Monday, November 9th is Patti Page's birthday and the nation's deejays will dedicate this week to wishing the lovely singing star many more hit records. As part of the celebration, the platter spinners will play a special record cut by Mercury depicting the highlights in Patti's career. Her latest Mercury release is "Changing Partners" but Patti wants it known that she hasn't changed partners in seven years. Jack Raeh, who discovered her and has been her associate ever since, is her one and only partner.
Way Out in Front

Talk about a colorful performer! This musical crowd pleaser has consistently powered its way through opposing lines to emerge with a clear field ahead. A great money maker, see it in action and you'll see why its brilliant performance wins it All-American automatic music honors.

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Wurlitzer

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STRAIGHT 45 RPM PLAY

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45 OR 78 RPM PLAY

IDEAL FOR SMALLER LOCATIONS

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The Rudolph Wurlitzer Company • North Tonawanda, N. Y.
The Cash Box

FOUNDED BY BILL GERSH

November 14, 1953

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The Cash Box covers the coin operated machine industry, and all allied to this industry throughout the United States and all over the world. The Cash Box is on hand at various coin machine conventions throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to—coin operated amusement equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, firms, organizations, the record labels, artists, and all others identified with, or allied to, the music machine industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the vending, music and amusement fields are covered by The Cash Box. All associations, loan organizations, and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered.

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Music Editorial

Juke Box Ops Repeat Need For:

2 MINUTE RECORDS

Years ago, The Cash Box won the plaudits of the nation's juke box operators when it proposed, and continued to crusade for, 2-minute records. As The Cash Box has always explained, the differential between the 2-minute and 3-minute recordings meant as much as 50% more income for the average juke box operator.

The unshakable fact remains that there are still only 60 minutes to the hour. And during what is known as "peak hour play periods," the operator must be able to serve the public as many records as he possibly can.

"Peak hour play" is that period during the day or evening when the juke box is continually fed coin so that the play goes on without halt, sometimes for one hour, sometimes for two or possibly more hours. That is usually the time when the location is busiest and the patrons of the location continue to insert coins into the juke box one after the other.

During the "peak hour play periods" then, the juke box operator needs as many plays as he possibly can obtain from the patrons of the location, for this is his bread and butter period of the day or night.

Three-minute records, even if there was no time wasted for changeover from one record to another, would still mean but 20 coins in the phonograph.

Similarly two-minute recordings, also not figuring the time taken for changeover from one recording to the next, would mean 30 coins inserted into the juke box to play 30 records.

That means a differential to the juke box operator of 50% more income as well as more play action.

But even two-minute recordings won't play at the rate of 30 per hour, for the changeover time, which on today's modern automatic phonographs is gauged in seconds (and on prewar phonos in minutes) still takes up sufficient time to cut even this 30 down to about 26 or 27 records actually played.

On three-minute recordings with but 20 records to be played during a peak hour, and with the changeovers figured, this is, in most cases, cut down to but 16 or 17 records actually played.

It can be seen therefore that income is tremendously diminished by the 3-minute records, as against the 2-minute records.

As a result of the campaign to establish 2 minutes as the standard time of records, diskjockeys for the past several years have steadily cut down the length of their records. Whereas only a few years ago, almost all arrangements ran into interminable choruses, today you seldom hear more than two choruses and usually only one and a half. This has had the effect of keeping most records fresh and making the listener want to hear it again rather than tiring him out so that he never wants another listen.

And as far as hits go, there have been several smashies with records that ran 2 minutes—or even less, such disks as "Buttons And Bows," "Come On-A My House," and many others.

But—though the running time has come down, there's still more to be done. For the goal is to have a 2-minute top. It's a feasible goal and one which will be beneficial to everyone concerned—the operator, artist and record firm.
""CASH BOX" Poll Voting Very Heavy In Eighth A"

Best Record of 1953

- "April In Portugal" - Les Baxter
- "Doozie In The Window" - Patti Page
- "Till I Waltz Again With You" - Teresa Brewer
- "Song From Moulin Rouge" - Perry Como
- "I'm Walking Behind You" - Eddie Fisher
- "Vaya Con Dios" - Les Paul & Mary Ford
- "Pretend" - Nat "King" Cole
- "I Believe" - Frankie Laine
- "Tell Me You're Mine" - The Gaylords
- "Don't Let The Stars Get In Your Eyes" - Perry Como
- "You, You, You" - Amos Brothers
- "Crying In The Chapel" - June Valli
- "No Other Love" - Perry Como
- "Have You Heard" - Joni James
- "Silvana" - Silvana Mangano
- "Say You're Mine Again" - Perry Como
- "Oh!" - Pee Wee Hunt
- "I Love You" - The Hilltoppers
- "Linsenbirsch" - Frank Chacksfield
- "Your Cheating Heart" - Joni James
- "Why Don't You Believe Me?" - Joni James
- "Hold Me, Thrill Me, Kiss Me" - Karen Chandler
- "Ruby" - Richard Hayman
- "Dragnet" - Ray Anthony
- "Rags To Riches" - Tony Bennett
- "Ebb Tide" - Frank Chacksfield

Best Female Vocalist of 1953

- Patti Page
- Joni James
- Eartha Kitt
- Kay Starr
- Teresa Brewer
- June Valli
- Georgia Gibbs
- Sunny Gale
- Doris Day

Best Male Vocalist of 1953

- Perry Como
- Eddie Fisher
- Nat "King" Cole
- Frankie Laine
- Tony Bennett
- Rural Ryder
- Julius La Rosa
- Frankie Sinatra
- Tony Martin

Best Vocal Combination of 1953

- Hillyoppers
- Ames Brothers
- Four Aces
- Four Lads
- Gaylords

Best Small Instrumental Group of 1953

- Les Paul & Mary Ford
- Bill Haley & His Comets
- The Three Suns
- George Shearing Quintet
- Johnny Maddox & Rhythmasters

Best Country and Western Record of 1953

- "Mexican Joe" - Jim Reeves
- "Don't Let The Stars Get In Your Eyes" - Skeets McDonald
- "Dear John Letter" - Sheppard & Huskey
- "Rub-A-Dub-Dub" - Hank Thompson
- "Crying In The Chapel" - Rex Allen
- "Gamblers' Guitar" - Rusty Draper
- "Caribbean" - Mitchell Torok
- "Keep It A Secret" - Slim Whitman

Best Folk Record of 1953

- "Hey Joe" - Carl Smith
- "Your Cheatin' Heart" - Hank Williams
- "No Help Wanted" - The Carlisles
- "It's Been So Long" - Webb Pierce
- "Kaw-Liga" - Hank Williams
- "Back Street Affair" - Webb Pierce
- "If I Forgot More Than You'll Ever Know" - Davis Sisters
- "Crying In The Chapel" - Darrell Glenn
- "A Fool Such As I" - Hank Snow
- "Take These Chains From My Heart" - Hank Williams
- "That Dog In The Window" - Homer & Jethro
- "I'll Never Get Out Of This World Alive" - Hank Williams
- "Is Zat You Myrtle" - The Carlisles
- "Eddy's Song" - Eddy Arnold
- "I Won't Be Home No More" - Hank Williams

Best Country and Western Artist of 1953

- Joe Sheppard
- Hank Thompson
- Jim Reeves
- Skeets McDonald
- Pee Wee King
- Perlin Husky

Best Folk Artist of 1953

- Hank Williams
- Carl Smith
- Webb Pierce
- Eddy Arnold
- Carlisles
- Hank Snow
- Davis Sisters

Best Rhythm & Blues Record of 1953

- "Mama, He Treats Your Daughter Mean" - Ruth Brown
- "Hound Dog" - Willie Mae Thornton
- "I Don't Know" - Willie Mabon
- "Good Lovin'" - The Clovers
- "Baby Don't Do It" - The 5'6" Royales
- "The Clock" - Johnny Ace
- "Crying In The Chapel" - The Orioles
- "Shake A Hand" - Faye Adams & Joe Morris
- "Help Me Somebody" - The 5'6" Royales
- "Crawlin'" - The Cloggers
- "Please Love Me" - B. B. King
- "Going To The River" - Fats Domino
- "Let Me Go Home, Whiskey" - Amos Milburn
- "I'm Mad" - Willie Mabon
- "Soft" - Tiny Bradshaw
- "Please Don't Leave Me" - Fats Domino
- "Cross My Heart" - Johnny Ace
- "One Scotch, One Bourbon, One Beer" - Amos Milburn
- "I'm Gone" - Shirley & Lee
- "Red Hot" - King Pleasure
- "I Wanna Know" - Du Droppers
- "These Foolish Things" - The Dominoes
- "Wild, Wild Young Men" - Ruth Brown
- "Third Degree" - Eddie Boyd

www.americanradiohistory.com
The Cash Box, Music Poll

Best Rhythm & Blues Artist of 1953
- Ruth Brown: 12642
- The Clovers: 12658
- Willie Mabon: 11928
- Willie Mae Thornton: 11787
- Johnny Ace: 10947
- The Du Droppers: 10851
- The "5" Royales: 9978
- Fats Domino: 8726
- The Orioles: 8302
- B. B. King: 8200
- Amos Milburn: 7866
- Tiny Bradshaw: 7708
- Steve Allen: 7319
- Shirley & Lee: 7257
- Eddie Boyd: 5750
- Dinah Washington: 5429
- King Pleasure: 5149
- Fats Domino: 4978
- The Orioles: 4319
- Sonny Thompson: 3744
- The Dominoes: 2743
- Earl Bostic: 1992
- Percy Mayfield: 1256
- Tiny Bradshaw: 965

Most Promising New Orchestra of 1953
- Richard Hayman: 7309
- Frank Chacksfield: 7256
- Jackie Gleason: 7200

Most Promising New Female Vocalist of 1953
- Eartha Kitt: 9381
- Felicia Sanders: 6218
- Karen Chandler: 6093
- Anna Mhang: 5158
- Eydie Gorme: 5158
- Bonnie Lou: 5158

Most Promising New Male Vocalist of 1953
- Julius LaRosa: 8754
- Bob Manning: 6482
- Jimmy Boyd: 5321
- Norman Brooks: 4796
- Bob Dini: 3920
- Hamish Menzies: 3920

Most Promising New Vocal Group of 1953
- Gaylords: 7597
- McGuire Sisters: 3983
- Lancers: 5598

Most Promising New Instrumental Group of 1953
- Bill Haley & His Comets: 5588
- Joe Loco Quintet: 5598

Most Promising New Country & Western Vocalist of 1953
- Jim Reeves: 8606
- Mitchell Torok: 8521
- Jean Shepard: 4928
- Bonnie Lou: 5588

Most Promising New Folk Artist of 1953
- Davis Sisters: 8240
- Darrell Glenn: 8176
- Marty Robbins: 6868
- Mac Wiseman: 5921

Most Promising New Rhythm & Blues Artist of 1953
- Willie Mae Thornton: 9381
- Faye Adams: 9976
- Willie Mabon: 8755
- Duke Drapers: 8300
- Clyde McPhatter & Drifters: 5300
- Shirley & Lee: 4928
- Vocalists: 4615

Kay Starr
singing her "Starr-Studded" version of
"CHANGING PARTNERS"
and
"I'LL ALWAYS BE IN LOVE WITH YOU"
CAPITOL 2657

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

**"PIZZA POLKA"**

*2:13*

**"OH BROTHER"**

*2:24*

---

**MAE WILLIAMS**

(Tempo 1292; 45-1279)

---

**MAE WILLIAMS**

- It looks like the polka rage is sweeping the country. The tempo and tender for polka honors in Mae Williams’s exciting new novelty, "Pizza Polka." Her voice is lively and the lyrics are rib tickling. All types of Italian foods are mentioned in the comical happy item.

The backdrop support by Bill Heathcock and his orch. is full of zip and vigor. The side really moves and everyone seems to be having a grand time. The thrill slows up on the lower end and parts feeling into a sultry number which she sends up in a low sexy voice. "Oh Brother," shows the versatility and talent in the thrills chirping. She puts a pack of oomp into the smooth delivery. Both sides have it.

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

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**THE CASH BOX - Music**

**November 14, 1953**

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**THE TEN RECORDS**

**DISK JOCKEYS PLAYED MOST THIS WEEK**

PLUS THE NEXT FIVE

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

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Station</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. RAGS TO RICHES</td>
<td>WJZ</td>
<td>Tony Bennett (Columbia)</td>
<td></td>
</tr>
<tr>
<td>2. EBB TIDE</td>
<td>WJZ</td>
<td>Frank Chacksfield (London)</td>
<td></td>
</tr>
<tr>
<td>3. YOU, YOU, YOU</td>
<td>WJZ</td>
<td>Ames Brothers (RCA Victor)</td>
<td></td>
</tr>
<tr>
<td>4. MANY TIMES</td>
<td>WJZ</td>
<td>Eddie Fisher (RCA Victor)</td>
<td></td>
</tr>
<tr>
<td>5. EH, CUMPARI</td>
<td>WJZ</td>
<td>Julius LaRosa (Cadence)</td>
<td></td>
</tr>
<tr>
<td>6. ST. GEORGE AND THE DRAGONET</td>
<td>WJZ</td>
<td>Stan Freberg (Capitol)</td>
<td></td>
</tr>
<tr>
<td>7. VAYA CON DIOS</td>
<td>WJZ</td>
<td>Paul &amp; Ford (Capitol)</td>
<td></td>
</tr>
<tr>
<td>8. RICOCHET</td>
<td>WJZ</td>
<td>Teresa Brewer (Coral)</td>
<td></td>
</tr>
<tr>
<td>9. YOU ALONE</td>
<td>WJZ</td>
<td>Perry Como (RCA Victor)</td>
<td></td>
</tr>
<tr>
<td>10. CRYING IN THE CHAPEL</td>
<td>WJZ</td>
<td>June Valli (RCA Victor)</td>
<td></td>
</tr>
</tbody>
</table>

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"Gotta problem." Every week we get mail from disk jockeys from all parts of the country who somewhere in the opening paragraph say, "Gotta problem." Where we can we help out. In many of the cases the appeals appear in this column. This week Sheriff Davis (WLOW-Norfolk, Va.) writes "I plan to go on TV soon...about November 23 on a new UHF station in our area (WTOV-TV). They are giving me a half hour every night from 6:30 to 7 P.M. -- I've been told that there is a chance I can use and other stuff from my TV set. I'll be hillbilly and must be beamed in that direction." Another from Peter R. Dreyer (WENT-Gloversville, N.Y.) says "I'd appreciate any help from you people. I'd like to get the major and minor labels to send me the recordings direct in care of Turntable Terrace. That is my daily show and I have a second coming up about Paul?"

---

Pie of the week—Henry Tuck (WREV-Beaverville, N.C.) writes to tell us hillbilly records are rated 3 to 1 over all other type of records in his area. Radio Station WAVZ-New Haven, Conn. and veep ee Daniel W. Kops received a $500 bond as first prize in the MGM promotional campaign for the "The Bandwagon." Tony Martin and George LaZotte decay on the station won $100 each in the contest. Station KVOE-Santa Ana, Calif. celebrated October 26 as Lawrence Welk Day, Welk recordings were spun the entire day...Tony Compo is the new jockey on the Midnight Flyers Program (WEDC-Chicago) from midnight to six, seven days per Tony was formerly with WLOO-LaSalle, Ill. ...Dirk Courteen tells us he has never before had the reaction he has thus far gotten from his Saturday afternoon show (WAAP-Chicago) 12:30 to 3 P.M. This is the show where Dirk plays a portion of the top 50 tunes from The Cash Box. Dirk claims he has been swamped with cards asking where C.B. can be purchased ... Pete Wambach (WCMF-Harrisburg, Pa.) now does two hours every afternoon. Recently, when his show was increased to two hours, Pete had a number of guests on his show Included among them were Paul Featherstone, veep of Capitol Records; Gene Weiss. Capitol sales manager at Scranton; Johnny Cohen, London-Coral-Cadence distrub in Philly; George Hayes of Louchheim in Philly, and others.

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Visiting with Tommy Edwards (WEVE-Cleveland, 0.) last week were Charley Applewhite, new Decca star; Henry Jerome, MGM bandleader so hot with his latest "Tipica Serenata"; Delmar Martel, RCA Victor starlet; Leo Diamond, who was discovered by America by his harmonica, his tune (Off Shore) and his own label, Ambassador; and Joyce Taylor, mercury teener ... Corky Lindgren and Jerry Meacham, who make up half of the Lancers, dropped by to see Bill Thornton (KRLW-Walnut Ridge, Ark.) for a short interview and to plug their latest Trend etching, "Sweet Mama, Tree Top Tall".

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**THE CASH BOX**

**COMPANY**

8540 SUNSET BLVD., **Hollywood, California**

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"It's What's in THE CASH BOX That Counts!"
JERI SOUTHERN
(Decca 28929; 9-28927)

"SING SOFTLY TO ME"
(2:37) [Regent BMI—Coleman] In her whispered and romantic
manner, Jeri Southern eases through a lovely ballad with a subtle Latin beat. Great
material with top performance.

"YOU SAID"
(2:36) [World BMI—Wolf, Kent] The smooth artist sends her
sassy and warm item in her most tender manner. Melody is very pretty too.

JO STAFFORD
(Columbia 4018; 4-40103)

"WHAT GOOD AM I WITHOUT YOU"
(2:55) [Paragon ASCAP—Gallop, Rodney] Jo Stafford
is great on this top notch ballad which the thrush presents in her own
polished style. Inspired reading is sincere. Could smash through.

"THE CHRISTMAS BLUES"
(2:59) [S. Weinstock—Carl Holz] Hubby Paul Weston again
alists on this sentimental blues item fittingly
speak to holiday season. Another torchy vocal offering.

DINAH SHORE
(RCA Victor 20-5515; 47-5515)

"CHANGING PARTNERS"
(2:43) [ASCAP—Benson BMI—Coleman, Darion] The Winterhalter ork backs
Dinah Shore as the sweet voiced vocalist strings a tender waltz hit.
A wonderful melody. Smoothness in every groove on this deck.

"THINK"
(2:29) [Joy ASCAP—Gwenon] On this end the thrush rhythm through a light and appealing
shuffling item with the ork and chorus adding to the all around hap-
piness of the deck.

PEARL EDDY
(Mercury 70255; 70255 x 45)

"LOVE ME FOREVER"
(2:35) [Framophone ASCAP] Pearl Eddy gives an inviting treatment to this
end as she eases through a pretty ballad. Her voice is very warm.

"WEDDING BELL BALLOON"
(2:59) [Frederick BMI—KBM]—With the chorus again assisting, Pearl
warmly swims away through a waltz piece in an inviting fashion.

EUGENIE BAIRD
(Vinabell 5; 45-5)

"SOMEBODY'S LONESOME"
(2:35) [ASCAP—Cavan
eri, DiMino] Eugenie Baird bids fair for a hit platter with this pretty
ballad which she sings with warmth and heart. A wonderful tune with a
real heart waltz lead.

"I AIN'T GOT NO MONEY"
(2:35) [Vilrob ASCAP—Mendel
sen] The pert voiced thrush throws to the
shuffle tempo on this end and rhythm through a cute ditty with a
catchy arrangement. Jazz orchestra backing is terrific.

STRANGER IN PARADISE
(2:56) [Frank ASCAP— Wright, Forrest] The Gang That Sang Heart of My Heart"
[Robbins ASCAP—Ryan] Four Aces featuring Al. Alberts
(Decca 28927; 9-28927)

Tony Bennett is bidding to
make his hit streak two in a row and he has the top grade material to hit with on his latest release.
With "Rags To Riches" aiming for the top seal, "Stranger In Paradise" looks like perfect followup material.
Tony really sings his heart out on this end with a perfect supporting role by Percy Faith's ork and chorus.
"Why Does It Have To Be Me?" is a beautiful backing that Tony and the chorus express with feeling. A wonderful
song presented with polish.

PEARL EDDY
(Mercury 70260; 70260 x 45)

"WHERE DID MY SNOWMAN GO?"
(2:20) [Leads ASCAP—Goofrey, Vener, Mann, Poser]

PATTY PAGE
(2:56) [Philadel-phia ASCAP—Ruby, Green, Stept]

PATTY PAGE
(Capitol 71367; F-2637)

"BILLY LILI-HO-LI"
(2:26) [Mil
er ASCAP] A slow and inviting waltz melody from the current hit flikker "Lili" gets the smooth string
fashioning of the Martin ork. Tune could still happen although previous
attempts have failed.

JOE LOCO QUINTET
(Tico 193; 45-193)

"I'M IN THE MOOD FOR LOVE"
(2:28) [Porgie BMI—Fields] With a subtle mambo rhythm backing, Joe Loco lends his soft touch on the piano to a pretty standard.
Mood music throughout. Can listen to this "live" item without plugging.

"ALWAYS"
(2:25) [Berlin] Another great oldie is treated to the "live" touch. This soft and warm
keyboard work is perfect for the quiet spots and romantic atmospheres.

JIMMY LEYDEN SERENADERS
(MGM 1616; K-1615)

"WE'RE HAVING A GOOD TIME"
(2:43) [Hawthorne ASCAP—Cohn, Green] A much tempo bounce with a happy-go-lucky Irish
air gets a real rousing party treatment
by Jimmy Leyden's Serenaders. Good stuff for a gay time.

"THE GIRL OF TODAY"
(2:50) [Troys—Dinah Shore] Berny Neo handles the vocal on this amusing recital on the modern woman.
A catchy instrumental with novel idea.

CAMARATA ORCHESTRA
(Decca 28882; 78-28882)

"WILL OF WEEP"
(2:21) [Bourne ASCAP—Ronnel] Camarata waves the baton as he leads the Kingsway Symphony or-
chestra through a soft and dreamy item. Nothing special.

"WALTZ THEME"
(2:53) [Sam Fox ASCAP—Addisone] The conductor has some top notch ma-
terial on this end in the beautiful theme by Noel Coward's "Blithe Spirit." A waltz melody romantically
portrayed.

RAY MARTIN ORCHESTRA
(Enex C3; 45-33)

"DOORHRAH"
(2:38) [Southern ASCAP] A top notch engineering
job is one of the highlights of this Finely recorded by Ray Mart-
in. It's a beautiful arrangement of a super lush instrumental.
Has a live bounce to it.

"HI-LILI HI-LO"
(2:26) [Mil
er ASCAP] A slow and inviting waltz melody from the current hit flikker "Lili" gets the smooth string
fashioning of the Martin ork. Tune could still happen although previous
attempts have failed.

DAVID WHITFIELD
(London 1386; 45-1386)

"ANSWER ME"
(2:28) [Bourne ASCAP—Winkler, Sigman] With the assistance of Stanley Black and the ork, David Whi-
field lends his pretty ballad, in a semi-religious
view. Should do well in England if not banned as rumored.

"BRIDGE OF SIGHS"
(2:47) [Pickwick ASCAP—Reid] David belts out an emotional and tormented
reading of another pretty ballad with "Douglas' ork supporting.
Poten
tial job.
A Great Melody
A Haunting Arrangement
A Superb Performance

A Smash Hit!

featuring
The Golden Trumpet of

EDDIE CALVERT

Orchestra under Direction of NORRIE PARAMOR

"OH, MEIN PAPA"

b/w

"MYSTERY STREET"

Essex RECORD - 336
BENNY GOODMAN ORCH. (RCA Victor 420-0025)

"AND THE ANGELS SING" (2:49) [Brando, Voco & Connie ASCAP—Mercer, Elman] A special release of Benny Goodman's 1939 waxing of a great standard is reissued. A top grade version of the tune with Martha Tilton vocalling.

RUMBLE BEE STOMP" (2:48) [Robbins ASCAP—Henderson, Wood] Here is another solid beat instrumented wax by Benny and the ork. High speed version of a solid oldie with Goodman at his best on the licorice stick.

HARRY JAMES ORCH. (Columbia 401/4-A1128)

"THEME FROM THE JOE LOUIS STORY" (2:45) [Harman ASCAP—Busbasan] From the film on the life story of Joe Louis comes this beautiful theme presented with taste by Harry James and crew with Art Van Damme on the accordion.

"THE MOONLIGHTER SONG" (2:45) [Harms ASCAP—Sigman, Rosenthal] Another melody from a movie, "The Moonlighter" features Art on the accordion once again with Harry handiing in a fancy bit of tooting.

JEFF MORLEY ORCH. (Episc 9003; 4-9003)

"JUST FOR TWO" (2:17) [B. F. Wood ASCAP—Ellis] An inviting waltz item is set to music by the lush ork of Jeff Morley. A good piece of music that is always enjoyed.

"THE EPIC WALTZ" (2:26) [B. F. Wood ASCAP—Ellis] More lush and lovely music is smoothly presented by the crew. Melody stems from the "The Big Picture" show. Good listening for relaxing.

JUDY VALENTINE (Episc 9004; 4-9004)

"SHE WAS FIVE AND HE WAS TEN" (2:38) [Roxbury ASCAP—Napoli, Burnett, Feiler] With Bill Leavitt supplying the child's bed time backing pert voice Judy Valentines sings a pretty ditty in her childish voice. Lyrics are terrific and could make a hit with child audiencies.

"A RIDE IN SANTA'S SLEIGH" (2:42) [Roxbury ASCAP—Leavitt, Giambusso] The chorus chips a happy ditty as she tells a story of riding in Santa's sleigh. A cute holiday bit that could click.

FLETCHER PEEK TRIO (Decca 29924; 2-29924)

"THE GUY WITH THE DOO" (2:16) [Duchess BMI—Freeman, Peck] Some special material is presented in a humorous fashion by the Fletcher Peek trio. Cute item which got a good start via Goffrey show promotion.

"BEANS" (2:24) [Albalore ASCAP—Peck] As the title might suggest, the tune takes an important part in another novelty delivered in cornball fashion. Cute piece that should get laughs.

THE CASINO ORCH. (Coral 61086; 9-61086)

"YOU'LL NEVER BE MINE" (2:45) [Sunbeam BMI—Pear] The smooth vocals of the Modernaires blend on a slow, bluesy item a la "Sentimental Journey" style. A good tune with a next presentation.

"THE OTHER SIDE OF YOU'LL NEVER BE MINE" (2:45) [Sundance BMI—Pear] This is a continuation of the upper deck with the a Square Root of the Frank Scott ork taking off. Group is in the backdrop throughout.

TONY MARTIN (RCA Victor 20-5535; 47-5535)

"STRANGER IN PARADISE" (2:41) [Frank ASCAP—Wright, Forrest] From the Broadway production of "Kismet" comes this pretty ballad dished up with a load of feeling by Tony. Winterhalter backing is tops.

"I LOVE PARIS" (2:41) [Boxton Hill BMI—Pear] One of the big songs from "Can Can" that's still all around. High quality for hitdom gets a solid top grade reading from Martin. Could click although coverage is very late.

JACKIE DAVIS TRIO (Trend 65; 45-65)

"AUTUMN IN NEW YORK" (2:24) [Harman ASCAP—Duck] The Jackie Davis Trio rhythms through the bouncy tempo of a terrific oldie with the organ in the spotlight. Organ fans should go for this one.

"THEY CAN'T TAKE THAT AWAY FROM ME" (2:48) [Campbell BMI—Gershwin, Gershwin] Another oldie featured in theicker "Shall We Dance," gets the up beat treatment from the crew. Interesting piece of material.

RALPH FLANAGAN ORCH. (RCA Victor 20-5505; 47-5505)

"STRANGER IN PARADISE" (2:41) [Frank ASCAP—Wright, Forrest] The first instrumental arrangement of this plug tune from "Kismet" is issued by Thelb Flanagan and the crew. Good dance stuff. Has a lot of something to it.

"THE TYPEWRITER" (2:38) [Mill's ASCAP—Anderson] Flanagan and the crew present an interesting instrumental coverage of this Anderson item that's bidding for the hit category. Catchy bit with typewriter featured.

FRAN WARREN (MGM 11616; K-11616)

"IF I COULD HAVE YOU BACK AGAIN" (2:50) [Brando ASCAP—Douglas, LaVere, Marshheld] Fran Warren offers one of her best jobs in quite a while on a ballad of top quality set to a Latin beat by Lew Douglas' ork. Could smash.

IT'S ANYBODY'S HEART" (2:50) [Brando ASCAP—Douglas, LaVere, Belice] A good coupling is this pretty ballad which Fran presents with a heap of feeling. A pretty tune well delivered.
THE BENIDA STORY

NEW RECORD COMPANY

Once upon a time there was a brilliant artist and repertoire director who wished that some day he would be with a record company where he would have a free hand to present fresh musical talent. A company where the new was not rejected simply because it had not been done before. His musical background included years of arranging, composing, conducting for the nation’s leading recording artists. The man—Dewey Bergman.

NEW TALENT

Dewey Bergman listened to scores of singers before he signed handsome young Mark Stuart as Benida Records first artist. Bill Stegmeyer, an excellent triple threat talent composer-arranger-conductor, became Benida’s musical director and assistant A&R. Dewey Bergman will also be actively engaged in conducting and arranging. And of the many girl singers available, lovely Mary Mayo was selected to record for Benida. Then, to round out Benida’s roster of fresh young musical personalities Bob Dewey’s orchestra was inked to a Benida contract.

DISTRIBUTORS SIGNED

Having launched the Benida organization, Dewey Bergman, a firm believer in the personal touch, took to the road to check on distributors. He was greeted with great enthusiasm wherever he went and found that distributors were eagerly awaiting the Benida line.

That’s the Benida story in a nutshell. The first Benida releases were scheduled for November 16th. Advance reaction is excellent.

JUST RELEASED

Mary Mayo

“AGAIN, AGAIN AND AGAIN” b/w “STAR OF MY DREAMS”

with Bill Stegmeyer and his Orchestra

Benida No. 5004

Mark Stuart

“ARE YOU LONESOME TONIGHT” b/w “MOLLY”

with Dewey Bergman and his Orchestra

Eddy Manson and Harmonica

Benida No. 5001

A few territories are still open for wide-awake distributors who are cordially invited to phone, wire or write Benida Records at 107 West 43rd Street, New York City 36, Columbus 5-8572.

General Sales Offices

520 Seventh Street
Buffalo 1, New York

107 West 43 Street, New York 36, N.Y. • COLUMBUS 5-8572

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

Plenty of music people turned out at Toots Shor's last Wednesday to greet Frank Chacksfield. He's here for three weeks to promote his London disks. . . Wendy Wayne has been signed by Capitol. Her first major disk contract. . . Bud Brannaman is now working on Fran Warren's latest disk, "If I Could Have You Back Again" and Lou Monte's "A Baby Cried." . . . On 42nd Street and Fifth Avenue, there's a games arcade with a juke box filled completely with classical records. The owner of the arcade says his patrons have been playing those classical disks continually. . . Brownie Lassner, agent-hubby of Eileen Barton has gotten a major label recording contract to MCA agent Larry Funk, which is something of a switch. . . Anne Fuchino has joined the promotion department of RCA Victor. . . Vic Damone opened for ten days at Chubby's. . . Al Levine, New York district sales rep for Capitol, is the father of a new baby, Named Martin. . . Cathy Collins has been chosen as Sammy Kaye's new vocalist. She joins the orchestra in Oklahoma City during Kaye's 60 day transcontinental tour. . . Marilyn Mills of Coral Records has just returned from a promotion tour to the coast and back working on her disk "Till They All Gone Home" and "Darling Come Home." . . Anyone in need of a good secretary will be interested in knowing that Zolda Sams, the oldest girl to be at Coral, is available. . . Pee Wee King in town to do the Kate Smith show. . . Calls to Hometown Music are being answered by the staff with "This is Ebenezer Scrooge." This is the theme in connection with Tinsel It's the first in connection with the new Coral release of "Ebenezer Scrooge," Std Frosen, head of Hometown, also has a gimmick to have a man on stilts walk up and down Broadway with a sign promoting the title. . . Al Neely of Allied Records looks as though he has a hit to follow "Say You're Mine Again" with "Little Miss One" by Jerry Wallace.

CHICAGO:

Sidelight in a star's career. The story of Mike Cornell. Mike's 90 years old. Worked New York's garment center (4th & 7th) for a while. Italian, Mike speaks Jewish, as well as any of the Jewish boys. Has spoken it for almost all the 70 years he worked in the garment center. In fact his job was making garments for many a noted New York Rabbi. Mike is now retired. Retired by his singing son, Don Cornell. Who retired him after his very first disk clicked, "I'll Walk Alone." Just a sidelight. But one we tho't might give you the same grand, warm feeling it gave us. . . Darrell Glenn and Jerry Crocker having Darrell's new clicker disk plugged all over our town. . . Mrs. L. Gillette, noted juke box op and record retailer, entertaining her employees, Charlotte Hughes and Margo Clac at Linn Burton's Steak House, where Charlotte, whose birthday was today, got to meet disk stars who were present. . . Dick, and the very beautiful and charming Mrs. April Courtenay, enjoying Linn Burton's steaks with Mr. and Mrs. Al Aldridge, Ernie Roth and Don Cornell. Larry (Decca Green pop in after hours.) Just returned from his Pat Morrisey trip. . . Al Chapman absolutely in a tizzy while telling all about Gordon Jenkins' "Seven Dreams" album. . . Rays about town for that oldest of all vocalists "On My Heart," by Desmond, Dale & Cornell, as well as for Al Alberts and the Four Aces show. Guests on Howard Miller's TV show, an American athlete in America's history, now playing her harmonica, Babe Zaharias and her partner, Betty Dobbs, plugging their first Mercury disk, "I Felt A Little Tear Deep Inside," Postcard all the way from Fairbanks, Alaska from the former Russ Morgan's blonde bombshell, Manon Smith, who reports she's now a brunnnete and doing a 4 week stint "way up thar." . . Mae Williams opens at the Jefferson Hotel, St. Loo. First in a string of Hilton shots. And her "Pizza Polka" already stirring St. Louis' music men. . . Glory Fox, who does public relations for Bud Brandon, all excited over the new Ol' Hit which has just been waxed. Bud is also plenty happy about his latest, waxed by Lou Monte, "A Baby Cried." It's getting plenty attention. The Brandon look's to be coming right next.

LOS ANGELES:

The most colorful night club in Hollywood's history is set for a Christmas night opening. It's the Moulin Rouge, which is being built on the former Earl Carroll's Theatre on the Sunset strip. Frank Sennes is the man behind this deal. He books shows for the top night spots in the country from New York to Las Vegas. The show here will have a line of 28 dancing girls, six male dancers and four male singers. It will be backed with such stage acts as Borrah Minnich's Harmonica Rascals, the Castro Sisters and Chipita and Johnson (recently on Ed Sullivan's Toast of the Town TV show). Don Arden will stage the revues. Sennes is going to give the public this package for $5.00 per person which will include dinner and a drink. . . Frank Sinatra cut several new sides for Capitol this past week. . . The instrumental "Jooey's Theme" with the Champagne Music of Lawrence Welk on Coral is clicking big here. Flip side is "Coney Island Theme" which may become the big juke box number. . . We hear that the vivacious young artist, Mary Rose Bruce, has had her option picked up by Victor. Max Laszlo announces that the gal has been booked into the tops Restaurant Club in New York. . . Mike Cornell will be on the Top's show. . . Mike in San Diego, Nov. 15th, Nov. 16th, Nov. 17th, 14th and 15th. Larry Newton, will leave for New Orleans on business before returning to his office in New York. He cut several new sides while in Hollywood with Frank DeVol and vocalist Jay P. Morgan. News was rife in Sunland that Gordon Wolf, president of the Co., has been named the distributor for his Derby line. Irvin Shorten of Allied Music Sales will handle his new Central Records R & B label this fall. The disc is being promoted by Lee Magid. . . Herb Montel of Johnstone-Montel Music Publishers reports that the tune "I'd Give A Million Yesterdays" by the Mello Men has recently been released on MGM. This is the groups first release and reports indicate that it looks very promising.

"If I Could Have You Back Again" New Fran Warren's Greatest Ever

"It's In Anybody's Heart"

F. G. M.

Music

Larry Darrell Switch

Glory Raves

Wendy tizzy

We

On The Page

MGM 11616

K11616 (45 rpm)
HATS OFF TO - TWO TOPPERS!!

JONI JAMES

"I'LL NEVER STAND IN YOUR WAY"
b/w
Why Can't I
M-G-M 11606

BETTY MADIGAN

"YOU'RE THOUGHTLESS"
b/w
I Just Love You
M-G-M 11601

"It's What's in THE CASH BOX That Counts"
Humility Can Now Be Heard On Disks

LINDEN, N.J.—With the word 'humility' on the lips of every person in the country, due to the La Rosa-Godfrey split up, Monarch Records has hopped on the popular word with a recording by Ruth Wallis labelled "Dear Mr. Godfrey."

It's a novelty in which Ruth asks Godfrey to make her a star by hiring and firing her. The ditty was not only recorded by the thrush, but also written by her.

The 26-year-old artist, who has been in show business for a number of years, was discussing the Godfrey-La Rosa episode like millions of other people when she chanced to remark that other young performers like Julius could use a similar break. This started the idea.

Wednesday, Ruth wrote the song. Thursday, lead sheets were made and an arrangement was set for the recording session. Friday afternoon the session was held. On Saturday night and Sunday, records were shipped to all the Monarch distribri throughout the country. By Monday, five distributors had reordered.

As for the record—it's a good natured kidding in the spirit of clean fun, in the American tradition that no guy is too big to take a ribbing.

Dreyfus Denies Retirement Rumor

NEW YORK—Max Dreyfus, head of Chappell Music, this week categorically denied a rumor reported in The Cash Box last week that he was planning to retire.

Dreyfus said that he and his brother will continue running the company as they have in the past. Moreover he said that he personally feels fine, loves the business and has no intention of ever retiring from it.

Flanagan-Morrow Plan Combined Concert

NEW YORK—Ralph Flanagan and his orchestra and Buddy Morrow and his orchestra will give a combined concert at the Michigan State Fair Coliseum in Detroit on Saturday, December 19.

Herb Hendler, who manages both bands, stated that he expects this to give a strong boost to the band business in general for not for a decade have two big name bands appeared together.

It will be called a Dance-Combined Band Concert. And if it's successful, Hendler stated that the two might then undertake a tour together.

The program will consist of special arrangements for 1/2-hour concert with the combined musicians playing together and Flanagan and Morrow alternating at the helm.

Ed Burton Forms Own Pubbery

NEW YORK—After four years with Hill and Range, Ed Burton has left the firm amicably. He has opened his own BMI publishing set-up, Edgar Music, and will work in the pop, country and children's field.

Burton said that he is also planning another BMI firm which will deal in a uniquely specialized field. His first release for Edgar Music is "If You Should Leave Me" by Frank Reardon on Coral.

What A Title!

NEW YORK—How's this for a title: "Dedication Piece To The Crew And Passengers Of The First Experimental Rocket Express To The Moon?"

Well, whether you believe it or not, it's the title of Raymond Scott's newest original which Audivox will release within the next two weeks. Disk will be available both in an EP package and as a single coupled with "Bird Life In The Bronx." Both are instrumental.

Silver, Hoffman New Team

NEW YORK—Abner Silver, top-flight tunesmith who collaborated with Benny Davis on such tunes as "With These Hands" and "I Laughed At Love" now teams up with Al Hoffman, author of such hits as "Takes Two To Tango," "Mairzy Doats" and "Baked A Cake."

The new duo of Hoffman and Silver has already placed its first tune, "Native Dancer," with publisher George Fincus. First disk on the cut, cut by Rusty Draper on Mercury, has already been released.

Carlton Reports Victor Biz Buzzing

NEW YORK—Joe Carlton, pop A&R head of Victor, revealed this week that things were buzzing at the disky.

Not only are current sales high with such disks as "A Baby Cried" by Lou Monte, "You Alone" and "Papaga Mama" by Perry Como, "Many Times" by Eddie Fisher, "Santa Baby" by Eartha Kitt and "Mystery Street" by June Valli leading the way, but Carlton has several new disks about to be released which have hit possibilities. Last Thursday night, he teamed up Sunny Gale and the Du-Droppers in one of the striking combinations of the year. He has also signed the Mary Kaye Trio to a contract. And in addition he has cut the Fontane Sisters in "Kissing Bridge" which will have a promotional tie-up with Chesterfield Records. It will have a mystery voice in the middle of the disk, a prominent artist who will receive no billing. The gimmick will be to guess who.

Dispositions Made Of Sunflower & Ivy Firms

NEW YORK—Jack Perrin reports that after negotiations of a year, dispositions have finally been made of I & J and Sunflower music firms in which he was a 50% partner with Max Dreyfus. The deal calls for I & J Music to remain with Dreyfus while Sunflower Music goes to Perrin along with a cash settlement. In addition to running Sunflower, Perrin has started a new BMI firm called Pero Music with headquarters in the Forrest Hotel.
Here's Patti's Birthday Present To Every Juke Box Op!

A Hit Record!

Patti Page

"CHANGING PARTNERS"

(Timely Winter Song)
"WHERE DID MY SNOW MAN GO"
Mercury # 70260

Mercury

"It's What's in THE CASH BOX That Counts"
Leonard Finds "Cash Box" Show Pays Off

FRAMINGHAM, MASS. — Roy Leonard, disk jockey at WKOX in Framingham, Massachusetts added "The Nation's Top 50 Best Selling Records" list, reported in The Cash Box, to his three-hour-a-day "Roy With Records" show and wrote us a letter telling of its effect on his listenership.

"I received mail from places I never knew get our signal," says Roy, "And the overall response was tremendous. The spirit of competition and the interest caused by a record's rise or fall, as shown on The Cash Box chart, adds to a disk show, that certain air of excitement that makes a listener more attentive and interested enough to tune in again. I'm indebted to Cash Box for supplying me with the basic material for a feature that will long be a part of "Roy With Records."

Roy, who joined WKOX, a year ago this month, has built up one of the strongest DJ shows in New England. In addition to his afternoon show, he spins a half-hour of the "annual" in music each day at noon, featuring good jazz, film music and semi-pop instrumentals. He also has a daily fifteen-minute stint for Coca-Cola. Not content with just the popular field of music, Roy produces and narrates "The Music You Want," each Sunday featuring RCA Red Seal recordings.

With air-time, record hops, personal appearances and little theatre work on the side, Roy Leonard has become one of the busiest deejays in the Central Massachusetts Area.

What A Year!

Four Lads Make It With "Istanbul"

NEW YORK—The Four lads, the young vocal group whose newest hit, "Istanbul" on Columbia is their biggest seller yet, have one of the entertainment world's most fascinating stories. The lads consisting of Connie Codarini, bass, Frank Russeri, baritone, Jimmy Arnold, first tenor and Bernie Torkish, second tenor and arranger, hail from Toronto, Canada and were all sent to the Cathedral Choir school by their parents. There, the boys spent several years getting a musical education. Unlike their fellow students at the school, these boys were jazz fans and loved to sneak in a few licks of hot harmony between hymns. They were discovered singing together in a small Toronto night club a few years ago, by Mike Stewart, who had guided another quartet, The Goldengate Quartet, to international success. Stewart paid their way to New York, bought them wardrobe, worked out an act for them and booked them into the Reuben Blu, where they were an immediate hit, and were held over for thirty weeks.

Jubilee Signs Prima

NEW YORK—Jrly Blaine, president of Jubilee Records this week announced the signing of Louis Prima to an exclusive recording contract. Prima had formerly been with Columbia.

His first release on the Jubilee label will be "Man Dig That Crazy Chick" backed with "Nonca Shane."

... and Yesterdays

JULY 14

SECRET of the Times

... to decide whether man or t there is ect of if Pro- is been e a bit t a not service much more Acuff- Paines Panes for the Cold... Bon per ces cause every of please...
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DEAN PARKER

A New Singing Sensation with his Great NEW Release -

“Farewell To Arms”

“Out of My Mind”

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JUBILEE-6051 JUBILEE-6051

“it’s What’s in THE CASH BOX That Counts”
Howard Miller WMAQ & WIND-

1. Rags To Riches (Tony Bennett)
2. Love Walked In (Hilltoppers)
3. My One and Only Love (Eddie Fisher)
4. You, You, You (Amos Bros.)

Earle Pudney WGY—Schenectady, N. Y.

1. Love Walked In (Hilltoppers)
2. Rags To Riches (Tony Bennett)
3. Ella Tide (Frank Chacksfield)
4. My One and Only Love (Eddie Fisher)
5. You, You, You (Amos Bros.)

Jack Dunigan WGAT—Utica, N. Y.

1. Rags To Riches (Tony Bennett)
2. Ella Tide (Frank Chacksfield)
3. My One and Only Love (Eddie Fisher)
4. You, You, You (Amos Bros.)
5. Baby Cried (Lew Massey)

Pual Flanagan WTRY—Troy, N. Y.

1. In the Mission Of St. St. Anthony
2. My Love, My Love (J. James)
3. Rags To Riches (Tony Bennett)
4. Istanbul (Four Lions)
5. Love Walked In (Hilltoppers)

Blaine Walsh WTMJ—Milwaukee, Wis.

1. Crying In The Chapel (Valli)
2. Eh, Cumpari (Julius Laiin)
3. Rags To Riches (Tony Bennett)
4. Toys (Eileen Barton)
5. St. George And The Dragonet (Tony Bennett)

Jeff Evans WLDY—Ladysmith, Wis.

1. Ella Tide (Vic Damone)
2. What's All This About You (Bucky Wayne)
3. Just To Be With You (Fisher)
4. My One and Only Love (Eddie Fisher)
5. Several Times (Eddie Fisher)

Paul Frees KECA—Los Angeles, Calif.

1. Ella Tide (Eddy Duchin)
2. Istanbul (Four Lions)
3. St. George And The Dragonet (Tony Bennett)
4. Pa-Paya Mama (Los Angeles)
5. Off Shore (Lee Diamond)

Johnny Morris WOL—St. Paul, Minn.

1. Ella Cumpari (Julius Laiin)
2. Ella Tide (Tony Bennett)
3. My Love, My Love (Eddie Fisher)
4. Heart Of My Heart (Carl Davis)
5. Laughing On The Outside (Four Acors)

Wallie Dunlop WICC—Bridgport, Conn.

1. Ella Cumpari (Julius Laiin)
2. Ella Tide (Frank Chacksfield)
3. My Love, My Love (Eddie Fisher)
4. Tiptoe (M. Jerome)
5. Ella Tide (F. Chacksfield)

Earl Reilly WBKY—Waterbury, Conn.

1. Love Walked In (Hilltoppers)
2. Rags To Riches (Tony Bennett)
3. Ella Tide (Frank Chacksfield)
4. My One and Only Love (Eddie Fisher)
5. Mary, My Love, My Love (J. James)


1. Love Walked In (Hilltoppers)
2. Rags To Riches (Tony Bennett)
3. Ella Tide (Frank Chacksfield)
4. My One and Only Love (Eddie Fisher)
5. Light Of My Life (Vic Damone)

Wally Nelskog KJJK—Scotch, Wash.

1. Love Walked In (Hilltoppers)
2. Rags To Riches (Tony Bennett)
3. Ella Tide (Frank Chacksfield)
4. My One and Only Love (Eddie Fisher)
5. A Fool Was I (Nat Cole)

Arty Kay WVLK—Lexington, Ky.

1. You, You, You (Amos Bros.)
2. He Touched Me While I Was Sleeping (Ellie Greenwich)
3. To Be Alive (Hilltoppers)
4. Ella Tide (Frank Chacksfield)
5. Ella Tide (Frank Chacksfield)


1. Ella Tide (Frank Chacksfield)
2. Please Don’t Talk About Me
3. Ella Tide (Frank Chacksfield)
4. Ella Tide (Frank Chacksfield)
5. Ella Tide (Frank Chacksfield)

Harry Burge WQAM—Miami, Fla.

1. You, You, You (Amos Bros.)
2. My Love, My Love (Ladies)
3. Crying In The Chapel (Valli)
4. Ella Tide (Frank Chacksfield)
5. My Love, My Love (Ladies)

Courtney Barry WAF—Chicago, Ill.

1. You, You, You (Amos Bros.)
2. Ella Cumpari (Julius Laiin)
3. Ella Tide (Frank Chacksfield)
4. Ella Tide (Frank Chacksfield)
5. Ella Tide (Frank Chacksfield)

Norman Hall WBNL—Bellwood, Ind.

1. Crying In The Chapel (Valli)
2. Ella Cumpari (Julius Laiin)
3. Ella Cumpari (Julius Laiin)
4. Ella Cumpari (Julius Laiin)
5. Ella Cumpari (Julius Laiin)

Don Blair WBNZ—Saranac Lake, N. Y.

1. You, You, You (Amos Bros.)
2. St. George And The Dragonet
3. Ella Cumpari (Julius Laiin)
4. Crying In The Chapel (Valli)
5. Ella Cumpari (Julius Laiin)


1. Magic Guitar (Bunny Fall)
2. Ella Cumpari (Julius Laiin)
3. Ella Cumpari (Julius Laiin)
4. Laughing On The Outside (Four Acors)
5. Ella Cumpari (Julius Laiin)

Carmine Anthony KGKO—Dallas, Tex.

1. Ella Cumpari (Julius Laiin)
2. Ella Cumpari (Julius Laiin)
3. Ella Cumpari (Julius Laiin)
4. Ella Cumpari (Julius Laiin)
5. Ella Cumpari (Julius Laiin)

Harri Burge WQAM—Miami, Fla.

1. You, You, You (Amos Bros.)
2. Ella Cumpari (Julius Laiin)
3. Crying In The Chapel (Valli)
4. Ella Cumpari (Julius Laiin)
5. Ella Cumpari (Julius Laiin)

Nord Moore KXYZ—St. Louis, Mo.

1. Ella Cumpari (Julius Laiin)
2. Ella Cumpari (Julius Laiin)
3. Ella Cumpari (Julius Laiin)
4. Ella Cumpari (Julius Laiin)
5. Ella Cumpari (Julius Laiin)
Looking For A Sweetheart?

Baltimore, Md.—Chris Christopher, legendary juke box distributor and promoter of novelty records, has announced the newest release of a local favorite. "Are You Looking For A Sweetheart?" by Ben Goodman, is expected to be a hit in the bustling city. Goodman, known for his distinctive voice and charming melodies, has been a favorite among local music lovers. The release comes at a time when the city is preparing for the holiday season, with numerous events and gatherings scheduled. The album is produced by the talented producer, who has a reputation for crafting hits that resonate with the audience.

Another Smash Hit by
THE HILLTOPPERS
featuring the voice of JIMMY SACCA
"TO BE ALONE"
and
"LOVE WALKED IN"

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Nov. 11, Nov. 7

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Available in cash box, Music

Satisfaction Guarantee

1. Tony Russo
   "Lover's Waltz"
   BE-1953

2. T. Bennett
   "Have Somewhere to Go"
   ME-1917

3. Ebb Tide
   "Waltz for a Friend"
   VI-20-5543

4. You, You, You
   "Release Me"
   VI-20-5453

5. Vanya Can Dias
   "Crying in the Chapel"
   VI-20-5559

6. St. George and the Dragonet
   "Thank You"
   VI-20-5547

7. Hoochey
   "Saturday Night"
   VI-20-5541

8. Istanbul
   "Everybody Knows"
   VI-20-5545

9. The Story of Three Loves
   "If I Could Make You Mine"
   VI-20-5545

10. The Hilltoppers
   "To Be Alone"
   VI-20-5545

11. Oh!
   "Sister" (4-5398)
   VI-20-5545

12. I See the Moon
   "Voices of W. Schmidt"
   VI-20-5547

13. You Alone
   "Paradise"
   VI-20-5547

14. I Love Paris
   "Crazy Love"
   VI-20-5545

15. Crying in the Chapel
   "Bells"
   VI-20-5559

16. Walking in the Kingdom
   "Sunday Morning"
   VI-20-5559

17. Walking in the Kingdom
   "I'll Be His"
   VI-20-5559

18. To Be Alone
   "I Love You"
   VI-20-5559

19. That's All
   "Never"
   VI-20-5559

20. Dragnet
   "The Hilltoppers"
   VI-20-5559

"It's What's In THE CASH BOX That Counts!"
"Toys" Feted On Arrival Here

NEW YORK—Frank Chacksfield, London Records artist, was welcomed by members of the music trade last Wednesday November 4, at a cocktail party in his honor at Toot's Shoe's restaurant in this city.

Disk jockeys, members of the trade papers, juke box operators, record distributors, artists, publishers and record distributors were there to say hello to the artist whose recordings of "Limelight" and "Ebb Tide" made him one of the most important record names in the country.

Chacksfield also here to promote his latest recording, "The Jungle" and "A Girl Called Linda," will make radio and television appearances during his three week stay in this country.

Nola Leases Steinway Hall Penthouse

NEW YORK—In response to the demand for studios capable of recording large orchestras, Nola Recording Studios has leased the penthouse of the Steinway Hall Building. At the same time additional space has been rented on the sixth floor of the building, making it the ninth recording studio in the expanding Nola domain.

Nola's Penthouse Studio is designed to accommodate the broadening and advertising agency clientele attracted by the "full range" recording system recently introduced. The new studio boasts 3,100 sq. ft. of floor space and a very high ceiling. At present custom automated equipment is being installed and the facilities are being readied for a November 16th opening.

Vincent J. Nola, president of Nola Recording Studios, started twenty years ago with a single studio to accommodate the man who used his rehearsal halls. There are now nine recording studios, two film sound mixing rooms, as well as a completely equipped motion picture studio.

"It's What's In THE CASH BOX That Counts"
Victor Plans Big Yuletide Push

NEW YORK—The Sound Of Christmas Is Better This Year’’ is the slogan around which RCA Victor is building its three-way advertising campaign; a program which will be carried in national magazines, local co-ops, and network radio and television shows. The slogan calls attention to Victor’s Christmas releases and the all-out emphasis on high fidelity recordings.

The highlight of the promotion program is a new supplement, listing over 400 “New Orleans” high fidelity recordings. Ads in all media will inform the consumer of this supplement which can be obtained at the retailer’s store where at the same time he will be exposed to the point-of-sale advertising.

The cover of this supplement is available in either a Christmas or a non-seasonal cover so that it may still be used after the holiday season.

National magazine ads will begin running in November in six different periodicals. Point of sale aids will include displays suitable for countertop and window use. Easels on which the dealer may include merchandise of his own choice will accompany the displays. Three 12” x 36” color hang- ers will round out the point-of-sale promotion.

“Your Show of Shows”, The Den’s Day Show, and the “Phil Harris and Alice Faye Show” will be the three network programs on which the campaign will be stressed.

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**MUSIC OPERATORS**

ASK YOUR RECORD DISTRIBUTORS AND ONE-STOP SHOPS FOR

“STAR” PRINTED TITLE STRIPS

(USED BY THOUSANDS OF OPERATORS FROM MAIN TO HAWAII)

WRITE FOR INFORMATION AND PRICES ON OPEN ACCOUNT AND AUTOMATIC SHIPPING PLANS OF SERVICE FOR OPERATORS.

STAR TITLE STRIP CO., INC.

2001 FIFTH AVENUE

Since 1944

PITTSBURGH 19, PA.

Atlantic 1-0818

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Here Is Your Opportunity

4 GREAT NEW SIDES

featuring the nation’s newest singing finds

---

**HAVE A HEART**

by JANE DOUGLASS

b/w

**LOVE IS LOVE**

**WHAT DID YOU BRING FOR ME**

by BARBARA KAREN & DICKIE DE BELLA

with JOHNNY GUARNIERI

**EMPTY WORDS**

by JANE DOUGLASS

with JOHNNY GUARNIERI ORK.

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Distributor WIRE - WIRE for available Territories

OPPORTUNE RECORD CO.

P. O. Box 238, Madison Sq, Station, N. Y. 10 (Gromeury 5-6414)

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

The Town Criers back to their hometown and their original stamping grounds, The Town, Tavera They spent most of the past year in the U.S. where they added further gloss to their polished presentations and the Cleveland, guitarist, Jimmy Palk. We hear they will soon be recording in their own right. Up to the present time, their work has just been backing up other platter stars. .. Also back in town are Bill Long And The Border Jumpers (Quality),Recorder of the month's stay at the Holiday. Along with Bill and personable Madelaine Bonin are two new border jumpers, Jesse Goins and Herb Dooley who made an immediate hit with the local fans of this group. The Colonial continues to ring the bell with its current attractions of Woody Herman And His Third Herb (Quality Records). Here is one group that is pulling out the older, money-spending patrons as well as the younger folks, and the Colonial till has been bulging with the "take." Along with their good music, the band has been intriguing local interest with its use of a bass trumpet, which is an innovation in local musicmaking. ..

A new addition to the local night life is the Hotel Torontoian's Party Room which opened last Thursday. This seems to be "return engagement week" hereabouts. Adding to those playing repeat dates here are the Four Dukes back again at the Silver Rail. . . Ed McNeill is now playing piano at the Spadina Hotel. . . . the word-of-mouth advance on "Les Petits Chanteurs & La Croix De Bol" indicates that this famous Parisienne Boys' Choir will play to S.R.O. at their concert at the Eastern Auditorium November 11th. .. Cliff Wingrove, CKTB, St. Catherines, has been one of the busiest men around this town this week. . . As President of the Canada Broadcasters' Association which has been holding its annual convention here at the Royal York and as mentor and guide of Abbie Andrew's and His Canadian Ranch Boys, who have been re-booked on the CBC network, Cliff's activities have been very much in the extemes. .. When your scribe drooped in on the CCB meetings, saw many old broadcasting friends attending. Prominent were Art Dupont, CJAD, Montreal; Gordon G. Garrison, CKLB, Oshawa; Howard C. Calne, CFHR, Toronto; Harvey Freeman, CKGB, Timmins; Jack Pollie, CKGB, Timmins; Fred Pemberton, CSFK, Cornwall; Keith Packer, CFCH, North Bay; J. A. Hyland, CJIC, Sault Ste Marie; Bill Stovin, CJIC, Belleville; Frank Murray, CJIC, Belleville; Jack Radford, CFRE, Brockville; Jack Boulton, CJIC, Chatham; Doc and Jack Crickshank, CKNT, Winnipeg; Dick Buchanan, CKPC, Brantford; Jack Howlett, CCFP, Montreal; Cam Ritchie, CKLW, Windsor; Waldo Holden, CFRE, Toronto; Ken Marshall, CFRE, Toronto; B. C. Trowell, CFPL, London; N. Banner, CFHO, Sudbury; George Young, Dir. Station Relations CBC, Ottawa; R. Snelgrove, CKBB, Barrie; Gord Archibald, CHOM, Pembroke; Kenneth B. Sible, CHML, Hamilton; Tom Darby, CHML, Hamilton; Russ Waters, CFRE, Grillo; Lyman Potts, CKOC, Hamilton; Frederick Mecca, CJQY, Guelph; W. Statter, CJQY, Guelph; Bill Hawkins, CFOS, Owen Sound; Leonard D. Headley, RCA Victor Co., Ltd., and Clyde and Harold Moon, BMG, Canada.

MONTREAL MEMOS

Norman Brookes doing rush date at the Galateau Golf & Country Club in Ottawa prior to his Copa Cabana engagement. . . Phil Rose, Coral Sales Manager, came up with a cute promotional gimmick. With the disk jockeys' copy of their 3-D recording of "Heart Of My Heart," he sent out 3-D viewing glasses and a card saying "Here's how Coral sees it. A hit!" Louis Jordan into the Seville Theatre in late November. . . Don Johnson back from a hurried trip to the Mackinwes where he was promoting the many labels he distributes under the name of Metronome. Firm handles MGM, Quality, Coral, Mercury, Remington, and Rodeo records in Eastern Canada. . . Quality Records holding a sales conference in Toronto, November 6th and 7th. . . Art Leonard, RCA, and Andy Adam disk jockey, delirious about his friend Berdie Wayne's new recording of "Zia Zau" and "Passionate." Every hillbilly in town patiently waiting for Hank Snow's opening Novelty Theatre. This is the first time hillbilly talent of this stature has been booked into the Montreal area in years and the local country artists are certain that Snow will be a tremendous success and open up further opportunities both for the local acts and other headliners in the city. Indications of "Woman" off to a flying start. Much of the credit for this can be attributed to Desmond's great public relations job on his recent visit to Montreal.

"It's What's in THE CASH BOX That Counts"
Meeting Dates Of
Music Operators' Associations

Nov. 9—Amusement Machine Operators of Baltimore Place: Mendell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
10—Phonograph Merchants’ Assn., Cleveland, Ohio Place: Hollenland Hotel, Cleveland, Ohio (executive board).
10—California Music Guild Place: Fresno Hotel, Fresno, Calif.
12—California Music Guild Place: U. S. Grant Hotel, San Diego, Calif.
16—Westchester Operators’ Guild, Inc. Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
17—Western Massachusetts Music Guild, Ralph Ridgeway Place: Ivy House, West Springfield, Mass.
18—New York State Operators’ Guild Place: Palatine Hotel, Newburgh, New York.
30—Central States Music Guild Place: 805 Main Street, Peoria, Ill.
30—Dallas Music Operators’ Assn. Place: Big Pete’s, 5001 Lover’s Lane, Dallas, Texas.
Dec. 3—Eastern Ohio Phonograph Operators Assn. Place: Tod Hotel, Youngstown, Ohio (General)
3—Phonograph Merchants’ Assn., Cleveland, Ohio Place: Hollenland Hotel, Cleveland, Ohio (general).
3—California Music Guild Place: Sacramento Hotel, Sacramento, Calif.
5 & 6—Music Guild of Nebraska Place: Hotel Evans, Columbus, Neb.
7—California Music Guild Place: 311 Club, 311 Broadway, Oakland, Calif.

Full-time Service

N. TONAWANDA, N. Y.—Transcriptions of the voices of local area winners in the Wurlitzer-Laine Vocal Scholarship Contest are being recorded at Columbia Records Seventh Avenue headquarters where the decision of a final winner will be made. Many of the recordings are accompanied by enthusiastic letters of recommendation from the disk jockey, the Columbia or the Wurlitzer distributor involved. Several gimmicks have been tried in an attempt to judge the judges’ attention more favorably on a specific entrant.

D. J. “Joe” Barton, manager of the Jacksonville office of Bush Distributing Company, Wurlitzer outlet for that area, added a P.S. to his letter of transmittal of a recording by Lawrence McKenzie. Said Joe, “To express our sentiments, we have insured this record with the Post Office for the amount of the first place winner.” In further describing the Jacksonville activity caused by the contest, Barton said the station received so many entries that Dick Webb, the disk jockey handling the program, set up mass auditioning to eliminate some of the cans before they made the recordings. When Larry’s recording was played over our local radio station, WIVY, that station was so swamped with calls making differing inquiries about his voice that the telephone company asked the station to make an announcement over the air that would further discourage calls of that nature.

In another letter describing his reaction to the same area winner, Dick Webb, disk jockey at WIVY, gave this impression of the audience response. “Larry has really set pulses beating ... and hearts melting in the short time he has been entered in the vocalist contest. The day Larry recorded his song for the contest, people began to get excited! The technical advisor to the contest, Wallace Ybanez, said, ‘That’s our boy!’ We gave the disk a spin on my ‘Backroom’ platter show and the phones rang off the receivers. It appeared that Larry had a definite appeal to the teen-age crowd as well as to the listening housewife and homemaker.”

From Denver, Colorado, R. B. McAllister of Radio Station KGCM thinks that he, too, has a winner. The Denver jockeys, Mike Savis of Wurlitzer, and Dick Phillips of Columbia, sided by the disk jockey selected from among 55 entries the record of Roxie Rotello, who sang copyrighted material of his. The presentation of the $100 award was made on November 1st over Station KGCM on a show called “Wax Facts.”

Brenner, of Station WAAT, Newark, New Jersey, reported that his winner, as yet unnamed, will be chosen by the viewing audience after the presentation of several leading contestants on a television series which Brenner m.c.’s. With over 2,000 entries for the contest, Brenner is still working through a stack of what he indicates are “mighty likely talent”.

Miami, Florida, has been heard from with the report that Harry Burge of Station WQAM received records which were acceptable from over 60 contestants. The winner was Elaine Rubenstein of Coral Gables, Florida, who, says Harry, “is a beautiful girl and has an outstanding voice.” Her song was “Yaya Con Dios” done in an original style. Miss Rubenstein appeared on a 15 minute broadcast with Burke and Orizzi Trapp & Company. The record for this contest was played for Miami listeners on the “Juke Box Serenade” program.

In Buffalo, New York, where Station WERB blanketed the area in which Wurlitzer phonographs are manufactured, Bob Wells, the sponsoring jockey, with Ken Gill, Courier-Express music editor, and Steve Yukelin, Wurlitzer distributor, chose the voice of Charles Caci as being the most promising.

Reports continue to come in. Jerry Adams of Oakland, California, was declared winner by see Jay Wally King and the judges for Station KSFQ. From Des Moines, Iowa, Al Rockwell wired that the committee selected Charles Hartley to represent that territory. Bob Seymour of Detroit, reporting 755 entries, selected Will Davis. Again, another voice was Nick Slagkiris, whose disk has been forwarded to New York. Houston, Texas, has come up with another singer Miss named Connie Somes, who was chosen by Paul Berlin and the KNUZ Station judges from among 147 entries.

The 40 participating disk jockeys have been asked to have their winning transcriptions, together with a photograph of the winner, in the hands of the New York Judging Committee no later than November 10th. As soon as the decision is reached, the winner will be brought to New York where Columbia will record the voice for pre-holiday season distribution.

Plans are underway to present the $1000 first prize award on a nationwide television show. Further details will be announced as the plans crystallize.

“Magdalene” Now Has 20 Recordings

NEW YORK — Rex Music’s song “Magdalena” which cannot yet be classified as a hit tune, has as many recordings as some standards, with many versions of the song.

There are four versions which were recorded in South America, Cuba and Mexico and nine renditions of the tune cut in the United States. One recording was made in Italy and will soon release renditions, almost every major diskery will have hopped on the song. The publicity reports that early in November, Capitol will send out Les Baxter’s version with Benbei Reilly handling the vocal, which will be followed by a Frank Murphy vocal of the tune on the new Epic label. Early in December, “Xavier Cugat’s rendi- tion of the tune will hit the market. This will bring the total close to twenty.

CASH BOX“BEST BET”
DOROTHY COLLINS with the RAYMOND SCOTT QUARTET
"SINGING IN THE RAIN"
Audvox 104

FIRST: TERRY’S THEME FROM LIMELIGHT
1342 & 1344

NOW . . . Frank Chacksfield’s Smash Hit . . .
"ANSWER ME"
A girl Called Linda
London
Backed by A GIRL CALLED LINDA (M 1369)

LONDON
Frankie Lane’s Smash Hit . . .
“A ANSWER ME”
" flips"
From “LIMELIGHT” — instrumental —
BOURNE, INC.

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

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BOURNE, INC.

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

Lots of names showed up at the opening broadcast of Dr. Jive (W.W.RL. New York). The early ones were Jerry, Elliot and Ben Blaine, Jubilee Records; Lee Magid, head of the newly formed Central Records; Herman Lubinsky, Savoy jockey; Teddy Reed, America's youngest producer and manager of the program.

A week or two ago he moved over to Central; Sonny Gage, RCA Victor, and the Central Records; King Mozan, MGM Records and Buddy Friedlander, record promotion for Monarch. The latter is the new psychological talent artist set for a busy autumn. The Sensational Nightingales open a four-state tour in Arkansas, then Louisiana, Kentucky and Indiana in that order. The discs of Joy package up with Sister Jessie Renfro for several dates in Tennessee and the Southern Wonders will tour Ohio and Montana. Two of you currently out with new releases... Lee Magid has things well under way at Central Records. He's already signed Emmett Jopson, male blues shouter and Georgia Lane, young thrush out of Cleveland. Rehearsals for the first Central session are tented up for an exciting one and they went to Philly over the weekend to scout talent. With him was Eddie Wilcox, great Derby arranger, who visited jocks on the current Derby hits, Bob Ortiz's "Bolometne" and Jaye E. Morgan's "Just A Gigolo."... Joe Davis looking to a great Xmas season. "Otis Blackwell's "Daddy Rollin' Stone" should make the charts in a week or two,... says Joe. In addition the "I Crickets' I'm Not The One You Love" and "Fine As Wine" after a slow start is beginning to show a strong surge with order coming in at a smart pace. And, of course, Joe's Christmas entry, Irene Treadwell's "Dear Santa, Bring Babs Home," a Locolinda production, is getting a treatment of "Blue Pacific Blues" on wax for Ticco Records that's going to need in New York (in stores by the middle of this week). But, Tico's Ace Fonseca tells the line "Sadie Thompson."... Joe Glaser signed The Enamorines after watching them knock the Apollo audience cold... Herman Lubinsky, Savoy bossman, excited about his new Babs Gonzales release "Get Out Of That Red And Get Me Some Bread." Herman cut top Savoy thrush, Varetta Dillard, this week and says the next release should be a good one... Is there anything more important than Atlantic Records? Blues dixiecray is currently riding with six smashers. Artists, The Clovers, Ruth Brown, The Drifters, Joe Turner, Ray Charles and Leroy Baker are the big ones in this department. On Ruby, "Tread Lightly" and "Night Watch" by Bobby Smith, creating a fuss in New York, New Jersey, Philadelphia and Baltimore... New Faye Adams on Herald release has bosom Al Harper and Jack Angel in a tizzy this week... They have been snowballing in but the reaction has been split between "Happiness To My Soul" and "I'll Be True."... "Sidle Siegel, Seeco topper, elated with the reception the trade has given his special St. Nick series of L P's and single..." and up with Latin American American favorites using some of Seeco's leading artists, Bobby Ramirez and The Miraflores. They are currently moving along with preparations for the new sublabel R & B and Jazz label. Should make its bow in from two to two months... Harry Aptoster, Alpha Distributors, with The Four Brothers, "The Perfect Woman" by the Four Blazes on United make the New York list this week. Check it Harry. At this writing the lists are still being compiled... The Jabulee Records-Cotton Distributing setup is moving along in addition to their own "Marie" by the Four Tunes; "Crying In The Dark," and "Baby" by the Four Oros; Edna McGee's "I'll Surrender Anytime" they're distributing loads of hits for the other manufacturers. ... Jerry Wexler, Atlantic Records, feeling no pain. He just cut an Al Spector production, "Off Shore/My Sunday," by Bud Johnson, and says, "This is absolutely the greatest..." Johny Holka, Alpha Distrib, hanging tight... Johnny and wife Mary proud parents of an eight-pound, five-ounce boy, John Joseph, Jr.

CHICAGO:

Johnny Hodges has been signed for the 'Waiter's Ball,' being held November 19 at the Sherman Hotel, for the umpteenth consecutive year... Leonard Chess announced this past week that his firm has signed Yalaadai Snow to an exclusive recording contract. ... The "Biggest Show of '53" Fall Four-Show, "The Chicagoans," will open at State and 15. With Nat Cole, Sarah Vaughan, Ralph Martin, Illinois Jacquet and a host of others. Four Four shows at the Chicagoans will be heard at the Audubon Ballroom Club DeLisa, this week received an award for "outstanding work in charity and civic circles."... Willie Mahon in town for another recording session (and another hit, Willie?)... Beginning November 8, 1953, Johnnie Ray, the teen idol, and Woody Woodpecker, played by Sidney Bechet, will be seen in and around Chicago for the much supervised benefit show sponsored by the Warden Foundation to benefit various charities. Program will hit high school auditoriums primarily... It is reported that Mahalia Jackson, Jambalaya, a Detroit promoter, will sign the Clovers, currently in first place in The Cash Box Poll as best rhythm and blues artists for 1953, skedded for series of one-nighters throughout the Midwest beginning November 15. ... Hear the Monday night jam sessions lead by Les "Prez" Young at the Bee Hive Lounge are nothing short of sensational.

WILLIE MARON

RCA Victor Establishes Special Jazz A & R Dept.

NEW YORK: Plans have been announced by RCA Victor to intensify its coverage of the jazz field, according to Shorty Rogers, manager of the record company's division and repart department.

The coming months the record firm will be actively engaged in scouting new jazz talent and in combining its extensive catalog of jazz records with issues. Also in the offing is the issuing of previously unreleased Jazz records by great names in the field.

RCA Victor's jazz activities will be handled on a special basis by Joe Carroll, manager of pop of the Educational and Commercial department, formerly of the promotion department, to head up the new ac-

Already under contract are two top names, Barbara Carroll and Shorty Rogers.

Buddy Morrow, Ralph Flanagan and the Sauter-Finegan Orchestra, all of whom have been under contract for some time, will be called on to record new material.

Barbara Carroll's first disk, "I Want A Little Girl" and "From A Association" is scheduled to be issued in two weeks; the jazz pianist also has added an album for this month's release.

Shorty Rogers has three albums in the making, one under the auspices of the Sauter-Finegan Orchestra, and a small group in "Shorty Rogers And His All Stars" system... RCA Victor's jazz reissue program is already under way. Recently reissues were "Swingin' Theme" with Pat Waller and "B.G." Waller, which came out in perfect shape with the added sound of an orchestra as an instrument, is heard in eight of his best known original sides, including "Don't Play "Me" and "Come Down To Earth, My Angel."... "Smackdown" is a new two-record "EP" with "Sing, Sing, Sing" on one side and "Pick-A-Bill-R" on the other.

A two record "EP" package titled "Crazy And Cool" consists of previously issued discs by the top jazz names including Dixie Gillespie, Charlie Ventura, Gene Kupra, Kenny Clark and the Modern combos and the Metronome All-Stars.

"The Sound Of The Sauter-Finegan Orchestra"" is another big hit of the highest successes in a two record "EP" with two additional numbers in the 33 1/3 rpm version.

Arne Dommerus, Swedish tenor sax, what wonderful traffic in his name the Rogers letter was sent contained a query to jockeys, questioning their interest in some of the new RCA Victor plans to set up a completely new jazz mailing list.

LOS ANGELES:

Jimmy Wilson of Tin Pan Alley fame appeared at Billy Berg's Five-Four Ballroom recently. Also appearing with him was Linda Hayes, both artists cut their first sessions. Bill was the young son of Sid Nathan, President of King Records, and Charley Kantor, head of Ohio Opera. Artists were in town for recording sessions and general business. ... Eddie Meener returned from his Eastern business trip all excited over the work of his new artist, Sonny Rogers. They were flooded with phone calls congratulating them for adding the former Denver artist to their Aladdin team. The Meener brothers have been lining up the finest composers to work with Sonny for the new Rogers label, and have already heard the lot. ... Al Sherman of King Records states that "Rags to Riches" with Billy Ward and his Dominoes is already near completion of its recording on the label that looks very promising is the "Devil's Delight" with Sonny Rogers. Clarence Stone came up from San Diego to see the Bihari brothers at Modern Records and cut several new sides. The idea behind the Shirley Cotton for the Flair label. ... Since taking over the Oehling Central Record Studio, Sonny Rogers has rounded up most of the R & B and POP fields. Jim Warren, Jack Andrews, Eddie Ray, Chuck Hicks, Lou Stoken and John O'Valle are all on their toes looking for new distribution material... Floyd Dixon's "Hole In The Wall" is taking off real crazy like here in L A. Art Rogers, owner of Specialty Records, verifies this statement and adds that it's also clicking throughout the country.

"It's What's In THE CASH BOX That Counts"
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted To The Cash Box, By Leading Music Operators In New York, City’s Harlem Area; Chicago’s South Side, and New Orleans.

1. **SHAKE A HAND**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

2. **ONE SCOTCH, ONE BOURBON, ONE BEER**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

3. **MONEY HONEY**
   - Detroiters (Atlantic 1106)
   - Published by Joe Davis

4. **TY IS THE THING**
   - Dinah Washington (Mercury 70214)
   - Published by Joe Davis

5. **DON’T DECEIVE ME**
   - Chuck Willis (Hitch 6081)
   - Published by Joe Davis

6. **GOOD LOVIN’**
   - The Clovers (Atlantic 1000)
   - Published by Joe Davis

7. **TWO MUCH LOVIN’**
   - The 7-32 Rhythm (Apollo 448)
   - Published by Joe Davis

8. **MARIE**
   - Four Tunes (Jubilee 3128)
   - Published by Joe Davis

9. **I HAD A NOTION**
   - Fats Domino (Imperial 5340)
   - Published by Joe Davis

10. **PLEASE DON’T LEAVE ME**
    - Fats Domino (Imperial 5340)
    - Published by Joe Davis

**SAN FRANCISCO**

1. **HONEY HUSH**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

2. **ONE SCOTCH, ONE BOURBON, ONE BEER**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

3. **SHAKE A HAND**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

4. **FEELING GOOD**
   - Little Junior (Sun 187)
   - Published by Joe Davis

5. **GEE**
   - The Crows (Romeo 5)
   - Published by Joe Davis

6. **BLUES WITH A FEELING**
   - Little Walter (Checker 705)
   - Published by Joe Davis

7. **TV IS THE THING**
   - Dinah Washington (Mercury 70214)
   - Published by Joe Davis

8. **ROSE MARY**
   - Fats Domino (Imperial 5321)
   - Published by Joe Davis

9. **DRUNK**
   - Jimmy Liggins (Specialty 470)
   - Published by Joe Davis

10. **CRYING IN THE CHAPEL**
    - Johnny Ace (Duke 112)
    - Published by Joe Davis

**NEWARK**

1. **HONEY HUSH**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

2. **ONE SCOTCH, ONE BOURBON, ONE BEER**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

3. **SHAKE A HAND**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

4. **FEELING GOOD**
   - Little Junior (Sun 187)
   - Published by Joe Davis

5. **GEE**
   - The Crows (Romeo 5)
   - Published by Joe Davis

6. **BLUES WITH A FEELING**
   - Little Walter (Checker 705)
   - Published by Joe Davis

7. **TV IS THE THING**
   - Dinah Washington (Mercury 70214)
   - Published by Joe Davis

8. **ROSE MARY**
   - Fats Domino (Imperial 5321)
   - Published by Joe Davis

9. **DRUNK**
   - Jimmy Liggins (Specialty 470)
   - Published by Joe Davis

10. **BABY, IT’S YOU**
    - The Spaniels (Chance 114)
    - Published by Joe Davis

**MEMPHIS**

1. **HONEY HUSH**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

2. **I HAD A NOTION**
   - Faye Adams & Joe Morris (Atlantic 1001)
   - Published by Joe Davis

3. **NO BLOW, NO SHOW**
   - Bobby Bond (Duke 115)
   - Published by Joe Davis

4. **THAT’S WHEN I MISS YOU SO**
   - Eddie Boyd (Chance 115)
   - Published by Joe Davis

5. **FEELING GOOD**
   - Little Junior (Sun 187)
   - Published by Joe Davis

6. **MAD LOVE**
   - Mid-City Writers (Chess 1550)
   - Published by Joe Davis

7. **BLUES WITH A FEELING**
   - Little Walter (Checker 705)
   - Published by Joe Davis

8. **GOOD LOVIN’**
   - The Clovers (Atlantic 1001)
   - Published by Joe Davis

9. **DRUNK**
   - Jimmy Liggins (Specialty 470)
   - Published by Joe Davis

10. **BABY, IT’S YOU**
    - The Spaniels (Chance 114)
    - Published by Joe Davis

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

1. **ONE SCOTCH, ONE BOURBON, ONE BEER**
   - **Honey Hush**
   - Joe Turner
   - Atlantic 1003

2. **MONEY HONEY**
   - Drifters
   - Atlantic 1106

3. **I HAD A NOTION**
   - Fay Adams & Joe Morris
   - (Herald 417)

4. **SHAKE A HAND**
   - Fay Adams & Joe Morris
   - (Herald 416)

5. **T. V. IS THE THING**
   - Dinah Washington
   - (Mercury 72014)

6. **MEMORIES**
   - Earl Bostic
   - (King 4653)

7. **DRUNK**
   - Jimmy Liggin's
   - Specialty 470

8. **CRYING IN THE CHAPEL**
   - The Orioles
   - (Atlantic 4717)

9. **HONEY HUSH**
   - Joe Turner
   - Atlantic 1001

10. **I HAD A LOVE**
    - (Fair 1011)

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**in DALLAS**

1. **HONEY HUSH**
   - Joe Turner
   - Atlantic 1003

2. **BLOOD STAINS ON THE WALL**
   - Ray Evens
   - Specialty 476

3. **MONEY HONEY**
   - Drifters
   - Atlantic 1106

4. **BLUES WITH A FEELING**
   - Little Walter
   - Checker 780

5. **GET IT**
   - The Royals
   - Federal 12133

6. **DRUNK**
   - Jimmy Liggin's
   - Specialty 470

7. **I WANT TO THANK YOU**
   - The "I" Royal
   - (Apollo 499)

8. **HEART BREAKER**
   - Ray Charles
   - Atlantic 1908

9. **EVERY DAY IN THE WEEK**
   - Christine Kittrell
   - Republic 7543

10. **T. V. IS THE THING**
    - Dinah Washington
    - (Mercury 72014)

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**in NASHVILLE**

1. **HONEY HUSH**
   - Joe Turner
   - Atlantic 1003

2. **ROSE MARY**
   - Fats Domino
   - Imperial 5255

3. **SHAKE A HAND**
   - Fay Adams & Joe Morris
   - (Herald 416)

4. **HONEY HUSH**
   - Joe Turner
   - Atlantic 1001

5. **GOOD LOVIN'**
   - The Choes
   - Atlantic 1000

6. **FEELING GOOD**
   - Little Junior
   - (Son 187)

7. **TV IS THE THING**
   - Dinah Washington
   - (Mercury 72014)

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**in MILWAUKEE**

1. **HONEY HUSH**
   - Joe Turner
   - Atlantic 1003

2. **ROSE MARY**
   - Fats Domino
   - Imperial 5255

3. **SHAKE A HAND**
   - Fay Adams & Joe Morris
   - (Herald 416)

4. **HONEY HUSH**
   - Joe Turner
   - Atlantic 1001

5. **GOOD LOVIN'**
   - The Choes
   - Atlantic 1000

6. **FEELING GOOD**
   - Little Junior
   - (Son 187)

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**in PHILADELPHIA**

6. **HONEY HUSH**
   - Joe Turner
   - Atlantic 1003

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**in LOS ANGELES**

6. **HONEY HUSH**
   - Joe Turner
   - Atlantic 1003

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**in ST. LOUIS**

6. **HONEY HUSH**
   - Joe Turner
   - Atlantic 1003

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**NEW RELEASES! GREAT RELEASES!**

**...WATCH THEM GO!!**

The Ebonaires

**"THREE O'CLOCK IN THE MORNING"**

by 
**"BABY YOU'RE THE ONE"**

Sonny Knight

**"DEAR WONDERFUL GOD"**

by 
**"BABY COME BACK"**

Aladdin # 3207

**GOING STRONG**

"I'M SO HIGH"

5 Kayses

Aladdin # 3204

Shirley & Lee

**THE PROPOSAL**

Aladdin # 3203

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"It's What's in THE CASH BOX That Counts"
DIZZY GILLESPIE
(Arista 1011)

"DIZZ’S TUNE" (3:08) [Gillespie] Dizzy Gillespie etches a slow dreamy item on a progressive kick. Diz’ horn featured.

"GROOVING THE NURSERY" (2:54) [Joe Carrell] A quick beat story about nursery characters performed in lively fashion. Deck has possibilities.

BUDDY JOHNSON
(Deco 28907)

"TALKIN’ ABOUT ANOTHER MAN’S WIFE" (2:55) [Sophisticate BMI] Buddy Johnson’s great ork dishes up a quick beat fox trot with Genevieve handling the intrigu- ing lyrics solidly. A cute side with a chuckle and a great big hand to the Johnson aggregation.

"JEANETTE" (2:41) [Sophisticate BMI] A swaying mood piece done to perfection. A lushy bally performed. Relaxing listening music for all markets. Smart 88ing and a wonderful horn.

JIMMY SWAN
(Peacock 1622)

"HEY NOW BABY, HEY" (2:34) [Lion BMI—J. Swan] Jimmy Swan belts a southern quick beat blues. Swan sings with feeling as- si sted by an excellent guitar. This deck could happen.

"LAUGHING, LAUGHING BLUES" (2:45) [Lion BMI—J. Swan] The under deck is a slow blues effort. Swan emotionally tells his girl she’s always on his mind. He’s laugh- ing jest to keep from crying. A good platter.

KING PERRY
(RPM 392)

"WELCOME HOME BABY" (2:41) [Modern BMI—Perry] A wild quick tempo with King Perry clatdy singing that he feels great. His baby’s coming home. A frontal deck that’s real crazy.

"CARD PLAYIN’ BLUES" (2:46) [Modern BMI—Perry, Smith] Under lid is a middle tempo bounce in which the chanter employs card terms to describe the story of his love.

SQUARE WALTON
(RCA Victor 20-5404)

"PEPPER HEAD WOMAN" (2:20) [Raleigh Music BMI—Waltion, Kirkland] Square Walton means a southern type slow blues about his pepper head woman. Chan- ter comes through in good style.

"HUMP YOUR BANKROLL" (2:46) [Berkshire Music BMI—Walton, Kirkland] Another slow blues with novelty lyrics. Warns his gal she needs plenty of dough and if she goes broke he don’t want her hanging around.

**THE CASH BOX**

"AWARD O’ THE WEEK!"

"HAPPINESS TO MY SOUL" (2:41) [Alex ASCAP—Phil Morel]

"I’LL BE TRUE" (2:59) [Angel BMI—Joe Morris]

FAYE ADAMS
(Herald 419)

DINAH WASHINGTON
(Mercy 70263)

"CHRISTMAS AWARDS"

"CHRISTMAS IN HEAVEN" (2:45) [Sid Marks BMI—Billy Ward] "RINGING IN A BRAND NEW YEAR" (2:42) [Ward Marks BMI—Billy Ward]

BILLY WARD AND HIS DOMINOES
(King 1281)

"SILENT NIGHT" (2:20) [P. D.] "THE LORD’S PRAYER" (2:40) [Steiner ASCAP—Mallotte]

DINAH WASHINGTON
(Banm 0022)

BILLY WARD AND THE DOMINOES

- Billy Ward and His Dominoes come up with their holiday disk and the wax looks like sales and plays. The boys pair a Christmas side with a New Year ditty, both originals penned by Billy Ward. The upper, "Christmas In Heaven," is a slow tender holly decked love tune swelled performed by the tal- ented group. The flip, "Ringing In A Brand New Year," is a gay swinging middle beat charted with lift and bubbleby effect that is perfect for the festive season. With the strong pulling power the boys have, this disk is sure to be a po- tential seller.

- Dinah Washington etches a standard pair of Yuletide items that will please her vast legion of fans. A pairing of "Silent Night" and "The Lord’s Prayer" is meat for the religious and sentimental, as who isn’t. The tunes that have been associated with Christmas year after year from childhood re- calls to mind the tenderness, the joy, the festivities. Dinah is soft and reverent as she carols the two decks. A strong entry that will cer- tainly garner its share of holiday disk sales.

THE CINCINNATIANS
(Brunswick 80022)

"STEP BY STEP" (1:51) [Theodore Wallace] The Cin- cinnatians etch a middle tempo religious item in smart fashion.

"IN THE UPPER GARDEN" (2:01) Artis Conley flip is a slow inspirational item tenderly presented.

CARAVANS
(States 128)

"I KNOW THE LORD WILL MAKE A WAY" (2:00) The Caravans come up with a slow re- ligious side. Solist Albertina Walker sings softly with a light chorus as- sist. Tune becomes shouty about mid- way.

"WHAT A FRIEND WE HAVE IN JESUS" (2:30) A similar item touchingly presented with Nellie R. Daniels handling the solo chores.

TOMMY RIDGLEY
(Atlantic 1009)

"OOH LAWDY MY BABY" (2:46) [Progressive BMI—Rid- gley] New to the label, Tommy Ridg- ley chants a middle beat blues bounce about his no good girl who is really giving him the heftiness. Blues shouter comes through smartly and looks like a promising find for Atlantic.

"I’M GONNA CROSS THAT RIVER" (2:53) [Progressive BMI—DeVore, Sturgell] Flip is a slow rhythmic blues. Ridgley sings the melodic moody piece in potent fashion.

CURTIS JONES
(Parras 782)

"COOL PLAYING BLUES" (2:41) [Benson, Jones] Curtis Jones sings a middle tempo southern blues effectively with strings providing the proper setting. Chanter has a good sound.

"WRONG BLUES" (2:38) [Benson, Jones] Pairing is a similar item performed in ok fashion.

FATS GAINES
(Big Town 108)

"HOME WORK BLUES" (2:48) [Skeeter Sales BMI—Gaines] The Fats Gaines group etches a slow down blues with Rose Johnson on the vocal. Miss Johnson warns her man that if he don’t stop staying out all day and all night some other man will have his happy home.

"HE’S A REAL FINE MAN" (2:34) [4 Star Sales—Gaines] The gal is in a happier mood on the flip. She has a real good man and she’s gonna marry him. Routine riff.

-RHYTHM ’N BLUES REVUE-

THE CASH BOX
30,000 in the first week
for the biggest, fastest-breaking
Rhythm & Blues record in RCA Victor history!

THE DUDROPPERS

singing

"DON'T PASS ME BY"
and

"GET LOST"

RCA Victor
20/47-5504

“It's What's in THE CASH BOX That Counts”
Stars Over Harlem

King Records star organist Bill Doggett, whose terrific little combo is just about one of the busiest and most entertaining groups about, seems taking time out from his very busy schedule to say a quick hello-goodbye to Harlem jocks and retailers before cutting out to Camden, N.J. for two weeks. Then on to Philly where he and the gang invade Bill & Lou's nightery Nov. 16 to 28. . . . Babe Gonzales scrambling about like mad getting his latest Savoy pressing "Get Out Of That Bed And Get Some Bread" around to all the spinners. . . . It was a real pleasure to chat with Louis Jordan at deejay Jack Walker's funnest Monday night. Louis, who moves out of Cafe Society for a stint at one of the top spots along the Great White Way, is really kept on the go. After the Birdland deal it's on to Montreal where he opens at the Seville Theatre November 19. Then it's the Uptown Theatre out Philly way, a short vacation for the hard working Metro and crew, and in December 22 opening at Miami's Beachcomber. . . . Eddie Portnoy and Jays considers, who sell lots of records in Harlem's Gelget Gold Record Center, say that "Money Honey", Clyde McPhatter and his Drifters; Dinah Washington's "Fat Daddy"; Tiny Bradshaw's "Song Of The Orient"; Chuck Willis' "Don't Deceive Me" is keeping them busy. . . . Bob Pare (He's Portnoy's top man) tells that Harlem retailers coming in with favorable orders. The current biggies "Hole In The Wall"; Floyd Dixon, Fats Domino's "Rose Marie" and B. B. King's "The Things We Do" are one of the most sensational ever to grace the racks of their stores. . . . Also meeting with favor is new diskary Stardust's, "Autumn Nocturne" and "In Love In Viflodia" by the new singing pair Carmen McCray. . . . Howard Biggs, R.C.A. Victor staffman, is the fellow who cooked up those wonderful arrangements you hear on the new Buddy Morrow Rhythm and Blues album. Loaded with talent, Howie in the past has put together such big one's as "Man River" (The Ravens, all time favorite), "The Very Thought Of You" and "Don't Take Your Love From Me." The latter served to introduce the wonderful voice of Lee Richardson.

Publicists To Feté Press

NEW YORK—Publicists Guild of New York will hold its third annual "Press Party" at the Hotel Astor, Manhattan, Friday evening, November 13th, it was announced this week.

More than 500 men and women representing newspapers in the New York metropolitan area, weekly and monthly publications are expected to attend the event.

The Publicists Guild now in its third year is composed of public relations men and women representing civic and patriotic organizations, charitable and welfare agencies of various branches of the entertainment industry and commercial and industrial enterprises.

Purposes of the Guild include the elevation of professional standards of publicity and public relations and the advancement of the development of the publicity and public relations profession.

Another Dollar's Worth

NEW YORK—Jack Mellick (right) who wrote the music to "Gomen Nasai" but sold his rights to the song for $1 before it became a hit, has written another song "Ginza Girl" which he expects to record during his forthcoming tour of Japan. Shown with Mellick are Hal Jackson, WMCA & ABC disc jockey, and Monte Bruce.

B. B. KING

"BLIND LOVE"

by

"WHY DID YOU LEAVE ME"

RPM

JOHNNY OTIS
 wesxes for Peacock

"ROCK ME BABY""b/w"n

"YOUNG GIRL"
 both sides are hits! Peacock # 1625

SUGAR BOY

"I DON'T KNOW WHAT I'LL DO"
 b/w "OVERBOARD" Checker 783

Rainbow Issues Meath Disk

NEW YORK—Eddie Heller of Rainbow Records has announced that his firm will release "Jiminy Christmas" sung by Ed Meath, well known disk jockey and the Len Hawley Quintet. Heller also reports that the story of his signing with a new Connecticut distributor was inaccurate. His records are being handled by Malverne in East Hartford.

"It's What's in THE CASH BOX That Counts"
NASHVILLE, TENN.—On Novem- 
ber 21, Grand Ole Opry will celebrate 
it's 28th anniversary. In honor of 
the occasion, WSM, the station from 
which the show originates, will hold 
a three-day jamboree which will be 
attended by disk jockeys, artists, A&R 
heads, trade paper personnel, music 
publishers, diskery execs, managers, 
bookers and many others associated 
with the country music field. From 
every corner of the country, music 
men will travel to Nashville for the 
celebration to be held from November 
20 to 22.

In the past decade, the influence 
of Grand Ole Opry and the stars it has 
created, has affected the entire music 
business. Folk music—the music 
centering around Nashville—has changed 
the American public's entire concep-
tion of popular songs and has in-
fluenced the tastes of millions of people 
who normally might never have been 
exposed to it.

It has spread from Nashville across 
the entire country. It has affected 
the publishing business like nothing we 
can remember, with record labels and pub-
lishers continually on the lookout for 
tunes which have a folk feeling. 
It has created a host of new record 
artists who hitched their wagon to 
the folk field and made it.

In short, its effect on the music busi-
ness has been tremendous.

And certainly no program has done 
more to spread this music than Grand 
Ole Opry which originated at WSM 
28 years ago and is still going strong.

So in honor of the event, the entire 
music business is set to help the sta-

tion and program celebrate. Promi-

nent publishers and record companies 
will give cocktail parties, open house, 
lunches, midnight suppers and for-
rums throughout the entire three-day 
period.

Invitations have been sent out to 
900 disk jockeys all over the coun-
try and 200 "will be there" re-
plies have already been received.

The "Grand Ole Opry," WSM, and 
the Andrew Jackson Hotel will be the 
sites of the celebration.

On Friday, November 20, WSM 
will be the host of a three-hour 
cocktail and dinner party where A&R 
heads and representatives of publish-
ing firms will chat with the WSM 
heads. That same day, RCA Victor will be 
held at the same hotel.

On Saturday, November 21, Capitol 
Records, Acuff-Rose Publishing, Peer 
International Publishing, Hill & Range 
Publishing and Country Song Roundup 
Magazine will be hosts at the various 
fund-raisers throughout the day.

Other events are expected to be 
sponsored by other music firms for 
the final day of the celebration, Sun-
day, November 22.

The Cash Box will participate in 
the celebration by running a special 
section devoted exclusively to Grand 
Ole Opry and WSM. It will contain 
congratulatory messages from all fea-
tured music publishers, and it will be 
photographed throughout the day.

It is expected that everyone 
who in any way has ever been con-

nected with the show or station will 
want to send their congratulations 
through this special section which 
The Cash Box is planning.

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

1. **I FORGOT MORE THAN YOU'LL 
EVER KNOW**
   David Sisters (RCA Victor)
   Carl Smith (Columbia)
   Webb Pierce (Decca)
   Hank Locklin (4 Star)
   Webb Pierce (Decca)

2. **HEY JOE!**
   Eddy Arnold (RCA Victor)
   Jean Shepard & Ferlin Husky
   Mitchell Torok (Abbott)
   Webb Pierce (Decca)
   Hank Thompson (Capitol)

3. **IT'S BEEN SO LONG**
   Webb Pierce
   (Decca 28834; 9-28834)

4. **LET ME BE THE ONE**
   Webb Pierce
   (Decca 28834; 9-28834)

5. **MAMA, COME GET YOUR BABY 
BOY**
   Webb Pierce
   (Decca 28834; 9-28834)

6. **CARIBBEAN**
   Webb Pierce
   (Decca 28834; 9-28834)

7. **I'M WALKING THE DOG**
   Webb Pierce
   (Decca 28834; 9-28834)

8. **YESTERDAY'S GIRL**
   Webb Pierce
   (Decca 28834; 9-28834)

**KNOWN FROM COAST TO COAST**

**LESLIE DISTRIBUTORS**
**ONE-STOP RECORD SERVICE**

**NEW YORK**
750 — 10th AVE.
(Phone: Plate 7-7127)
Cable Address: Epic Record, N. Y.

**HARTFORD, CONN.**
126½ WINDSOR ST.
(Phone NA, 5-7123)

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

**BREAKING BIG IN CLEVELAND**
**AND SPREADING**
**HIS LATEST AND GREATEST**
**DARRELL GLENN**
**SINGING”**

**“I THINK I'M FALLING IN LOVE WITH YOU”**
**Valley 109**

**“ONLY A PASTIME”**
**Valley 109**

**“MOVING UP!”**
**DARRELL SINGING**

**“WRITE AND TELL ME WHY”**
**Valley 107**

**“HEADING FOR THE TOP!”**
**SHORTY LONG**
**SINGING”**

**“WHO SAID I HAD IT THAT”**
**Valley 108**

**VALLEY RECORDS**
**BOX 10033, KNOXVILLE, TENN.”**
SMASHING FOR THE TOP

**BULLSEYE OF THE WEEK**

Jim Reeves
"BIMBO"
/b/w
"GYPSY HEART"
Abbott # 148

Rudy Grayzell

"BONITA CHIQUITA"
/b/w
"I'M GONE AGAIN"
Abbott # 147

A GREAT INSTRUMENTAL
Floyd Cramer

"FANCY PANTS"
/b/w
"FIVE FOOT TWO EYES OF BLUE"
Abbott # 146

A TOP SPIRITUAL
Willie Caston's Ever Ready Gospel Singers

"WHEN THE MOON GOES DOWN"
/b/w
"I CLAIM JESUS"
Abbott # 149

ABBOTT RECORD COMPANY
6636 Hollywood Blvd.
Hollywood 28, Calif.

GOOD BETS
FABOR RECORD CO'S NEW RELEASES!

Ginny Wright with Jim Reeves Reciting

"I LOVE YOU"
/b/w
"I WANT YOU YES (You Want Me No)"
Fabor # 101

Tom Bearden
Louisiana Hayride Artist

"WOMEN, WOMEN, WOMEN"
/b/w
"WE WERE WED IN JUNE"
Fabor # 100-3

FABOR RECORDS
6636 Hollywood Blvd., Suite # 207
Hollywood 28, Calif.

"It's What's in THE CASH BOX That Counts"
A SPECIAL SECTION OF
The Cash Box

(Dated November 28 Issue—Distributed at WSM Celebration November 21)
To Commemorate The 28th Anniversary of
GRAND OLE OPRY

Recording Artists, Publishing Firms And Record Companies
Are Invited To Participate With Congratulatory Ads

Last Date On Which Ads Can Be Accepted Is
THURSDAY, NOVEMBER 19th

Rush Your Ad NOW to . . . . The Cash Box
26 West 47 Street
New York 36, N. Y.

"It's What's in THE CASH BOX That Counts"
Folk & Western Notes from California

LOS ANGELES—Fabor Robison has just released Jim Reeves on the Abbott label with “Bimbo,” a wonderful novelty song about a happy youngster of the same name. On the flip side is “Gypsy Heart.” This platter will be one to watch. It was given a Bulleye of the week by The Cash Box. Rumors are that several labels will cover “Bimbo” before mid-November.

Jean Shepard and Ferlin Huskey are on tour in Missouri and Canada. Meanwhile the Shepard-Huskey records, “Dear John Letter” and “Forgive Me John” continue selling at a fast pace.

Glenny Wright made the early appearance on the Fabor label and early reports indicate Fabor Robison may have another hit. One side has Ginny teamed up with Jim Reeves doing “I Love You,” and this is backed by “I Want You Yes” (You Want Me No) on which she does a single.

An other new Fabor label release introduces Tom Beauden singing “Women, Women, Women” and “We Were Wed In June.” He has a big voice and a style which you hear once and never forget. One of the busiest fellows these days is Walkin’ Charlie Aldrich of the Kinsey’s Novelty label. He has a weekly radio show on KKLX, Pasadena, and his agency, RPM Enterprises, has lined up a TV show for him to begin this winter.

Johnny Bond has just come out with a new single of the release of “Sweet Mama—Tree Top Tail.” He has also just received “Thanks,” a top novelty type number which is intended for the Thanksgiving and holiday period. Bond was brought back by popular demand to appear on the Jimmy Wakely CBS show this week. Country singing star Joe Maphis for several appearances in the San Francisco area at Jack Tucker and his Oklahoma Playboys have just been released on Debut Records with “Too Blind To Forget” by Chuck Mills song, and “Too Quick To Condemn” (To Blow To Forgive). Tucker himself, Jack Playboys are at Foreman Phillips Country F Stakeout in Dallas a couple of times every Saturday night. He also appears at Al Royer’s Hitching Post in Gardner every Sunday and Saturday nights.

Skeets McDonald’s current release, “Looking At The Malign And Wishing On A Star” is now reported to be in the No. 3 spot at Capitol Records. It is backed with “I Was So Lonely.” Skeets has just opened a new Los Angeles western night spot called the Shed. Frequently on week-ends he does one-nighters in the California area.

Jackie Sparrow, Republic Pictures and Decca recording artist is taking a long needed rest. Since his hit Decca record “Crying In The Chapel,” Rex’s fan mail has grown tremendously. He is now number one on the list of male stars being considered for the part of Carl in Oklahoma. . . . Carolina Cotton is devotion all time this day to story conferences and material for her Televison show which goes coast to coast this winter. Show is being handled completely by Bobbinbell and Phil Tumnino of RPM Enterprises in Hollywood. . . . C. E. Tobette, the Los Angeles song writer, is smiling these days about his “Divorce Granted,” Bulleye in The Cash Box. This version is by Ernest Tubbs and it follows the Eastman Records platter by Jack Loyd. Several releases are scheduled this winter on material by Tobette.

Handsome Trio

and “You’re My Downfall” by Andy Wells as added attractions have broken records. This week Marty Robbins headed into Florida territory for personal appearances.

“It’s What’s in THE CASH BOX That Counts”
NEW YORK—During World War II every factory in our industry, not only devoted 100% to producing materials for war, but without exception won acclaim and awards for the quality and speed in which they turned out its products. Now, during the Korean incident, many of these same industries are again being called upon to make a contribution.

They should be applauded for the very high standards which they have already set in the field of coin-operated machines. Here is one industry that has known the development of materials, of infra-red, of electronic and electrical devices, and has brought with them an assortment of scientific uses.

The same progress took place with the Domestic Music Machine.

Today among the many scientific developments being used in coin operated machines are Hi-Fi, S-D, Black Light, refrigeration, heat, infra-red rays, and the list is endless.

What Causes The Average Person To Play A Juke Box?

For many years, as the writer has traveled about this continent he would watch, study, listen and question:

"What causes the average person to play a juke box?"

Though this may seem somewhat far fetched to some in the field, it must always be remembered that, he understands the details—understands the whole.

And by such questioning the writer came upon the many reasons for the continued success of the juke box.

Like any businessman, anywhere, all must know whether or not there is that intent to—whether this intent is of a permanent and lasting nature—before engaging in any business.

Especially before investing the capital required today to actively enter into the juke box business.

The writer came across a great many reasons, which he jotted down from time to time and, just the other day, gathered them together to publish them in this editorial, in an effort to prove to the juke box industry, why it is a great industry with a glowing future.

No. 1—Questioning a patron of a location who told the writer, "Oh, I don't know. I come in here by myself most of the time. And I feel lonely. Somewhere the music from that juke box takes away that lonely feeling."

No. 2—A location owner said, "Juke box music peps up the patrons. It stimulates them. It keeps them in the place. It gives me a chance to do more business. I need that juke box."

No. 3—Another location owner put it this way, "When I get a good crowd and I want to keep the business going, I drop a couple of quarters into the juke box myself. That does the trick."

No. 4—Both from a patron, and from the location owner, came this joint statement, "I like to hear the music going when I'm serving (or eating) food. I think it's better for the digestion. And I usually like soft, sweet music at this time."

No. 5—Both from patrons, and location owners, has come this statement, many, many times, "It helps us to relax."

No. 6—Though "No. 5" is probably the most popular, there are still many others which were just as interesting.

For example, this one from the teenagers, "We like to hear the latest bands and artists. Brother, some of these guys send you. And if these records are good, some start, "then we go out and buy them."

No. 7—Old and young, everywhere, had this to say, "The juke box gives us a chance to dance."

No. 8—One location owner came up with this statement, "Somehow the music from that juke box seems to pull the people closer together. It makes them more friendly. And it creates a real friendly atmosphere. Nice and warm."

No. 9—Another location owner had this to say, "It makes the people who come in here realize they're enjoying a real good time."

No. 10—One old timer said, "I like the old favorites so I like to play them."

No. 11—One patron of a very fine looking location had this to say, "Well, I read all about these new stars. I see them on television. I hear them on the radio. I see their names on those title strips. So I play the records to hear what everyone's raving about."

No. 12—A very charming young waitress in just as charming a location, said, "It helps romance."

No. 13—One young man, in a small town, told us, "Well, I guess I'm stuck here. Maybe for the rest of my life. The juke box brings in music of all the big stars. Broadway theatres. The big stars. It kind of adds glitter."

No. 14—One location owner answered, "The juke box music makes my place more enjoyable for all my customers of all ages."

No. 15—And one location owner briskly stated, "I keep that juke box to make money with."

No. 16—Both from some location owners as well as from some patrons, came the following, "It takes my mind off my troubles."

No. 17—One lunchwagon proprietor put it this way, "That's easy to answer. It makes the customers think they're in an outstanding, high class place."

No. 18—Another location owner said, "Listen, today we consider the juke box like part of the fixtures and furnishings. People want it. That's the answer."

No. 19—In a college town, and in the 'hot spot location', one music student said, "I like to hear what's new in modern music. There's no better way to find out than the juke box."

No. 20—And a college professor in this same town stated, "Well," he said, "I guess I play a juke box because to me it's part of Americans. Somehow," he continued, "it is America."

Of course there were many, many more. Some overlapping the above twenty. But all in all each one was interesting. Each one pointed out a very definite fact.

Here is why the juke box business continues to grow greater each year.
FORESEES BIGGEST M. O. A. SHOW

George A. Miller Spends Week In Chicago Meeting With Exhibitors Who Will Display At M. O. A. Convention, March 7, 8 And 9, 1954. Reports It Will Be Biggest Show In M. O. A.'s History

NEW YORK—R. F. Jones Company, with offices in San Francisco, Salt Lake City, Denver, Seattle and Portland, finds itself not only well known in those five cities but over the whole world if we are to believe George Pineau's latest tune, "The Whole World's Talking About The Jones Boys." In all promotion, tradepaperwise as well as their news leaflet, R. F. Jones Company refers to themselves as "The Jones Boys." Disks already out on the tune include The Mills Brothers, Deco; Bobby Wayne, Mercury and The Three Dons and Ginny, Coral.

United Presents New "Rio"

Honors New In-Line Game With Same Name Of First Pinball It Ever Built

CHICAGO—Almost to the month, seven years ago, United Manufacturing Company presented its very first all new pinball game to the industry. It was called "Rio.

The game clicked. And the firm was on the way from then on with one hit pinball game after another, until the first and original "Shuffle Alley," which started United off into another series of hit amusement products.

At the same time, and almost immediately after the introduction of "Shuffle Alley," the firm presented the first bingo-type pinball to the field, "A-B-C." This was in March, 1951.

Now, seven years later, and in honor of the very first all new game which the firm introduced, United presents an entirely new and different in-line pinball.

And also names it "Rio." The game, itself, has all the features of the firm's latest inline game, "Ta-hiti." Plus the new features of scoring the name "Rio," thru the three holes which spell out the name and which, at the same time, return the ball for replay, while also giving the players the 2-5-8 numbers thru both the "R" and the "I" holes when these are lift.

Scoring thru all the three pockets, and identifying the name "Rio," gives the player four-in-line scoring.

"The game," the firm's salesman, Bill De Selm, believes, "is one of the finest we've ever yet produced."

"And," he says, "because of the ingenuity of the scoring on the game, as well as its marvelous mechanical construction and superior servicing features, we decided to honor it with the name of the first new game United Manufacturing Company ever built, 'Rio.'"

There's lots of business romance in this name, "Rio." It recalls a firm that started during the war revamping old games. Its revamps were considered the finest on the market. Each one produced won great acclaim from all in the industry during those hectic war years.

It was a small and busy plant on upper Broadway, here in Chicago, and many still recall it for the adventures and the fun that pervaded the entire place. For the grand meetings which were held there. For the busy schedule that were constantly under way. For the general homey feeling of just a big family get-together which always created such grand comradeship among all who called on United.

It was here, in this Broadway plant, when the war was over that, one day, seven years ago this December, United introduced its very first all new pinball, not a revamp, and presented it to the market under the name of "Rio."

In those seven years, as all in the industry now know, many a change has come over the trade and, especially, many a great change has come to United Manufacturing Company.

No longer is United Manufacturing Company the little garage turned into a busy pinball factory for revamping and manufacturing machines, but, one of the most modern, completely air conditioned, impressive manufactories in the midwest (Pictured below).

Still maintaining that atmosphere of good fellowship, Still the center of attraction for visitors. Still the old fun and comradeship. And still one of the most outstanding producers of fine coin operated amusements.

Many amusement operators, jobbers and distributors, will probably gaze long and fondly at the name "Rio," when they see this new United game.

Many will reminisce of those days, seven years ago, when so many hectic and thrilling and outstanding events took place.

This is, definitely, a business romance. And a romantic success. All contained in that name, "Rio."
**EXCITING AS A THREE RING CIRCUS!**

**Gottlieb's PIN WHEEL**

**Here's the Play:**
- Any 3 balls in line or 4 balls in center square trap holes awards Replays.
- Double Rotation sequence lights up corresponding Roll-Overs for Super-High Score and Super-Point Score.
- Completing both Red and Blue Sequence lights up center Roll-Over for Replays.

**4 POP BUMPERS ★ 4 FLIPPERS**
**2 CYCLONIC KICKERS ★ HIGH SCORE TO 6 MILLION ★**
**New Hinged Front Door**

**Exhibit’s “Rudolph” Sells Out**

CHICAGO—"That's all there is, there just ain't no more," is the way J.A. "Art" Weinand, general sales manager of Exhibit Supply put it this past week, when he shipped the last five "Rudolph The Red Nosed Reindeer" kiddie rides to Texas.

"I wish," he also said, "that I had another hundred or so more on the floor here at the factory.

"It seems," he continued, "that every one of the kiddie ride operators woke up at one and the same time to the fact that they needed "Rudolph The Red Nosed Reindeer" with music for Xmas business.

Weinand also credited The Cash Box with helping this speedy sellout of the "Rudolph The Red Nosed Reindeer" kiddie ride because of the advertisements which appeared in this publication.

"Your publication certainly awoke operators all over the nation," he said, "and the telephone calls and inquiries continued unabated from almost the very first day our advertisement appeared."

The last five of the "Rudolph The Red Nosed Reindeer" kiddie rides with music went to Ken Wilkinson's firm in San Antonio, Texas.

"Next," stated Art Weinand, "will be a build up of stock on hand of our famous 'Pete The Rabbit' kiddie ride which clicked so well during the Easter season.

"Those operators," he stated, "who want to make advance commitments for the 'Pete The Rabbit' kiddie ride, which will also feature music, should do so as early as possible to insure getting some of these for their locations for Easter '54."

**Stoner Appoints Distrib in Eastern Canada**

AURORA, ILL.—Burhurt Glassgold, sales manager of Stoner Manufacturing Corporation, this city, announced the appointment of Century Products, Ltd., Toronto, Canada, as its distributor in Eastern Canada.

Under the leadership of Harvey Springer, president and Louis Bruno, sales manager, the firm has developed into an important factor in the vending machine field.

Century maintains a thoroly trained service staff, and assures Canadian operators of the finest cooperation.

"It's What's in THE CASH BOX That Counts"
Herman Eig, Passaic-Bergen Ass’n Fieldman
Reports On Dime Play

COYTESVILLE, N. J. — Herman Eig, Field man for the Passaic-Bergen Music Association, who has been out in the field studying and promoting 10c play feels that it can be successfully instituted if proper cooperation of the music operator and the location can be obtained.

Eig writes The Cash Box as follows:

This is my survey and observation of the 10c play taken in the Paterson, Passaic and Bergen County area of New Jersey.

At the start of the 10c play, the operators of the Passaic-Bergen Music Association were convinced that the play should be 10c, 3 for 25c. After considerable time and effort, I surveyed the area, in the city of Paterson and found that the play should be extended to 10c for 1 play, 4 plays for 25c. This extended play worked quite well in certain types of locations. However, we have found that the 10c play cannot be confined to just one particular location. I have found that thru actual experiences you must take location by location and tailor the 10c play to each location. The findings of my survey at present are such: The nickel slot should be done away with completely and the play should be started on a 2 play for 10c, 5 plays for 25c basis, and the locations in which the operator can get 1 play for 10c, 4 plays for 25 should be continued on that basis.

I have also found thru my survey and in talking to operators on the collections, that in some instances collections have gone up 30% above normal collections with the 5c play.

In the course of my survey and talking with operators on the 2 plays for 10c, 5 for 25c, it has shown an increase of 7% on collection.

My contention and belief is that all operators evaluate the rise in collection on the 1 play for 10c, 4 for 25c, and to evaluate the 2 play for 10c, 5 for 25c with the possibility of eliminating in the near future the 2 plays for 10c, changing over to 1 play for 10c, 4 or 5 for 25c.

As all operators know today with the rising cost of new equipment and records, parts and supplies and also the high cost of labor, it is very important that juke box operators check into the various areas in which the 10c play has been instituted.

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

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

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

Dear Joe:

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

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

NAME

FIRM

ADDRESS

CITY... ZONE... STATE

Here’s A SENSATIONAL OFFER!

35 SEEBURG 100 B—45 rpm

Beautifully Reconditioned Ready For Location Each

Export Our Specialty! Satisfied Customers All Over The World!

REDG DISTRIBUTING CO., INC.
251 LINCOLN ST.
ALLSTON 24, MASSACHUSETTS
Tel.: AL 4-6040

It’s What’s in THE CASH BOX That Counts"
Mutoscope Brings Out "3-D Art Parade"

LONG ISLAND CITY, N. Y.—William (Bill) Rabkin, president International Mutoscope Corporation, this city, announced this week that production has begun on "3-D Art Parade", a new type picture viewing machine, which has been in development for two years.

Rabkin states that the "3-D Art Parade" offers ten different shows to the customer with Hollywood art pictures for the adult trade or comics or Westerns for the kiddies. It is available to operators with either 5c or 10c coin chute. The machine is housed in a brilliantly lighted, modern cabinet and is equipped with a durable, simple mechanism.

Quantity deliveries of the machine will start soon, Rabkin states.

AMI At Oregon Beverage Meet

PORTLAND, ORE.—Budge Wright, Western Distributors, Inc., this city, AMI distributor, Bob Donner, newly elected president of the Oregon Licensed Beverage Association, and Vern Raw, local music operator, surrounded the AMI model "E" phonograph on display at the 1953 Convention of the beverage organization held at the Gearhart Hotel.

Reissner To N. Y. Seacoast Office

NEW YORK—Charles Reissner, Seacoast Distributing, Inc., well known to the trade and a member of The Cash Box "50 Year Club", has been brought over from the firm's Elizabeth office, and will be a part of the New York staff.

Reissner, service manager for Seacoast, will establish a parts and service department here for operators of Rock-Ola phonographs. "We will have a complete department", stated Bob Slifer, manager, "so that any music operator can call here for any part needed for any of the Rock-Ola phonographs. In addition Charley, one of the country's best phonograph service men, will always be available to aid our customers with any mechanical problem that may arise.

"It's What's in THE CASH BOX That Counts"
Ross Distributing Shows "Comet"

MIAMI, FLA.—One of the all-time showings in this area was held on Sunday, November 1, when Eli Ross, Ross Distributing Company, this city, welcomed hundreds of operators who visited to view the new Rock-Ola "Comet", 120 selection phonograph. "We have orders for over 200 phonographs in the Miami area alone", reported Ross. "The phonograph was well received and the operators were enthusiastic over its beauty, its compactness and its light weight. Ford Sebastian, regional representative for Rock-Ola Manufacturing Corporation, who attended our showing, informed us that he has never attended so nice a showing where so many operators attended."

Among the operators who were in attendance were: Buxter Anbell; Gene Lane; Harry Zimand; Willie Blatt; Keith Nelson; George Maier; V. D. Shively; representatives from Flamingo Music Co., Bishop Amusement Co., and Lucky Amusement Corp.; Joe Mangone; Jack Kaufman; Frank Wycoff; Roy P. Gullo; Jack Lipshayer; Harry Steinberg; Sam Lano; Peter J. Montignano; J. V. Morgan; Warrick N. Martin; Sam Marino; S. B. Gurkin; R. O. Crosby; Harold Carson; Myron Turner; Charles Turner; Marvin Turner; Y. X. Zively; Ted Machoney; Henry Moskovitis; H. W. Dodge; Joe Hart; and M. J. McNally.

Rock-Ola Appoints
Mid-West Dists

LOU CASOLA

ROCKFORD, ILL.—Louis Casola of Mid-West Distributing Co., this city, was appointed exclusive distributor for Rock-Ola Manufacturing Corp., for the following counties in this part of the state: Jo Daviess, Boone, Lee, Stevenson, Ogle, Bureau, Winnebago, Putnam, DeKalb and LaSalle.

He will handle the new Rock-Ola "Comet" 120 selection phonos from his newly remodeled headquarters here.

The offices and showrooms now occupy 12,000 square feet and are completely air conditioned.

Casola also represents United Manufacturing Company, and Williams Manufacturing Company in this territory.

He reports, "We are now in better position than ever before to give the operators of Northern Illinois the finest of service and cooperation."

"Our new showrooms, offices, supply and repair department, as well as our storage facilities, makes it possible for us to keep everyone of our many customers happy."

"We believe, that they will find the deals which we are offering the best that they have ever yet enjoyed."

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

Finance-Plan available through leading Bally Distributors.
Harry Snodgrass of Albuquerque, New Mexico has been in the coin machine business for a long long time. He is a member of The Cash Box "70 Year Club." Harry claims to be the original designer for the "Contact" pingame that was such a terrific hit back in 1935. Fred McCellan, manufacturer "Contact" in Sacramento, Cal., and then moved to Chicago where he manufactured various games under the trade name of the Pacific Mfg. Co. Snodgrass has been occupied with all phases of the coin machine business. At the present time he has a tremendous operation in and about Albuquerque consisting of pinball, shufflees and photographs. He operates under the trade name of the Border-Sunshine Novelty Co. and is also a distributor for the Rock-Ola Mfg. Co.

New Mexico is a large state. However, the total population is a little over 700,000. It is spread thin and it really makes operating under these conditions very difficult. Locations sometimes are ten and fifteen miles apart. Hence there are not too many operators in this state. The operators have formed a state association, the New Mexico Music Guild. Ben Ginsberg of Roswell, N. Mex., is president and Harry Snodgrass secretary and treasurer. Harry recently represented this group at a special meeting in Chicago called by the Music Operators of America.

In the past year the play was started and found wanting. It was claimed that the play dropped considerably. It just drove customers away. While many phonographs are equipped with dime coin chutes, the player can now get two plays for his dime. All phonographs here are still operating with 78 R.P.M. records. The reason for this, it is, that this state has a large Spanish population and all tabs are bi-lingual. These have to be made out in Spanish and English. When enough 45 R.P.M. records that appeal to this type of customer are produced the operator would like to make the change.

When I questioned Harry about the future prospects of our business: he was more or less pessimistic. He claimed: "Prices are too high for games and music for this territory". He further added: "I look for a tough year ahead on music, particularly with all the new models coming out."

As I see it, when an operator like Harry Snodgrass, makes a prediction of this kind, it behooves us all to take stock of ourselves. With a wealth of practical experience behind him, it would seem that we should proceed with a little caution.
DOUBLE YOUR MONEY BACK

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

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

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

Read the first four issues.

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

PLUS...the original $15.00 you sent for the entire year's subscription!!

YOU CAN'T LOSE!

If anything at all ... you can get DOUBLE YOUR MONEY BACK ...

... by subscribing to The Cash Box TODAY!!!

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

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

FIRM

ADDRESS

CITY. ZONE STATE

SIGNED

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

All Pinballs Dated In "Confidential Price Lists"

Only Postwar Games Now Listed. Trade Acclaims Importance of 15 Year Old "Confidential Price Lists" for All Sales, Trades and Deals.

Export Market Based On "The Confidential Price Lists" As Foreign Countries Give Complete Recognition.

CHICAGO—Important to all in the industry concerned with the amusement division is the fact that "The Confidential Price Lists", which have been published each and every consecutive week for over 15 years, have now dated each and every pinball which appears in these lists, and which dating is requested by many of the foreign countries, so that the operators, jobbers and distributors have a complete knowledge of the years and months each machine was introduced to the industry.

"The importance of the dating of all pinballs, especially in sales and trade", one noted distributor stated, "is beyond valuation. This is absolutely necessary to us, and to each one of our salesmen traveling the territory."

Foreign countries have requested the dates of the games because this meets with their demands on accepting imports of machines into their countries.

Foreign nations today completely recognize "The Confidential Price Lists" and use them as a basis for import duties and taxes. As far as the domestic, American market is concerned, dealers here wish to know just what month and year a game was presented so that, in all purchases, sales, trades, and deals, they have complete knowledge of the valuation of the product itself, if any sales have been made in current weeks, and therefore no late quotations appear in "The Confidential Price Lists".

Said one well known distributor, "The only way we know how to buy, sell and trade today, through the entire industry, and in foreign markets, too, is by 'The Confidential Price Lists'."

"Now that you are dating all the games", he continued, "even the some of the quotations might not be of a current or recent nature, we still know just about what we can offer, or what we can sell the machines for, because of the dates on the games.

One noted west coast distributor stated, "We couldn't do business today without 'The Confidential Price Lists' that appear in each week's issue of The Cash Box.

"That's why", he explains, "we have an airmail special delivery subscription because we must know on Monday morning, out here in California, what the most active selling machines of the week were, and also what quotations changed, as well as what we can offer our customers for that week."

Most impressive statement was by one of the roadmen of a large Chicago manufacturer who said:

"I have made arrangements so that 'The Cash Box' reaches me each and every week, regardless of what time it may be at the time. Without 'The Confidential Price Lists' none of us in the coin machines industry would know where we were at."

Bally Mfg. Co. Begins Shipments Of "Palm Springs"

"Thoroughly Tested On Location" Says Nelson

CHICAGO — Bally Manufacturing Company, this city, began shipments this week of a new in-line game called "Palm Springs," according to Jack Nelson, Bally general sales manager.

Introduced in the new "Palm Springs" game is a new hold and draw feature that permits the player to hold odd or even or all numbers, and cancel out unwanted numbers. This is accomplished by pressing buttons conveniently located on the right hand side of the front moulding, just above the ball plunger.

As the player deposits coins, arrow lights pointing to Hold-panel on the backglass, flash and advance at mystery intervals. When the light advances to the final arrow, the panel lights to tell the player to hold odd or even or all numbers by pressing desired button. Spotted numbers are always held, and balls return to the player from numbers not held.

"Palm Springs" also includes Super-Card Scores, Corner Scores, Advancing Scores, Select-A-Spot, Extra Balls and other profit-proved features.

"Palm Springs", with the new hold feature, has been thoroughly tested on location", stated Nelson, "and we are fully satisfied that operators will enjoy the high profits usually associated with Bally products."

Lieberman Visits N. Y.

NEW YORK—Harold Lieberman, Lieberman Music Company, Minneapolis, Minn., and his wife, spent a week in the big city relaxing and seeing several Broadway shows.

While in the East, the Liebermans took off a day to travel to Cambridge, Mass., to visit their son, who is attending Harvard University.

Bally Rides At Canadian Exposition

TORONTO, CANADA—Bally kiddy rides are a featured attraction at the Double R Bar Ranch, Canadian National Exposition, this city. Pictured above are some of the rides getting a big play. Rides appearing in the photos are (1 to r): Bally Speed-Boat, Space Ship, and The Champion horse.

Nat Cohn's New "3-D Theatre" Auto. Picture Machine In Full Production

NEW YORK—Nat Cohn, Riteway Sales & Manufacturing Company, this city, who was so instrumental in creating and marketing a number of successful Kiddie Rides, announced that his newest product, "3-D Theatre", automatic picture machine with five shows and natural color, is now in full production.

The picture machine, which has been on test locations for some weeks, has proved to be a big money earner, Cohn reported.

"Our distributors, some of whom have viewed the machine, immediately placed substantial orders" stated Cohn, "which caught us unprepared for such volume sales. However, we now have the machine on the line and will be able to ship in any quantity desired. In addition, we are also in the process of appointing several new distributing firms to handle the machine, and will ship samples to them as they are appointed."

"3-D Theatre" will be displayed publicly for the first time when it is shown at the forthcoming AAA-PBB Show in Chicago, at which time Riteway will inaugurate a powerful promotion campaign to the trade.

"It's what's in THE CASH BOX That Counts!"
Regardless of Lower Costs for Some Raw Materials and Components, Higher Wages for Skilled and Unskilled Labor Plus Many Costly Inducements to Obtain and Retain Help, Forcing Prices of All New Equipment To Continue Upward Rise.

CHICAGO—Regardless of national press notice that prices of some of the raw materials as well as components have gone down, the fact remains, especially here in this acute labor shortage area, that prices of all new equipment are not only remaining up, but, are most definitely continuing upward.

This is understood by all who have visited the large coin operated machines manufacturers in this city, and have noted the problems which each of these manufacturers has to contend with each day, in obtaining and retaining skilled and unskilled labor.

The help wanted classified advertisements which appear in the daily press here, day after day, and which are also being featured by some of the larger employment agencies, all in an effort to help the coin operated machine manufacturers obtain help, speak as clearly as if a personal letter had been sent to each individual member of the industry.

To obtain labor, whether skilled or unskilled, the manufacturers here are offering overtime work, bonuses for speeded production and, in addition, also guarantee their employees the following: paid vacation, paid life insurance, paid hospital, paid holidays, paid sick leave, paid doctor’s calls, and so forth and so on.

Some factories are offering coffee breaks at various intervals during the day, while others have just as many other attractive offers to make, including even transportation to the job where necessary.

This will give the trade generally, everywhere in the nation, about as clear and concise a logical reason why the prices of all new machines are remaining at their present high point.

And why, at the same time, they will continue to remain at high marks, with even the possibility that they may go higher, if the labor shortage doesn’t soon ease up in this area.

The labor turnover situation here is at its worst. A factory can hire anywhere from 50 to 100 people during the week with the hope that they will report on Monday morning ready to go to work. The factory will be very happy, in most cases, if even a small percentage show up for work from this new crop. Not to speak of losing employees they already have working for them.

Another thing which many in the trade don’t take into consideration is the fact that even though the prices of raw materials may have gone down somewhat, the manufacturers of components are also having their hands full obtaining labor and are, at the same time, also paying higher wages and bonuses than ever before, while giving all attractive costly free inducements to retain their help, so that the prices of the components remain high and, at the same time, are shortened in supply to the manufacturers of the end product.

In short, unless there is an easing down of the present labor situation, this industry, like all other hard goods industries, cannot count on any price reduction to come about at the present time.

Joel Stern Takes To Coin Machine Biz

CHICAGO—Joel Stern, who recently joined his dad Allen J. Stern in World Wide Distributors, Inc, this city, has taken to the coin machine business like the proverbial “duck to water.” Joel is extremely active in all phases of the distributing firm.
End Of Second Month's Play Of Chi Automatic Phono Bowling League Shows Many Changes

CHICAGO—Now that the second month's play has come to an end, many changes have come about in the October standings of the Chicago Automatic Phonograph Bowling League.

ABC Music, which was the leading team in the first month's standings, has fallen to third place. Walter Oomens Sons has impressively and strongly jumped into the first spot, and Melody Music, too, jumped over ABC Music, to occupy the second slot in team standings.

Vic Jaceino, who led the individual bowlers last month with an average of 110.5, has now fallen to third place. His average is down to 116.17. Tony Galgano, with some truly remarkable and outstanding bowling during the month of October, zoomed from fourth into first place. His average is 167.7. He is being pressed very closely by Leo Sochacki whose average is 137.

In the women's division, Mrs. Tillie Galgano failed during the month of October to show the same outstanding skill as she did during September and, therefore, not only lost her hold on first place, but fell down to 6th place in the standings. As was expected, Mrs. Isabel Oomens jumped into the No. 1 spot with the impressive and remarkable average of 141.3. She takes a commanding lead over second place Mrs. Mabel Mankins who averaged 129.

**TEAM STANDINGS**

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<th>Firm Name</th>
<th>Won</th>
<th>Lost</th>
<th>PIns</th>
<th>Average</th>
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<td>21</td>
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<td>16</td>
<td>8</td>
<td>16295</td>
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<td>3. ABC Music Service</td>
<td>15</td>
<td>9</td>
<td>17327</td>
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<td>13</td>
<td>11</td>
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<td>8. Star Music</td>
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**TEN INDIVIDUAL LEADERS, MEN'S DIVISION**

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<td>Decca-Coral</td>
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**TEN INDIVIDUAL LEADERS, WOMEN'S DIVISION**

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**ACCLAIMED EVERYWHERE**

**Rock-Ola COMET**

The Original 120 Selection Phonograph

**Gottlieb Distribs Give New "Pin-Wheel" Grand Reception**

CHICAGO—Because of the fact that distributors today base their initial purchases on results of actual location tests, D. Gottlieb & Company happily reported this past week:

"Our new 'Pin Wheel' was given a tremendously grand reception by our distributors.

Nate and Alvin Gottlieb of the firm chime in to reported that: "Today, every distributor wants to know; 'What did the game do on actual location tests?'

"We don't blame them on bit", they said, "and because of this we have, for years now, made it our business to test intensively every new game on location before we even announced it to the trade.

"This latest game, 'Pin Wheel', both Nate and Alvin Gottlieb report, 'was given just as intensive a test on various locations as we have ever given any of our games.

"Not only did 'Pin Wheel' stand up mechanically, but it also proved itself one of the best money-makers we've yet built.

"Because of this", they claim, "our distributors have given 'Pin Wheel' one of the granddest receptions ever. Their initial orders prove this.

This new game has many fine features and has unusual scoring action which is bound to intrigue the players.

It is a standout game in player appeal because of the new flipper features as well as the new trap holes.

The varied and intriguing scoring methods proved themselves on these location tests and, "There is no doubt", the Gottlieb firm reports, "that players everywhere in the country are going to find 'Pin Wheel' one of the most interesting and pleasing entertainments they've ever yet enjoyed."

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

LOS ANGELES

Phil Robinson, Western representative for Chicago Coin, made an interesting and thought-provoking statement this week when he pointed out the future holds for the coin machine industry. He stated that with all the new games and devices the distributors are turning out, it will stimulate the entire business picture for coin machine business. Robinson added that thecoin machine business as a whole has known for some time that Jack had contributed much to the industry. No one has ever heard who will take the life line but many rumors have appeared on that subject.

For his part, Robinson said that the Laymon boys call the "Milk Run" through San Francisco, El Centro and Indio calling on ops. Bill Yeflin recently returned from a big hunting trip in Utah where he heard he had very good luck. At the Badger showroom this past week operators saw for the first time Genco's new 4 player "Shuffle Pool" game. The new game features six shots per frame and three frames per game. Up to four people can play at one time, Al Silberman says that this new "Shuffle Pool" has been so enthusiastically accepted that their first shipment has already been sold out. Operators are eager to show the feasibility of dime play in LA just as Bob Bever at Dan Stewart Co. He recently returned from a trip to San Diego and says he can show you several ops down there who have made it pay and are reaping better profits than before.

Bill Hoppel proxy of Badger Sales Co. and Robert Smith, owner of Automatic Enterprises announced recently that they have signed a partnership agreement. The new venture will be known as Automatic Enterprises and will be located at 2251 W. Pico. They will be exclusive distributors for Northwestern Vendors and Supply a which Badger Sales now has. They will handle only the Northwestern line which will have no connection with the other brand that Badger falcon CO have distr. Western representative of National Rejectors, Inc., this past week. He's ballyhooing up all the work that piled up while he was hunting in the Canadian wilds. He says that he left lucky and came home with a big stack of lots and even a few fish. Sam Hicklin of California Music Co. is the busiest fellow along coinrow. Every time we go in the place he's filling big orders for some fellow who just cut down and left with his shoulders and saw them from Arizona, Wyoming and even Honolulu. Johnny Desmond dropped in to visit Sam and the rest of his gang. He's now flying his new release "Woman" on Oeral. Lyn Brown now has Exhib's new machine out on a test location. He stated that if any operators in the area want to see it he will be glad to make arrangements to show it to them. Ted Potter drove in from Las Vegas this week to take care of business along coinrow. Lucile Toller also came in from Blythe to visit her friend along coinrow included: Joe Maggaret from Tulare; Carl Fisher from Inglewood; Lee Nelson from Santa Ana and Jack Faust also from Santa Ana. Tommy Wertman dropped in on El Monte to visit briefly. Also Lloyd Barnett from Pomona. . . . Other out-of-towners who were seen along coinrow included: Jack Malett, Claremont; G. L. Andrews, Santa Ana; Sal Campagna, Fontana; Lawrence Ryan, Colton and Fred Sheer, South El Monte. Last but not least, Elmer Simpson was in town buying records for his route in Alhambra.

DALLAS DOINGS

The weather in Texas has as last turned to winter. Reins and northers have given the air a fallish quality that always serves to ingrate. . . . We have a new operator in Waco. Guy Pruitt, and the name of his firm is G. & L. Music company. He is going full blast and we certainly hope him luck in his new venture. Now that the coin machine business is new to him, he formerly had a route in Bremond, Texas. . . . K. L. Dunson of Waco is adding a new location to his in 0. W. Wood and we hear that he says that business is definitely on the up swing. . . . Bert Alecott, also of Abilene, is increasing his route. . . . Tommy Chatterton of Commercial Music tells us that he is busy as a big buzz saw. The newly organized Coin Machine Operators Association of Dallas is coming along splendidly; all members now have stickers for their juke boxes. They are turning is the world that they are members of the association. New members are J. V. Stone of Lone Star Music Company and Harry Voght of King Record Company. The big concern of the association is the distribution fill. . . . E. L. Certain Jr. has just returned from Washington, D. C. where he appeared as a witness. The next meeting will be the last Monday in November, Nov. 30, at the Venus Restaurant.

Runyon Prexy Plays

HOLLYWOOD, CALIF.—While in this town, celebrating their 25th wedding anniversary, Mr. and Mrs. Barney Sugarman of Runyon Sales Company, New York, were entertained by members of Riverside Sales Company. Seated at the table (l to r) are: Mrs. Bill Happel, Al Silberman, Mrs. Barney Sugarman, Bill Happel Mrs. Al Silberman, and Barney Sugarman.

Runyon Staff Works

J. H. Libin and Norm Bowen, of the Central Music Company of Lewistown, Mont., made the long trip into the Twin Cities to pick up equipment and supplies for their route. Zollie Keelman of Great Falls, Mont., has just had a complete physical check-up at the Mayo Clinic in Rochester, Minn. and he came thru with flying colors. All that Zollie has to do is lose a little weight, about 50 pounds. Of course this means that he will have to go easy on the butter at meal times. Roger Arneson and his wife celebrated their fourth wedding anniversary on October 28th. Roger is a serviceman with the Harmony Music Company. Earl Groth of Vendall Inc. Minneapolis, distributors of vending machines, reports that he is making delivery on “Chef Way,” the new combination drink-vendor. The machine vends one chocolate drink and two different soups. Earl is busy trying to keep up with the demand for this machine. R. L. Aherin of La Hawks, N. D. pulsed a neat trick on his friend Al Hurley, a Pentline distributor, by making him ride into town with him in his Ford Ranch Wagon. M. “Doe” Berenson of Minneapolis is reported to have bought out Henry Sabat’s interest in the American Sales route. Bob Wenzel, Automatic Games and Supply Company of St. Paul, Minn. states that the new Geneo game “Shuffle Pool” is going good. Archie La Beau of the La Beau Novelty and Sales Co., St. Paul, made a trip into Wisconsin to call on some customers there. Roy Foster of Sioux Falls, S. D., made a quick trip into the Twin Cities and stayed just long enough to pick up some supplies and equipment for his route. Harold Lieberman and associates have bought out the Coffee Vending Service from S. Fishman and Sam Halperin of Minneapolis. This route is reported to have about 60 Coffee vending machines on location in various industrial plants in the Twin Cities area.

Amos Hollick of the Advance Music Company, Minneapolis is expanding his route and in the past few weeks has added a number of cigarette machines.

Runyon Staff Works

CHICAGO—As many coin operated machines in the past few years are being operated in greater numbers by arcade owners and kiddie ride operators, manufacturers of these machines will display their machines at the forthcoming NAAPB Show (National Amusement Association of Parks, Pools and Beaches) starting Sunday, November 29 at the Sherman Hotel, this city.


Coin Mach. Mfrs. To Display Wares At Nat’l Amuse. Show, Chicago, Nov. 29

runyon

UPPER MID-WEST MUSINGS

Davio Distributing Corporation

DAVIS DISTRIBUTING CORPORATION

725 WATER STREET
SYRACUSE, NEW YORK

(Phone: 75-5194)

CLOSE OUT SPECIAL

DAVID ROSEN

EXCLUSIVE AMI DIST. EN. PA.

555 N. BROAD STREET, PHILA. 23, PA.

PHONE: STEVENSON 2-2603

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS!”
GOOD NEWS! BIG NEWS! UNITED'S Sensational New
EASTERN FLASHES

Saturday night, November 7, is the big one for music ops here—everyone who physically able will be at the Commodore Hotel to help celebrate the 16th annual banquet of the Music Operators of New York. At Denver, presi-
dent, and Noah Gordon, business manager, expect the attendance to be over 1,000. Many out-of-town guests expected—among them RKO
manufacturing firms, as well as members of other music operators’ associations, near and far. If you have a wonderful feature, come to watch the ball party being run by Wurlitzer-Young Distributing. All ops here, as well as recording artists have received invitations to partake of the Wurlitzer-Young cocktails, which comes off an hour and a half before the big party starts.

Harry Siskind, “the hit maker” music operator from Brooklyn, entertained a group of people, among which were a number of coinmen, at his home on Thursday, October 29, to aid in raising funds for the first Jewish medical col-
lege, Yeshiva Medical School. The school will be non-sectarian, and will admit students from any part of the world, regardless of creed or color. Siskind, as usual, was the most gracious of hosts, serving excellent food and an abundance of drinks. . . Jack Mitnick, AMI regional representative, who had attended last year at the Bushwick Inn, Washington, D.C., and then went on to Grand Rapids and Chicago, spends a day or so back home. He then flew up to Canada, but was back by the end of the week so that he could attend the Music Operators’ banquet. . . Charlie Rubenstein, well-known arcade owner, states that his new arcade, opened this week on 8th Avenue and 42nd Street, is doing tremendously. He tells us that his picture machines, showing all the latest films, is drawing big. Charlie has contracted for these fight films, which he obtains a few days after the fights. Rubenstein also inaugurated something new in juke box music for his arcades, and, by the way, maybe other music operators can use this angle in certain locations. He has installed a new multiple selection juke box in his arcades, and programmed it quite well. The public play. It’s creating a sensation in the arcades, with the juke box never idle for a moment.

Joe Young and Abe Lipsky, Young Distributing, tells us that the Wurlitzer factory will have quite a contingent down for the music ops’ banquet. There’ll be Bob Bear, A. D. Palmer, Jr., Bob Harroun, Hami Hamilton, Max Waters and Hank Barker, their advertising agency man. . . Lou Valenti, Staten Island op, comes to every one of these shopping. Lou brings his wife and two young daughters with him, but they go shopping for things other than coin machines. . . Barney (Shugy) Suprenan, Runyon Sales, tells us he had a most wonderful time during his trip to the West coast. Did some trading as well as celebrating his 25th wedding anniversary with his charming Mollie. . . Harry Keppel, Keppel Distributing, after quite a search, now able to have made for him plastics for Wurlitzer 800 and 1100 phones. . . Charles Reissner from the Elizabeth office, joins Bob Siffer as part of the New York office of Seacoast Distributors, Hot-Ola distrubite. Reissner has two complete a supply of parts, as well as give immediate service on Rock-Ola phonos. . . Ops rock around Gene’s new ’Shuffle Pool’ game as Al Simon, Albert Snyder, and Sam Kaminer, ops here, that game is set up and a game is turned among 4 ops. Lou Valenti makes the top score. It’s a fascinating game, and Al looks for a line of machines. “This is a Meyer Patrick-Music Business” a day in his Connecticut office, seeing ops there. Meanwhile, Harry Rosen con-
dudes with the New York ops who keep rockin in to talk business. . . Nat Cohn, manager of the New & Mike’s in Brooklyn, recently installed an oper-a-tor in his office, had to go to school last week. . . Harry Goldberg, of the new Wurlitzers, states Ted Bush of Bush Distributing Co., they’re load-
ing up with a lot of novelties, now. First, the new Wurlitzer, second, the new, perfect piece of equipment, and altho’ we’ve been delayed somewhat, we now have the machine.” . . Sam Kreskeb, Automatic Products Corp., and known to all in the machine industry, is proud of the Polo Fund drive for Greater N.Y., coin machine industry division.

THE CASH BOX
November 14, 1953

EASTERN FLASHES

One of the youngest applicants for The 20 Year Club is 49 year old Ray Robins of Robbins Music Co., Tyler, Texas. Ray goes back to the Wurlitzer Piano days. He was 17 years old when he started as a helper. Ray has the only route in Tyler. . . Jimmie Garret, Jimmie’s Music and Vending Machine Company, Longview, Texas, in the business only six years, has one of the largest routes in this area and is still adding to it. Just added twenty new 100 record Seeburgs which he purchased from S. H. Lynch Co. . . Earl Gill of Gill Amuse-
ment, Hot Springs, Ark. reports a very good season and is looking forward to a good winter season. . . Twin City Distributing Co., Texarkana, Ark., will move to its new location shortly. George and Ernest Vathas very excited about the new building which will be on Highway 67. The building will also house a couple of other businesses. George recently opened a Fun House and is enjoying it as much as the customers. The Arcade, which houses the Fun House, also has a Record Bar which is hooked up with Radio Station KDSY. The program is called the Casey Carroll Hour. . . Bernard James, Phil Marks Amusement Co., Hot Springs, Ark. out with a cold for the past two weeks . . . G. M. Ford of Penny Arcade, Hot Springs, Ark. had a great season and plans to keep the arcade open all year. Ford closed for a week last week to make general repairs, but is now open again and going strong. . . D. H. Faull of Faull Music Co., Little Rock, Ark. off to Chicago to pick up his new Chrysler New Yorker. From there he will drive the new job Florida for a couple of weeks fishing . . . C. A. Baker, Pine Bluff, Ark., who sold his route several months ago to Edwin Wilcox, just back from a trip that took him through Florida, Arizona and California and all the intermediate states. Wilcox, for many years in automobile sales has been adding steadily to the route . . .

Louie Gallaway, Gallaway Vending, Pine Bluff, Ark., built his own 1 and 5 cent coin rejector for his peanut machines . . . W. T. (Booger) Woodolf, Hope Novel-
ty Co., hospitalized at the Veteran’s Hospital at Little Rock, Ark. for a check-up. . . C. W. Hardwick, Hardwick Amusement Co., Malvern Ark., seen setting a fence post in his backyard for his birdcages. Wonder who will howl the leads. His wife or the dog. . . B. R. Trotter, Rowe Cigarette Vending Sales Co., Fort Worth, Texas, a busy man. See him every place. . . Travis E. Richardson, Reliable Sales Co., Longview, Texas, wants to be a 20 Year Club member. Says he was in the business when a dollar was a dollar. Gosh! that goes back be-

THE CASH BOX
November 14, 1953

MIAI MI MURMURS

Elie Ross, president of Ross Distributing Company and his staff played host to a record number of music operators who attended the showing of the new Rock-Ola “Coinman” phonograph at the firm’s most beautiful showrooms on Sun-
day, Nov. 1. Ross reported orders taken should keep the Rock-Ola factory busy shipping phonies, even at candle lots, for the next four or five months. . . Harry (oldtimer) H. G. Novelty Co., displays the new cigarette machine which vends Parliament cigarettes. It’s a one column machine, and can be attached to any cigarette machine. A Wurlitzer machine on the market, is the biggest coin machine here. Joe moving plenty of Gottlieb’s new games, plus running his music and game routes and taking care of his two arcades. . . Now Halifax & Co., Seacoast Distributors, have the biggest catalog in the country, to the point of being able to make a complete catalog in the old day. The big item of the new Wurlitzers...
NOW in the 4TH YEAR of Continuous Production

CHICAGO CHATTER

George A. Miller was pulled into town right from the McCarran Bill hearings in Washington, D. C., where he was K.O.‘d by those little virus bugs, and spent the entire week here visiting with the manufacturers and prospective exhibitors for the MOA Convention this forthcoming March 8, 9 and 10, 1954. George has a lot to do the coming week. He’s forecasting a tremendous reception from Bally’s distribute. Bally and Trudy Coven too. They’ve both been very worried people this past Wednesday. Were in the hospital all day with their sick kids, so they were away from the office for a while. George was hustling about like anything. Only about 46 days to Xmas. Some of the manufacturers have already started their Christmas feste. Bally’s has completed their first Deces deck, “Baby It Must Be Love.” A Cash Box “Best Bet.” Remember—“It’s What’s In THE CASHE BOX That Counts.”

Bill O’Donnell had two words for Bally’s newest game, “Palm Springs.” Sam, of course, was thinking of the “Palm” they had. He got a tremendous reception from Bally’s distribute. Ben and Trudy Coven too. George was worried. They had been very worried people this past Wednesday. Were in the hospital all day with their kids, so they were away from the office for a while. George was hustling about like anything. Only about 46 days to Xmas. Some of the manufacturers have already started their Christmas feste. Bally’s has completed their first Deces deck, “Baby It Must Be Love.” A Cash Box “Best Bet.” Remember—“It’s What’s In THE CASHE BOX That Counts.”

MONEY BACK GUARANTEE

WURLITZER EVANS 100 SELEC. UNITED 10th Floor Star

CENTURY - WRITE
cash Back For 15 Days

SEEBURG 14A ML $159.50

DISTRIBUTORS OF

SMOKE SHOP CIGARETTE VENDORS

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

CHICAGO CHATTER

sound on tape, will the sales man feature the tape, when a library has been completed?

Regardless of the fact that Johnny Oomens in pain and into the hospital the very next day to have his ulcers checked. Oomens still took Gillette for 3 games. Isabel Oomens came thru with a 151, HIGH for the Women; Carl Latino scored 499, and Tony (Boom Boom) Genovese was the hero of the night when he kicked off a 5, 7, 18 split and railroad but wound up with only 451. Henry Loomis came thru with 436. Even the ABC had a distinguished visitor present, none other than Edith Davis, to watch them, the excitement of seeing her up and around again must have taken their skill away for ABC went down for 3 games to Western Automatic. Proving that Geno is still in a rut. He scored 485. But Millie Nyland with 412 and Jerry Mankins with 419 upped on ABC—but good. Melody took Pacsche for 2 games. But what happened to Tony (Get On Your Mark) Galgano? The guy opened with an almost perfect game, 226. And only totalled 446. Tony should be ashamed of himself. Charley Alesi came in with 459. For Melody, Jay Strohl had 257 and Vic Jaccero 467. With Morris Minck scoring a 472, Atlas took Deca-Coral for 2 games, even the Leo Schwartz came thru with a 467. Warren (Fireball) Bunk Parade went mad, but absolutely mad, “Fireball” scored 517. HICH for the Men, so even tho Jerry Schuman at long last came up with a 546, it was no good. B&B took Star for 2 games. “Canada” Paul Brown bowled a 205 game (Wen) but no dice, Mercury took 2 from Coven with Bill Lossasso bringing up a 448 score and Jim Cairo having his worst off nite scoring only 375 series. Ouch.

Better Cairo having his worst off nite scoring only 375 series. Ouch. Better Cairo having his worst off nite scoring only 375 series. Ouch.
WANT—New and used records. High- est prices paid for 78’s, 45’s, 16 or less. Quantity too large or too small. We buy brand new LP’s (33 1/3 RPM) in quantity. Write or phone.
CHARLES COTTON DISTRIBUTORS, 160 10th AVE., NEW YORK 36, Tel.: JUdson 6-4568.

WANT—Your or surplus records all speeds. 45’s our specialty. We buy all year round and pay top prices. No lot too large or too small. No minimum lot. 50 cent per box freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNION 1-7560.

WANT—Late 1952 and 1953 Pin Games, Seeburg 100 A & B, AMI D’s, Wurlitzer 1500’s, Scales, Arcade Equipment, 1¢ and 5¢ Vendors, AMI W. B., Seeburg 100 W. B., Wurlitzer 45 cts. Boxes. Write stating condition, number, model, and price. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALKANO, GALKANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7600.

WANT—Bright Spots, United Showboat, United Circus, late Gottschalck 5 Ball free play games, Seeburg Model B & C’s 45’s. State quantity, price, and condition in first letter. NOBRO NOVELTY CO., 536 BRYANT ST., SAN FRANCISCO 7, CALIF.

WANT—New and used records. Paying 10¢ for 78’s and 15¢ for 45’s. Can have up to 6 months old. No quantity too large or too small. We pay freight. DIXIE RECORD SHOP, 229 WEST 129, NEW YORK 6, N. Y. Tel.: Wisconsin 7-0830.

WANT—We pay top price for used records from 3 to 6 months old. Pay freight. CALPSO, SPIRITUALS, Ruth Wallis, 78 r.p.m. We pay freight. C & L MUSIC CO., 11 BABBERRY RD., FRANKLIN SQ., L. I., N. Y. Tel.: Tilden 4-9460.

WANT—phonograph records made before 1949; any quantity or dealer stock; $150 to $300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocation; Paramount; Columbia; Bluebird; Champion. JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

WANT—Stars, Frolics, Atlantic City, will buy records 78’s—all, 78s. TAN’NA VENDING CORP., 122 CARSON ST., PITTSBURGH 3, PA.

WANT—Tubes: 2051; 2050; 707L; 24A; 245; SV4; 6LS; 6NS; 6L7; 6S6 metal; 6X5 metal. Will pay $40 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—Wurlitzer 1015’s, 1100’s, 1200’s, and 1400’s for export orders. YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

WANT—For resale, good clean Bingos, United, and Chicago Coin 6 player Bowling games. Rockola or Standard 22 feet Shuffleboards, Wall Electric Shuffleboards. Quote your best price, condition first letter. STANLEY AMUSEMENT CO., 1253 BROADWAY, TACOMA, WASHINGTON. Tel.: BROADWAY 3663.

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

WANT—Show Bots, Grease, and Seeburg 45 CENT NOVE- LITY records—104, 108, 110, 115, 250, 500, 1050, 1250, 3070, 1300, 1400, 1500, 1501, 1600, 1650, 2130, TENTH AVENUE, SAN FRANCISCO 2, CAL. Tel.: Market 13967.

WANT—Latest model cigarette machines. Can also use Cole, Super Vend and other drink dispensers, and any coin operated coffee machines. Give us your quantity, model numbers, condition and price wanted in first letter. Fillmore, 600 N. 11th ST., NO. 1010, c/o THE CASH BOX, 213 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—Williams’ DeLuxe Baseball, late Grandmothers, Exhibit Guns, Seeburg Model 500B, Miniature Graphs, ChicoIn Basketball, and any other late arcade machines. Give price and condition in first letter. ECONOMY SUPPLY CO., 579 TENTH AVENUE, N. Y. Tel.: Clckering 4-3629.

WANT—Clean, slightly used Boleros, DURRELL SUPPLY CO., 176 AIR STREET, NEW BRITAIN, CONN.

WANT—Kennedy Bowling Conversion for Rest Shuffleboards. Will buy only, and the latest model. Let me hear from you at once. State prices and condition. AL LIVELY AMUSE- MENT CO., 3000 N. ORANGE AVE., ORLANDO, FLORIDA.

WANT—Any quantity post-war Wurlitzer phonographs, Model 1100, 1250, and 1400. Also Seeburg M100—71 and 45. New or used, or phone: BUSH DISTRIBUTIVE COMPANY, 286 N. 29th ST., MIAMI, FLORIDA.

WANT—Will pay cash, up to $250 for Geneo uprights—Silver Crest, Golden Nugget, Jumping Jacks, and Phantom Coin Operated Beach Club $350; United Clover Beach $250. WEST WAY, INC., 776 ASH- TON AVE., SALEM LAKE CITY, UTAH.

WANT—For sale: One Stop Record Service. Any record, any label, 2¢ over wholesale. Free title strips. New advertisements 1/3 deposit with all orders. RAYMAR SALES CO., 170-21 JAIMEA AVE., JAMAICA 32, N. Y. Tel.: Olympic 8-4103-17.

WANT—For sale: Deluxe Lucky 165; Supers $200; Stars $245; Chintz Models $210; Dallas $140; Mintrel Man $40. WANT: CASH OR TRADE. 2015 W. 13TH ST., COLUMBUS, OHIO.

FOR SALE—For sale: United Alley—Clever $350; 10th Frame Star $275; Six Pipe Star $125. SWITZER 35; (Form of Toll) $175; Williams Super World Series $100; Williams Delux Beach Box $275, 1/3 deposit. MOHAWK SKILL GAMES CO., 67 SWAGGER- TOWN ROAD, SCOTIA, N. Y.

FOR SALE—Seeburg Model A-78 $250; Seeburg Model B-45 $695; AMI Distributing Company, 450 CENTRAL DISTRIBUTING COMPANY, 615 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Reconditioned Wurlitz- ers: 1250’s $375; 1100’s $250; 1050’s $295; 1000’s $250; Seeburg 1461 M115; 1471 $250; Packard Manhattan’s $75; Packard Newport, $90; 3-W 2 L’s $10; 106 W-5—6—10, and 25c Boxes $22.50, O’CONNOR DISTRIBUTORS, 900 MAIN ST., W. MAIN ST., RICHMOND, VA.

FOR SALE—Fillen Hideaway Cabinets 15 in lot. Best offer takes lot. Across The Board, man’s; Showboats $325. Low prices on all programs, Eumcd Windsor Pan, reversible, $11.95. CENTRAL DIS- TRIBUTORS, 2315 OLIVE ST., ST. LOUIS 1-MISSOURI, 0972.

FOR SALE—Plasits for Wurlitzer 800 and 1100, domes and sides. Write for list of other plastics. Have large selection of reconditioned phonographs. Write. KOEPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 10, N. Y.

FOR SALE—Plastics for Wurlitzer 800 and 1100, domes and sides. Write for list of other plastics. Have large selection of reconditioned phonographs. Write. KOEPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 10, N. Y.

FOR SALE—Special closeout all Bally parts 50% off list. Amplifier tubes 50% off list. Cash on delivery. Book of Wurlitzer parts #1129 Lamp 21 1/2¢, Box of 10, 1/$1.50. Pucks $1.35 each. Bally parts all purpose lacquer cleaner and cleaner parts 50¢ each. SHUFFLEBOARD WORLD, COVEN MUSIC CORP., 3181 ELS- TON AVE., CHICAGO, ILL. Tel.: Independence 3-2210.

FOR SALE—The following phonographs—18 Mills 900; 10-750; 2 Mills Empire; 3 Colonial 780; 4-875’s, 3-900’s, and 3-800’s. Make us an offer for the lot: no returns. MILKMAN DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAITETTE- VILLE, N. C. TEL.

FOR SALE—We are distributors in Michigan for AMI, Chicago Coins, Eumcd Windsor Pan, E. Williams, & Victor Vending. We have the largest stock of used games and parts in Michigan. SHUFFLEBOARD and accessories, MILLER-NEW- MAN Distributors, Box 159, KOEPPEL, 130 FAIRHANKS ST., N. W. GRAND RAPIDS, MICH. Tel.: 9-3632 and 5743 GRAND RAPIDS. TROIT & BICH, Tel: Tyler 8-2320.

FOR SALE—Live Ammunition Shoot- ing Gallery, a glorified Target Practice Duck Tank. All steel partitioned, size 100x100x30 ft. long. DUR- SELL NOVELTY CO., 1. WRITE NEW BRITAIN, CONN.
CLASSIFIED ADVERTISING SECTION

FOR SALE—Cigarette machines, Dun- GREY 9 col. $50.00, 5-coin change. Bingo games: Coney Island $225.00 Atlantic City $355.00; Florida $375.00; Allied Distributing Co., 706 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE—Ready For Location. Spots $175; Coney Island $200; Atlantic City $300; Palm Beach $250; 6 Spot Lights $122.50 Bright Lights $105; United States $100; Keeny Lieber Corporation, W..rl, DISTRIBUTING CORP., 1663 CENTRAL PARKWAY, CINCINNATI, OHIO.

FOR SALE—Can you afford 92¢ per week to get ahead and stay ahead of the competition? Get a new machine per week you can have a 40 word ad in this section plus a free full year (52 weeks) subscription to The Cash Box. "The Bible of the Coin Machine Industry." Send your check for $48 today plus your first 40-word ad to THE CASH BOX, 2626 N. 1ST ST. NEWARK 19, N. Y. (Phone: JU 6-2640).

FOR SALE—Chin-Boiling Wheels Allers $55; Seeburg Guns $75; Lite League $49.50; Deluxe $34.50; and many other values. COIN AMUSEMENT CORP., 144 E. 55th ST., CHICAGO, ILL.

FOR SALE—All Amplifier Tubes less 50% and 10¢. Title Strips $2.50 per 1,000. Fluorescent tubes 1/3 off. Bulbs 51’s and 55’s 45¢ each. (Ours 7¢). Call for list. $1.00 for $50. 47’s 10’s for 60¢ $5 per 100. CaPco Lusterize All-Purpose Cleaner $3.75 flash, glass, carpet, etc., 3.95¢ per gallon. Trailer bottle 70¢. Satisfaction guaranteed. Manufacturer of BALLY AMUSEMENT SPECIALS. 3835 COVEN DISTRIBUTING CO., 318 E. 42nd ST., NEW YORK, N.Y. TEL: IDependence 9-2210.

FOR SALE—New Acroscope $275; New LA Camera $10; New 1-Addie Pinball Machines $150; Wurlitzer Wall Box $3; Citations $55; Bally Rapid Fire $75; Ballyette $40. MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—35 Seeburg 100-B 45 rpm, beautifully refinished, $685. ca. 1930. In excellent condition. Many customers all over the world. REDDIX DISTRIBUTING CO., INC., 298 W. 38th ST., NEW YORK, N.Y. TEL: AL 4-0406.

FOR SALE—Due to change in local operating policy, 1 P & M Jukebox. @ $40; 3 Evans plastic & Turfs $@ $30. Each of these games used less than 50 days. We are liquidating all of our stock. DIXIE AMUSEMENT COMPANY, 912 HOUSTON ST., CHATTANOOGA 3, TENN. TEL: 7-6006.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Goemanless novelties for sale. We distribute for all lead- ing manufacturers. Satisfaction guaranteed. Write for price list on used equipment. We will buy arcade, Bingo machines, pinball, slot machines, and all used equipment. M. M. JUKEBOX CO., 92 CONEY ISLAND AVE., BROOKLYN, N. Y. TEL: Elplahar 5-1256.

FOR SALE—For distribution for all lead- ing manufacturers. Satisfaction guaranteed. Write for price list on used equipment. We will buy arcade, Bingo machines, pinball, slot machines, and all used equipment. M. M. JUKEBOX CO., 92 CONEY ISLAND AVE., BROOKLYN, N. Y. TEL: Elplahar 5-1256.

FOR SALE—Hi-Speed Super Fast slide projector. Works in 156 cans per case $5.80. b.o.b. Dallas, Texas. Sold on money back guar- antee. Entire stock includes: BALLY TANGENT DISTRIBUTING CORP., 713 ERIE BOULEVARD EAST, SYRACUSE 2, NEW YORK.

FOR SALE—Used equipment, fabrication, repair and service. All sizes. 6 point guarantee—148ML $215; 148M $185; 147 or S $135; 146M or $115; 1940 Hideaway units $95; 3521 Distributing Corp., 4227 WEST VLIET ST., MILWAU- KEE, WIS. TEL: West 3-2224.

FOR SALE—Nothing temporarily—Cash Box has produced such action we are for a short period sold out. WHITHAM ENTERPRISES & ASSO- CIATES, 20-22 CUNNING AVENUE, GLEN FALLS, N. Y. TEL: 64-4864.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. REEVE DISTRIBUTIVE CORP., 26-27 E. 37th ST., NEW YORK 16, N. Y. TEL: 3-6380.

FOR SALE—Coin Operated Games available at lowest prices. Write, wire, phone for list. COIN AMUSEMENT COMPANY, DARLINGTON, S. C. TEL: 500.

FOR SALE—All types reconditioned Coin OperATED Games available at lowest prices. Write, wire, phone for list. COIN AMUSEMENT COMPANY, DARLINGTON, S. C. TEL: 500.
FOR SALE—One Stop Record Serv. 
Large stock of major, inde-
pendent 45’s, 78’s. Popular, 
Rhythm, Blues. We ship anywhere 
at cost plus 5¢ per record. LOM-
BARDI RECORD SHOP, 2827 W. 
MADISON ST. CROWN RECORD 
SHOP, 3747 W. CHICAGO AVE., 
CHICAGO, ILL. Tel.: Sacramento 
2-5050.

FOR SALE—10 Seeburg Cs, like new, 
$799; Seeburg B, shipped, $595. 
COPELAND DISTRIBUTORS, INC., 
900 NORTH WESTERN, OKLA-
HOMA CITY, OKLA. Tel.: Forest 
5-3456.

FOR SALE—Used Bowlers, 
each with Formica tops and 
Jumbo Pins. 5-Player, $99.50; 
Regular 6-Player, $119.50; 6-
Player De-Luxes, $139.50; Super 
6-Player, $239.50. Write for full 
listings on Bowlers, Bins, 
and Music. Rush 1/3 deposit to: SHELTON SALES, INC. 
365 MAIN STREET, BUFF-
FALO, N. Y.

FOR SALE—All machines 20% off 
high CASH BOX prices, Wurliters 
1015, 1100, 1250. Rockolas 1422, 
1426. AMI Model C. Seeburg 146, 
147, 100A. Phone STerling 87515 
or Write: DIXON DISTRIBUTING 
CORP., 3805 SOUTHERN BLVD., 
YOUNGSTOWN, OHIO.

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

FOR SALE—15 United’s Cabanas, 
$395 each; 10 Genco’s Golden Nog-
gets, $99.50 each. WESTERN DIS-
TRIBUTORS, 1226 SOUTHWEST 
16th AVE., PORTLAND 5, ORE. 
Tel.: Atraver 7565.

FOR SALE—Pop Corn Sez $49.50; 
National Candy 9M $65; Jungle 
Joe $150; ChiColn Super Jet, like 
new, write: Williams Music Mite 
$100; Tell-O-Arama Jr. $60; Bazooka 
Guns $100; William Star Series 
$65; Mill Panaram $225; Mato-
scope Sky Fighter $125; ChiColn 
Pistol $90; ChiColn 4 Player Derby 
$225; ChiColn Band Box, write: 
Sparton Gunny Triner, write: 
Exhibit Big Bronco $500; Dale Gun 
$60; Evans Horse Race Wheel, write: 
MONROE COIN MACHINE EX-
CHANGE, INC., 2423 PAYNE AVE., 
CLEVELAND 14, OHIO. Tel.: SU-
perior 1-4600.

FOR SALE—Distributor’s stock of 
new Wurlitzer Phonograph parts 
for Model 1100 and older. Distribu-
tor’s cost $3300. Will sacrifice 
etire lot for $750. Detailed inventory 
sent on request. CAIN-CAILLOU-
ETTE, INC., 1500 BROADWAY 
NASHVILLE, TENN. Tel.: 5-6535.

FOR SALE—AMI Model B, $310 
each; 2 Genco Sky Gunners, $250 
each; 4 for 25¢ semi-automatic 
camera, $195. All equipment in A-1 
condition. RELIABLE COIN 
MACHINE CO., 184-188 WINDSOR 
ST., HARTFORD, CONN.

MISCELLANEOUS

NOTICE—Those 3 telephone numbers 
are important to you: The Cash 
Box, New York City, Judson 
6-2640; The Cash Box, Chicago, 
Ill., DEarborn 2-0445; The Cash 
Box, Los Angeles, Calif., WEster 
1-1212.

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 25¢. Samples 
$2.50. Lots of 10, $2.92 each. 
Complete with decals and instruc-
tions. GENERAL DISTRIBUTING 
CO., 3574 HARDING, CARLSBAD, 
CALIFORNIA.

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

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

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

Classified Advertising Section

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

RAY MOLONEY 
President

BALLY MANUFACTURING COMPANY, 
Chicago, Illinois

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

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

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

NAME
FIRM
ADDRESS
CITY ZONE STATE

Notice!

you can safely send deposits to 
advertisers in "The Cash Box" 
Your deposit is 
GUARANTEED

As long as you are a paid up subscriber 
to 'The Cash Box', at the time you send 
in a lump sum that appears in "The Cash 
Box", where the advertiser require that you 
must send a deposit to obtain the merchan-
dise advertised, your deposit up to $100 is 
guaranteed by 'The Cash Box'. This is 
"The Cash Box" deposit insurance plan, an 
exclusive and original feature of 'The Cash 
Box" only. Should you lose your deposit in 
fraudulent manner, immediately write:

The Cash Box 
26 West 47th Street, New York 19, N. Y.
Overnight the AMI Model "E" has brought new opportunities for placing a juke box in positions of profit prominence in any location.

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

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

"It's What's in THE CASH BOX That Counts"
How To Use "The Confidential Price Lists"  
[Also Known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true price list, "The Confidential Price Lists" can only feature the market prices as they are quoted. The "Confidential Price Lists" act exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price List," rather than show price, recites the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration in evaluating the information. By maintaining a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. "The Confidential Price Lists" reports each quotation exactly as it is quoted and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

**EXPLANATION**

1. Prices UP  
2. Bar Box DOWN  
3. Prices UP and DOWN  
4. Mach. Just Added  
5. No quotations Last 2 to 4 Weeks  
6. No quotations 6 or more weeks  
7. Machines Just Added  
8. No change from Last Week  
9. * Great Activity

---

**CONFIDENTIAL PRICE LIST**

**LISTED ALPHABETICALLY**

**AIREON**

- **FINA**
  - 25.00 35.00

**AM I**

- **4W Wall Box**
  - 14.50 29.00
- **Model A '46**
  - 169.00 275.00
- **Model B '48**
  - 285.00 325.00
- **Model C**
  - 289.00 375.00
- **Model D**
  - 425.00 595.00
- **Model D-80**
  - 500.00 695.00

**BUCKLEY**

- **6W Bar & Bar Box O.S.**
  - 3.00 5.00
- **6W Bar Box N.S.**
  - 6.00 12.50

**MILLS**

- **Tone of Machine**
  - 25.00 35.00
- **Empress**
  - 25.00 35.00
- **Constellation**
  - 39.50 59.50

**PACKARD**

- **41s Mar Wall**
  - 3.95 4.95
- **41s Mar Wall**
  - 3.95 4.95

**ROCK-OLA**

- **Playmaster '46**
  - 35.00 45.00
- **'4126 Pinball '16**
  - 60.00 95.00
- **1394 Pinball '48**
  - 49.00 65.00
- **1394 Pinball '47**
  - 75.00 115.00
- **Magic Glo**
  - 199.00 275.00
- **Rocket '51**
  - 319.00 439.00
- **Fireball**
  - 367.00 695.00
- **1561 Wall Box**
  - 3.00 4.00
- **1562 Bar Box**
  - 5.00 7.50
- **1563 Bar Box**
  - 7.50 10.50
- **1564 Bar Box**
  - 8.50 17.50
- **1565 Bar Box**
  - 15.00 20.00
- **1566 Bar Box**
  - 18.00 20.00
- **1567 Bar Box**
  - 15.00 19.50
- **1568 Wall Box**
  - 15.00 25.00
- **1806 Operator Speaker**
  - 24.00 29.00

**WURTLIZER**

- **700F**
  - 29.50 49.50
- **700M**
  - 25.00 49.50
- **700E**
  - 29.50 49.50
- **700F**
  - 29.50 49.50
- **800**
  - 29.50 69.50
- **901**
  - 135.00 175.00
- **950**
  - 29.50 79.50
- **960**
  - 150.00 165.00
- **1017 Invisible**
  - 99.00 135.00
- **1100**
  - 115.00 195.00
- **1250**
  - 265.00 359.00
- **1450**
  - 950.00 1075.00
- **2012 Wall Box**
  - 19.50 25.50
- **3020 Wall Box**
  - 15.00 21.00
- **3031 Wall Box**
  - 5.00 9.00
- **3031 Wall Box**
  - 4.00 9.00
- **3055 Wall Box**
  - 29.50 45.00
- **4302**
  - 34.50 57.50
- **5092**
  - 219 Stagger

**MISCELLANEOUS**

- **Chic Coin Band Box**
  - 15.00 100.00
- **Chicago Coin Hit**
  - 45.00 59.00
- **Rich Machine**
  - 29.50 39.50
- **Williams Machine**
  - 35.00 98.50
- **Evan's Constellation**
  - 100.00 125.00

**Manufacturers and date of game's release listed, Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Gt) Gottlieb; (Ke) Keeny; (Un) United; (Wm) Williams**

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**TUESDAY'S MACHINE QUOTATIONS**

**The Cash Box**

Page 56  
November 14, 1953

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**15th Year of Publication**

**736th Consecutive Week's Issue**

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www.americanradiohistory.com
### Product Catalog

**Page 58, November 14, 1953**

#### Hot Coffee

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andes Cafe Petit</td>
<td>$300.00</td>
</tr>
<tr>
<td>Bitter Mills Coffee Bar</td>
<td>$200.00</td>
</tr>
<tr>
<td>Bitter Mills Coffee Bar</td>
<td>$200.00</td>
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<tr>
<td>Chief Way, Model 100, cap. 400-600</td>
<td>$625.00</td>
</tr>
<tr>
<td>Hot-O-Matic Comb, Hot Coffee-Choc., 600 cups</td>
<td>$50.00</td>
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#### Carbonated Drink

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soda Shoppe</td>
<td>$400.00</td>
</tr>
<tr>
<td>Sparkar single 5c, 1000 cups</td>
<td>$175.00</td>
</tr>
<tr>
<td>Sparkar 3 Unit 5c, 1000 cups</td>
<td>$400.00</td>
</tr>
<tr>
<td>Super Vend 3 flavor, 600 cups A-1</td>
<td>$150.00</td>
</tr>
<tr>
<td>Super Vend 3 flavor, 600 cups A-2</td>
<td>$200.00</td>
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#### Ice Cream Vendors

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Price</th>
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<tbody>
<tr>
<td>Vendo &quot;Dairy-Vend&quot;</td>
<td>$250.00-250.50</td>
</tr>
<tr>
<td>Rose &quot;Ice Cream Vendor&quot; (Ice Cream Sandwiches or &quot;Pops&quot;)</td>
<td>$350.00-350.50</td>
</tr>
</tbody>
</table>

### Manufacturers New Equipment

- **ROCK-OLA MFG. CORP.**
  - Model 1418 "Comet Fireball"
    - Price: $395.00
    - Features: Music, Bands, and Quads
  - Model 1440 "Comet Fireball"
    - Price: $425.00
    - Features: Music, Bands, and Quads

- **BALLY MFG. CO.**
  - The Champion (Mech. Horse) | $1,065.00
  - Space Ship | $1,165.00
  - Speed Boat | $955.00

- **CHICAGO COIN**
  - Gold Cap | $685.00
  - Hi-Speed Crown Bowler | $665.00
  - Advance Bowler | $615.00
  - "Round the World Trainer" | $1,185.00

- **International MFG. CORP.**
  - Overhead Scoreboard | $319.50

- **MARVEL MFG. CO.**
  - (New Model) Shuffle-Store (Overhead Scoreboard) | $319.50
  - Wall Type Scoreboards for Shuffleboards | $95.00

### This Week's Most Active Machines

<table>
<thead>
<tr>
<th>Model Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI Model A</td>
<td>$160.00-275.00</td>
</tr>
<tr>
<td>AMI Model B</td>
<td>$285.00-325.00</td>
</tr>
<tr>
<td>AMI Model C</td>
<td>$280.00-350.00</td>
</tr>
<tr>
<td>Rock-Ola 1422</td>
<td>$60.00-95.00</td>
</tr>
<tr>
<td>Rock-Ola 1426</td>
<td>$75.00-175.00</td>
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<tr>
<td>Seeburg 136 M</td>
<td>$89.00-115.00</td>
</tr>
<tr>
<td>Seeburg 147 M</td>
<td>$90.00-135.00</td>
</tr>
<tr>
<td>Seeburg 148 M</td>
<td>$150.00-215.00</td>
</tr>
<tr>
<td>Seeburg M-100 A</td>
<td>$425.00-549.00</td>
</tr>
<tr>
<td>Wurlitzer 1060</td>
<td>$90.00-165.00</td>
</tr>
<tr>
<td>Wurlitzer 1062</td>
<td>$195.00-265.00</td>
</tr>
<tr>
<td>Wurlitzer 1030</td>
<td>$125.00-150.00</td>
</tr>
</tbody>
</table>

### Additional Machines

- **Five Star** (Univ. 5/51) | $49.00-79.00
- **Frolics** (B 10/52) | $225.00-353.00
- **Golden Nugget** (G-J 2/51) | $90.00-175.00
- **Jumping Jacks** (Ge-10/52) | $90.00-150.00
- **Palm Beach** (B 7/52) | $225.00-235.00
- **Spot-Lite (B 1/52)** | $100.00-175.00
- **Yacht Club** (B 6/52) | $250.00-350.00

### Arcade Equipment

- **Chic Coin Pistol** | $75.00-90.00
- **Exhibit Date** | $195.00-265.00
- **Motoscope Sky Fighter** | $65.00-125.00
- **Seeburg Bear Gun** | $195.00-250.00

### United MFG. CO.

- **Imperial Shuffle Alley** | $65.00
- **Royal Shuffle Alley** | $650.00

### WICO CORP.

- **Major League (Automatic Baseball Pitcher)** | $1,295.00

### Williams MFG. CO.

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