE LAINE}\)
3. Hey Joe! \(\text{FRANKIE LAINE}\)
4. Where The Winds Blow \(\text{FRANKIE LAINE}\)
5. Terry’s Theme From “Lime Light” \(\text{FRANKIE CHACKSFIELD ORCH.}\)
6. The Song From Moulin Rouge \(\text{MANTOVANI ORCH.}\)
7. If Love Is Good To Me \(\text{NAT “KING” COLE}\)
8. I Can’t Make What-A-Day \(\text{DORIS DAY-JOHNNIE RAY}\)
9. Terry’s Theme From “Lime Light” \(\text{RON GOODWIN}\)
10. Kiss \(\text{DEAN MARTIN}\)
COMPOSERS and AUTHORS REPLY
To
THE CASH BOX

EDITORIAL NOTE: The following letter was received by The Cash Box this week:

The Composers And Authors Committee, noting your editorial of October 17th concerning the Juke Box Bill, would like to reply to it. My understanding is that you have offered to publish such a reply and the statement is therefore enclosed herewith. We trust that you will reprint this reply in its entirety in your next issue, i.e. that of October 31st, and will give it prominence comparable to your editorial.

Sincerely yours,
John Schuman

HAYS, ST. JOHN, ABRAMSON & SCHULMAN
(In the interests of presenting all sides of this issue, The Cash Box herewith donates this page to the Composers And Authors Committee and reproduces its statement in its entirety.)

MR. JUKE BOX OPERATOR:

Your publication, THE CASH BOX, has kindly given us space to reply to its editorial in the October 17th issue on the subject of the JUKE BOX BILL.

THE CASH BOX states that your business is in danger from this bill, because ASCAP asks for 6% of the gross for non-coin operated wired music. THIS FIGURE IS NOT AT ALL COMPARABLE. Composers ask for and get larger sums from larger users, but smaller users are licensed at very nominal rates. Fees are settled by mutual agreement between users and copyright owners or their agents. If the user is not satisfied, he may, in the case of ASCAP, apply to the court for determination of a reasonable fee.

THE CASH BOX complains about the FIXED FEE contained in the Kefauver-Bryson Bill of last year—and now complains about the LACK OF A FIXED FEE in this year’s McCarran Bill. We composers and authors believe that under our free enterprise system it is better for businessmen to negotiate an agreement themselves—GOING TO THE COURTS ONLY IF THEY ARE ABLE TO AGREE. We want to negotiate with the operators and mutually agree on a reasonable fee for the use of our music. The McCarran bill permits such free and unhampered negotiation between operators and composers, without imposition of a fee fixed by law. Furthermore the McCarran bill would not require the operator to set up any bookkeeping system to render an accounting of records played, as might have been necessary under the Kefauver-Bryson bill.

THE CASH BOX keeps repeating the same fallacy, that passage of the McCarran bill would mean paying “a tax on top of a tax” because records purchased by the operators include the manufacturing royalty fee. Radio stations and many other users buy records—yet PAY US PERFORMING FEES for making a profit out of our music. This is because no principle is more clearly established than the fact that the COMPOSER

HAS A RIGHT TO RECEIVE PAYMENT FOR THE COMMERCIAL PERFORMANCE OF HIS MUSIC TO THE PUBLIC, whether performance is by recordings or by live musicians. Do operators honestly think they are IN THE SAME CLASS as BOYS OR GIRLS who buy records—at the full RETAIL PRICE—and play them PRIVATELY at home for amusement? Clearly, operators are in a COMPLETELY DIFFERENT CLASS because they buy records at WHOLESALE, play them publicly FOR PROFIT, then RESELL the used records—without any payment to the composer.

ARE COMPOSERS AND AUTHORS GETTING A SQUARE DEAL?

MR. JUKE BOX OPERATOR: JUDGE FOR YOURSELF!

The Juke Box Industry earns MILLIONS of dollars yearly from playing our music WITHOUT OUR PERMISSION and WITHOUT PAYING US ONE CENT. Here is just one example:

According to trade publications of the Juke Box Industry, the OUTSTANDING JUKE BOX HIT of 1952 was “Blue Tango” by Leroy Anderson. During THIRTEEN WEEKS in 1952, this composition got TOP PLAY on juke boxes throughout the nation.

If a million records of “Blue Tango” were sold in 1952, and if juke box operators, as they say, purchased 25% or 250,000 records of Leroy Anderson’s hit, Mr. Anderson’s share of record royalties would be $1,250. The total writer’s share would at most be ONE PENNY per side, and this would be divided between Mr. Anderson and the lyric writer.

The juke boxes playing “Blue Tango” over a period of 13 WEEKS ONLY (the song was actually played for almost a year) averaged at least FIVE PLAYS A DAY. This amounts to 35 PLAYS A WEEK, or a total of 445 PLAYS PER BOX FOR 13 WEEKS, or $27.25 PER BOX.

THE CASH BOX has several times stated that there are 550,000 juke boxes in operation. 550,000 × $27.25 = $12,512,500.

The 550,000 juke boxes of the Nation thus took in a total of over $12,500,000 from playing “Blue Tango” during 13 weeks.

NOT ONE CENT of the $12½ million went to Leroy Anderson, the composer, for the performances. We don’t think that was fair to him.

Sincerely,
COMPOSERS AND AUTHORS COPYRIGHT COMMITTEE

October 31, 1953
The Cash Box, Music
 Listings below are reprinted exactly as submitted by leading
 stations during the week ending October 24th without any changes on

 Jerre Hughes KMLW—Marlin, Tex.
 1. You, You, You (Ames Bros.)
 2. The Other Man (Paul & Ford)
 3. My Love, My Life, My Hope (Ames Bros.)
 4. Just A Gigolo (J. P. Morgan)
 5. Draggin' (Roy Anthony)
 6. All The Time (John Bennett)
 7. Love Walked In (The Hilltoppers)
 8. Singing In The Chapel (The Orioles)
 9. The Story Of Three Loves (Jerry Murad)

 Harry Burge WQAM—Bridgeton, Conn.
 1. Draggin' (Roy Anthony)
 2. Ebb Tide (Frank Chacksfield)
 3. Goodbye, You (Ames Bros.)
 4. Ebb Tide (Paul & Ford)
 5. Hi, Camperi (Julia La Rosa)
 6. Love Walked In (The Hilltoppers)
 7. Singing In The Chapel (The Orioles)
 8. It's So Easy To Remember (Bob Manning)
 9. Stand A Hand (Fay Warren)
 10. Ebb Tide (Vic DuMont)

 Dick Partridge WEIM—Fitchburg, Mass.
 1. Blues In The Morning (Manny Kelly)
 2. The Story Of Three Loves (Jerry Murad)
 3. A Dear John Letter (Perry Como)
 4. Draggin' (Roy Anthony)
 5. Laughing On The Outside (The Hilltoppers)
 6. To Be Alone (The Hilltoppers)
 7. You, You, You (Ames Bros.)
 8. That's Amore (Dean Martin)
 9. Please Don't Talk About Me When I'm Gone (J. J. Ray)
 10. Ice Cream (Vic DuMont)

 Paul Flanagan WTRY—Troy, N. Y.
 1. In The Mission Of St. Augustine (Sunny Ray)
 2. Rest To Riches (T. Bennett)
 3. My Love, My Life, My Hope (Ames Bros.)
 4. Ebb Tide (Frank Chacksfield)
 5. Sweet Mama, Tree Top Tall (The Hilltoppers)
 6. Love Walked In (The Hilltoppers)
 7. Many Times (Eddie Fisher)
 8. I Love Paris (Les Baxter)

 Mitch Reed WITH—Baltimore, Md.
 1. Ste Godreje And The Dragonet (Star Freeberg)
 2. Ebb. Camperi (Julia La Rosa)
 3. My Love, My Life, My Hope (Ames Bros.)
 4. Just A Gigolo (J. P. Morgan)
 5. Draggin' (Roy Anthony)
 6. Before It's Too Late (Bill Freberg)
 7. Sweet Mama, Tree Top Tall (The Hilltoppers)
 8. It's So Easy To Remember (Bob Manning)
 9. Love Walked In (The Hilltoppers)
 10. Ebb Tide (Vic DuMont)

 Stan Richards WORL—Boston, Mass.
 1. Goodbye My Love (Bob Dino)
 2. You Alone (Perry Como)
 3. Mistaken Love (B. Wayne)
 4. That's All That I Care (Bill Freberg)
 5. Violet Gloves
 6. Tishaul (Four Lads)
 7. Ask Me (Vivace)
 8. Cup Of Joy (Dinny Sutton)
 9. Three O'Clock In The Morning (Manny Kelly)
 10. Bananarama (Vic DuMont)

 John Wirlesy WSAV—Savannah, Ga.
 1. Ebb Tide (Frank Chacksfield)
 2. St. George And The Dragonet (Star Freeberg)
 3. Ebb Tide (Perry Como)
 4. Draggin' (Roy Anthony)
 5. My Love For You (Perry Como)
 6. Ebb Tide (F. F. Morgan)
 7.    (John Bennett)
 8.    (Edgar Page)
 9.    (Eddie Fisher)
 10.    (Dennis Morgan)

 Hugh Wanke WCAO—Baltimore, Md.
 1. Crying In The Chapel (Bill Freberg)
 2. Ernestly (Vivace)
 3. You And Me, You And Me (Perry Como)
 4. With These Hands (E. Fisher)
 5. You, You, You (Ames Bros.)
 6. When My Dreamboat Comes Home (Joe F. Fisher)
 7.    (Perry Como)
 8.    (Dennis Morgan)
 9.    (Perry Como)
 10.    (Dennis Morgan)

 "It's What's In the CASH BOX That Counts!"
R. C. A. Victor Holds Quarterly Sales Meeting
At Toots Shor's

NEW YORK—RCA Victor's 14 man record fleet force from all parts of the country, came to New York for a quarterly meeting of the firm's sales, merchandising and advertising department held at Toots Shor's Restaurant October 18.

Manie Sacks, vice president and general manager, started the proceedings with congratulations to the field men on "one of the biggest years we've ever had." At Monday and Tuesday's meetings, the field force was informed of the merchandise to be released for the remainder of the year and was given an outline of the discthey's advertising and promotion plans.

Other topics discussed were Victor's entrance into the high fidelity field and RCA's new low priced record line, Camden Records.

Group discussions with field men were led by Larry Kanaga, general sales and merchandise manager; George Marek, manager of the artists and repertoire department; Bill Anderson, advertising manager; Bob York, merchandise management section; Dave Finn, sales manager, custom record department; Irwin Tarr, manager'in the sales and store sales section; Frank Amaru, manager, international record sales, domestic department.

What's In A Name?

NEW YORK—James J. Kriegsman, well known artist photographer, whose song "Too Much In Love To Care" was recorded on Decca by Steve Gaynor, took the record around to his friends only to discover that they doubted his authorship. The reason? His last name was misspelled on the label. It had only one "n."

**MUSIC OPERATORS**
ASK YOUR RECORD DISTRIBUTORS AND ONE-STOP SHOPS FOR
"STAR PRINTED" TITLE STRIPS
(USED BY THOUSANDS OF OPERATORS FROM MAINE TO HAWAII)
WRITE FOR INFORMATION AND PRICES ON OPEN ACCOUNT
AND AUTOMATIC SHIPMENT PLANS OF SERVICE FOR OPERATORS.

STAR TITLE STRIP CO., INC.
2001 FIFTH AVENUE
(Since 1944)
PITTSBURGH 19, PA.
Atlantic 1-6818

**THE CASH BOX**

**The Nations**

**Compiled by Jack ‘One Spot’ Tuns**

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<td>M-G-M RECORDS</td>
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<td><strong>SHIRLEY HARMER</strong></td>
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<td>&quot;We Will Always Be Sweethearts&quot; and &quot;Embassy&quot; (Hold Me Close)</td>
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<td>MCA 11600 (78 rpm)</td>
<td><strong>E-1603</strong> (45 rpm)</td>
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**Music Reviews**

**WENNIE GRIFFIN**

**5 1/2" x 8 1/2" $4.95 ea.**

**Mountains Enchanted (50407)**, $1.85

**Cow Country**, $1.35. Postcards, The Unsurpassed in Quality of any price under supervision of Fame—1142

James J. Kriegsman.  

1142 Broadway, New York 13, N.Y.

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**THE SQUEEZE NOVELTY!**

**Oh!**

**Leo FEST, INC.**

**First**: Trem's Theme from Limelight

**Then**: Ebb Tide 1358 & 45-1358

**Now**: Frank Chacksfield Golden Violins

backed by A GIRL CALLED LINDA 1368 & 45-1368

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**KNOWN FROM COAST TO COAST**

**LESLEY DISTRIBUTORS**

ONE-STOP RECORD SERVICE

NEW YORK

750—10th Ave. (Phone: Plums 7-2766)
Cable Address: Expo Racine, N. Y.

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1261/1 WINDSOR ST. (Phone: HAI 5-7123)

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

Page 20

October 31, 1953
Ahler Dies

NEW YORK—Fred E. Ahler, former president of ASCAP and member of the ASCAP board of directors for twenty years, died last week in the office of Herman Starr, head of the Music Publishers Holding Co. Funeral services were held at the Universal Chapel in this city.

Ahler, well known for the songs he has written, had his first published in 1914. He began his song writing career as an agent for orchestras and vocalists.

Some of the songs he wrote were "Where The Blue Of The Nile Meets The Gold Of The Day", Bing Crosby’s theme song, "Walkin’ My Baby Back Home", "I’ll Get By", "I Don’t Know Why", "Mean To Me", "I’ve Gonna Sit Right Down And Write Myself A Letter" and a host of others.

Ahler, president of ASCAP from 1948 to 1950 was also a member of SPA, The Lambs and The Friars. He is survived by his widow Mildred and sons Richard and Fred Jr.

Al Morgan Signed By Mercury

CHICAGO—Kenny Myers of Mercury Records announces this past week the signing of Al Morgan to a recording contract.

First item Al just released is "Say You Do" b/w "Call Her Your Sweetheart." Session was conducted here in Chicago by Bill Walker co-author of "Say You Do."

Al Morgan has just opened at the New Encore room, this city, for an extended engagement.

"We are happy to have Al with us," Kenny stated, "and look forward to many successful weekends."

"MONEY HONEY"
Clyde McPhatter & The Drifters
78's & 45's

Also Available in San Francisco

Atlantic RECORDING CORP.
550 West 68th Street
New York 19, N.Y.

The Really Different Record
78's + 45's

"SIT DOWN SERVANT"
"Well Done"

Swannee Quintet
Swannee Quintet
Nashboro Record Co.
177 3rd Ave., Nashville, Tenn.

Honey Hush
Joe Turner
Atlantic 1001

MONEY HONEY
Joe Turner
Atlantic 1001

FEELING GOOD
Little Junior
(Sun 167)

ONE SCOTCH, ONE BOURBON, ONE BEER
Amos Milburn
(Atlantic 1106)

DON'T DECEIVE ME
Chuck Willis
(Atlantic 4115)

HONEY HUSH
Joe Turner
Atlantic 1001

BLUE WITH A FEELING
Little Walter
(Chess 270)

Pleasing Don't Leave Me
Fats Domino
(Imperial 2340)

WON'T YOU CRY FOR ME
Chuck Willis
(Atlantic 1694)

ONE SCOTCH, ONE BOURBON, ONE BEER
Amos Milburn
(Atlantic 1106)

FEELING GOOD
Little Junior
(Sun 167)

ONE SCOTCH, ONE BOURBON, ONE BEER
Amos Milburn
(Atlantic 1106)

GREAT FEELIN' (Baby, It's You)
Jamaica Chiefs
(Atlantic 4115)

ONE SCOTCH, ONE BOURBON, ONE BEER
Amos Milburn
(Atlantic 1106)

PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 2340)

MONEY HONEY
Joe Turner
Atlantic 1001

GOOD LOVIN'
Joe Turner
Atlantic 1001

TV IS THE THING
Dinah Washington
(Mercury 70214)

FLYING GOOD
Joe Turner
Atlantic 1001

THEY SAY IT'S HIS
Joe Turner
Atlantic 1001

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GREAT FEELIN' (Baby, It's You)
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(Atlantic 4115)
Newton Signs Magid To Head Central Records

NEW YORK—Larry Newton, Derby Records prez, announced this week that he had formed an affiliate label to be known as Central Records.

The new diskery will be strictly rhythm and blues. Newton placed Lee Magid, formerly with Savoy Records, at the helm with full responsibility. Magid will set up the distributorship, sign the talent and handle the recording sessions.

The new firm will work out of the Derby Records offices.

Siegel Back From S. A.

NEW YORK—Seeco topper, Sidney Siegel, returned last week from his South American tour.

Siegel reports the trip highly successful and left the Seeco distributors in Latin America going full speed with the Seeco latest promotional campaign.

While touring the South American countries, Siegel signed several new artists and recorded some new material which he plans to introduce to the American market.

One Stop Appoints Staff

BOSTON, MASS.—Marion Sutcliffe, manager of Juke Box Haven, New England's newest one stop, announced this week that a new staff has been appointed.

The staff includes Andrey Schwartz, Elsie Benak and Dick Robbins.
THE CASE BOX

"RAGS TO RICHES" (2:37)
[Billy Ward & His Dominoes]

"DON'T THANK ME" (2:34)
[Billy Ward & His Dominoes]

O The Dominoes come up with a pair of lovely ballads on their newest release. The top deck is the current pop biggie. "Rags To Riches" given an entirely new and distinctly Domino reading. The boys, with a fine new lead that fits smoothly and lushly into the Domino pattern, etch the melodic tune in a spell s-a-i-s-a. Under the lid, "Don't Thank Me," is another slow ballad, penned by Billy Ward, and tenderly chanted by the group. The etching is a sentimental item presented with much emotion. A strong item that could create lots of action. Two good sides with honors evenly divided.

DAVE BARTHOLOMEW

"NO MORE BLACK NIGHTS" (2:35)
[Commodore BMI—D. Barhopolow] Dave Bartholomew sings a slow blues of the G.I. who is happy about the ending of the war. A stirring mood piece.

"AIR TIGHT" (2:41)
[Commodore BMI—D. Bartholomew] Bartholomow dothes a middle tempo bounce with the smooth and mellow hornwork of the artist taking the featured spot.

SISTER WYNONA CARR

"I KNOW BY FAITH" (2:23)
[Venice BMI—W. Carr] Sister Wynona Carr dishes up a fast moving rhythmical religious item in exciting manner.

THE BALL GAME (3:02)
[Venice BMI—W. Carr] This flip is based on the similarity of life and the ball game. A fast bonzer expertly delivered.

JOE MITCHELL

"JAIL BIRD" (2:41)
[Wallis BMI—King Curtis] A quick beat novelty is belted zestfully by Joe Mitchell.

"PLEASE ELOISE" (2:39)
[Wallis BMI—King Curtis] This flip is based on the similarity of life and the ball game. Both decks are strong waxings.

MUDDY WATERS

"BLOW WIND, BLOW" (2:38)
[BMI—Waters] Muddy Waters, accompanied by his ever present guitar, dishes up a middle tempo southern blues with gusto. Waters wails his baby who is out with another guy.

"MAD LOVE" (2:44)
[BMI—Waters] The southern blues chanter delivers a slow blues in a cattoo that is very effective. Two solid sides for the Muddy Waters fans.

MABLE SCOTT

"MR. FINE" (2:41)
[Mable Scott] Big voiced Mable Scott seekes out a rhythmic slow jump as she enthusiastically tells of the merits of "Mr. Fine." Treatment is on the hot side with exciting singing and a torrid horn rounding out a colorful flip. Should get lots of action.

"MABLE BLUES" (2:39) Flip deck is a slow blues and Mable Scott gives it the forceful treatment. A good pairing.

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"MABLE BLUES" (2:39) Flip deck is a slow blues and Mable Scott gives it the forceful treatment. A good pairing.
NEW YORK:

First Xmas disk to reach this desk is Joe Davis’ "Dear Santa, Bring Back My Daddy To Me" by eight year old Irene Treadwell. Tune has the sound and moving appeal that could mean heavy sales. Tot breaks into Jet this week for photo showing little Irene pleading with Santa to bring back her daddy. George Goldner, Tic Records, who has never made predictions for his numbers, goes overlooked for his coming Tito Puente "Caravan Mambo," Says George, "This is the best Puente record yet, and I predict it will go strong in pop..." Gladys Hill's "Don't Touch My Bowl" and "Prison Bound," both of which look like potential hits, were penned by Duke and Peacock proxy Don Robey, Marie "Honky Tonk" Adams on tour with Johnny Otis. Both are Peacock artists. Mike Stoller and Jerry Leiber, writers of the sensational "Hound Dog" have what looks like another hot one in "Ten Days In Jail" by The Robinsons on Victor. 

Lee Magid, a & r for Savoy Records, moves over to Central Records set up by Larry Newton, Derby prexy. The new label will carry rhythm and blues and Magid will have complete control. He will set up distributors, sign and record artists. Ted Zaidman, publicity director at Universal Attractions, has moved into his new offices on 48th Street, Jennie Scarso, who has been in charge of press relations and distribution at Independent Press Service, will be Ted's associate. Aladdin Records is really blazing. In addition to Ames Milburn’s "One Scotch, One Bourbon, One Beer" and Shirley & Lee’s "The Proposal" Aladdin has sneaked in Little Smith's "Dial That Telephone." Disk carries a chuckle a line and we think it can really go places.

CHICAGO:

Just the other say, George Leasor was awakened in the wee hours by a frantic voice on the telephone. Telling him that the burglary alarm at United Distriba was blowing away. So, still half-asleep, he hastily drove to the scene where the big heist was in progress. Capturing the bandits single-handed. But (and much to his relief) he discovered upon arriving on the scene, that the alarm had gone off merely because of a short somewhere in the wiring. Oh, well heNeed a dream, can't we? While talking to George, he made a very pertinent observation. He stated that in his opinion, Chicago is once again becoming a jazz conscious city. "Because," he says, "owners of intimate-type clubs have come to realize that they can be very successful by featuring a big name together with a fill-in." He included us in his statement with the following examples: Miles Davis at Nob Hill, to be followed by Gene Ammons; Lester Young at the Bee Hive; Dizzy Gillespie at the Capitol; Vocalist Al Hibbler, formerly with Duke Ellington at Cadillac Bob's; George Shearing hosting the Blue Note (again) following the Mill-Combo Trio, The Note, incidentally, marks the first prestige appearance for this Trio. 

Sy House, throwing back a bet from a hectic road trip for Parrot, is leaving his grips packed. And readying himself for another trek. This time hitting the cities he "missed" on his last trip: Cincinnati, St. Louis, Memphis, etc. Hear tell that Daddy-O-Daylie preparing a million-dollar talent show featuring all artists currently headlining in Chicago. Which he plans to take out to other cities, treatment hospitals and sanitariums in and around Chicago. Though this is the first we've heard of this fine work, we learned that this generous guy gives his time for such causes continually, throughout the year. What a guy! 

Effective November 1, Jimmy Martin moving his headquarters to 1343 S. Michigan, this city. Sarah Vaughn seduced for a mid-November stay at the Blue Note. Though "Time" was slow in taking off, it now enjoys plenty-o-plays around town.

LOS ANGELES:

The sensational Flairs, teen agers from Jefferson High, stole the show when they jammed the two-four ballroom recently with record crowds. The Kinsey Book which has been out only a little over a month already is well covered by the record industry. First a western version called "Kinsey's Book" was released. "Hey Dr. Kinsey" hit the B & B distributors on the Fall label. Now Mercury has cut "What's Your Whimsy, Dr. Kinsey" with Stomp Gordon. Larry Newton, Prexy of Derby Records, stopped over in LA to take care of business and visit with local distributors. Ivy Pinskey, King record distributor from San Francisco, was in town recently visiting with Al Sherman, West Coast representative for King and Federal, and Derigee Dick "Uncle Huggie Boy" Hugg was the most pleased platter spinner in the business over the turnout he got at a recent party held during his broadcast from Autumn's Record Shop. He had invited 27 recording artists to the party and all of them showed up which "Huggie Boy" admits is a real record. Lawrence Mesner came from San Diego to visit with Joe Bihari of Modern Records. Joe announced for more sessions in the near future.

Lawrence appears nicely at the Corel Palace in San Diego. Joe announced the signing of Renna Gaylon who will be head tenor of a new vocal group he is forming. Eddie Mesner of Aladdin Records is now back East on a talent tour while their musical director, Maxwell Davis, flew to New Orleans for recording sessions with their new artist, Lowell Fulson.

An offer from Specialty Records, says that from all indications Floyd Dixon's latest release "Hole In The Wall" will soon be on the way for another hit... Repeat orders for "Take Me Back" with Linda Hayes doing the vocalizing, on the new Juke wood Records label, are still piling up. Don Pierce says that all indications show that it will soon break big throughout the country. Lee Crawford of Imperial is still bringing out new releases like clockwork. One of his last is "Boogie Bill" Webb singing "I Ain't For It" and "Bad Dog."

ST. LOUIS, MO.—While visiting the St. Louis disk jockies Marilyn Mills, Coral artist whose "They've All Gone Home" is doing well in that area, takes time out for lunch with Burt Haver, Sheldon Music Co., left; Mrs. Robert Haufauster, and Robert Haufauster, president of Robert's Record Distributing Co. Marilyn is at the extreme right.

Joe Davis Sends Film To TV Stations

NEW YORK.—Joe Davis, Jay Dee Records, this week sent mailings to television stations throughout the United States inviting them to request a 16 mm film with sound of his Christmas release, "Dear Santa, Bring Back My Daddy To Me." The tune is sung by nine year old Irene Treadwell.

The film runs about two minutes and thirty seconds and is sent abso-

Why "Go Home"?

Cavalier Signs Balladeer

SAN FRANCISCO, CALIF.—Stan Wilson, young Calypso balladeer, was signed by Cavalier Records after his appearance at the "Hungry I" nightery in this city, to do eight tunes on an LP album. Platter has just been released.

"He's What's in the CASH BOX That Counts"
NEW YORK—Russ Morgan and his orchestra opened last Friday, October 16, at the Cafe Rouge of the Hotel Stacker in this city. His return to New York drew a crowd of patrons and members of the music trade. (Top Left) L to r: Vocalist Peggy Ann Ellis; WNEW dj Jerry Marshall and his wife; the old coal miner himself, Russ Morgan; WNEW dj Gene Klavan and his wife; and WNEW record librarian Al Trilling. (Top Right) Russ chats with his agent Joe Glazer about Russ’ latest release “Off Shore” and “Halle Gossip.” (Bottom Left) Stage, screen and radio star Romo Vincent tells Russ one of his new comedy routines. (Bottom Right) Russ poses with the top brass of Decca. L to r: Milt Gabler; Mike Conners; Leonard Schneider; Paul Cohen; Decca guest, dj Ray Starr of WXEL in Waterloo, Iowa; and Sid Goldberg.

The S.W.A.P. Plan

PHILADELPHIA, PA.—The Songwriters’ Association of Philadelphia is inaugurating a plan for the compilation of a library of original and new songs composed by members of the organization, which will be at the disposal of artists, etc., who are in search of new material for records. The album of new songs, recorded by members only, is to be the foundation for “Music Library of Original Tunes”. Myers Music Publishing will be the temporary home for this library until suitable quarters for a comfortable demonstration room are found.

“Little Fugitive”

NEW YORK—Several tunes from the sleeper hit flick “The Little Fugitive” will be recorded. Two tunes are now making the rounds of the record companies are “Joey’s Theme” and “Coney Island Theme”. Both tunes are published by Trinity Music. Richard Hayman’s version of “Joey’s Theme” has already been released.

New Clover Disk

NEW YORK—Atlantic Records issued four releases this week aimed at the Rhythm & Blues market. The Clovers, diskery’s hot vocal group, are bidding for their eighth consecutive hit in eight releases with “The Feeling Is So Good” and “Comin’ On”.

Two masters which the label bought are also among this release. Sarah Vaughan’s “It Might as Well Be Spring” and “You Go To My Head” (two standards) and Dizzy Gillespie’s version of “Grooving The Nursery Rhyme” b/w “Diz’s Theme”.

A new artist, signed by Atlantic, is featured on the fourth platter. Tommy Ridgley doing “Ooh Lawdy My Baby” and “I’m Gonna Cross That River”.

Twin Hit

NEW YORK—Reports from various parts of the country indicate another two sided hit for the Hilltoppers.

Four months ago, the public had trouble deciding which of the “P.S. I Love” and “I’d Rather Die Young” coupling was better. Now the boys have another two-sided clicker in “To Be Alone” and “Love Walked In”. Each end is making a strong bid for hitdom on the charts.

Dot records is also reported coming through with a sleeper labeled, “Magic Guitar” by Bunny Paul. The recording is showing a definite strength in Detroit, Pittsburgh, Cleveland and Cincinnati.

SUGAR BOY

“I DON’T KNOW WHAT I’LL DO” b/w “OVERBOARD”
Checker 783

THE CASH BOX

SLEEPER OF THE WEEK
Streaking
ACROSS THE NATION

“Screamin’ And Dyin’”

b/w “LEFT MY JAPANESE BABY”
Charles Glass
Magnet 121

“THE CASH BOX That Counts”

THE CASH BOX

CATCHING ON IN LA
RUN GAL RUN
b/w WINO’S LAMENT
Christine Chatman
and Poppy Prince and his orchestra
Milton Haller @ 3000
Exclusive National Distributor
* Wire * Wire * Phone
Don F. Pierce
HOLLYWOOD RECORDS
2526 W. Pico Blvd.
Los Angeles 4, Cal.
Phone Dunkirk 2-4451

SHAKE A HAND
Faye Adams & Joe Morris (Herald 416)

ONE SCOTCH, ONE BOURBON, ONE BEER
Amon Milburn (Aladdin 3197)

HONEY HUSH
Joe Turner (Atlantic 1001)

GOOD LOVIN’
The Clovers (Atlantic 1000)

TV IS THE THING
Dinah Washington (Mercury 70214)

CRYING IN THE CHAPEL
The Orioles (Jubilee 5122)

FEELING GOOD
Little Junior (Sun 187)

BLUES WITH A FEELING
Little Walter (Checker 780)

ROSE MARY
Fats Domino (Imperial 5251)

TOO MUCH LOVIN’
The “5” Royales (Apollo 448)
I FORGOT MORE THAN YOU'LL EVER KNOW
Davis Sisters (RCA Victor 20-5345; 47-5345)

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

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

4. CARIBBEAN
Mitchell Torok (Abbott 140; 45-140)

5. MAMA, COME GET YOUR BABY BOY
Eddy Arnold (RCA Victor 20-5115; 47-5115)

6. IT'S BEEN SO LONG
Bob Fellers (Decca 28758; 9-28758)

7. CRYING IN THE CHAPEL
Rex Allen (Decca 28758; 9-28758)

8. FORGIVE ME, JOHN
Jean Shepard & Ferlin Huskey (Capitol 2556; F-2556)

9. THE RIVER IN THE DEEP
Bob Fellers (Decca 28758; 9-28758)

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

LITTLE Bits

BUFFALO, N. Y.—Hugo Winterhalter, RCA Victor artist, is shown above with Frank Wark (WBWB-Buffalo, N.Y.). The occasion was a cocktail party given at Esmond’s Restaurant to honor Winterhalter. Most of the local disk jockeys attended.

Allen Signs Youngster

NEW YORK—Little Charley McDill, 11-year-old singing find of Allen Records, has been signed to a term contract by the label. He has also been signed to appear on his own television show. The young artist’s first release, “Little Child’s Prayer”, will be on sale shortly.

Although young by comparison, the kid has had a great deal of experience. Charley has been singing since he was five, has appeared on radio, the Grand Ole Opry and was recently with Rex Allen on the stage of the Alabama Pat Stock Show at the State Fairgrounds. He has also appeared on the Happy Hal Burns TV show.

Charley is the author of “Little Child’s Prayer”.

New Blue Mill Releases

HOLLYWOOD, CALIF.—Blue Mill Records, the company which released the original version of the hit song “Say You’re Mine Again” is bidding for another hit with its latest release of “Kissin’ Rock Drive” by the Pied Pipers and “Say It With Your Lips” by Gloria Craig. President Harry Bluestone and v.p. Del Boy announced last week that Bob Kornheiser left October 5, on a promotion tour of djs and distributors in the east and mid-west.

“Got A Letter From My Baby”

CHUCK REED

MERCURY 70223

RIDGWAY MUSIC, INC.
6087 SUNSET BLVD., HOLLYWOOD 28, CAL.

The Original Hit!

“CARIBBEAN”

MITCHELL TOROK

on Abbott # 140

ABBOTT RECORD CO.
6636 Hollywood Boulevard
Hollywood 28, Calif.

Honored

The Cash Box, Music

October 31, 1953

“IT’S What’s in THE CASH BOX That Counts”

A JUKE BOX MONEY MAKER

Charlie Aldrich’s

KINSEY’S BOOK

b/w

Somebody Gooed

Intro # 6083

INTRO RECORDS, INC.
451 No. Canon Drive
Beverly Hills, Calif.
“WHEN MEXICAN JOE MET JOLE BLOON” (2:17) [Hill & Range BMI—Shirl Woody & R. D. Hudnut]  
“NO LONGER A PRISONER” (3:03) [Hill & Range BMI—Ruth, Allen & Ralph Taw]  
HANK SNOW (RCA Victor 20-5490)  
• Hank Snow comes up with an exciting item that has the quality, novelty and charm to break it into the magic circle of hits. Titled, “When Mexican Joe Met Jole Blon”, this tune is a gay and rhythm- 

mic tale of the meeting, and its after effects, on a Bayou queen and a Latin lover from South of the border. The atmosphere is light headed and Hank's terrific build- 

ing of the fetching lyrics results in a colorful and effective deck. Flip-

side, “No Longer A Prisoner” is a heart rendering item on which the artist does a dramatic job. Story is about a returning Korean POW who's not sure of his sweetheart's affections after the long hours of waiting. The Rainbow Ranch Band supply an effective mu-

scial backdrop on two money makers that the ops can buy for the price of one.

SKEETS MCDONALD (Cordell 2607)  
“LOOKING AT THE MOON AND WISHING ON A STAR” (2:50) [Central BMI—Skeets McDonald]  
Skeets McDonald etches this racing item with all the polish and appeal that should put him high up on the list of best sellers. Material is potent and the artist treats it to a terrific reading. Watch this one.

“WHERE HAVE YOU BEEN” (2:40) [Acuff Rose BMI—Gunter]  
Hardrock Gunter comes up with a solid rendition on a quick beat item that is spirited, lively and catchy. Infectious string backdrop supports Gunter on this happy number. A delicious platter.

“COOL, COOL, COOL” (2:07) [Milenz ASCAP—Rose, Bandy]  
Flip is a pretty tune etched in middle tempo fashion. Hardrock tells about a gal who seems like an angel but is only gawky. The artist's distinctive style of vocaling makes for a fetching etching.

R. D. HENDON (14-1648)  
“AINT GOT A LICK OF SENSE” (2:21) [4 Star Sales BMI—Henderson, Taylor]  
R. D. Hendon spins a fetching yarn about how little he knows when it comes to women. A quick beat ditty etched in pleasant- 

able manner by the smooth voiced couple, marvel. Western Jamboree Cowboys merily dink up such effective string support.

“HUNGRY HOGGIE” (2:43) [4 Star BMI—Hendron, Sharp, Stevens]  
Bottom portion is strictly instrumental as R. D. and the boys belt out an enchanting tune in solid boogie beat. Dixie provides some pleasant listening and rounds out two flavorful sides.

“PIG LATIN SERENADE” (2:05)  
[Country BMI—Wendell Bynum]  
“YOU'RE MY DOWNFALL” (2:10)  
[Cedar Wood BMI—Clyde Ogeetree, Don Helms]  
JONNIE AND JACK (RCA Victor 20-5483)  
• Jonnie and Jack combine their vocal talents on another pair of top drawer ditties that look like sure winners. The boys come up with something out of the ordinary as they turn in a zestful performance on the fast moving “Pig Latin Serenade”. The arrangement skillfully twist the lyrics as they sing in the “Pig Latin” language and the results are effective. The coupling, titled “You're My Downfall”, is a quick beat Latin flavored item on which the boys blend in mellow fashion. Lyrics tell of a gal who has brought about a downfall. Instrumentation is potent on both ends and only the bottommen on the bandwagon cash in on a quick share of the loot this double tuxedo hit should draw.

RAEX ALL (Becco 2807)  
“TO BE ALONE” (2:38)  
[Randy Smith ASCAP—Billy Vaughn]  
Rex Allen, the country chanter, follows up his recent success on “Crying In The Chapel” with a lovely tune that is going well in the pop field. Rex's vocal efforts are grade A and the disk is assured of good reception in both the pop and country markets. Could be a big one.

“IF GOD CAN FORGIVE YOU, SO CAN I” (2:30) [Charlie Gore, Buford Abernace]  
Lower side is a religious flavored item tenderly rendered by Allen. The artist vocals the humorous lyrics with a tear in his voice and the general effect is stirring and rich. Allen knows how to sell a song and both disk have potential.

DOYE O'DELL (King 5084)  
“WHEN MY SUNSHINE GOES WALKING IN THE RAIN” (2:30) [Enslow BMI—Stan Freberg]  
A rhythmic quick beat ditty is spun in smooth style by Doye O'Dell. Vocal is pleasurable and the thoroughly colorful as the instrumental backdrop makes for a happy combination. 

“DEAR OKIE” (2:30) [Gordon BMI—Sooter, O'Dell]  
Lowen end is a cute bopper and the general effect is bright and sparkling piano introduced by the artist in soft fashion. O'Dell's vocaling coupled with some neat string backing blend for two easy on the ear sides.

SLIM WILLET (4 Star 1642)  
“VILLA CUNA” (2:14) [4 Star BMI—Willet] Slim Willie and his Hired Hands turn in a fetching quick tempo instrumental that features some top-flight string work. Smooth arrangement and pretty melo-

dy go up to a pleasingly deck.

“HUNGRY SLIM” (2:24) (4 Star BMI—Willet)  
Bottom portion is another richly instrumental that Slim and the boys belt out in solid fashion. Rambling piano shines on a side that make for easy listen-
KITT WELLS

Killen, parents of a fine baby girl, Linda Gall, born October 10th, weighing seven pounds. Buddy Killen, with the George Morgan group and the Carl Smith Fan Club, says that he will be out for a request engagements. Latest release, out a few days is "Pin-Latin Serenades" and "You're the One for Me." Meanwhile, we extend our congratulations to Buddy and Daniel, June 8th through 14th will see Carl Smith touring Florida for the first time this season. Glenn Reeves, W&W display, is back at the Grant Turner DJ USA Show, Friday, October 10th and remained in town for the Grand Ole Opry Show. Kitty Wells (Decca) was voted in a poll of 500,000 in the C&W field in a new publication out November 1st, according to Frank More, her manager. He also states that he is working on a new project with Carl Smith Fan Club, saying that there will be a new Journal out soon on the popular Columbia artist. Carl just recently completed dates in Georgia, and South Carolina; promoting his new album "Grandpappy," on October 18th Carl played Oklahoma City, Okla., and October 25th played Cleveland, Ohio. Ken Martin Announced has been made that Valley Records has signed a new, young singing artist, in the name of Bobby Myers, who is called "Young Mr. Appeal!" The eleven year old native of Colma, California, who is a protégé of Carl Smith, last week gave a short interview in Nashville and it will be released around November 1st. The juvenile star came to the attention of those at County Records on October 8th when a new release out that is quite certain to attract lots of attention, titles being "Yesterday's You're On the Hill Now." "Where did all the Girls Go," the Korean Prisoner of War on his way home to America after the truce was signed. He hasn't heard from anyone at home in so long that he doesn't know how many have been killed. This is the first release by a new label. "RCA Victor." Johnny Masters reports that Ike Evely, along with his wife Margaret, and two sons, Don and Phil are now working with WRKO on the "Dinner Bell Show," which is heard in the Chicago area. John, his wife Margaret, and Bob Drake and the Jackson Family. Archie "Grandpappy" Campbell, Bobbitt of the West, will be heard on this series. In the next few weeks, the group will work through Florida in the program "��身," and in the second tour of the show, the group will work through Florida again, this time in the "Drinkin' With Texas." Thanksgiving week will find the Carlsmiths touring Kansas and Missouri and November 7th through November 14th in Chicago. Those in the group will be: Joe Perry, Robert Perry, and Harvey Young, who is also a member of the group. In several weeks, the group will be back at the "Drinkin' Bell" in Texas. 

CHUCK THOMPSON

FORD—Hattiesburg, Miss.
1. A Heap Of Lovin' (Kwinn)
2. I Forgot thumbnail Mouse (Vee)
3. Oh Missing Baby (Bee)
4. Tennesse Ghost Train (Dale)
5. Zat You Myrtle (Carr)
6. Joe's Last Meal (Lack)
7. I Can't Say No (Williams)
8. Talk To Me Thelma (Judd)
9. I'll Love You Always (Warren)
10. There Stands The Sun (Brown)

CLIFF RIVERS

WCKJ—Richmond, Va.
1. I Forgot More (Davis Sisters)
2. A Dear John Letter (Carr)
3. Moma, Come Get Your Baby (Bee)
4. I Poled The Last One (Smith)
5. It's Been So Long (W. Pierce)
6. Hello There Myrtle (Carr)
7. I'm Walking The Dog (Flecker)
8. I'm Walking The Dog (Pee)
9. How's The World Treating You (Carr)
10. Long Ago (Carr)

TOMMY SUTTON

WNYO—Dayton, Ohio
1. I Forgot More (Davis Sisters)
2. Don't Throw Your Life Away (Carr)
3. I'll Love You Always (Warren)
4. How's The World Treating You (Carr)
5. Moma, Come Get Your Baby (Bee)
6. I Poled The Last One (Smith)
7. You're The One For Me (Creamers)
8. You're The One For Me (Creamers)
9. I'm Walkin' The Dog (Pee)
10. A Dear John Letter (Carr)

SLEEPY HEAD

KASM—Alberton, Minn.
1. I Forgot More (Davis Sisters)
2. A Dear John Letter (Carr)
3. It's Been So Long (W. Pierce)
4. My Wasted Past (E. Tubb)
5. Crying In The Chapel (Carr)
6. I'm Walking The Dog (Pee)
7. Moma, Come Get Your Baby (Bee)
8. I Poled The Last One (Smith)
9. Saturday Morning (Carr)
10. Hello There Myrtle (Carr)

BILLY STELL

WJYK—Key West, Tenn.
1. I Forgot More (Davis Sisters)
2. Darling Am I The One (Carr)
3. Moma, Come Get Your Baby (Bee)
4. I Poled The Last One (Smith)
5. It's Been So Long (W. Pierce)
6. You're The One For Me (Creamers)
7. I'm Walking The Dog (Pee)
8. I Poled The Last One (Smith)
9. You're The One For Me (Creamers)
10. A Dear John Letter (Carr)

TOMMY SUTTON

WNYO—Dayton, Ohio
1. I Forgot More (Davis Sisters)
2. Don't Throw Your Life Away (Carr)
3. How's The World Treating You (Carr)
4. Moma, Come Get Your Baby (Bee)
5. I Poled The Last One (Smith)
6. You're The One For Me (Creamers)
7. Saturday Morning (Carr)
8. I'm Walking The Dog (Pee)
9. A Dear John Letter (Carr)
10. Hello There Myrtle (Carr)

DAVE THOMAS

KCTI—Gonzales, Tex.
1. I Forgot More (Davis Sisters)
2. Moma, Come Get Your Baby (Bee)
3. It's Been So Long (W. Pierce)
4. You're The One For Me (Creamers)
5. I'm Walking The Dog (Pee)
6. A Dear John Letter (Carr)
7. Moma, Come Get Your Baby (Bee)
8. Saturday Morning (Carr)
9. You're The One For Me (Creamers)
10. Hello There Myrtle (Carr)

WOLFGANG

KGBF—Winfield, Kan.
1. I Forgot More (Davis Sisters)
2. You're The One For Me (Creamers)
3. Saturday Morning (Carr)
4. It's Been So Long (W. Pierce)
5. Moma, Come Get Your Baby (Bee)
6. You're The One For Me (Creamers)
7. I'm Walking The Dog (Pee)
8. A Dear John Letter (Carr)
9. Moma, Come Get Your Baby (Bee)
10. Saturday Morning (Carr)

MACK SANDERS

KFWX—St. Louis, Mo.
1. I Forgot More (Davis Sisters)
2. Moma, Come Get Your Baby (Bee)
3. It's Been So Long (W. Pierce)
4. You're The One For Me (Creamers)
5. I'm Walking The Dog (Pee)
6. A Dear John Letter (Carr)
7. Moma, Come Get Your Baby (Bee)
8. Saturday Morning (Carr)
9. You're The One For Me (Creamers)
10. Hello There Myrtle (Carr)

PETER KELLING

KMB—Ely, Nev.
1. I Forgot More (Davis Sisters)
2. Darling Am I The One (Carr)
3. It's Been So Long (W. Pierce)
4. You're The One For Me (Creamers)
5. I'm Walking The Dog (Pee)
6. A Dear John Letter (Carr)
7. Moma, Come Get Your Baby (Bee)
8. Saturday Morning (Carr)
9. You're The One For Me (Creamers)
10. Hello There Myrtle (Carr)

PAUL KELLINGER

WBZ—Boston, Mass.
1. I Forgot More (Davis Sisters)
2. Darling Am I The One (Carr)
3. It's Been So Long (W. Pierce)
4. You're The One For Me (Creamers)
5. I'm Walking The Dog (Pee)
6. A Dear John Letter (Carr)
7. Moma, Come Get Your Baby (Bee)
8. Saturday Morning (Carr)
9. You're The One For Me (Creamers)
10. Hello There Myrtle (Carr)

SLEEPY HEAD

WHMM—Memphis, Tenn.
1. I Forgot More (Davis Sisters)
2. Darling Am I The One (Carr)
3. It's Been So Long (W. Pierce)
4. You're The One For Me (Creamers)
5. I'm Walking The Dog (Pee)
6. A Dear John Letter (Carr)
7. Moma, Come Get Your Baby (Bee)
8. Saturday Morning (Carr)
9. You're The One For Me (Creamers)
10. Hello There Myrtle (Carr)
see the new Select-o-matic High Fidelity
High Fidelity
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belong to coin-operated music, too!

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belong to coin-operated music, too!
The Salesmen Return

NEW YORK—Apropos of the editorial alongside, it is interesting to note that Charles M. Sievert, columnist for the New York Sun-Telegram, reports that this year the air in convention halls and sales meetings has been filled with "get out and sell." It is pointed out in this column that Merle Thorpe, a director of Cities Service says: "American salesmanship is a great native resource." Thorpe states that this monochromatic path to your door if you build a better mousetrap, all American industries owe their success to "the resourcefulness, energy and ingenuity that American salesmen have used in its study of human behavior."

LOUISVILLE, KY.—With some common sense still in evidence, it is realized that they cannot obtain sufficient credit from their local banks the speech of Everett D. Reese, president of ABA (American Bankers Assn.) before the Kentucky Bankers Association may prove very interesting. Reese pointed out to the bankers present that Uncle Sam was once again in the lending business with the creation of the Small Business Administration.

Said Reese, "Bankers cannot be indifferent to the implications of this action. We should serve small business so effectively that the demand for Government credit or loans will be meaningless." He also claimed that a study made a few years ago showed that 19 of all loans made by banks were to concerns with a net worth of $50,000 or less. Two-thirds of these loans, he stated, were to firms with a net worth of $50,000 or less. "It may be," he emphasized, "that we will have to grant more credit . . . rather than being so concerned with the restriction of credit." (Editor's Note: Operators having any difficulties obtaining loans and/or credit from their banks should show the above to their bankers.)

NEW YORK—The usual pressures come to the fore during political campaigning. One of the matters under discussion is that some of the amusements on the street are detrimental to the city's appearance and prestige. Robert Wagner, the candidate on the Democratic ticket stated: "The fellow who wants to find amusement in a penny arcade is as much entitled to do so as one who wants to find his amusement in the drama." He said he was not opposed to penny arcades "so long as they are kept orderly and clean and there are no loud blares permitted." "I think the poor people have a right to entertainment, too," he declared.

Refreshing to most is the fact that the salesmen are starting to return to the field.

Perhaps these past few months, as business became spotty, brought about a call for more personal and intense coverage of the market, from manufacturers, distributors and jobbers.

Regardless of what the reason, the fact that the salesmen are returning in ever increasing numbers, is an encouraging, and even a stimulating factor for all the industry.

Not only does the average operator appreciate direct coverage from the salesmen of his choice, but, the salesmen are the men who bring back the new ideas.

Because of observant and intelligent salesmen many new products have come into being. It is their close kinship with the men on the firing line, the operators, which results in the ideas for the new products the operators need.

Salesmen have been known to not only report to their headquarters about general conditions in the territories they visit, but, they also advise just what each operator needs to continue in business on a profitable basis.

This has in the past, and will, in the future, result in some of the finest amusements for the industry.

It is the salesman who gets close to the operator and covers many of his locations with him. Here he learns of new ideas which that operator may be using which would, if put on a nationwide scale, benefit the entire industry.

It is well to remember that the greatest games have been built in attics, basements and garages by operators who, because of necessity, could not, or would not, purchase new machines for certain locations.

These operators revamp a game themselves and find that collections zoom. They don't report these facts to the trade. They just keep right on going, considering themselves lucky, because of the ingenuity which they displayed, to continue to earn with a game of long standing because of a "simple revamp."

That "simple revamp" can mean an entire new trend in the automatic amusement industry. But the average operator, too much occupied with his own route in his own territory, may not be able to see this fact for the nation as a whole.

And that's where the salesman can be of tremendous help to the industry.

As long as he keeps his eyes and ears open, keenly observes the operations of the people he calls on, notes what they are doing to help themselves profit from the products which they have purchased, he usually sends in a report to his factory where executives and engineers suddenly foresee something entirely new and different.

Salesmen have proved invaluable to many of the firms in this business, aside from their general utility—that of selling machines for the firm they represent.

The fact, then, that more and more salesmen are being seen in the industry, especially out in the field, brings much that can be expected for the entire business.

Not only do salesmen have the knack of lifting up a depressed section of the nation, but at the same time, they create optimism wherever they visit, and bring about a much closer relationship between the people whom they call upon.

The return of the salesmen is bound to mean a great deal to the entire amusement machines field. They will not only create a wider range of sales for their firms but will also bring into being a better understanding of the national market for all concerned.

It is well, then, that the executives in the industry have seen fit, even as business goes on ahead, to insure their future sales with salesmen directly covering their customers.

The return of the salesman is always a heartening thing for any industry. It means a better level of operations, as well as more efficient merchandising of the products of any firm.
THE JUKE BOX INDUSTRY

Presents

IT'S OPPOSITION

to the

McCARRAN BILL

in WASHINGTON, D. C.

on

MONDAY, OCTOBER 26

Next Week's Issue
of

The CASH BOX

(Dated November 7)

WILL REPORT PROCEEDINGS
N.Y. Music Ops Assn. Changes Name To "Music Operators Of N.Y., Inc."

"Royal" In Battle Royal At United

Non-Match Shuffle Alley May Overtake "Imperial"

LANCASTER, O.—Roy C. Baystel, R. C. Music Company, this city, had himself quite a time for the six days of September 13 to 18, while hunting game at the Jackson Hole Area, Upper and Lower Hobach, Mt. Range, Wyo. Pictured below is Roy and his trophies: Black Bear; Moose (Bull) 46% antler spread; Elk (Bull); Buck Deer; and a Coyote.

CHICAGO—One of the surprises over at United Manufacturing Company, this city, is the fact that its non-match score shuffle alley, "Royal", is gradually closing up the sales margin with the big seller, "Imperial", which is a match score game.

Bill DeSelm, salesmanager of the firm, stated this past week, "Say, 'Royal' sales are getting closer to a tie with 'Imperial' than ever before and it looks now like, very soon, they may be both selling at the very same pace.

Bill reported that when both of these new shuffle games were introduced, 'Imperial' went away out in front, and has remained out in front, as far as sales are concerned.

"But," Bill stated, "the past weeks have sort of surprised everyone. 'Royal Shuffle Alley,' he now claims, 'is putting up a battle royal for first place with 'Imperial' and, if this keeps up, we won't be surprised if 'Royal' overtakes 'Imperial'!"

"It's What's in THE CASH BOX That Counts"
LACK OF SKILLED LABOR PLAGUES MFRS

Deliveries Of New Equipment Fall Behind As Labor Situation Becomes Acute. Offer Many Inducements

CHICAGO—"It's not only the great lack of skilled labor," one noted manufacturer here stated, "but the terrible labor turnover which we are enduring, and which seems to be current everywhere in this area. This condition," he continued, "is throwing us further behind on all orders of new equipment, hard as we are trying to get out production as speedily as possible."

This area has been undergoing a lack of skilled labor for a long time now. It has become more acute as the months have gone by.

Noted manufacturers of coin machines are now advertising in the daily papers here that "skilled or unskilled" help is wanted.

They are willing to train unskilled labor. Willing to give high bonuses, free insurance and many other inducements to obtain whatever help they possibly can, as well as assure unskilled help good training from very skilled employees. All this is an effort to cut into the backlog which is accumulating at most of the manufacturers in this area.

Some of the manufacturers point out that they are delivering just as many machines as they formerly did, "But," they state, "with the demand greater than it ever was, we are falling behind simply because we can't obtain sufficient labor to handle more production, regardless of the fact that most of the factories here have the facilities for stepping up their production."

Greatest problem is the labor turnover. As one manufacturer here said, "We are constantly hiring people. Last week we were lucky to hire another 40 people. But, this past Monday morning, 46 didn't show up. This throws us behind schedule. And again this week we are hoping to employ a sufficient number to overcome what we lost and gain a few at the same time."

N.Y. Ops View New Seeburg Phonos

SAM STERN

CHICAGO—This past week, Sam Stern, executive-vice president and general manager of Williams Manufacturing Company, this city, stated: "We are going ahead with dime coin chutes. These will continue to be placed on our present 'Army-Navy' game and on future games. We have learned that the majority of the pinball operators agree with us that dime play is their salvation."

With these words, Stern produced some facts which were very interesting. He showed reports from one large eastern center where the locations were new demanding 10c coin chute games from operators who hadn't as yet brought them into these spots.

"It's a fact," Stern stated, "that the average pinball operator agrees he must, somehow, arrange for more turnover in his equipment and, if he does want to obtain more income, the one and only way in our opinion, and in the opinions of many, many pinball operators today, is 10c play."

From some sections of the nation Stern has heard that operators removed the dime coin chutes and replaced these with the old nickel chutes.

"This," he says, "was to be expected. There are many operators who won't try to make a changeover to 10c play until they get everyone else in their area to agree to do the same thing at the same time."

"But," he continued, "these operators suffer along and continue to complain of the next man' instead of trying to go it themselves, first, and having the others follow."

Runaway Gives Away Television Set

NEWARK, N. J.—One of the highlights of the Hiram Walker Merchandising Fair, held at the Mosque Theatre in this city, October 17 and 18, was the offering of a 21" Emerson floor model television set to the holder of the lucky ticket in a drawing sponsored by Runyon Operating Division.

The lucky holder of that card was Henry Ruhmschottel, owner of a package store.

"We were very happy to present the television set to Mr. Ruhmschottel," said Ed Burg of Runyon Operating Division, "and we are gratified at the interest this offering generated."

Thus far Runyon has exhibited at the merchandising fairs held in New York, Newark and Trenton, and will also exhibit in Hartford, Connecticut, November 2 and 3, and in Bridgeport, Connecticut, November 7 and 8.

Ed Burg, of Runyon Operating Division (extreme right) and Dave Milich, of Beverage Retailer Weekly (extreme left) are interested bystanders, as Ben Smith of Ben Smith Advertising, Inc. announces Henry Ruhmschottel as the winner of the 21" Emerson television set.
CONGRATULATIONS TO THE HAPPIEST COUPLE IN MISSISSIPPI. ED DANIELS AND WIFE THE PROUD PARENTS OF A HANDSOME NEWBORN, ED JR. THE NEW BABY FOLLOWED THE NEW HOUSE AND A NEW RECORD SHOP. ADD TO THE AFOREMENTIONED THE OLD ROUTE AND YOU HAVE A BUSY BUT HAPPY ED... MR. AND MRS. MEYER VERNICA OF MANHATTAN AMUSEMENT IN TOWN ENTERTAINING THEIR TWO GRANDCHILDREN. MRS. VERNICA LOOKING AS LOVELY AS USUAL... MRS. LE BLEU OF L & C AUTOMATIC, LAKE CHARLES, IN TOWN ON A COMBINED PLEASURE AND BUSINESS TRIP... MRS. BARCELONA, BARCELONA AMUSEMENT IS BEING FITTED FOR A GOWN TO BE WORN AT THE CARNIVAL BALL... SIG LEEF OF TWIN CITY AUTOMATIC, WEST MONROE, MARRIED SEVERAL WEEKS AGO... FREDDIE WERTHER ANNOUNCES HIS FORTHCOMING MARRIAGE ON OCTOBER 24 IN ALEXANDRIA, FREDDIE WAS FORMERLY WITH DELTA MUSIC SALES... MR. AND MRS. NICK J. FOKAKIS AND FAMILY IN TOWN SHOPPING FOR A CIGARETTE VENDING MACHINE. NICK IS OF POKAKIS AMUSEMENT CO., HATTIESBURG, MISS... DELORES SYNDHAM, JACKSON, MISS. RECOVERING FROM AN EMERGENCY OPERATION LAST WEEK... VISITORS THIS WEEK INCLUDED ALSTON OF ALSTON AMUSEMENT, GULFPORT, MISS.; MRS. DUFFY OF DUFFY AMUSEMENT, BATON ROUGE; SUNDOW OF ABBEVILLE; AND RAY LANDRY OF GONZALES... MACIE LA MOTT, OPERATOR FROM BATON ROUGE, JUST BACK FROM A TRIP TO DENVER, COLO... MR. SLAY AND EARL GILL OF SLAY MUSIC, HATTIESBURG, MISS. IN TOWN FOR A DAY... HENRY GERSON, HENRY'S MUSIC, MONROE, LA., EXCITED BECAUSE HIS SON FROM SOUTH AMERICA VISITING HIM... LIME, JEFFERSON MUSIC, ALEXANDRIA, GRINNING ABOUT HIS VACATION WHICH STARTS THIS WEEK... LEONARD CHESS, CHESS RECORDS, PASSING THROUGH TOWN ON ONE OF HIS FREQUENT DISK JOCKEY, DISTRIBUTOR TRIPS... CUTE LITTLE GUY AT HUFFNIES COIN MACHINE SERVICE MAKES A PRETTY PICTURE AS SHE TYPES AWAY AFTER SCHOOL.

E. OHIO PHONO OPS ASSN. ELECTS LONSWAY PRES.

YOUNGSTOWN, O.—The Eastern Ohio Phonograph Operators Association held elections in September and the members elected Raymond E. Lonsway, president; Don De Lucia, vice-president; and Mark Osborn, secretary-treasurer.

THE ORGANIZATION HELD EXECUTIVE MEETINGS EVERY THIRD THURSDAY OF THE MONTH. THE NEXT EXECUTIVE MEETING WILL BE NOVEMBER 19 AT 1310 MARKET STREET, THIS CITY, ASSOCIATION HEADQUARTERS.

GENERAL MEETINGS ARE ALWAYS HELD THE FIRST THURSDAY OF EACH MONTH AT THE LOD HOTEL, THIS CITY. NEXT REGULAR MEETING WILL BE NOVEMBER 9.

"IT'S WHAT'S IN THE CASH BOX THAT COUNTS"
Best Investment in the Coin Machine Field!

Operators all over the United States agree the new AUTO-PHOTO STUDIO is a MAJOR PROFIT PRODUCER. And, what is equally important AUTO-PHOTO STUDIOS have HIGHEST RESALE VALUE, so your investment is SECURE. (Studios now several years old are as productive as when originally installed.)

Only AUTO-PHOTO STUDIOS give four different poses on each strip. Your customers know the difference. Prints are permanent, will not fade, have great depth and contrast can be reproduced or enlarged.

AUTO-PHOTO STUDIOS are completely automatic—easy for customer—easy for operator.

Investigate this MAJOR PROFIT PRODUCING PLAN today.

Write today for full details, literature and name of nearest distributor.

Auto-Photo Co., Inc.
1452 So. San Pedro St., Los Angeles 15, Calif.

CLOSE OUT SPECIAL

YOU NAME THE PRICE!

Seeburg Models
146
147
148

DAVIS DISTRIBUTING CORPORATION
SEEBURG FACTORY DISTRIBUTORS
725 WATER STREET
SYRACUSE, NEW YORK
(Phone: 75-5194)

DEALER SITUATION

STATLER rebuilt 8 Column CIGARETTE and 9 Column COOKIE MACHINE EACH
Supreme Distributors, Inc.
416 N. W. 8th AVE., MIAMI 37, FLA.

On The Road!

ROBERT H. BEAR

NOETH TONAWANDA, N. Y.—Robert (Bob) H. Bear, sales manager of the phonograph division of The Rudolph Warlitzer Company, this city, is on the road seeing the firm's distributing organization.

First stop was to visit with Bill Mashek of Central Music Distributing Co. in Kansas City, Mo. From there Bob travels to Houston, Texas, to see Joe Steele, Steele Distributing Co., and then on to Dallas to Commercial Music Co. and Kay Williams. We understand Fletcher Blalock of F. A. B. Distributing Co., of New Orleans, La., will meet up with Bear in Dallas.


Copeland Distributors, Oklahoma, Appointed AMI Distributor

Holds Showing At Biltmore Hotel

OKLAHOMA CITY, OKLA.—Appointment of Copeland Distributors, 900 Western Avenue, this city, as distributors for AMI incorporated, was announced here today by E. R. Ratahajk, western regional manager.

The new AMI distributor will serve operators throughout all of Oklahoma, the western counties in Arkansas and in the Texas Panhandle area.

Copeland Distributors occupies a large modern building with showroom windows along Western Avenue that look into the well lighted display area where the AMI jube boxes, hideaways and other auxiliary music equipment is shown. Service facilities are unusually complete, including the most recent electronic testing equipment and a refinishing department comparable to that found in many factories.

In addition to Wayne Copeland, president of Copeland Distributors, other members of the organization include: LeRoy B. Kitch, service manager; Haskell Dill, sales representative; Mary E. Gee, secretary and treasurer; Ross Drennan, technical department; Harry Brown, service; John Bocock, parts sales and Allan Dixon, general utility and maintenance.

Copeland has been in the distribution end of the juke box industry since the end of World War II. He holds a Bachelor of Science degree from Temple University in Pennsylvania and was in the investment banking business in Philadelphia prior to coming to the southwest to make his home. He is a veteran Air Force pilot, married and the father of two children.

Immediately upon his appointment, Copeland presented the AMI Model "E" phonographs to music operators with a showing at the Variety Club in the Biltmore Hotel, this city.

Music operators from surrounding areas who called to see the equipment and congratulate Copeland's appointment to the AMI distributor family included: Don J. Dawson, Tulsa; Mike Rice, H. O. Bussy, Charles O. Malone, Bryce Fletcher, J. Crawford Butts, Mr. and Mrs. W. B. Atkins, and Mr. and Mrs. James C. Burge, Sol Davis, L. W. Drennan and W. S. Cox, all of Oklahoma City. Other Oklahomans prominent in music circles who attended were Mr. and Mrs. Olen V. Lowther, Davis; Mr. and Mrs. A. J. Prickett, Canton; Bob Toma and W. H. Gugg; Mungum; C. E. Dawson, Afton; C. F. Jackson, Seminole; B. C. Dickson, Shawnee; Jim Weitken and Larry Buckley, Enid; Harold Stockstill, Pauls Valley; Mr. and Mrs. Bob Lester, Duncan; Mr. and Mrs. H. A. McPachland and Mr. and Mrs. James Clark, Ada; Mr. and Mrs. James Pas- solt, Ardmore. Out of state guests were Gunnar Gabrielson, Dallas, Texas; Johnie Adams, Port Smith, Arkansas; and G. M. Wilkins and E. H. Meese, Rogers, Arkansas.

"It's What's in THE CASH BOX That Counts"
“What’s In A Name”?  

CHICAGO—Alvin Gottlieb of D. Gottlieb & Company, this city, found the famed Shakespearean expression, “What’s In A Name?”, extremely appropriate in regard to their export business.  

“Everythin’ good,” Mr. Gottlieb reported, “but our foreign buyers like our games because they ‘mean something’ to them.”  

“For example,” he continued, “they liked our ‘Globe Trotter’ because they thought the name ‘meant something’ to their players in France, Belgium and the other countries.”  

“They liked our western-named games because the cowboys of the old west are extremely popular in European countries.  

“From now on,” he says, “we are going to have to take the name of the new game into consideration and give it some study prior to releasing it for it must have meaning as far as the export market is concerned.”

Ralph Sheffield Named Genco Sales Manager  

Firm Holds Big Distributor Meet Oct. 11  

CHICAGO—Ralph Sheffield was named sales manager for Genco Mfg. & Sales Company by Avron Genahor and Sam Lewis, heads of the firm.  

Sheffield has been engaged in the coin machines industry since 1938 when he started as a mechanic for Cleveland Coin Machine Exchange, Cleveland, Ohio.  

He came to Chicago late in 1941 and helped to start Empire Coin Machine Exchange. After a few years he became a partner with Gil Kitt in this firm.  

He remained with Empire for about ten years and then sold out. After a short career in the premium business he entered the Genco firm last January.  

Since then he has been traveling the country appointing distributors and introducing new Genco products.  

As sales manager, Sheffield started off the firm’s newest product, news of which is as yet being withheld until all the firm’s distributors have been completely supplied, by holding the largest meeting of all the Genco distributors on October 11.  

About 80 of the Genco distributors were present to see the firm’s newest innovation. They were also invited into a round table open discussion regarding Genco’s products, as well as their general thoughts in regard to distributorship methods, and general practises of all its distributors.  

This “open discussion”, Sheffield reports, was one of the most pleasing to the firm’s distributors. It gave them the opportunity to speak right out and actually help arrange future policy for the Genco firm, he stated.  

Among the distributors who were present at this meeting were: Lou Singer of Central Distributors, Omaha; C. W. (Shorty) Culp of Oklahoma City; Fletcher Blaeklock representing all the F.A.B. offices; Ray Williams of Commercial, Dallas; Lou Wolcher of San Francisco; Ron Pepple of Seattle; Bill Marmer of Cincinnati; Sam Taran and Eli Ross of Miami; Ray Powers, representing Badger Sales Co., Los Angeles; Romeo Laniel and Jean Costou of Montreal; Frank Swartz of Nashville; Gil Kitt of Empire, Chicago; Leo Weinberger of Louisville; Harry Hurwich of Birmingham; Lu Shulman of Denver.  

Also present were: Barry Silverberg of W. B., Kansas City and Bill Betz of W. B. St. Louis; Bill Miller of Miller-Newmark, Grand Rapids and Detroit; Al Simon and Al Dinzelli of New York; B. D. and J. D. Lazar of Pittsburgh; Irv Blumefeld and Harry Hoffman of Baltimore; Bob Wrenel of Automatic Games, St. Paul and Al Clavir of Toronto Trading Post.  

In conclusion, Sheffield stated, "There is no doubt that this proved to be one of the most interesting and most successful meetings ever yet held by our firm.”  

A dinner was enjoyed by all at the Shanghai-La restaurant and a night at the Chez Parre was part of the entertainment for the distributors.
LOS ANGELES, CALIF. — Auto-Photo Company, this city, manufacturers of Auto-Photo Studies that take and deliver four different photographs automatically on one strip within two minutes, at the drop of a coin, will soon expand its operations overseas.

L. D. Baker, Auto-Photo president, departed for Tokyo, Manila and other far eastern cities this week. His immediate objective will be to arrange for establishment of a branch office, operating and distributing company in Japan.

Auto-Photo states its coin-operated studies are now in operation throughout the United States in variety and department stores, drug stores, theaters, retail and amusement "traffic" locations.

Recent studies made by the firm at variety store locations show that Auto-Photo has an especial appeal to teenagers when made available to them at their natural trading centers. Auto-Photo's four poses on a single strip also permit posing and "mugging" one another.

Auto-Photo has also demonstrated tremendous appeal to military personnel as it permits sending clearly focused and fade-proof portraits home at minimum cost. Travelers and amusement seekers also are good Auto-Photo customers.

Further tests have demonstrated that Auto-Photo's appeal is not limited to Americans alone and it is as a result of these tests that the company has decided to expand its operations.

Governmental agencies and industry are also a developing market for the automatic photo studies as need grows for simplified photo identification procedures, it is stated.

HARTFORD, CTN. — The Music Operators of Connecticut held its 1st regular general meeting of the fall season on October 8 at The Southern Plantation Restaurant, this city.

Abe Fish, president, presided over the meeting attended by thirty six members and a large delegation of operators from the Western Mass. Music Guild and representatives of the RedDistributing Co., Boston, AMI Distributor Training of Machine Co., Boston, Seeburg distributor; Runyon Sales Co., New York, AMI distributor; Atlantic-Conn. Corp., Hartford, American distributor; Music & Television Corp., Boston Rock-Ola distributor; and Reliable Coin Machine Co., Hartford wholesaler.

Jerry Cumbie, Music & Television Corp., exhibited the new Rock-Ola "Comet" and addressed the gathering. The six local branches, which make up the Music Operators of Conn., were represented by their delegates: Arht swim of Bridgeport, John Colucci of Waterbury, Frank Marks of New London, Arthur Rode of Bristol, Claren Cease of New Haven and Abe Fish of Hartford.

One of the main topics for settlement was the proposal to allow vending machine operators to join the association. The motion was defeated in large part because of the inherent reluctance of the measure felt the admittance of the vending operators would prove highly beneficial to the coin machine industry.

The organization is making steady progress towards its goal of 50 phonographs to be distributed to deserving organizations throughout the state. The association is going all out to aid in the fight against juvenile delinquency and the donations of the juke boxes will go mainly to younger institutions.

LOS ANGELES—Gabe Orland of California Music Company, this city, recently announced the opening of a new Pla-Time toy store at 224 North Market Street in Inglewood.

A complete line of toys for the wee tot will be featured.

Gabe invites all operators to drop in at his store anytime and take a look over his large selection. He says it's the largest store in the West. Everything in toys the year around.

That address again is 224 North Market Street, Inglewood.

CHICAGO—Regardless of a slide-off anywhere in any industry today, the coinbox boom keeps going right ahead.

Lead 'em in are the in-lines, shuffles and the new model phonos. The field just practically keep to get essentials with the Post.

Some of the new kiddie rides and other machines have also cut into the sales market. But not in sufficient numbers to affect the sales leadership of these top three products on the market today.

Vending machines are also enjoying the sales period of the year with, as usual, the cigarette vendors in the lead, and coffee, candy and soft drink dispensers close to the leaders.

But most phenomenal is the leadership being maintained by the in-lines, shuffles and phonos, month after month, holding up in sales to a boom point, with no slackoff anywhere in sight.

If anything at all, there is an attempt to clear away the heavy backlog by manufacturers of these items.

In fact, even before a production run which is scheduled far in advance is completed, or anywhere near completed, the machines are all sold, and the factory is usually planning another run as far in advance as possible.

In most cases the leading factories are working on multiple product schedules. In short, one type machine is scheduled for a production run with another type machine to follow, before the production will get back to the first type machine. Usually both scheduled production runs are sold out, so that all schedules are set up as far in advance as possible, in an effort to somehow get ahead of accumulating backlogs.

Interesting also, is the fact that these manufacturers switch from one type machine in one run, to another type in the next run, and yet keep production going at top speed with assembly lines taking the changes in stride.
BURLINGTON, IOWA—Philip B. Rowan, music operator here (D. & R. Amusement Company), like all music operators throughout the country, thinks the McCarran Bill is terribly unfair, and writes The Cash Box as follows: Gentlemen:

In regard to an open letter to "Mr. Music Machine Operator" published in the October 3rd issue of "The Cash Box", I would like to take the liberty of asking a few questions concerning statements made by the "Composers' and Authors' Committee for the Support of S. 1106," the writers of this particular letter spoken of above.

Why do they figure they "get nothing" for bringing our customers the music they want to hear? The songs may be theirs the customers pay to hear, but the recordings of such songs are bought and paid for by the operators. How do the "Composers and Authors" have a big investment in our business? They should have reversed that statement. How do they arrive at the fact that their songs cost us nothing? Why should the operators "pay a few pennies a week" to use records on machines just because we buy recordings of songs written by someone.

How is the bill introduced by Senator Pat McCarran a "good bill," a "fair bill"? Has the "Songwriter" overlooked the fact that "Mr. Music Machine Operator," who carries a good current program on his Juke Box, is a main source of free advertising retail-wise? Why would the "Composers and Authors Committee" choose to "cut off the hand that feeds the mouth"?

Would you, the reader of such a letter (as the Songwriters) regard the bill as unconstitutional?

After all, the average operator selects and purchases records with two thoughts in mind: (1) Music appropriate for a particular location; (2) Music which will attract potential customers patronizing that particular location.

Are we operators, who help keep the "Songwriter" in business, going to accept the McCarran Bill without raising our voices?

Progress is competitive—not taxable.

Sincerely,

Philip B. Rowan
Music Operator
BURLINGTON, IOWA

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**Galaxy Of Top Recording Artists To Be At N. Y. Ops’ Banquet, Nov. 7**

NEW YORK—For the past fifteen yearly banquets of the Music Operators of New York (new association name), the world's top recording artists have appeared to greet and meet the operators as well as show their wares. All have expressed their keenest appreciation to the members of the organization for the tremendous influence they wield in making their records successful money makers.

The forthcoming banquet, to be held at the Commodore Hotel on Saturday night, November 7, will once again bring out these top artists. "Altho our roster is not as yet complete," stated Al Denver, president, "it appears as if the 1953 banquet will showcase the greatest names in the recording industry, and bids fair to overshadow any of our previous shows."

Artists who entertained at last year's banquet included: Perry Como and the Fontane Sisters; Patti Page; Tommy Edwards; Art Lund; Danny Sutton; Frances Faye; Steve Lawrence; Tito Puente; June Valli; Dorothy Collins; and Snooky Lanson.
4 REASONS WHY

Bally® KIDDY RIDES

EAR NS BIGGEST PROFITS YEAR AFTER YEAR

1. Fastest Eye-Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction

START A STAN-DIME-OUTCOME OF BALLY KIDDY RIDES NOW.

Finance-Plan available through leading Bally Distributors.

Paul Harold, Cohen Amusement Co., Montgomery, in the Jackson Hospital since September 2. Doctor reports Paul is feeling somewhat better. W. H. Burnham, Burnham Amusement Co., Montgomery, back on the job after a three-week illness. Isaac and Raymond Cohen, Cohen Amusement Co., happy to get back in the store again. They were burned out shortly after they opened last May. They will re-open with one of the most modern record bars in the south with a complete line of records. They will display the latest in coin machines on the main floor. Dave Franco, Franco Novelty Co., Montgomery, very much enthused over the sales of the new Rock-Ola "Comet" phonograph. Jack Hoskin of Jefferson Music Co., Birmingham, on a two-week vacation with relatives in Washington, D.C. O. C. Coker and J. Leon Hoskin back from a relaxing two weeks in Washington Beach, Fla. Woodie Vanderoff on a vacation. Won't say where and guarantees there will be no phone. Ed Bogle, former operator in Clanton is now with the sales office of F.A.B., Birmingham.

Hubert Hare, Music Box, Birmingham, just completed the installation of a new Seeburg metered music. Paul Rutledge will handle the service of the metered music. Bessmer Music Company, Bessmer, added a typewriter and adding machine sales and service to his coin machine business. Web, owner, also carries a general line of appliances, all under the same roof.

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

EASTERN FLASHES

The music machine industry was gathering its forces this week to present its opposition to the McCarran Bill, hearings to start on Monday, October 26, in Washington, D.C. Many machine owners and operators are expected in the nation's capital to Washington. George A. Miller, president of Music Operators of America (MOA), and Mike H. Mincer, publisher of MOA, are planning to attend the hearings with Sidney Albert, president of the Western Music Operators Association, and Albert Denver, president of the local music operators association. At this writing we do not have a list of operators, distributors or manufacturers who will attend the hearing, but we do know that the above will be there, as well as A. D. Palmer, Jr., advertising and sales promotion manager of The Budyultz Machine Company, who leaves from North Tonawanda, N. Y., and Jack Mitnick, regional representative of AMI, Inc, who will leave New York City together with several jule box operators. The Cash Box will have its music editor, Sid Parrack, at the hearing, and full report will be made to the trade in the issue of November 7.

Ben Beekley, regional rep for Bally, flies out to Canada, where he will visit with Paddy Conklin and Dave Russell of Russ-Con, distributors of Bally kiddy rides, as well as other distributors in Canada. Jack Mitnick, AMI regional rep, back in N. Y. after an extended ride trip that took him to Orlando and Jacksonville, Fla., Atlanta, Ga., Columbus, S. C., Durham, N. C., and Richmond, Va., where he attended the celebration of the Roanoke Vending Exchange. Jack spent only a day in N. Y. then took himself to Boston. From there he returned to N. Y. and by the weekend had left for Washington, D. C. to attend the McCarran Bill hearing on Monday, Oct. 26. In Al Simon, Albert Simon, Inc., finally able to hold one of Chi Coin's "Round The World Trainer" for display in his showrooms. This piece, as well as ChiCoin's Day by Day, 3-dimensional coin operated machines, in his showrooms floors the week of Oct. 26. Deliveries will be made shortly after he states. AMI roadman, spends several hours in the office one day this week, catching up on his paper work, and arranging several of his customer's machines. Marvin Liebowitz, who returned to the coin machine industry several months ago, an absence of many months, has sold his suflge game route, and is operating his music business. Ben Smith, who handles the advertising for many coin machine firms here, spent the week-end with his wife, Ruby, at Princeton, where their son George is a student. On Saturday they attended the Princeton-Harvard game between "Hank" and "Phil," our Princeton "game" wails Ben. (Princeton lost to Navy by the record breaking score of 6 to 7).

Mike Munves returns from a fast trip to Chicago, where he bought quite a bit of parts at the bankruptcy auction of Dan Gould's firm. Joe Young and Abe Lipsky, Young Distributing, quite upset over a delay of the trucking firm in delivering several shipments of Wurlitzer phonos. Machines on the road for almost a week, and ops impatiently awaiting delivery. One of the busiest wholesalers on coinrow is Koeppe Distributing, specializing in record-dealers music machines. At this time the major producer of this line is Hymie Koeppe is acquiring sufficient machines to fill export orders. Bob Silfer, sales manager of Seafood Distributors, spending all of his time in the West, N. Y. offices. Bob is highly enthused over the recent sales of the new Rock-Ola "Comet" phonos, and expects far greater sales in the near future as the music ops keep dropping in to visit. Nat Cohen, RiteWay Sales & Mfg., advises he will have a sample of his new "3-D Theatre," 3 dimensional coin operated machines, in his showrooms floors the week of Oct. 26. Deliveries will be made shortly after he states. AMI roadman, spends several hours in the office one day this week, catching up on his paper work, and arranging several of his customer's machines. Marvin Liebowitz, who returned to the coin machine industry several months ago, an absence of many months, has sold his suflge game route, and is operating his music business. Ben Smith, who handles the advertising for many coin machine firms here, spent the week-end with his wife, Ruby, at Princeton, where their son George is a student. On Saturday they attended the Princeton-Harvard game between "Hank" and "Phil," our Princeton "game" wails Ben. (Princeton lost to Navy by the record breaking score of 6 to 7).

UPPER MID-WEST MUSINGS

Now that the hunting season is in full swing it is really amazing how the boy's can manage to go out after the birds and still take care of the route service. Some of the operators have locked the service problem by taking the location owner out with them . . Pat Flannigan of the Ajax Novelty Company of Milwaukee didn't do too badly for himself and bang on the customer's pig. The birds were a little more elusive for Ross Logue of Rapid City, S. D., but he managed to fill his bag limit. . . D. B. Carter of Minneapolis spent a few days ago hunting, the cottage where he is staying is right next to a game preserve . . . we extend our best wishes to Ted Salvedon Jr. of Huron, S. D., and Elmer Jakierski of Chicago, Ill., for the two week trip they are taking to Europe. In try, back on the 6th of October, Ted met Elnor in Chicago when stationed there under the auspices of the U. S. Army.

Verne Ebeling of Miles City, Montana, visited his brother Lloyd, a former operator, in St. Paul and while in the Twin Cities he stopped for some games to augment those that he already has out . . . Millie and Ed Birkeymaer of Litchfield, Minn., were in a hurry getting their shopping done so that they could hurry back on the way home again before the evening traffic rush began. Ben Mraz of the Northland Music Company, Brainerd, Minn. made the trip into town last week to pick up supplies and records for the route . . . Archie La Beau, La Beau Novelty Co., St. Paul, has two excellent paintings in his office which were given by his daughter Reita. Miss La Beau has established quite a reputation for herself for the paintings of show horses which she has made at the various horse shows throughout the United States . . . Recent visitors to the Twin Cities were Mr. and Mrs. Frank Betz of St. Cloud, Minn., Mr. and Mrs. Oscar Sundem of Montevideo, Minn., Al Eggermont of Marshall, Minn., Jerry Hardwick of St. Cloud, Minn.; Jack Harrison of Crosby, Minn.; L. F. Fort of Benson, Minn.; Ray Benkoski of Croquet, Minn.; and Elgin McDaniel of Wadena, Minn.
Last Chance
TO GET DELIVERY FOR XMAS '53 OF
“Rudolph
The Red Nosed Reindeer”

CHICAGO CHATTER

While you are reading this McCarran Bill hearings are under way in Washington. With George A. Miller, Sidney H. Levine, the mills, and many others on hand. To testify as to why this bill should never even be allowed to come out of the Senate Judiciary Committee. No arguments, no compliments for Al Schlesinger's fine column in last week's issue pointing out to the "Songwriters" just what would happen if the McCarran Bill ever did become law. Over 60% of the nation's juke boxes would instantly be removed from use. And much worse loss would make the lives of newcomers into songwriting. And the end of the recording biz as it is known today... In this issue there's a full page ad from MOA (Music Operators Of America) answering the "Songwriter" ads. Read it... Don't know for sure if it'll help... But Levine and Schlesinger are really getting a lot of mileage. And, it seems, all at one and the same time. Busy? Just call on him and you'll learn what we mean. Sam Lewis is again working on the Combined Jewish Appeal drive. So, if you've got a few extra bucks around, this is one great charity. That's how Ray Moloney, Jr., is "the fastest thing on legs." With the toy biz after him, Ray, Jr., is working like a madman. In fact, someone suggested putting a pedometer on one of his legs to see just how fast he covers mileage each day. Al Calderon is reported to be "the busiest man in the area" for this report comes from someone who should know.

JUKE BOX OPS ATTENTION: Fill out the vote card in this issue and mail today! Your vote today mean better records tomorrow... Tom Callaghan reports that he's feeling 100% better after that eye operation. And can even see the miniscule numbers on him which appear herein... Bill Doflein all hacked up over the fact that sales of "Royal Shuffle Alley" (non-match) slowly, but surely, catching up to big "Imperial Shuffle Alley" sales. By this time you've read that Ralph Sheffeld is new sales manager over at GenCo. And to no one's surprise, the entire coinciz deserves this position. Ralph is absolutely a tireless worker... Johnny Casola still in town. Moves into his new apartment on Nov. 1, Muriel (they pronounce it "Merle") Casola practically recovered from her operation.

Chicago's No. 1 (Harry) Johnson who was a "fireball" at a recent opening he attended in E. St. Loo, advises that his darling wife, Carole, says, "Fireball" is a burned out fuse when he gets home at night." "Big Swede" Hellstrom, who's making his home in Munning, Mich., came to town to help out Hank Dibley break in a new man for his spot. He'll be here for another week or two. Billee Jenkins is in there too, he's ever been before. There's that 59 days to Xmas... Jackie Rosenfeld and Joe Deutsch of St. Louis reported to have purchased the Las Vegas Coin Machine Co., Las Vegas, Nev... Bill O'Donnell of Bally back on the job. Returned from New Orleans with a bunch, but a real batch, of orders... George Meta phones from Cleveland's Lake City Amuse, to bawl us out. Then finds out he's wrong. But George happy that he still has copies of the material. So everything okey dokey.

Quite a batch of Chicagoans present at Frank Page's and Jack Ross' opening in Richmond, Va. Paul Hueschen is there... Jack Mittenick told him some stories of the "old days" which were "mighty interesting." By the way, Harry Moseley, Jr., now employed by Roanoke in their Richmond offices. Frank Mercouri of ChiCoin there. Also Harry Stern of Williams, Dali of Moloney of Bally, "And," as the boys reported, "a million operators from miles and miles around."

Art Garvey back at the factory after 3 weeks on the road. And getting set for another long jaunt soon. Art and Ralph Nicholson, (just back from his Indiana trip) talking things over on Bally projects. Both boys, Bally, we could deliver four times more than we delivered already. And then four times doubled over four times after that... Phil Weinberg phones Jack Nelson from St. Louis begging for "more and more." Which Jack hears all day long anyway... Sure sorry to hear Mrs. Paul Golden home with a broken back. Seems, according to what Ben and Trudy Coven tell us, who went to visit her, Mrs. Golden rushed out to California to visit with her married daughter who's just recovering from a case of polio. And while helping in the kitchen, she slipped, breaking her back. She was flown back here. But is now home at 2903 Sheridan Bd. and on the way to recovery. If you see Paul Golden—do offer him your best.

J. A. (Art) Weinbild simply thrilled this past week with the way export market has opened for Exhibit's kiddie rides. First 20 "Big Bronco" orders in from the Middle East (and to order) from the Middle East (and South America. . . Another happy sales director, Ed Levin, of ChiCoin, who reported this past week, "For every original sample order we took on "Round The World Trainer" we have had at least two repeat orders." . . . Hear that Alvin Frischild found out something on Bally projects. Both boys, Fish we could deliver four times more than we delivered already. And then four times doubled over four times after that... Phil Weinberg phones Jack Nelson from St. Louis begging for "more and more." Which Jack hears all day long anyway... Sure sorry to hear Mrs. Paul Golden home with a broken back. Seems, according to what Ben and Trudy Coven tell us, who went to visit her, Mrs. Golden rushed out to California to visit with her married daughter who's just recovering from a case of polio. And while helping in the kitchen, she slipped, breaking her back. She was flown back here. But is now home at 2903 Sheridan Bd. and on the way to recovery. If you see Paul Golden—do offer him your best.

Chicagoland Chant

WURLTZER EVANS 100 SELEC. CENTURY - WRITE 1400's $875 1200's $399 1000's $250 900's $159.50 840 $159.50 10100A...519.50 195 60.90 Exclusive Wurlitzer Distributors in No. Illinois and Indiana

COVER Distributing Company

CHICAGO CHATTER

at the Billboard should read—carefully and closely... Just in case you've interested—Glenn McCarthy (fabulous Houston oilman) is going to offer 10 million of his oil shares at 2 bucks apiece (common stock)... Don't anymore hear the old waiting cry that the juke box biz is being "ruined" by TV. So just in case you've interested, Radio, Electronics & Television Mfrs. Assn. report 431,010 TV receivers sold in August (46% more than in July) and that 491,481 radios were also sold in August (34% more than in July). Biggest problem of influx here in Chicago is skilled labor and the labor turnover. All big factories backlogged because of this. Maybe you got the answer, huh? It was "Sponsor's Notre" at the Automatic Phono Bowling League and many of the sponsors showed up. Some left growing. Other's left smiling. But, all in all, everyone had a very good time... With Paul Brown in Canada, Mrs. Ellen Brown saw her Western Automatic team take Gtalite over the hurdles, even tho Mary Gillette, herself, was present. Jerry and Mabel Mankins bowled 437 and 494 respectively for Western. Henry Leonarzzy came up with a 495 for Gillette. Nate Feinsteir & Morris Ginsburg thrilled to see their team take 2 games from Coven with Vic Jacinto of Melody bowling a 499 score. Ben and Trudy Coven were good sports, tho, and even took the whole gang out to a midnite snack at the Terminal Restaurant afterwards. ABC still in that nesessive. Lost 3 to Decca-Coral. Even tho Bob Grawro bowled 523 and Al Rice 514. Leo Soachek had Larry Green of Decca-Coral shunting with his 684 score. But what really counted was Joan Woschikowski's score of 384. Henry Friedman of Mercury crying all nite as the Oomans team kept up its win streak, now 16 straight. Mercury went down for 3. Even the Irving Carroll of Mercury bowled the high for the men, 569. It wasn't enuff. Carl Latino with 351, Tony (Boom-Boom) Genovese with 513 and Isabel Oomans with the high for the ladies, 421, did the job for Oomans.

“It's What's in THE CASH BOX That Counts”
Hy Branson was a native of Chicago. It was in that city, the headquarters for the coin machine industry, that Hy got his start in the coin machine business. In 1927 he sought and was given employment by the O. D. Jennings Company. His preliminary training under such great sales managers as Bill Ryan, Bert Perkins, Hugh Burns and Gerry Haley stood him in good stead. For when he resigned in 1941 he was sales manager. In that year he moved to Louisville, Ky. and went into the distributing end operating under his present trade name, H. M. Branson Distributing Co. He is now located at 811 East Broadway where he represents Bally and Rock-Ola.

In the thirteen years he has been in Louisville, Hy has seen the city grow from an overgrown country town, to a fast moving city of factories and large industries. In the interim Hy has also accumulated a soft southern drawl. In Louisville there are approximately forty operators. Most of the operators have banded together and formed an organization known as the Automatic Amusement Association. The president of the association is Bernard S. Berman and the secretary-treasurer, Hy Branson. Up to the time of my visit this association had not as yet joined the Music Operators of America. I am hoping they do, for it can be of great assistance to them. Louisville is a great bowling town and the operators here seem to be making a mistake when they give away their money. By that I mean they operate without front money, minimums or guarantees. If pinball games lose their popularity, officially or otherwise, they will then have to depend upon music to earn a living.

Bally recently conducted a school for mechanics at Branson's showroom that had an attendance of approximately thirty-five operators and mechanics. All present were greatly benefited by what they learned at this school. Hy was expecting his first shipment of the new Rock-Ola phonograph and very enthusiastic about it. His showroom was ready for the new models, and there was much activity going on. When I asked him what the future held for the coin machine business, he replied; "I feel that 1954 will be a good year." Hy has two sons, the oldest eighteen. The latter is a student at the University of Kentucky. He is the winner of a two-year Ford Foundation Scholarship and Hy is mighty proud. As a member of the 20 Year Club, Hy expects to attend the next meeting which will probably be in Chicago around March 1954. Hy is anxious to renew acquaintances and meet up with some of his old friends.

If the city doesn't hurry up and do something about the irritating smoke several ops we know will pack up and leave for places where the air is fresh and clear. Already many operators have moved to the beaches and only come to town when absolutely necessary... The Tex Leers, who is a bottom popper, for Lela M. Smith out of Barstow stated recently that he'll take the desert any day where the air is smokey and he can, at least, breathe. Hymie Rosenberg from New York was visiting along Pico recently. He reports that sales for the Coin-Op Top Carrousel have been picking up. Tito Badger Sales Co. recently flew to Chicago for the unveiling of Genie's new game. He came back all enthused stating that it was a great new game and he is certain that all the ops in Southern California will really go for it. Meanwhile we saw Fred Gaunt back in the games department chatting with the operators while Bill Hoppel and Al Silverman held a big business conference. Things are running like clockwork over at the Paul A. Laymon Company. Paul and Luella stated that the Frankie Laine-Wurlitzer Contest was a big success and now they are waiting for the final judging. Ed Wilkes gets in on the discussion in a big time way. The operators while Charles Schuler in the service department while telling everyone about his new, fire engine red, Merco. Meanwhile Jimmie Wilkens checks things out and that with pretty Britt Adelman... Ely Jean recently left for Las Vegas on a very hush-hush business trip. (Why all the secrecy Lym?) We hear that Exhibit will soon have a new amusement game on the market.

Pretty Vicki Young, Capitol Recording Artist, was seen visiting with Mary and Kay Solle at Leisinger's Record Bar giving out bottles of Pink Shampoo to promote her newest release by the same name. With her was her mom, promotional manager, and Michael Geldsen, publisher of the tune. Mary and Kay admitted that it was the cleverest bit of promotion they'd seen for a long time. (Mike Devins from Miami Beach, Florida says he liked the oranges out of California variety that is) so decided to move out of the smog state. We are happy to welcome him as one of our newest operators. He is now in the process of setting up a route of kiddie rides and has a big deal with one of the chain store outlets here. Abe Chapman recently left for Honolulu on Dr. Seuss's Eclectic Carrousel... At his new company Abe and Estelle have been busier than ever while Bob Alexander checks equipment in the shop. Meanwhile Lee Roy Muddrick, John S. Hall and Frank Stone keep the routes covered.

The streets up and down coinrow were crowded with out of town visitors this past weekend. Bill Onofrio and Don Dana came down from Oxnard again with Charles Gauger dropped in from up Ventura way. Other visitors included: Jesus and Tony Pedroza of Pasadena; Dale Cooper and Mr. & Mrs. George Kirby of Riverside. Also Dick Gay, San Bernardino; Mr. and Mrs. Paul Raindropp from Bloomington while William Schrader came in from San Marino. Others included Larry Bfand, Lompoc; Jack Spaner, Big Bear Lake, Lewis Germany, Costa Mesa; E. E. Peterson, San Diego; William Bolten and Harry Perrins both from Oceanside. Lela Smith drove all the way in from Barstow to take care of business... One fellow we haven't bumped into for quite a while, Jerry Tetzloff from Rialto, was seen. He was seen along the main street the day before last visiting with the distributors. Walter Shinkel from San Diego was also visiting along the boulevard and taking care of last minute business.

The young King recording artist, April Stevens, was visiting with distributors giving them all a can of tamales with each record of her latest release titled "Hot Tamale." When she got to California Music Company she ran out of Tamales so poor Sam Richlin will have to wait for his can... Jack Delan of Delan Distributing Company came back from his trip through the San Joaquin Valley all full of smiles. He stated that the trip had been very successful and he had done a terrific business... Oops!—Pardon me—Phil Harris recently made a big deal with the Thrifty Drug chain and sold them surplus records instead of buying them as was previously stated. With all the big deals Phil's got its hard to keep them all straight. Ed Talley represented the Minthorne Music Company in San Bernardino recently when he held a showing of the new Searbug in that city for all the operators in the territory. We wish to welcome Sol Schwartz and Mac Sanders as new members of our Cash Box 20 Year Club. We started with a bang last year, so far back that he can hardly remember just when it was. Says it was either twenty or twenty-five years anyway. Mac, on the other hand, will readily tell anyone who wants to listen about his experiences when he first started in twenty-five years ago... We missed Phil Robinson this week. Wonder if he is still waiting for that brother from another mother at Dan Stewart Company?... Dave Smith and Johnny Kaigler took care of all the customers that dropped in while Bob Rever and Pete Ley make their usual trips throughout the area... Before leaving for Portland, Mr. and Mrs. Barney (Shug) Sugarman, of Runyan Sales Company, New York, spent a few days in Las Vegas with Attie Steln at Selbin and Stein Hobby Horse Company. Attie then went to San Francisco on business and to attend the USC and California football game... Mert Leeman is now vacationing in New York.

We wish to announce that Irv Plemeny, King Record distributor, 505 Sixth Street, San Francisco, California, is now taking subscriptions to The Cash Box. He will be glad to take care of you.
WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity, on hand. TONY GALCANO, GALCANO DIST. CO., 4142 W. ABBOTT, CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT—We pay top price for used records from 3 to 50¢ each. Popular Record, Calypso, Spirituals, Hall of Fames, etc. Write us. We pay your return freight. We are large buyers. Write today for our catalog. SOUTHERN DISTRIBUTORS, 626 10th AVE., NEW YORK 36, N. Y. Tel.: Union 6-5089.

WANT—Late 1952 and 1953 Pin Games, Seeburg 100 A & B, AMI, D. Wurlitzer 1500 or 1800, Arcade Equipment, 1¢ or 5¢ Vendors, AMI B. W., Seeburg 100 B, Wurlitzer 48 sel. Boxes, Write stating condition, number, model, and price. We have large quantity of second-hand Coin Sales, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—For resale, clean Bingo, United, and Chicago Coin 6 player Bowling games. Rockola or Standard & 22 feet Shuffleboard Electric Scoreboards. Quote your brand and machine number. STANLEY AMUSEMENT CO., 1523 BROADWAY, TACOMA, WASHINGTON. Tel.: BROADWAY 3663.

WANT—Frolics, will pay: $200; Atlantic Citys $200; Palm Beach $225; Bally Beauty $350; LOUVIANA VENDING CO., 1822 CARSTON ST., PITTSBURGH 3, PA.

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

WANT—Tubes: 2051; 2050; 7072; 2051A; 2051B; 2051C; 2067; 2067A; 6V6 metal; 6X5 metal. Will pay $40 hundred. Must have minimum quantity. Any condition of A, B, C, D. 1-7500. 2-7060. Tel.: SHREVFORD, LA. 3-3625, 2-4545.

WANT—Wurlitzer 1015’s, 1100’s, 1250’s, 1400’s, 1500’s, 1800’s or 1900’s. Youn’g Distributing, INC., 599 TENTH AVE, NEW YORK, N. Y.

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

WANT—Show Boats, Cirenes, and Seeburg 45. GOLDEN GATE NOVELTY, 701 GOLDFEN GATE AVENUE, SAN FRANCISCO 2, CAL. Tel.: Märket 1-3967.

WANT—Wurlitzer 800, will pay top price if complete with all plastics. Rush offer. KOWEN DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

WANT—Latest model cigarette machines. Can also use Cole, Super-View, or Fred’s as driving machines, also want hot coffee vendors. Please give quantity, model numbers, condition, price, and whether ready or on order. Write full details to: BOX NO, 1010, THE CASINO BOX 32, W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—Exhibit Guns, Bally Undersea Riders, Sky Fighters, Seeburg Bears, Mutoscope Voice-O-Graphs, Chico Basketballs, and any other late arcade machines. Give price and condition in first letter. ECONOMY SUPPLY CO., 579 TENTH AVE., NEW YORK, N. Y. Tel.: Clicker 4-8628.

WANT—For resale, clean Bingo, United, and Chicago Coin 6 player Bowling games. Rockola or Standard & 22 feet Shuffleboard Electric Scoreboards. Quote your brand and machine number. STANLEY AMUSEMENT CO., 1523 BROADWAY, TACOMA, WASHINGTON. Tel.: BROADWAY 3663.

WANT—Dale Gun $59.50; United Player $129.50; Hook Bowling $74.50; Konner League Bowler $132.50; Sunshine Park $174.50; Citation $19.50; Turk King $74.50; Frohlich $29.50; True Utility $21.50; Shuffle Express $27.50. LAKE CITY AMUSEMENT COMPANY, 4559 MAIN ST., MICHIGAN CITY, IND. Tel.: HEdendor 1-777.

WANT—One Stop Service Records. Any quantity or dealer stock. Wholesale. Free title strips. New accounts 1/3 deposit with all orders. RAITER'S VENDING CO., 319 MAIN AVENUE, CLEVELAND 6, O. Tel.: 2-7060.

WANT—For sale—Dale Gun $59.50; United Player $129.50; Hook Bowling $74.50; Konner League Bowler $132.50; Sunshine Park $174.50; Citation $19.50; Turk King $74.50; Frohlich $29.50; True Utility $21.50; Shuffle Express $27.50. LAKE CITY AMUSEMENT COMPANY, 4559 MAIN ST., MICHIGAN CITY, IND. Tel.: HEdendor 1-777.

WANT—Any brand, new and used. Write stating condition, number, model, and price. We buys感觉自己在手 Coin Sales, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

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FOR SALE—Wurlitzer 1250, $365; Wurlitzer 1015, $890; Seeburg 100A, $455; Seeburg 100B, $565. UNITED DISTRIBUTORS, INC., P. O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANSAS. Tel.: 4-6111.

FOR SALE—One Up Record Service. Large stock of major, independent 45's, 78's. Popular, Rhythm, Blues. We ship anywhere at cost plus $.50 per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-5950.

FOR SALE—10 ABT Challengers $12.50 each. 25 reconstructed snack, bulk vending center compartments; side compartment merchandise stores with stands, $12.50 each. 2-100 RWB Tab Gum Vendors $3.50 each. J. ROSENFIELD COMPANY, 3229 OLIVE ST., ST. LOUIS, MISSOURI. Tel.: Olive 2800.

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

FOR SALE—Used United Bowlers, each with Formica tops and Jumbo Pins. 6-Player, $89.50; Regular 6-Player, $119.50; 6-Player Deluxe, $139.50; ten 6-Player $229.50. Write for full listings on Bowlers, Bingo's, and Music. Rush 1/3 deposit to: SHELDON SALES, INC., 801 MAIN STREET, BUFFALO 3, N. Y.

FOR SALE—Going—3 Bally Yacht Clubs, just like new, $375; 1 Bally Spot-Lite $125; 5 Turf Kings $40; 1 Turf & Saddle, Club, like new, $400; 2 Turf & Saddle, Reg., like new, $400. Write, wire, or phone: A. M. MCRORY, MCRORY MUSIC CO., 139 FLOOD ST., MONTGOMERY, ALABAMA. Tel.: 25613.

FOR SALE—5 brand new Mueller ice Cube Makers. First $750 takes all. ALBERT'S MUSIC CO., 1056 - 5th AVE., S. E., CEDAR Rapids, IOWA.

FOR SALE—Pop Corn Sz $49.50; National Candy 9M $65; Jungle Joe $150; ChiCoin Super Jet, like new, write; Williams Music Mint $100; Pokerin Jr. $60; Bazooka guns $100; Williams Star Series $65; Mill Panorama $225; Mutoscope Sky Fighter $125; ChiCoin Pistol $90; ChiCoin 4 Player Derby $225; ChiCoin Band Box, write; Sparton Gunney Trainer, write; Exhibit Hi-Big Bronze $590; Doll Gun $60; Evans Horse Race Wheel, write; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

MISCELLANEOUS

NOTICE — Louisiana & Mississippi Operators — your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 125 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

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


NOTICE—10c Seeburg AMI Ops—Don't Pass Up Nickels! General's Conversion Kit fits late model phonographs and wall boxes. Takes 2 nickels, 10c and 25c. Samples $3.50, Lots of 10, $2.95 each. Complete with decals and instructions. GENERAL DISTRIBUTING CO., 5574 HARDING, CARLSBAD, CALIFORNIA.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Ridon 6-2640; The Cash Box, Chicago, III., D.Earborn 2-0045; The Cash Box, Los Angeles, Calif., W.Ebester 1-1121.

NOTICE—Outdoor Barbeque Cook-N-Wagon—see Miller's High Life ad. To Operators and Distributors delivered any place in United States for $89.50. BUDGE WRIGHT'S WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND, ORE.

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As a music merchant, you’ll like the compelling appeal of the new Model “E” juke box. It’s an attention-getting, interest-arousing display that sells more music, faster, easier. You increase the PLAY when you display the Model “E”.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICH.
### NUMBER OF EACH MACHINE OWNED

**VALUE OF MACHINES HERE**

For Inventory Purposes: Valuation Value by figure between Low and High Prices.

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### PACKARD

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### SEEBURG

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**WURLITZER**

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### PHONOGRAPH (Cont.)

**MISCELLANEOUS**

1. ABC (Un 3/51) | 50.00 |
2. Across the Board (Un) | 150.00 |
3. Ali Baha (Got 6/48) | 26.00 |
4. Alice (Got 8/48) | 19.50 |
5. All Star Basketball (Got 8/48) | 26.00 |
6. Basketball (Got 10/49) | 49.50 |
7. Beach Club (B 2/53) | 425.00 |
8. Beauty (B 11/53) | 325.00 |
9. Be By (Ex 9/50) | 65.00 |
10. Bermuda (CC 11/47) | 26.00 |
11. Big Hit (CC 7/72) | 139.00 |
12. Big Top (Ge 2/49) | 43.00 |
13. Black Gold (Ge 3/49) | 29.50 |
14. Blue Skins (Un 11/48) | 19.50 |
15. Bolero (Un 12/51) | 125.00 |
16. Bomber (CC 3/51) | 29.50 |
17. Bonanza (Wm 11/47) | 29.50 |
18. Bow Head (Ge 11/48) | 25.00 |
19. Boston (Wm 5/49) | 25.00 |
20. Bowling Champ (Got 2/91) | 20.00 |
21. Bowl League (Got 8/47) | 10.00 |
22. Bright Lights (B 5/51) | 100.00 |
23. Bright Spot (B 11/51) | 125.00 |
24. Broadway (B 6/52) | 89.50 |
25. Buffalo Bill (Got 5/50) | 27.50 |
26. Buccaneer (Got 10/48) | 20.00 |
27. Build Up (Ex 2/48) | 15.00 |
28. Buttons & Bows (Got 3/69) | 30.00 |
29. Census (Un 3/32) | 175.00 |
30. Camel Caravan (Ge 3/49) | 45.00 |
31. Caribbean (Wm 6/51) | 90.50 |
32. Campus (Ex 2/50) | 29.50 |
33. Canasta (Ge 7/50) | 25.00 |
34. Carnival (B 7/48) | 10.00 |
35. Carolina (Un 1/39) | 25.00 |
36. Caribbean (Un 3/48) | 15.00 |
37. Catalina (CC 2/48) | 10.00 |
38. Champion (B 12/49) | 29.50 |
39. Champion (CC 6/49) | 25.00 |
40. Chinatown (Got 10/52) | 155.00 |
41. Cinderella (Got 3/47) | 10.00 |
42. Circle (Ex 10/48) | 19.50 |
43. Circle (Un 8/52) | 195.00 |
44. Citrus (B 10/48) | 19.50 |
45. College Days (Wm 6/49) | 155.00 |
46. Coventry Island (B 9/51) | 150.00 |
47. Contact (Ex 10/48) | 19.50 |
48. Control Tower (Wm 3/51) | 49.50 |

### PHONOGRAPH (Cont.)

**ALL TOTALS—**

This Week's Used Machine Quotations

<table>
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**ALL TOTALS—**

The Cash Box, Page 47  END OF MONTH INVENTORY ISSUE  October 31, 1953
<table>
<thead>
<tr>
<th>PINBALL GAMES (Cont.)</th>
<th>PINBALL GAMES (Cont.)</th>
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<td><strong>NUMBER OF EACH MACHINE OWNED</strong></td>
<td><strong>NUMBER OF EACH MACHINE OWNED</strong></td>
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<td><strong>VALUE OF MACHINES HERE</strong></td>
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<td><strong>(HIGH MACHINE OWNED VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)</strong></td>
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<td><strong>TOTAL NO.</strong> <strong>TOTAL VALUE</strong></td>
<td><strong>TOTAL NO.</strong> <strong>TOTAL VALUE</strong></td>
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**PINBALL GAMES (Cont.)**

- Japoby (Wm 8/51)
- Jamboree (Ex 5/48)
- Jamie (Ex 4/50)
- Jockey Special (B 11/47)
- Joker (Get 11/58)
- Judy (Ex 7/56)
- Jun尼斯特 Jacks (Ge 10/53)
- Just 21 (Get 1/56)
- K. C. Jones (Get 11/49)
- King Arthur (Get 10/49)
- King Cole (Get 5/48)
- King Pin (CC 12/51)
- Knockout (Get 1/51)
- Lady Robin Hood (E 1/56)
- Leaders (Un 10/51)
- Lite-A-Line (Ex 6/52)
- Long Beach (Wm 7/52)
- Lucky Inning (Wm5/50)
- Lucky Star (Get 5/47)
- Mad, Sq. Garden (Get 6/51)
- Magic (Ex 11/48)
- Majors 99 (CC 2/29)
- Major League Baseball Un 6/48
- Manhattan (Un 2/48)
- Majorettes (Wm 5/41)
- Mardi Gra (Ge 4/58)
- Marjorie (Get 7/47)
- Maryland (Wm 4/49)
- Merry Widow (Ge 6/48)
- Molody (Ge 3/50)
- Mercury (Ge 3/50)
- Mermaid (Get 6/51)
- Mimi (Ex 2/48)
- Minstrel Man (Get 5/51)
- Moon Glow (Un 11/48)
- Morocco (Ex 10/48)
- Niagara (Get 12/51)
- Nice (Wm 8/56)
- Nudgy (B 47)
- Oasis (Ex 10/50)
- Oklahoma (Get 5/51)
- Old Faithful (Get 10/49)
- Olympics (Wm 5/52)
- One Two Three (Ge 10/48)
- Palm Beach (B 11/2)
- Paradise (Un 7/48)
- Paradise (Wm 9/35)
- Pin Bowler (CC 6/55)
- Pin Hitter (Wm 9/50)
- Pinky (Wm 9/50)
- Play Ball (CC 1/51)
- Play Boy (CC 5/47)
- Playland (Ex 8/50)
- Phlytime (Ex 8/49)
- Polka Dots (Get 10/48)
- Panama (CC 12/50)
- Quarterback (Wm 10/50)
- Quarter (CC 11/50)
- Queen of Hearts (Get 12/51)
- Quinni (CC 5/50)
- Rag Mop (Wm 10/50)
- Rainbow (Wm 9/48)
- Ramona (Un 2/49)
- Rancho (Get 5/48)
- Ravside (Ex 12/52)
- Red Shoes (Un 11/50)
- Rio (Un 12/46)
- Rip Spooner (Ge 10/49)
- Rocket (Get 10/47)
- Rockettes (Get 8/50)
- Rondenvo (Un 5/48)
- Rose Bowl (Get 10/51)
- Round Up (Get 11/48)
- St. Louis (Wm 2/49)
- Sally (CC 10/48)
- Samha (Ex 5/48)
- Saratoga (Wm 10/48)
- Screwball (Ge 6/48)
- Sea Jockey (Wm 11/51)
- Sea Isle (CC 11/47)
- Select-A-Card (Get 4/50)
- Serenade (Un 11/48)
- Shanghai (CC 4/48)
- Shantytown (Ex 10/49)
- Sharpshooter (Get 5/49)
- Shosh Sho (Get 3/21)
- Short Stop (Ex 7/48)
- Showboat (Un 11/49)
- Showboat (Get 12/52)
- Silver Skates (Wm 3/2)
- Silver Streak (B 47)
- Singapore (Un 11/47)
- Skill Pool (Get 8/52)
- Slugfest (Wm 3/52)
- Slinger (Wm 5/50)
- Smartie (Wm 12/46)
- Smoky (Ex 1/47)
- Snooks (Wm 6/51)
- South Pacific (Ge 2/50)
- Spark Plugs (Wm 9/51)
- Special Entry (Wm 4/87)
- Speedway (Wm 9/48)
- Spinball (CC 5/49)
- Spot Bowler (Get 16/50)
- Spot-Lite (B 1/2)
- Sportsman (Wm 6/50)
- Sportsman (Wm 2/52)
- Springtime (Ge 3/52)
- Stage Door Canteen (Get 11/49)
- Stardust (Un 5/48)
- Stars (Un 6/52)
- Starlight (Wm 5/53)
- Steeple Chase (Un 5/52)
- Stop & Go (Ge 3/51)
- Stormy (Wm 1/48)
- Summerland (Wm 9/48)
- Sunny (Wm 12/47)
- Sunshine Park (B 12/52)
- Super Hoss (CC 4/49)
- Superlifter (Get 7/46)
- Superlodge (Wm 10/46)
- Surf Queen (B 46)
- Suspense (Wm 2/46)
- Swanee (Ex 1/49)
- Sweepstakes (Wm 1/51)
- Sweetheart (Get 10/49)
- Tahiti (CC 10/49)
- Tampico (Un 6/49)
- Teche (Get 10/49)
- Temptation (CC 11/48)
- Tennessee (Wm 2/48)
- Th'ing (CC 2/51)
- The Three Fingers (Ge 5/49)
## PINBALL GAMES (Cont.)

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<td>5. Touchdown (Un 1/2)</td>
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<td>8. Chicago (C 3/4)</td>
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## SHUFFLE REBOUNDS (Cont.)

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<td>3. Keeneys 5-Player</td>
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<td>4. Keeneys Super Deluxe</td>
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<td>6. Rock-Ola Shuffle-Jane</td>
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<td>7. Rock-Ola Shuffle-Lane</td>
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<td>8. Un. Official Bill</td>
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<td>9. Un. Clover</td>
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<td>10. Un. Alley</td>
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<td>11. Un. Shuffle w/con</td>
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<tr>
<td>12. Un. Shuffle Alley</td>
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<tr>
<td>13. Un. 2-play Express</td>
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<td>14. Un. Twin Rebound</td>
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<td>21. Un. Super DeLuxe</td>
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<td>22. Un. Liberty</td>
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<td>23. Un. Cascade</td>
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<td>25. Un. 10th Frame Star</td>
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<td>27. Un. Olympic</td>
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<td>28. Un. Sham-O-Man</td>
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<td>29. Un. Shuffle-Cale</td>
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<td>30. Un. Twin Shuffle Ultimate</td>
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<td>31. Un. Baseball</td>
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<td>32. Un. Deluxe</td>
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<td>34. Williams DeLuxe</td>
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<td>35. Williams Twin Shuffle</td>
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<tr>
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## CIGARETTE MACHINES

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</tr>
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</table>

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The Cash Box, Page 49 • END OF MONTH INVENTORY ISSUE • October 31, 1953
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- Extra Time Feature
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- Triple Spot Roll-Over Feature
  - Up to 3 Extra Balls Per Game
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