Jerry Blaine, head of Jubilee Records, holds the gold disk which the Four Tunes earned for their best seller, "Marie". The boys hit the jackpot with their first Jubilee recording and now are following through with still another hit, "I Understand Just How You Feel". From left to right are: Danny Owens, Jimmy Nabble, Jerry Blaine, Pat Best and Jimmy Gordon. Pat Best is not only the guitarist of the group, but he is also the writer of "I Understand Just How You Feel".
Every Wurlitzer 1700 HF Phonograph to go on location has topped the Earning totals of the Phonograph it replaced.

Only the Fabulous High Fidelity Wurlitzer 1700 HF offers you all these money-making features:

- **NEW...** All New—Phonograph
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- **NEW...** Ultra Simplified Mechanism
- **NEW...** Full High Fidelity Sound
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Good times or bad times the records continue to spin, around and around, in a merry whirl, at least 176,000,000 plays per week in the 550,000 juke boxes located in every type of known establishment in the U.S. This means 9,512,000,000 spins a year.

The greatest showcase for the artist ever known in the history of the world. A showcase for his wares, his talent, his ability. So outstanding it has never been equalled.

This, then, is the juke box business of America. The continuing whirligig, spinning records that bring Americans everywhere in this great land, farm country, metropolitan city, cozy suburb, peaceful valley, rugged hills, the music of the artists of the world.

Here is the business essence which engenders the birth, the development, the growth of a tune to hit proportions. That makes unknown stars overnight. That zooms small salaried artists into the bigtime. That creates a diversion the like of which has never been known in all the world's fantastic history.

Sunny or showery day, good or bad day, glad or sad day, the juke boxes of America spin 176,000,000 plays each week. Over 9½ billion plays a year. A fantastic number of plays. A thrilling deluge of music to a music loving peoples.

Here, in these 176,000,000 plays each week, are born new artists. Here, in these 176,000,000 plays is the surety bond for the established artists. Here, in these 176,000,000 plays, is the basis of an industry that produces the music America loves to hear.

As the juke boxes play up and down chartwise, as the play falls off, as it leaps up, so is it noticeable that sales go up or go down. Here, then, may be the answer to what record manufacturing executives want to know as to why their sales are down, or why they have gone up.

There are executives in the recording manufacturers who have long ago noted sales drops comparable to play drops in the nation's juke boxes and take cognizance of each time play goes up or down in the 550,000 juke boxes located throughout the U.S.A.

Here is the business guide for the man engaged in making recordings. As juke box play falls off he will, if he searches diligently, find that the sales curve on its downward trend will closely follow the chartwise drop in the nation's juke box play.

He will, at the same time, find that the sales curve swings upwards as the play grows greater in the nation's juke boxes and, from this chartwise curve, will be able to translate his records into sales which assure his business success.

It is factual today to use the curving lines of the juke box's ups and downs, as far as play action is concerned, for the sales of any of the leading record firms.

With the nation's 550,000 juke boxes grinding out a tune—sales, most definitely, go up—way up.

But with a small portion of the same 550,000 juke boxes grinding out a tune, sales will go ahead to the public in the same proportion.

An artist's success, as has long been known, is based on this simple business process. If his records have what it takes, the public playing them in the nation's juke boxes, means that the public will also buy them in a proportionate measure to the number of plays, and the sales will be noted on a comparative basis against the play action.

So as long as the nation's 550,000 juke boxes continue to grind out a minimum of 176,000,000 plays per week, the artist, the record distributor, the record dealer and, especially, the record manufacturer, is assured an ever steady market with the possibility of great growth as play goes up each day and each week to assure him a portion of the minimum of 9,512,000,000 plays per year.

The above figures, for the benefit of the reader, are based on the conservative estimate of but 8½ per week gross intake for the operator in the nation's 550,000 juke boxes, according to the prevalent commission arrangement with location owners (in a majority of instances) of 50%-50%. The total intake of the individual juke box therefore is twice 88 or 560 nickel plays per juke box per week.

9½ BILLION PLAYS A YEAR

The Cash Box

FOUNDED BY BILL GER

Volume XV
Number 36

May 29, 1954

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry throughout the United States and all over the world. The Cash Box contains various American Consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to this industry throughout the United States and all over the world.

Manufacturers and distributors of various merchandise, parts, supplies, coin operated machines, used in the vending, music and amusement fields are covered by The Cash Box. Banks, finance firms, 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)
Announcing...

THE CASH BOX

12th Anniversary

Annual Encyclopedia and Directory

(Dated: JULY 3, 1954)

Featuring:

★ ARTICLES OF VITAL IMPORTANCE by the leading men in the record business.
★ BEST TUNES AND ARTISTS as selected by the nation’s disk jockeys in “Pop”, “Rhythm & Blues” and “Folk & Western”.

★ THE MOST COMPREHENSIVE LIST of record firms and their distributors available anywhere.
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★ NEWS
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**THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK PLUS THE NEXT FIVE**

<table>
<thead>
<tr>
<th>A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. WANTED</td>
</tr>
<tr>
<td>2. LITTLE THINGS MEAN A LOT</td>
</tr>
<tr>
<td>3. YOUNG AT HEART</td>
</tr>
<tr>
<td>4. HERE</td>
</tr>
<tr>
<td>5. THE HAPPY WANDERER</td>
</tr>
<tr>
<td>6. THREE COINS IN THE FOUNTAIN</td>
</tr>
<tr>
<td>7. IF YOU LOVE ME</td>
</tr>
<tr>
<td>8. CROSS OVER THE BRIDGE</td>
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<tr>
<td>9. MAKE LOVE TO ME</td>
</tr>
<tr>
<td>10. THE MAN WITH THE BANJO</td>
</tr>
<tr>
<td>11. THE MAN UPSTAIRS</td>
</tr>
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<td>12. JILTED</td>
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<tr>
<td>14. A GIRL, A GIRL</td>
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Lennie Hodes, professional manager of Criterion Music, leaving on a deejay trip to work on his left field exciter, "Song of India," by Sonny Woods and the Twigs on Hollywood label. Disk has been getting solid reaction in several spots. Jockies Jack Lacey, (WINS-New York), Paul Brenner (WATT-Newark, N. J.), and Bill Randle (WERE-Cleveland), really strong for the plate. Bill Lamb (WWCO-Waterbury, Conn.) has been running The Cash Box Top 50 each night on his "Contrasts" show and reports the reaction has been terrific. Bill devotes 45 minutes of each night's show to ten of the 50, starting with number 50 and finishing at the end of the week with number 1.

---

Stewart Rose

I COMPLAINED

c/w I WANT YOU
76 rpm cat. no. X-0027
45 rpm cat. no. 4X-0027

A smash hit by Stewart Rose. Hear and judge for yourself the terrific drawing power of his rich, stirring voice.

**RECORDS MARK THE HITS!**

A Product of Radio Corporation of America

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

"TWO HEARTS" (2:14) [Mandolin-BMI-Walter, George, Will- ler] Warner Wilder had the crew through a catchy vocal jumper that comes over well. Inviting ditty.

"I DON'T KNOW" (2:41) [Mandolin-BMI-Walter, George, Wild- ler] Jack Catheart leads the orchestra as the brothers work through a bluesy vocal item. Boys have a good sound here. Terrific beat.

**FRANKIE CORAL**

"SMILE" (Columbia 7638; 7038 x 45)

**FRANKIE VALLEY**

"SOMEBODY ELSE TOST HER HOME" (Columbia 7038; 7038 x 45)

**Ella Fitzgerald**

"I WISHED ON THE MOON" (3:05) [Famous ASCAP—Parker, Rainger] The lush strings and chorus of Gordon Jenkins' work mold a perfect showcase for the warm voice of Ella Fitzgerald as she fashions a lovely romantic oldie.

"WHO'S AFRAID?" (2:47) [Advance ASCAP—Thuber, Lawrence] The great Ella gets a pleasing lilting melody to work with on this end, and she hands in another fashion- able reading. Easy listening.

**Bobby Crewe**


"CHANGE OF HEART" (2:04) [Jefferson ASCAP—Slay, Crewe] Another catchy rhythm item gets colorful delivery from the young songster and the chorus. Good jumper.
PERRY COMO

*THERE NEVER WAS A NIGHT SO BEAUTIFUL
HIT AND RUN AFFAIR

20/47-5749

a “New Orthophonic” High Fidelity Recording

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

SLEEPER OF THE WEEK

"SWAY" (2:42)
[Peer International BMI—Ritz, Gimbel]
"MONEY BURNS A HOLE IN MY POCKET" (3:00)
[Chappell ASCAP—Styne, Hilliard]

DEAN MARTIN
(Capitol 2181; 3-2818)

The singing portion of the famous Martin & Lewis team gives out with a beautiful crooning job on a lovely Latin tempo melody tagged "Sway." The melody is from the hit movie item "Quien Sera." And with new English lyrics, the tune definitely makes an additional offer. Rounding out the top performance is the fine background by Dick Stabile's orchestra and a terrific chorus. "Money Burns A Hole In My Pocket" is a pretty little ditty in a pleasing fashion by the warbler. Easy listening throughout. Tune stems from the flick "Living It Up." We expect big things from the top hit.

DEAN MARTIN

Dean Martin, whose "That's Amore" speaks for itself, comes through with a terrific new offering that could do as well if not better.

ART CARNEY

Art Carney, whose "That's Amore" speaks for itself, comes through with a terrific new offering that could do as well if not better.

"SONG OF THE SEWER" (2:34)
[Green Lee ASCAP—Dubev, Karr]
"VA VA VA VOOM" (2:48)
[Songsmiths ASCAP—Carney, David, Carr]

ART CARNEY
(Columbia 40242; 4-40242)

Jackie Gleason's TV show has established Art Carney as one of the medium's leading comics. His characterization of the sewer system employee Ed Norton has been referred to as one of Television's best. Taking advantage of Norton's personality, Carney dishes up a clever novelty tune called "Song Of The Sewer" that oughta take the world by storm. The lyrics are hilarious, as is the comedian's interpretation. It's a real fun money making novelty hit. "Va Va Va Voom" is another catchy ditty based on the artist's frequently used expression. Delightful coupling. Top half should be a real biggie.

"LOVEY DOVEY"
[Progressive BMI—Curtis, Nuggy]
"ANSWER THE CALL"
[Baldwin BMI—Paul]

BUNNY PAUL

(Exot 359; 45-359)

Bunny Paul makes a potent bid for the big record as he belts out a sensational By Oliver arrangement of a rocking rhythm item. The tune, "Lovely Dovey," is currently one of the top hits in the rhythm and blues field, and the way Bunny Paul leans into it, it could be one of the big sleeper hits in the pop market. The number should really have those Juke boxes hopping. Commercial material from beginning to end. The coupling "Answer The Call" is a catchy novelty which has a march tempo ar-

ALAN DEAN

(4GM 11747; K-11747)

WHO'S AFRAID" (2:42)
[Acme ASCAP—Foster, Lawrence] Alan Dean comes through with a warm reading of a pretty ballad as Neal Hefti supplies the orking. The chorus adds to the beauty of the tune. Could make another hit.

"I AM A MAN" (2:47) [Kahl BMI—Selby, Costes] The artist gets a smooth Joe Lipman backing as he offers another good ballad with a terrific set of lyrics.

AY MARTIN ORCHESTRA
(Exot 357; 45-357)

"VERADORE" [Meridian ASCAP—Ray, Raddy] Ray Martin does wonders with the strings as his crew flies through a fast moving instrumental tempo material that made some noise a while back. Good Juke box stuff.

"STRINGS ON PARADE" [Meadows ASCAP—Martin] A lively happy-go-lucky affair is offered by the instrumentalists on this one. Pretty tune. Short disk that ops well.

THE MARINERS
(Columbia 40241; 4-40241)

"STEAM HEAT" (2:30) [Frank ASCAP—Adler, Ross] From the hit musical "Pajama Game" comes this rhythm novelty capably treated by the Mariners. Good arrangement.

"WHEN I NEEDED YOU MOST" (2:13) [Geo. Pinus ASCAP—To-
bias, Kramer] Spencer Odum sets up the orking for the boys' interpretation of a shuffle tempo love tune. Good reading on a solid piece of material.

MARCIO POLO
(Cost 6110; F-6110)

"I GUESS THERE'S AN END TO EVERYTHING" (2:56) [St. Nicholas ASCAP—Marks, Conley] Marco Polo's interesting voice matches his interesting voice as he offers a tender tender offering of great form. Lovely tune. Could hit.

"WHAT ARE YOU DOING THE REST OF YOUR LIFE?" (2:41) [Dennis BMI—Wolf] Danny Mendel-
sohn sets up another fitting ac-
compainment for the smooth voiced crooner's tender offering of a good tune. Two-sided threat.

Marilyn Monroe
(RCA Victor 20-5745; 47-5745)

"THE RIVER OF NO RETURN" (2:14) [Simon House ASCAP—
Derby, Newman] Probably America's most famous female, Marilyn Monroe, puts out was the warm and sentimental title tune from her current flick "River Of No Return." 30.

"I'M GONNA FILE MY CLAIM" (2:57) [Simon, House ASCAP—
Darby, Newman] The sultry thrush comes over wonderfully on this sexy novelty from the same flick. She sounds great on a disk that could go all the way.

DINAH SHORE
(RCA Victor 20-5755; 47-5755)

"THREE COINS IN THE FOUNTAIN" (2:50) [Robbins ASCAP—
Call, Styne] From the movie of the same name comes this lovely ballad, which Dinah Shore delivers with such feeling. As tune heads up there, Dinah will shake her shoulders of coins.

"PAKISTAN" (2:08) [Burke & Van Hessen ASCAP—Rogan, Williams] The sweet thrush bounces through a bouncy, oriental type novelty. Cute and inviting job.

MICKI MARLO & BILLY MAY
(Cost 6110; F-6110)

"I'M GOING TO SIT RIGHT DOWN AND CRY OVER YOU" (2:54) [Cobin BMI—Thomas, Biggs] Billy May sets up his familiar backing for a sparkling reading by Micki Marlo on a good rhythm number. Item has a blues feel.

"FOREVER IS NOW" (2:41) [Hill & Range BMI—Cochran, Darby, Newman] The tender tender novelty item gets a sincere fashioning from Micki's versatile voice. Chorus assists on.

GUY MITCHELL
(Columbia 40240; 4-40240)


MANTOCHA
(Capitol 2801; 4-2801)

"THERE ONCE WAS A MAN" (2:25) [Frank ASCAP—Adler, Ross] The artist gets another strong assist on this lively bouncer with a catchy delivery. Tune stems from the novelty "Pajama Game."
Shooting to the Top!

GREEN YEARS

Recorded by:

EDDIE FISHER

Brilliant Orchestration by

HUGO WINTERHALTER

RCA VICTOR 20-5748

WARNER BROS. MUSIC DIVISION
HARMS, INC.
488 Madison Ave., New York 22, N.Y.

"It's What's in THE CASH BOX That Counts"
Renewals Now Require Second Consideration

NEW YORK—As a result of a decision handed down in Federal Court last week by Judge David J. Edelestein, every time a renewal clause is exercised in a publisher-writer contract, the writer may bring suit for second consideration.

This results from the Judge's denial of a Mills Music petition to dismiss an action by songwriter Hoagy Carmichael, who is suing for the return of fourteen songs. Representing Carmichael as attorney in this case, which now sets the precedent for all other writer-publisher renewal disputes, was Lee Eastman.

According to United States copyright law, a song may be copyrighted for two periods of 28 years each. Under old publisher-writer contracts, an automatic renewal clause was almost always included. And it is this clause which has now been ruled not necessarily binding.

The clause, however, has been dropped from all contracts signed under the auspices of the Songwriters Protective Association, which was organized in 1931, and which now issues the standard contract which is almost universally used. Under SPA contracts, after the first 28 years, the copyright automatically reverts to the writer.

Prior to this ruling, the guiding decision was made about a decade ago in a case between Witmark and Fisher, when the Court upheld the validity of copyright renewals if they were made before the expiration of the first 28 year period.

Said attorney Eastman, “As a result of this decision, every dispute that comes up on a renewal clause, must now go to a jury trial to determine whether sufficient consideration was involved.”

Csida, Grean Buy Towne Music

NEW YORK—Joe Csida and Charles Grean, who last week announced their departure from Syntony and their retention of Trinity Music, a BMI firm which had been started in association with Syntony-Joy, this week purchased an ASCAP firm to round out their publishing activities. The firm is Towne Music and it was purchased from attorney Lee Eastman.

Towne was organized 10 years ago by Charlie Spivak and the late Jack Osfield.

Csida said that he feels a very strong business and moral obligation to BMI and wouldn't do anything that would in any way hurt the BMI structure of Trinity. However, he said a publisher must recognize—however reluctantly—that there are topnotch writers in both performance right agencies and, as a publisher, he must be in a position to acquire good songs from whatever source they may come.

Trinity Music's BMI deal remains exactly as it was originally written.

In connection with the sale of Towne by Eastman, it is also interesting to note that several months ago the lawyer disposed of another of his firms, Ross Youngnibble, to the Aberbachs.

“The Friend” Gets Rack Order In 4 Days

NEW YORK—George Paxton probably set a record this week when he received the rack order for “The Friend” just four days from the time the Eddie Fisher disking of the song was released.

Fisher performed the number on his TV show the same day the record came out.

The rack order involves 7,000 copies of sheet music.

To date Victor has shipped over 200,000 copies of the record.

Abramson Named Head Of AGVA Trust Fund

NEW YORK—Nat Abramson, Director of the WOR Artists Bureau, has been elected Chairman of the American Guild of Variety Artists (AGVA) Welfare Trust Fund. He succeeds David Katz, former manager of the Roxy Theatres, who resigned. William F. Brunner, former Congressman from Queens, remains Vice Chairman. Other members of the board are Nick Prounis, owner of the Venu-silites Restaurant; Rabbi Bernard Birstein, of the Actors’ Temple, and David Ferguson, Executive Secretary of the Jewish Theatrical Guild. One other trustee remains to be added to the board, and he will be named at the next meeting.

Santy of the AGVA Welfare Trust Fund, which was established as a separate entity, is to receive welfare payments and pay premiums for accident insurance. According to the terms of the policy with Lloyds of London, AGVA performers are covered in the event of injury or death during engagements and also for a period before and after engagements.

Westchester Ops’ Dinner

SCARSDALE, N.Y.—Some of the record world's top names, along with members of all phases of the coin machine industry, turned out at the Holiday Inn in this city, May 18, to celebrate with the Westchester Operators' Guild, their third annual dinner.


For further pictures of the event, see page 38.

Airmail Subscription The Cash Box $30.

“It's What's in THE CASH BOX That Counts”
I Understand
Just How You Feel

Words and Music by
PAT BEST

BUSTED WIDE OPEN
The Original
200,000 SOLD TO DATE

The Four Tunes
Singing...

"I UNDERSTAND
JUST HOW
YOU FEEL"

"Sugar Lump"
JUBILEE-5132

Jubilee RECORD CO., INC.
315 WEST 47TH STREET NEW YORK, N.Y.
Available in Canada on QUALITY Label

"It's What's in THE CASH BOX That Counts"
NEW YORK:
Big turn-out for the Lillian Roth party at Danny's this week. This girl's ups and downs and ups again make one of the most amazing stories in show business. Dickie Valentine, London's hot recording star, in town for the Ed Sullivan show . . . Charley Tobias, president of the S.F.A., off to England June 1st to confer with the Songwriters' Guild of Great Britain. The Pontane Sisters cut their last record for Dot last week when Randy Wood was in town. . . . Four Aces doing a bung-up job in Canada . . . Bob Anthony may have a part in the movie version of 'The Joey' . . . Sidney Archer readying a TV package for Mary Martin's Show titled 'A Girl Named Mary.' . . . Tommy Mara a click at the Ranch House in Providence, R.I. The lad is slated for a big national build-up. Bud Street's impressive liner, Park-kins, fetes Ellis Fitzgerald this Tuesday night, May 55 with a gala party paying tribute to the album's hit anniversary in show business. Special advertisements have been sent to the snow folk world to attend the shindig which is also Ellis's opening for a two-week stint . . . Bill Silbert has figured out that in the past seven months he has played host to 210 recording artists on his shows. During his period, Bill has been heavy on MGM three hours per day, seven days per week, and has never missed a show . . .

MARY MAYO

CHICAGO:

Lots of the music boys round town proudly pointing to newspaper clips they received from the West Coast. Wherein Our Town's boy, Benny Strong, proved himself as a rescuing hero in the sit-down on Tom Anderson's Grove at the Ambassador, L.A. The story was reported here last week, we guys of the Windy City feel that it's worth repeating one of our boys proved that the kids here in Chi who came up the hard way, have still got intestinal fortitude and quick mental as well as muscular reaction, to help rescue beauties from attacks . . . Seems like the Four Aces have the smash on the mugs with 'Three Coins In The Fountain'. At least as far as Our Town is concerned . . . Bob Cole dashes into our offices, all hepped up, to tell us that his latest plug disk by The Crowes, 'Backyard', is just as great as their success of the singular mineralized waxerox, 'Outside'. They call him 'the kid'. But he's being billed as 'the extra added attraction' at the Chicago Thitter: Tommy Leonetti. Just twenty years old. Has been singing since he's 16. Started with Tony Pastor. In the days of Betty and Rosie Clooney. In fact, even before, when his four sisters sang with Tony. He also has four brothers. He's number nine, youngest on the list. His folks still live in Jersey. Overlooking the Palisades. Just two blocks from Palisades Amusement Park. The kid protected a look. And a very individualistic styling. Sings a bit out of left field yet as bat, just keep your eyes peeled. this kid's coming up to the plate in the Ruthian manner one of these days soon, one will swing contact or base hit. So David 'The Platter' of the Sahara, Las Vegas, pops in to say 'hello and hello.' And to tell us that his very charming Harriet on the way in this June . . . Chick Kordale in town. For last six promos. Advises things look very well this last. After taking it on the chin for months. I know I'm on the way up. Thanks to Billy Shaw. And a guy named Charley Barnett.

LOS ANGELES:

Hollywood went through a whirlwind of activity this past week as everyone in the music business turned out to announce record releases. . . . The Santer-Finegan youthstra made their debut at the Hollywood Palladium (6/12) with a cocktail party, buffet dinner and concert for members of the press, deejays and other musical guests. Over 600 guests turned out for the event. Among those present to pay tribute to this new band were Tony Martin, Spike Jones, Bobo Brown, Les Brown, Marilyn Maxwell, Dick Shore, Phil Harris and Alice Faye. Ray Heindorf, musical director at Warner Bros., and Johnny Green, musical director for MGM, were also present along with a host of songwriters and publishers. Event was sponsored by RCA Victor and The Palladium. This aggregation of musicians presents a new concept in music bringing back the era when the band, not the vocalist, played the major part in the entertainment field . . . Another party was held (5/14) in studio one at The Columbia Broadcasting System to celebrate the opening of the new record library and salute CBS disk jockeys. Deejays, publishers, distributors and Capitol executives turned out to salute the occasion. Joe Stafford, Paul Weston, Jeff Chandler, Gene Austin, Norman Luboff and Dan Terry were also present . . . Joe Matthews, former sales promotion manager for Capitol and a contributor to the industry, was given a royal send-off at a Capitol party held at the Brown Derby (5/14). Capitol execs, along with local disk jockeys turned out to say goodbye to Joe, who will head the new Jacksonville office. Doris Day and Frank Sinatra have signed to do a musical film together titled 'Young At Heart' . . . The Modernaires have recorded two sides for Coral Records with the Tex Beneke orchestra. Session marked the first time the ever denominable quartets since the group sang with the Glenn Miller orchestra just before it was disbanded in the summer of 1942 . . . Vito recording star, Helen Teare, who has been set for a film test by Joe Pasternak of MGM, will be featured in a usual role at at 'Week-End In Las Vegas.' She recently finished her second skater session for Vito which included two sessions written especially for her by Jimmy McHugh. Matt Dennis still holds down the spotlight at the Captains Table after a 4½-month stand. . . . Nat "King" Cole has waxed two sides for Capitol titled 'Make Her Mine' b/w 'I Love You.' Latter side was a European instrumental which was imported and set to lyrics.

"It's What's in THE CASH BOX That Counts"
THE RECORD THE INDUSTRY NEEDED
A TWO SIDED HIT!!

THE FOUR LADS

"GILLY GILLY OSSENFEFFER KATZENELLEN BOGEN BY THE SEA"

"I HEAR IT EVERYWHERE"

COLUMBIA 40236

"It's What's in THE CASH BOX That Counts"
A SMASH HIT
America's #1 Selling Record

HERMAN'S HIDEAWAY
(from PAJAMA GAME)
featuring MARIA ALBA, Castanet Solist

RECORDED BY:
ARCHIE BLEYER

B/W "SIL VOUS PLAÎT"

featuring JAMES BURKE
FAMOUS TRUMPET SOLOIST OF CITIES SERVICE AND GOLDMAN BANDS

Cadence #1241

THE CASH BOX

The Cash Box, Music  Page 14  May 29, 1954

Gaitey Music Shop
Chicago, Ill., November 1, Y. I.
1. Young At Heart (F. Sinatra)
2. Jingle Bell (Katy Kallen)
3. A Little Thing Mean A Lot (Kitty Kallen)
4. Herman's Hideaway (Archie Bleyer)
5. Make Love To Me (Steffi)
6. Street Love (D. Silverman)
7. Three Coins In The Fountain (Four Acres)
8. A Girl, A Girl (Eddie Fisher)
9. Away (Tony Martin)
10. The Happy Wanderer (Walt)

Lyric News and Record Shop
Indianapolis, Ind.
1. Wanted (Perry Como)
2. I Want To Be With You (Steffi)
3. Little Things Mean A Lot (Kitty Kallen)
4. Make Love To Me (Steffi)
5. A Girl, A Girl (Eddie Fisher)
6. Little Things Mean A Lot (Kitty Kallen)
7. Three Coins In The Fountain (Four Acres)
8. I Understand Just How You Feel (Jane Wyman)
9. I'll Never Walk Alone (Marty Robbins)

The Music Box
Spokane, Wash.
1. Wanted (Perry Como)
2. I Want To Be With You (Steffi)
3. The Man With The Banjo (Annie Barnett)
4. Little Things Mean A Lot (Kitty Kallen)
5. The Man With The Banjo (Annie Barnett)
6. Cross Over The Bridge (Patti Page)
7. I Speak To The Stars (D. Silverman)
8. Bambine (Hiltonpoppins)
9. Herman's Hideaway (Archie Bleyer)
10. Jilted (Teresa Brewer)

Graymat Music Shop
Murraysown, N. J.
1. Wanted (Perry Como)
2. The Happy Wanderers (Walt)
3. If You Love Me, My Love (Steffi)
4. Little Things Mean A Lot (Kitty Kallen)
5. The Man With The Banjo (Annie Barnett)
6. Cross Over The Bridge (Patti Page)
7. I Speak To The Stars (D. Silverman)
8. Bambine (Hiltonpoppins)
9. Herman's Hideaway (Archie Bleyer)
10. Jilted (Teresa Brewer)

Music Center
Hollywood, T. H.
1. Wanted (Perry Como)
2. Cross Over The Bridge (Patti Page)
3. Make Love To Me (Steffi)
4. The Man With The Banjo (Annie Barnett)
5. Jilted (Teresa Brewer)
6. Little Things Mean A Lot (Kitty Kallen)
7. The Happy Wanderers (Walt)
8. Cross Over The Bridge (Patti Page)
9. The Man With The Banjo (Annie Barnett)
10. Wanted (Perry Como)

The Dayton Company
Minneapolis, Minn.
1. Happy Wanderer (F. Weir)
2. Wanted (Perry Como)
3. Cross Over The Bridge (Patti Page)
4. Little Things Mean A Lot (Kitty Kallen)
5. I Got So Lonely (4 Knights)
6. The Man With The Banjo (Annie Barnett)
7. Answer Me, My Love (Steffi)
8. The Man With The Banjo (Annie Barnett)
9. Here (Tony Martin)
10. Make Love To Me (Steffi)

Record Land
Phoenix, Ariz.
1. Wanted (Perry Como)
2. Young At Heart (F. Sinatra)
3. Little Things Mean A Lot (Kitty Kallen)
4. The Man With The Banjo (Annie Barnett)
5. Jilted (Teresa Brewer)
6. Seven Bell (Four Acres)
7. Wedding Bells (Four Acres)
8. Three Coins In The Fountain (Four Acres)
9. From Then On (Wubb Fierce)

Hudson Ross
1. Little Things Mean A Lot (Kitty Kallen)
2. Herman's Hideaway (Archie Bleyer)
3. If You Love Me (Key Star)
4. Make Love To Me (Steffi)
5. I Got So Lonely (4 Knights)
6. The Happy Wanderer (Walt)
7. Three Coins In The Fountain (Four Acres)
8. I Understand Just How You Feel (Jane Wyman)
9. I'll Never Walk Alone (Marty Robbins)
10. I Understand (Four Acres)

Wallachs Music City
Hollywood, Calif., N. Y.
1. The Man Upstairs (Key Star)
2. The Man With The Banjo (Annie Barnett)
3. Three Coins In The Fountain (Four Acres)
4. Young At Heart (F. Sinatra)
5. The Happy Wanderer (Walt)
6. Cross Over The Bridge (Patti Page)
7. The Happy Wanderer (Walt)
8. Answer Me, My Love (Steffi)
9. If You Love Me (Key Star)
10. Make Love To Me (Steffi)

Walt's Record Store
Houston, Tex.
1. Little Things Mean A Lot (Kitty Kallen)
2. Wanted (Perry Como)
3. The Man Upstairs (Key Star)
4. The Man With The Banjo (Annie Barnett)
5. Answer Me, My Love (Steffi)
6. Three Coins In The Fountain (Four Acres)
7. Shake, Rattle And Roll (Page)
8. Cross Over The Bridge (Patti Page)
9. The Happy Wanderer (Walt)
10. I'll Never Walk Alone (Marty Robbins)

Ben Brown Music
Lynn, Mass.
1. Herman's Hideaway (Archie Bleyer)
2. The Man Upstairs (Key Star)
3. The Man With The Banjo (Annie Barnett)
4. Wanted (Perry Como)
5. Steam Heat (Patti Page)
6. Three Coins In The Fountain (Four Acres)
7. So Today (Teresa Brewer)
8. Make Love To Me (Steffi)
9. Young At Heart (F. Sinatra)

Ferguson's Record Shop
Memphis, Tenn.
1. Little Things Mean A Lot (Kitty Kallen)
2. Cross Over The Bridge (Patti Page)
3. The Man Upstairs (Key Star)
4. The Happy Wanderer (Walt)
5. Answer Me, My Love (Steffi)
6. Wanted (Perry Como)
7. The Man With The Banjo (Annie Barnett)
8. Make Love To Me (Steffi)
9. I'll Never Walk Alone (Marty Robbins)

Columbia Music Co.
San Francisco, Calif.
1. Wanted (Perry Como)
2. I Got So Lonely (4 Knights)
3. Make Love To Me (Steffi)
4. The Happy Wanderers (Walt)
5. Cross Over The Bridge (Patti Page)
6. Three Coins In The Fountain (Four Acres)
7. Answer Me, My Love (Steffi)
8. The Man With The Banjo (Annie Barnett)
9. Jilted (Teresa Brewer)
10. A Girl, A Girl (E. Fisher)

Variety Record Shop
Louisville, Ky.
1. It Happens To Me (Ma)
2. Rock Around The Clock (Bill Haley)
3. The Happy Wanderers (Walt)
4. Crazy Bout You, Baby (Clay Corona)
5. Have I The Right (Gordy)
6. The Happy Wanderers (Walt)
7. Three Coins In The Fountain (Four Acres)
8. Jilted (Teresa Brewer)
9. It Happens To Me (Ma)

Ginsberg Music Co.
Roswell, N. M.
1. The Happy Wanderer (Walt)
2. The Man Upstairs (Key Star)
3. Three Coins In The Fountain (Four Acres)
4. Wanted (Perry Como)
5. Make Love To Me (Steffi)
6. Here (Tony Martin)
7. Jilted (Teresa Brewer)

Super Enterprise
Washington, D.C.
1. Little Things Mean A Lot (Kitty Kallen)
2. The Happy Wanderers (Walt)
3. The Man Upstairs (Key Star)
4. Cross Over The Bridge (Patti Page)
5. Three Coins In The Fountain (Four Acres)
6. The Man With The Banjo (Annie Barnett)
7. I'll Never Walk Alone (Marty Robbins)
8. I Got So Lonely (4 Knights)
9. It Happens To Me (Ma)
10. Jilted (Teresa Brewer)

"It's What's in THE CASH BOX That Counts"
Watching The Play

Block Adds Radio Producing To Duties

NEW YORK—In addition to disk jockeying "The Make Believe Ball Room" over WABC, Martin Block is now a radio producer as well. He is producing a new daily program titled "The Boy Next Door" in which Mort Lindsay is introduced to disk jockeying. The new show premiered May 17.

The program will tend more towards lusitral instrumental rather than the "top pop" that receive featured play on Block's Ballroom show.

Mort Lindsay will add his own piano playing and song stylings, blending in a live and personal touch. Currently Lindsay is appearing on a morning TV program with his Trio and has been associated with many of the outstanding bands as pianist and arranger.

Fisher, Winterhalter In Carnegie Concert

NEW YORK — Eddie Fisher will make his Carnegie Hall debut Thursday, May 27, in a benefit concert for the New York Heart Association. In addition to being his initial appearance at Carnegie, the concert will mark Fisher's first personal singing engagement in New York City in over a year. Accompanying Eddie will be Hugo Winterhalter who will conduct the "Pop Concerts In New York" orchestra composed of members of the New York Philharmonic.

Blaine Buys Dana

NEW YORK — A syndicate headed by Jerry Blaine has taken over Dana Records. Walter Dana remains as head of recording and all artists who were signed to the label will continue with it.

Dana will still be devoted exclusively to polka music.

The new offices will be at 517 West 47th Street.
POPULAR

NAT "KING" COLE—"10th Anniversary"—Capitol W 514 (12" LP) List: $4.97

WITH THE KING COLE TRIO, DREAM A LITTLE DREAM OF ME; THERE I'VE SAID IT AGAIN; LINDA; VICKIE; BLUE WINE; ALL BUT ALL I'VE GOT IS ME; PEACHES; I CAN'T BE SOBERED.

WITH ORCHESTRA: THE BOOM; GOODNIGHT RICH; THE STORY OF MY LIFE; SLEEPING BEAUTY; LOVELIGHT: WHERE WERE YOU; MOTHER NATURE AND FATHER TIME; WISH YOURSELF IN LOVE.

In the ten years that Nat "King" Cole has been with Capitol, he has been one of the country's top hit producers, as all dealers well know. To celebrate the release today of his new album, the discary brought in 16 of the artist's "never before released" masters recorded during the ten years in the King Cole Trio which shot him to national fame. The flip side portrays the more romantic technique of the "King" as he is backed by sumptuous orchestrations. Cole in tops, of course, should sell a bundle. "Lovelight" really stands out in this listener's opinion.

FRED WARING and his PENNSYLVANIA STARS—"Songs of Inspiration"—Decca DL 5522 (10" LP) List: $8.00

I BELIEVE, SOMEBODY SINGS "YOU AND I; MY CATHEDRAL; PEACE IN THE VALLEY; ONE LITTLE CANDLE; HE WAS THERE; NO MAN IS AN ISLAND; YOU'VE NEVER WALKED ALONE.

Over the many years of public performances by Fred Waring and his Pennsylvanians, one of the group's musical trademarks has been its wonderful interpretation of inspirational songs. Here, with the aid of Leonard Sosnowski, Frank Davis and Stuart Churchill handling the solos, Fred leads his glee club through eight popular inspirational items, many of which have been associated with him. We go for the "You'll Never Walk Alone" interpretation in a big way. It sells the album.

VICTOR YOUNG and his SINGING STRINGS—"Hollywood Rhapsodies"—Decca DL 8000 (12" LP) List: $4.80

"LOVE THEME FROM "THE CRESCENDO"; SEQUOIA'S "WINA" FROM "GO! GO!"; NIGHTSTAND FROM "GO! GO!"; THE MOONLIGHT SONG FROM "THE MOONLIGHT SONG"; POPULAR FROM "THE NIGHTINGALE"; SPRING MADNESS FROM "BELLE LA GRANDE"; THEME FOR CYNTHIA; GERMAINE; LOVE THEME FROM "THE CRUISE".

Hollywood spends millions of dollars each year to supply its films with some of the best in background musical compositions. Here Victor Young and his Singing Strings present some of the most moving and tenderly fashioned scores designed to relax the listener after a long and busy day. Mood music at its best. A number of the tunes are from recent big box office films, Excellent background music.

"GYPSY MUSIC"—Performed by Famous Roumanian Gypsy Orchestra of Bucharest Roumania—MGM E 3902 (12" LP) List: $4.35

MORNIG BIRD; DEVILISH HORA; ROMANY FIDDLER; CEICALO HORA; STORM WARNING; THE HILLS OF CORFU; VEL DANCE; SPINNING WHEEL; ON THE BANKS OF THE OLTUA; TWILIGHT DANCE; HOLY HORA; YOUTH DANCE.

The romantic melodies of Roumanian, wild gypsy fiddling, and the strange notes of ancient folk instruments all add to the exotic and exciting quality of these Gypsy favorites as presented by some of Roumania's most popular Gypsy orchestras. The music is full of vim and vigor and makes the listener's blood run faster. Fascinating material that the Roumanian and Hungarian folks will go wild about. Stirring from start to finish.

BOBBY TROUP—"Capitol H 484 (10" LP) List: $3.00

I JUST HEARD THE THREE THUMB DREAM; MY BLUE HEAVEN; CHICAGO; HUNGRY MAN; LEMON TWIST; WHERE YOU ARE.

Bobby Troup puts his unique style on wax for Capitol as he treats a number of the most popular favorites. The artist is most of a stylist than a voice, and in the former department, he's terrific. The original material on this album is thoroughly delightful. And he has a knack for inserting his own special lyrics into the popular ditties. His sexy style is most inviting. To those who are familiar with his work, this package is sure to be a must.

LES BAXTER—"Invitation"—Capitol EAP-1-494 (EP) List: $1.25

TROPICANA; LOVE THEME FROM "THE KORE"; INVITATION; GIGI.

Four of Les Baxter's latest Capitol releases are combined on a disk that spells pleasure from start to finish. Lovely music by the orchestra that made "April In Portugal" and "I Love Paris" such hits. Lux romantic stuff.

BILLY ECKSTINE—"Smoke Gets In Your Eyes"—MGM X 1068 (1 EP) List: $1.50

APRIL IN PARIS; ILL WIND; MISTER, YOU'VE GONE AND GOTT THE BLUES; SMOKE IN YOUR EYES.

Billy Eckstine's unique ability as a song stylist comes over exceptionally well as he lends it to a quartet of great standards. The artist has been a top attraction everywhere he's appeared. This parcel should be a steady seller.

LENA HORNE—"Sometimes I'm Happy"—MGM X1081 (1 EP) List: $1.50

SOMETIMES I'M HAPPY; IT'S MAD, MAD, MAD, IS IT ALWAYS LIKE THIS, LOVE OF MY LIFE;

One of the country's most sensational performers, Lena Horne offers four great standards in her remarkable rendering. Her rendition of the title tune is worth the price of the entire parcel.

MARTIN ROMAN—"Hit Songs Imported from the Old Country"—King LP 179-70 (10" LP) List: $8.00

THE WAY IT'S DOING DOWN IN YOUR HAND, MADAME; JUST A GIGOLO; FALLING IN LOVE AGAIN; TAKE ME IN YOUR ARMS; LOVE ME TONIGHT; YOURS IS MY HEART; HONEST TO GOD; GOODNIGHT MAN; GEMMA; COME C; COME CA; APARTMENT LEAVES; PARADE OF THE WOODEN SOLDIERS; GLOW WORM.

Martin Roman, known to those who visit the swanky clubs and night spots throughout the country, shows his skill at the piano by offering his renditions of popular standards stemming from "the old country." Delightful dinner music. Artist has a wonderful touch.

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

CLASSICAL


Although not entirely a stranger to serious music, the saxophone was primarily a jazz instrument and is so considered by the great majority of listeners. Here are two pieces which gives the horn its place along side the instruments of concert stature. Marcel Mule deserves the spotlight in which he and his horn are placed. While the Hertz and Debuissy pieces are not heard too often, both are melodic, colorful and modern in sound.

SCHUBERT “Quintet in G, Op. 157,” Amadeus Quartet, His Master’s Voice LHMV 1651 (1-1/2” L.P.) List: $5.95

The tender, sometimes moody, sometimes dramatic and sometimes gay “Quintet for the Cello” by Schubert is brilliantly performed by the Amadeus Quartet, familiar to American audiences through its recent concert appearances. Extensive program notes will heighten the enjoyment of the listener. Schubert followers will find much to their liking on this release.


Dostoevsky’s “The Gambler,” supposedly based on his own life, is put to music via the fiery pen of Prokofieff. The furious, dramatic and exciting music is skillfully performed by The Philharmonia Orchestra of London guided by Wilhelm Schuessch. A similarly colorful and robust performance is the etching of Kabalevsky’s “Suite from Colas Breugnon.” The opera was composed by Kabalevsky as the musical version of Romain Rolland’s novel, “Colas Breugnon,” The Master of Clamency.” Should find a ready market as the score and performance are exciting, provocative and lively.

JAZZ

BRAD GOWANS and his NEW YORK NINE—RCA Victor LJM 3000 (10” L.P) List: $5.67

POOH BUTTERFIELD, I’M COMING VIRGINIA, JAZZ ME BLUES, STOMPIN’ AT THE SAVOY, EYES LIKE THE BLUES, CLAY-JAM, CAROLINA IN THE MORNING, JADA,

Blowing a combination valve-and-slide trombone of his own invention Brad Gowans leads his New York Nine through eight jazz pieces recorded in April of 1946. Six of these selections have heretofore not been released. Aided by such stars as Billy Butterfield on the trumpet and Joe Bushkin at the piano, the quintet has done what it could to make an impressive showing with jazz enthusiasts. The fold-open 4 cover binding features photos and information about the artists on the discs. “Jazz Me Blues” is a standout.

THE BILLY TAYLOR TRIO Vol. 3—Prestige Records LP 168 (1-10” L.P.) List: $5.98

COOL AND CASSEEING, TENDERLY, I’VE GOT THE WORLD ON A STRING, BIRD WATCHER, IF YOU DON’T KNOW ME (IT’S THE LITTLE THINGS THAT MEAN SO MUCH), NICE WORK IF YOU CAN GET IT, THE SURREY WITH THE FRINGE ON TOP.

The Billy Taylor Trio with Earl May, bass, and Charlie Smith on the drums, comes up with eight delectable items in the Billy Taylor style. Billy is one of the leading jazz pianists and his fingerings is a delight. Good after hour strolling for intimate listening or restless background music.

HOWARD RUMSEY’S LIGHTHOUSE ALL-STARS, Vol. 4—Contemporary Records C 2510 (1-10” L.P.) List: $3.00

AQUARIUM, WARM WINGS, NIGHT IN ALABASTER, STILL LIFE, BAG’S GROOVE, HEMINGWAY SUMMER, HAPPY TOWN.

An unusual program built around the flute and more odd sounds should create some comment among the buyers. Bob Cooper doubles on the oboe and English horn and Bud Shank handles the flute and alto flute. Claude Williamson provides the 88’s, Howard Rumsey, bass, and Max Roach, drums. Six of the tunes recorded were written by the artists themselves because of the difficulty in finding the proper material for the group. Etchings venture in the direction of classical.

GEORGE LEWIS RAGTIME BAND—Jazz Man Records Vol. 1 (1-10” L.P.)

A trip back to the early era of jazz is supplied on this release and a happy trip it is. The Lewis clarinet leads the band through the old standards in the style that brings the listener first hand to the Jazz of Jelly Roll Morton, Baby Dodds, Jimmy Yancey and Van Fleet. Interesting release that should reach a ready market.

LATIN-AMERICAN

ESY MORALES—“Jungle Fantasy”—Rainbow EP-605 (7”) List: $1.50

FROZEN, JOURNEY, EASY DOES IT, TALK TO ME BABY, I THINK YOU WERE...

The late Esy Morales, one of the world’s greatest flautists, has four of his Latin American renditions assembled for this one EP. The title tune demonstrates the artist’s greatness. Other numbers make good dancing. Piece should enjoy a healthy sale. Cover is striking.

SPIRITUAL

GOLDEN GATE QUARTET—“Spirituals”—Mercury EP-13260 $1.50

THEY’RE A MAN GOING AROUND, MERRY, MERRY TEIL, SONG OF HOPE, HAPPY, HAPPY, MARY.

Spirituals, which only a few years ago were confined to a special audience, or else relegated to the status of “revival meeting” songs, have found an enormous audience, both here and abroad. Here, one of the foremost spiritual groups, the Golden Gate Quartet, shows why it has been so popular. A bird’s eye view of early Americans.

NEW YORK—Bob Crewe (right), latest Jubilee find, bands a copy of his first disk on the label to Jack Laey, WINS disk jockey. Titled “Cash Register Heart” and “Change Of Heart,” the record has been receiving wide play throughout the New England area which Crewe has been covering on a promotional tour.

Top 10 Best Selling Pop Albums

1. SELECTIONS FROM THE GLENN MILLER STORY Glenn Miller (RCA Victor LPT 3057)
2. THE GLENN MILLER STORY Sound Track (Decca DL 5519)
3. ROSE MARIE Original Cast (MGM E 229)
4. MUSIC FOR LOVERS ONLY Jackie Gleason (Capitol H 352)
5. SONGS FOR YOUNG LOVERS Frank Sinatra (Capitol H 488)
6. TAWNY Jackie Gleason (Capitol H 471)
7. MUSIC TO MAKE YOU MISTY Jackie Gleason (Capitol H 455)
8. KISMET Percy Faith (Columbia CL 550)
9. PARSON MY BLOOPER Kermit Schafer (Jubilee LP 2)
10. LIBERATE BY CANDLELIGHT Liberace (Columbia CL 6231)

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b/w
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ORIGINAL RECORD # 506

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ORIGINAL RECORDS, INC.
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LITTLE FERRY, N. J.
NEW YORK—Mercy’s new A & R chief greets the diskjockey’s top vocal group, the Gaylords, at their stage concert opening in New Jersey. Left to Right: The Gaylords: Don Rae, Burt Bon disorders, and Bill Crist; Bill Shockett, Mercy’s New York Distributor; and the recently appointed A & R team, Luigi Creatore and Hugo Paveli.

BMI Announces Student
Composer Award
Winners

Stan Done
WJJD—Chicago, Ill.
1. Little Things Mean A Lot (Bette Kerler)
2. The Man upstairs (Kay Swift)
3. The Happy Wanderer (Tony Kerler)
4. Here (Tony Martin)
5. Wanted (Betty Carson)
6. Young At Heart (F. Sinatra)
7. Sing (Eddie Fisher)
8. I’ll Be Sure To Tell You (Dolly Parton)
9. Love, Tears And Kisses (Valli)
10. The Man upstairs (Kay Swift)

Jim Mills
WGCH—Chicago, Ill.
1. Wanted (Perry Como)
2. Young At Heart (F. Sinatra)
3. The Happy Wanderer (Kay Swift)
4. I Understand Just How You Feel (Four Tune)
5. The Man With The Bang (Dolores Costello)
6. Three Coins In The Fountain (Four Acres)
7. I Speak To The Stars (D. Day)
8. Love, Tears And Kisses (Valli)
9. The Man upstairs (Kay Swift)
10. Answer Me, My Love (Cole)

Chuck Norman
WUL—St. Louis, Mo.
1. I’ll Be Sure To Tell You (Dolly Parton)
2. Here (Tony Martin)
3. Jilted (Eddie Fisher)
4. Foolish Heart (Anita Bryant)
5. Love (Sinatra)
6. My Sin (George Gibbs)
7. Somewhere (There’s Someone (Lola Lambert)
8. I’ll Be Sure To Tell You (Dolly Parton)
9. Foolish Heart (Anita Bryant)
10. Answer Me, My Love (Cole)

Wayne Stitt
WABC—Kansas City, Mo.
1. Make Me Over (Dolly Parton)
2. Make Me Over (Dolly Parton)
3. You Know You’re Right (Tony Kerler)
4. Cross Over The Bridge (Page)
5. Cross Over The Bridge (Page)
6. I’ll Be Sure To Tell You (Dolly Parton)
7. Answer Me, My Love (Cole)
8. Young At Heart (F. Sinatra)
9. I’ll Be Sure To Tell You (Dolly Parton)
10. Foolish Heart (Anita Bryant)

Fred Heckman
WCRB—Greenwood, S. C.
1. Make Me Over (Dolly Parton)
2. Cross Over The Bridge (Page)
3. The Happy Wanderer (Tony Kerler)
4. Amor (Four Acres)
5. Jilted (Eddie Fisher)
6. I’ll Be Sure To Tell You (Dolly Parton)
7. And I’m Glad There Is You (Frank Sinatra)
8. Secret Love (Areis Day)
9. Here (Tony Martin)
10. Young At Heart (F. Sinatra)

Bad Davies
CKLW—Windsor, Ontario
1. The Happy Wanderer
2. Isle Of Capri (Gaylords)
3. Cross Over The Bridge (Page)
4. Qu’est-ce Qu’Est C’est (Dorrell)
5. Three Coins In The Fountain (Four Acres)
6. Believe In Me (Page, Kerler)
7. I Could Have Told You (Dolly Parton)
8. Hendriska’s Hideaway (Beyre)
9. Uncle Tom’s Cabin (Frank Sinatra)
10. Steam Heat (Bunny Paul)

Charles Bras
KJRE—Seattle, Wash.
1. Wanted (Perry Como)
2. Cross Over The Bridge (Page)
3. The Man With The Bang (Dolores Costello)
4. Here (Tony Martin)
5. Make Me Over (Dolly Parton)
6. Young At Heart (F. Sinatra)
7. I Get So Lonely (4 Knights)
8. Cuddle Me (Benny Clark)
9. Answer Me, My Love (Cole)
10. A Girl, A Girl (Eddie Fisher)

Bates Foulon
WCAR—Fayette, Mich.
1. The Happy Wanderer (Weir)
2. Little Things Mean A Lot (Tony Kerler)
3. Qu’est-ce Qu’Est C’est (Dorrell)
4. Cross Over The Bridge (Page)
5. Cuddle Me (Benny Clark)
6. Little Things Mean A Lot (Tony Kerler)
7. I Get So Lonely (4 Knights)
8. Cuddle Me (Benny Clark)
9. Love (Sinatra)
10. Young At Heart (Sinatra)

Bill Reynolds
WTMJ—Milwaukee, Wis.
1. The Happy Wanderer (Weir)
2. Little Things Mean A Lot (Tony Kerler)
3. Cross Over The Bridge (Page)
4. You Know You’re Right (Tony Kerler)
5. Padre (Louise)
6. Young At Heart (F. Sinatra)
7. Little Things Mean A Lot (Tony Kerler)
8. You Know You’re Right (Tony Kerler)
9. Here (Tony Martin)
10. Young At Heart (F. Sinatra)

Johnny MacShine
KMPC—Hollywood, Calif.
1. Wanted (Perry Como)
2. Cross Over The Bridge (Page)
3. The Happy Wanderer (Weir)
4. I Understand Just How You Feel (Four Tunae)
5. The Man With The Bang (Dolores Costello)
6. Three Coins In The Fountain (Four Acres)
7. I Speak To The Stars (D. Day)
8. Young At Heart (F. Sinatra)
9. The Man upstairs (Kay Swift)
10. If You Make Me (Kay Swift)

Bill Silbert
WGMN—New York, N. Y.
1. Here (Tony Martin)
2. Three Coins In The Fountain (Four Acres)
3. Du Bist Mein Liebchen Lys (Perry Como)
4. Joey (Betty Maddigan)
5. I Get So Lonely (4 Knights)
6. Make Me Over (Dolly Parton)
7. Young At Heart (F. Sinatra)
8. Cuddle Me (Benny Clark)
9. Answer Me, My Love (Cole)
10. The Man With The Bang (Dolores Costello)

Ingham Palmer
CKLW—Kalamazoo, Mich.
1. Wanted (Perry Como)
2. Cross Over The Bridge (Page)
3. Make Me Over (Dolly Parton)
4. I Get So Lonely (4 Knights)
5. Make Me Over (Dolly Parton)
6. Young At Heart (F. Sinatra)
7. Three Coins In The Fountain (Four Acres)
8. Cuddle Me (Benny Clark)
9. Answer Me, My Love (Cole)
10. Young At Heart (F. Sinatra)

Bob Watson
WXQ—Atlanta, Georgia
1. Wanted (Perry Como)
2. I’ll Be Sure To Tell You (Dolly Parton)
3. Make Me Over (Dolly Parton)
4. Young At Heart (F. Sinatra)
5. Here (Tony Martin)
6. Cross Over The Bridge (Page)
7. Flowers Are The Lushest (Sinatra)
8. This Above All (Frank Sinatra)
9. My Sun (Georgia Gibbs)
10. Three Coins In The Fountain (Four Acres)

Jeff Evans
KAF—Peachtree City, Ga.
1. I Get So Lonely (4 Knights)
2. Make Me Over (Dolly Parton)
3. Answer Me, My Love (Cole)
4. Poor Butterfly (Bing Crosby)
5. Joel (Tony Kerler)
6. I Get So Lonely (4 Knights)
7. Little Things Mean A Lot (Tony Kerler)
8. Cuddle Me (Benny Clark)
9. Love (Sinatra)
10. Young At Heart (Sinatra)

Joe Dobrev
WJKQ—Cleveland, Miss.
1. Here (Tony Martin)
2. Crazy Rhythm (D. Collina)
3. Cross Over The Bridge (Page)
4. Half A Heart (Julius La Rosa)
5. Wrapped In A Kiss (Sinatra)
6. Isle Of Capri (Gaylords)
7. Three Coins In The Fountain (Four Acres)
8. Little Things Mean A Lot (Tony Kerler)
9. I Get So Lonely (4 Knights)
10. Answer Me, My Love (Cole)

Johnny Morris
KSTD—Minneapolis, Minn.
1. The Happy Wanderer (Weir)
2. Cross Over The Bridge (Page)
3. I Get So Lonely (4 Knights)
4. Little Things Mean A Lot (Tony Kerler)
5. Cross Over The Bridge (Page)
6. Young At Heart (F. Sinatra)
7. Three Coins In The Fountain (Four Acres)
8. Cuddle Me (Benny Clark)
9. Answer Me, My Love (Cole)
10. If You Make Me (Kay Swift)

"It’s What’s in THE CASH BOX That Counts"
Robin Seymour
WKCM—Dearborn, Michigan
1. I Could Have Loved You (Sandy)
2. Little Things Mean A Lot (Kitty Kallen)
3. Keep It To Yourself (Perry Como)
4. Love Me (Stafford)
5. The Man With The Banjo (Amsy Bros.)
6. I Feel Like I'm Losing You (B. M. Miller's;)
7. It's Only banquet (Frank Sinatra)
8. The More Things Change (Stafford)
9. Three Coins In The Fountain (Frank Sinatra)
10. Qu'est-Ce Que C'Est (Dorothy Green)

Hal Ohlson
WAND—Canton, Ohio
1. Crazy 'Bout You Baby (Burr Crew)
2. Make Love To Me (Barry)
3. (She's My) Summer Girl (Perry Como)
4. Keep It To Yourself (Perry Como)
5. The Man With The Banjo (Amsy Bros.)
6. I Live (Perry Como)
7. My Little Girl (Kitty Kallen)
8. Three Coins In The Fountain (Frank Sinatra)
9. The Man With The Banjo (Amsy Bros.)
10. As Long As I Have You (Barry Carroll)

Mort Nusbaum
WHAM—Rockford, N. Y.
1. Secret Love (Barry)
2. Three Coins In The Fountain (Frank Sinatra)
3. Make Love To Me (Stafford)
4. You're A Natural (Sandy)
5. I Live (Perry Como)
6. The Man With The Banjo (Amsy Bros.)
7. I Could Have Loved You (Kitty Kallen)
8. Three Coins In The Fountain (Frank Sinatra)
9. The Man With The Banjo (Kitty Kallen)
10. I Ride (Barry Carroll)

Dave Rosehill
WAGM—Mount Vernon, L. I.
1. Little Things Mean A Lot (Kitty Kallen)
2. Young At Heart (Rita) (Stafford)
3. Cross Over The Bridge (Perry Como)
4. I Got So Lonely (Kitty Kallen)
5. The Happy Wanderer (Kitty Kallen)
6. Three Coins In The Fountain (Amsy Bros.)
7. I Live (Perry Como)

Pat Chambers
WLPA—Tampa, Fla.
1. Answer Me, My Love (Cole)
2. I Spoke To Her (Perry Como)
3. The Man With The Banjo (Kitty Kallen)
4. Monkey Business (Perry Como)
5. The Man With The Banjo (Kitty Kallen)
6. Three Coins In The Fountain (Frank Sinatra)
7. It Happens To Be Me (Cole)

Donn Tibbetts
WKBW—Manchester, N. H.
1. Little Things Mean A Lot (Kitty Kallen)
2. The Man With The Banjo (Amsy Bros.)
3. Meadow Lark (R. Malloy)
4. A Girl, A Girl (Eddie Fisher)
5. Ella Tori (Tony Bennett)
6. Young At Heart (F. Sinatra)
7. I Spoke To The Stars (D. Day)
8. Answer Me, My Love (Cole)
9. The Happy Wanderer (Kitty Kallen)
10. I Went Out Of My Mind (Pail Weston)

NEW YORK—RCA Victor expects a resurgence in sales of Eddie Fisher's "Oh My Papa" for the Father's Day trade. A big promotion on the disk is currently being kicked off in Philadelphia centered about the above photo of Eddie and his father.

Capitol Sales Hit All-Time High

HOLLYWOOD—Sales of Capitol Records in the twelve months ended March 31, 1954, reached a new all-time high of $17,740,985, and earnings increased substantially, President Sidney Wallach said this week in a letter to shareholders.

The sales volume for the period represented an increase of more than $5,000,000 over the $14,687,250 reported for the twelve months ended a year earlier.

Consolidated net income, after providing Federal taxes on income, amounted to $781,483 for the twelve months ended March 31 last. This was equal, after payment of preferred dividends, to $1.62 a share on the 473,999 shares of common stock outstanding. In the twelve-month period ended a year earlier, the comparable net income was $546,929, equal after preferred dividends to $1.12 a share on the same number of common shares.

In announcing these results, Wallach said that the upward trend in the company's sales and earnings which began in 1949 continued through the first quarter of 1954.

Vera Lynn Busy On U. S. Visit

NEW YORK—Vera Lynn's visit to the United States has made her one of the busiest artists in the country.

On Friday, May 14th, the songstress appeared on Dave Garroway's NBC TV show. This Friday, May 21, she is scheduled to appear on color television. Next Friday, May 28, she will be guest star on Eddie Fisher's "Coke Time" television show.

The weekend of May first, Miss Lynn spent some time with Los Angeles disk jockeys. On the 7th and 8th of this month, she visited Chicago dealers; had dinner at the Pump Room with some of the city's leading operators; made four TV appearances, one of which was Howard Miller's; and spent an hour on the air with Lynn Burton at the Steak House.

The thrust's return to London will probably seem like a vacation.

"It's What's in THE CASH BOX That Counts!"
The Top Ten Records — City by City

New York, N. Y.
1. Wanted (Perry Como)
2. Young At Heart (F. Sinatra)
3. Little Things Mean A Lot (Kitty Kallen)
4. Cross Over The Bridge (Page)
5. Make Love To Me (Starrford)
7. I Got Love (Page)
8. Secret Love (Deirdre Day)
9. Here (Tony Martin)
10. If You Love Me (Key Star)

1. Little Things Mean A Lot (Kitty Kallen)
2. Wanted (Perry Como)
3. Little Things Mean A Lot (Kitty Kallen)
4. Cross Over The Bridge (Page)
5. I Understand Just How You Feel (Page)
6. Young At Heart (F. Sinatra)
7. The Man With The Pipe (Page)
8. Secret Love (Deirdre Day)
9. Isle Of Capri (Lee-Gaylords)
10. A Girl, A Girl, A Girl Eddie Fisher

St. Louis, Mo.
1. Isle Of Capri (Gaylords)
2. Little Things Mean A Lot (Page)
3. Little Things Mean A Lot (Kitty Kallen)
4. Here (Tony Martin)
5. I Should Care (Page)
6. I Got Love (Page)
7. The Happy Wanderer (Page)
8. The Man Upstairs (Key Star)
9. The Men Upstairs (Key Star)
10. Crazy 'Bout You (Page)

Seattle, Wash.
1. Wanted (Perry Como)
2. Young At Heart (F. Sinatra)
3. The Man With The Pipe (Page)
4. Cross Over The Bridge (Page)
5. Here (Tony Martin)
6. I Got Love (Page)
7. The Happy Wanderer (Page)
8. Little Things Mean A Lot (Kitty Kallen)
9. The Man Upstairs (Key Star)
10. The Happy Wanderer (Key Star)

Detroit, Mich.
1. Little Things Mean A Lot (Page)
2. The Man Upstairs (Key Star)
3. The Happy Wanderer (Page)
4. Crazy 'Bout You (Page)
5. Isle Of Capri (Gaylords)
6. Jacky (Page)
7. Lucky Swing (Four Page)
8. Herb's Hideaway (Kitty Kallen)
9. Three Coins In The Fountain (Page)
10. If You Love Me (Key Star)

Pittsburgh, Pa.
1. Little Things Mean A Lot (Page)
2. If You Love Me (Key Star)
3. If You Love Me (Key Star)
4. Crazy 'Bout You, Baby (Page)
5. The Happy Wanderer (Page)
6. Isle Of Capri (Gaylords)
7. Lucky Swing (Four Page)
8. Herb's Hideaway (Kitty Kallen)
9. Three Coins In The Fountain (Page)
10. If You Love Me (Key Star)

Boston, Mass.
1. The Happy Wanderer (Page)
2. Little Things Mean A Lot (Kitty Kallen)
3. If You Love Me (Key Star)
4. The Man Upstairs (Key Star)
5. Herb's Hideaway (Kitty Kallen)
6. The Man Upstairs (Key Star)
7. If You Love Me (Page)
8. Tony Martin (Page)
9. Isle Of Capri (Lee-Gaylords)

All Hits

HOLLYWOOD—Milton R. Rackmilk, President of Decca Records, presents Bing Crosby with a plaque mounted with miniatures of the 19 Crosby records that have sold over a million copies. The occasion of the presentation was Crosby's 50th birthday, which he celebrated on May 2nd. The nineteen disks represent a total sale of approximately 40 million records. Crosby's three biggest sellers are reproduced in the middle of the plaque. They are: "White Christmas," which sold over nine million copies; "Silent Night," which sold over six million copies; and "Jingle Bells," which went over the five million mark.

Ruth Shapiro Starts Boston Flack Firm

BOSTON — Ruth Shapiro Record Promotion premied in Boston this week operated by the daughter of one of the Hub's outstanding hotel and theatre impresario and wife of the head of Concession Enterprises, one of New England's biggest kiddie ride and coin operated amusement devices firms.

Ruth Shapiro, proxy of the new firm, which will represent artists, recording stars, publishers and any segment of the music business for New England, is the daughter of Ralph Shapiro, operator of the Hotel Bradford in the Hub and Oceanside at Magnolia, Mass. Her husband is Irving Shapiro, head of Concession Enterprises.

Many artists who make Boston get only a one-day play and are forgotten as soon as they leave the city, Mrs. Shapiro pointed out. "With the spot promotion, artists can get two or three weeks of play with no difficulty through personal representation."

Ruth Shapiro, a popular performer, is also a songwriter, and has published several numbers, among them, "Somewhere's Happening To My Heart," and her newest, "You're Not Supposed To Have Everything," in collaboration with Ruth Wallis, who will record it.

DECCA Records Get The Play

MR. DISTRIBUTOR and MR. MUSIC OPERATOR

WHAT'S THE BEST "BREAK" YOUR BUSINESS COULD GET? IT HAPPENS TODAY—SEE PAGE 35.

"Heinic" Roberts
COMING UP!

“I FOUND MY BABY”
by
Vee Jay
412 E. 47th St. Chicago 15, Ill.

“I MIGHT BE YOUR LADY”
by
JIMMY REED
Ranee 105

Little Walter
“OH BABE”
by
Willy & Ruth
Spark 101

PLATTER SALES CO.
1119 SO. Crenshaw Blvd.
Los Angeles 19 Calif.

Muddy Waters
JUST MAKE LOVE TO ME”
by
1 Chess 1371

“BABY”
by
RAMA #29
220 W. 42 St. (W1 7-0652) N.Y.

NEW YORK — Latin-American bandleader Alfredito and Rainbow proxy Eddie Haller smile approvingly as they draw up a long-term contract in which the fast rising Alfredito will record exclusively for the Rainbow label as a result of his “Chop Suey Mambo” hit.

Contract

Dot Signs Lorry Raine

NORTH HOLLYWOOD, CAL. — Randy Wood, proxy of Dot Records, has signed west coast thrust Lorley Raine to a term contract. The diskery is planning eight releases by the artist in her first year with the company and possibly an album of standards.

The first release, now being readied for shipment to distributors is “I’ll Tell The World I Love You”, a tune cuffed and published by Nicholas J. Gillo, coupled with “I’m Only Human”, published by Randy-Smith Company. The sides were cut at a recent west coast date.

Miss Raine and her husband-manager Tim Gayle have embarked on a 10-city disk jockey tour and should be in New York this week.

A short while ago, Look Magazine carried a five-page spread on the singer captioned: “She’s Got To Happen”. The magazine is reported to be shooting her for a color cover shot while she’s in New York. The Chicago Sunday Tribune has already scheduled a spread and color cover of her for their magazine section.

Gerber-Weiss Agency Expands

NEW YORK—Norm Weiss of the Roy Gerber-Norm Weiss theatrical agency announced the appointment of Sidney Ascher as public relations consultant. The firm has just moved to larger quarters at 200 West 57th Street and is expanding its scope of activities.

George Drake, formerly of Mercury Artists, has been named head of the Music and Hotel department.

The agency is establishing a legitimate division and is formulating plans for radio and television packaging. A new talent development division will be opened next Spring. The Gerber-Weiss office book exclusively for a number of top rooms including such spots in the metropolitan area as the Elegante and the Stage Coach.

For The Disk Jocks

it’s the Cash Box

“The Nation’s
Rhythm's
TOP
15

WORK WITH ME ANNIE

Midnighters
(Federal 12169)

YOU’LL NEVER WALK ALONE

Roy Hamilton
(Epic 9015)

LOVEY DOVEY

Clovers
(Atlantic 1022)

SHAKE, RATTLE
AND ROLL

Joe Turner
(Atlantic 1026)

GOODNITE SWEET-HEART, GOODNITE

Spaniels
(Vee-Jay 107)

OH BABY

Little Walter
(Checker 793)

SUCH A NIGHT

Drifters
(Atlantic 1019)

I DIDN’T WANT
TO DO IT

Spiders
(Imperial 5265)

IT SHOULD’VE BEEN ME

Roy Charles
(Atlantic 1021)

THE THINGS THAT I USED TO DO

Guitar Slim
(Specialty 482)

YOU’RE THE ONE

Spiders
(Imperial 5265)

I’M YOUR HOOCHIE KOOCHIE MAN

Muddy Waters
(Chess 1560)

CRY SOME MORE

“5” Royales
(Apollo 454)

LITTLE MAMA

Clavers
(Atlantic 1022)

DARLING DEAR

Counts
(Dot 1188)
NEW YORK:

Interesting thought: The Midnighters have always had a fair measure of success while known as the Royals, but the first release on Federal as the Midnighters carried them to the nation's number one spot with "Work With Me Annie." Their latest label also hitting strong with The Strangers, "My Friends" and The Checkers "Don't Stop Dan." All groups, notice, . . .

What happened to the great female blues singer? A glance at the first twenty best national sellers shows 11 records charted by groups, 8 disks by male singers and 1 (Lula Reed's "Watch Sabbath Abumor Above"") . . .

Can you name two of the groups in the country are the Clossers and the Drifters. The all time greatest R&B release is "Rock And Roll Music" featuring B. B. King, "Bubbly-eyed" Bill Harvey's band, and Earl Forest.

Also 19 year old blue belter described by boomeran Bob Roybe as "5'11, 185 pounds and dimensionally. A true rock 'n roll performer that needs them for his box operators who want the new Ace for all the boxes. . . . Marga Benitez, Oscar's Cuban-born Calypso singer, once with "Midnighters Western" and "Wheels On Parade." . . .

"King" Curtis who has had five writer credits also has 5 disks of good "glue" activity. "King" Curtis to avoid confusion with "King" Curtis, the tenor saxman. . . . Lee Magid, who manages Varettas Billiards, tells us the door will open for the line-up of the Showtime Club in Boston. Varetta's show will be put on by the air. . . . Al Silver, Herald Records, slated on the successful sale of his two Lightnin' Hopkins releases. Silver has just mailed out the samples of the new Al Savage reissue "Looking Out." "Big Time" has held hopes for this one as he has for the new Faye Adams "Somebody Somewhere" which has been in Atlanta and Richmond. . . .

Bobby. Shad has been getting an even better than expected reaction to his EmArcy jazz releases. So far Bobby has released only singles, but expects to shoot out some E.P.'s and L.P.'s in the not too distant future. Shad's 3 disks on the Mercury label have also been selling well. Strong sales have accounted for by Dinah Washington's "Until Sunrise," Baddy Johnson's "Ain't You Got What I Got?" and "San Francisco Rose." Sales of the field disks on the Alva-Dawn Records, reports "I'm A Wine Drinker" by The Bands breaking. . . . Joe Davis (Jay Dee Records) getting a good reaction both R&B and pop on his new disk "I'm In Love With A Boy". . . . Joe is doing a good thing for the fall. . . . George Goldner, Tico and Rama prexy, on the West Coast plugging his new Carl "That's Not Right." In the East, "Boulevard" are the hot markets are going for "Untrue" and the pop sales are for "Baby." George also advises that the mambo music is getting very strong on the coast in general. "Boulevard" is leading throughout the entire coast. "Boulevard" down slowly but surely moving up the list of the Nation's best sellers with "Cry Some More" and "I Like It Like That." Both sides are showing in the stores and it means the combined sales would actually move the disk higher in the charts.

CHICAGO:

Jim Fleming of Shaw Artists Corp, who, incidentally, just signed Erroll Garner, tells us that his group of The Endes is due to be released from the Army the early part of June and will rejoin the group. The Chasers, one of the hottest groups on wax, proved real stop-starters at the Madison Rink here this past week were the co-starring on the bill with Ruth Brown. The next 'Jam With Sam' Dance to be held at the Rink is scheduled for June 29, when again, top names will be presented, including Joe "Shake, Rattle And Roll" Turner, Fat's "Baby Please" Domino, and Muddy Waters, who's coming up fast with "Just Make Love To Me." Before the June 26 dance, however, Muddy is leaving on a Southern junket for a tense tour of duty with "I Can't Help Myself." The Rink brought his big band, complete with own review, to the recital stage this week, With "Wish Me Well" really beginning to move. . . . Everyone along music row here in the Windy City, happily relating that business seems to be "hitting the wall" through the long Chicago summer. Always happy to report this kind of news. . . . The West Side has been abuzz with talk of "I'm A Fool To Care" by the favorite haunts, The Blue Note, where she opened 5/21. Sarah's disks on the EmArcy label catching on nicely. . . .

THE CHECKERS

The Checker disks are off for the East Coast again, and it is hoped that Goodloe continues to climb, after taking off to a rather slow start. . . . The Trianon Ballroom, Long Island, being one of the nation's top ballrooms, reopen under new management 5/26, as a new outlet for R & B artists here in Chicago. Count Basie and his orchestra set to play first dance, with Horace Henderson to be featured as special guest, . . . while Ernie Laweroy up North, somewhere in Minnesota, and being real mysterious about his activities. But knowing of his great love for fishing, brother George suspects Ernie can most likely be found anxiously tugging away at a line.

Shirley & Lee

West Pico Coffee Shop planning for the next recording session was Earl Bostic and Ralph Buss, A & B head of King & Federal Records. . . . W. H. Heiden's Doontone recording of "I Love You Bobby Sox" seems sure bet to hit the nation's best seller charts. . . . All the West Coast discjockeys and distributors are happy to report that business is now on the upswing. For several weeks reports have come in from throughout the country that business conditions were way down. However, it seems that LA didn't feel the slump as much as in other parts of the nation. Everyone agrees that what's needed is a big hit to get things back on an even keel again. . . . Watch "Rint In Cell Block #9" by The Robins on the Spark label, sounds like good joke box material. . . . "Song Of India" by The Twigs on the Hollywood label is reported to be selling off in several Eastern cities. . . . Lucky Records have two naturals with "Go Joe Go" by Joe Houston and "Things Ain't What They Used To Be" by King Perry. . . . Art Rupe, pres of Specialty Records, announced that he just signed John "Lee" Hooker who recorded formerly on the Chess and Modern label. . . . Seen standing around the turntables at Dolphin's of Holly-wood watching Dick Hugg "Huggle Boy" spin the platters were Johnny Moore, Earl Bostic and Nyla Van Rees. Bostic and Moore were watching on Hugg's popular 12 to 4:30 AM show which is aired over KKKD nightly. The way Miss Rees was taking everything in looks like "Huggle Boy" is trying to make a female debut out of her.

It's What's in THE CASH BOX That Counts
Tune Beamed To Korea
By Voice Of America

NEW YORK—The Vic Harrington-Stanley Rich adaptation of the 400-year-old folk song Al-Dee-Dong (Aririange) completed a 15,000-mile round trip Friday (May 14th) when the Voice of America, representing a special Korean-language broadcast devoted to the adaptation direct to Seoul. The broadcast was an interview with Rich, who first heard the GIs singing the song in 1946 when he was United Press Manager for Korea. Simultaneously, the Voice has arranged to fly copies of the Elly Williams recording direct to Seoul for use on the Korean Broadcasting System's 15-station network in South Korea. Boston DJs are reported to have rated the Harrington-Rich adaptation as Record of the Week immediately after its release in that area, and the song is reported to be catching on in Cleveland, Detroit, Chicago and Pittsburgh where Elly is engaged with DJ and TV appearances.

Commodore Holds
First New Jazz Date

NEW YORK—The first session to be recorded in line with the direction of Commodore, pioneer jazz label, took place last week with a trio of hornmen from the famed Basie band supported by an all-star rhythm section.

The group, supervised by Leonard Feather, cut a double-date for LP and EP release. Leader Frank Wess, tenor saxophone and flute virtuoso with Basie. Also featured were Henry Cook, Benny Powell, Jimmy Jones, Sarah Vaughan, Oscar Pettiford, and Osie Johnson.

Coming Up In R&B
Listed Alphabetically

ANT'CHA GOT ME WHERE YOU WANT ME
Buddy Johnson
(Mercury 70377)
Nashville, New York, St. Louis

BLUE HOURS
The Hot Shots
(Savoy 1128)
New York

CHOCOLATE DROP
Lloyd Glenn
(Aladdin 3236)
Los Angeles

I FEEL SO BAD
Chuck Willis
(Okeh 7029)
Atlantic, Philadelphia, St. Louis

IF I LOVED YOU
Roy Hamilton
(Epic 9047)
New York

MILK AND WATER
Amos Milburn
(Aladdin 3240)
Fairmont, St. Louis

JIMMIE LEE
Lloyd Price
(Specialty 494)
Richmond

"Crying, Crying"
by THE RAY-O-VACS
Josie Record #763

"Darling"
by The Four Bards
Specialty Records

"Grief By Day, Grief By Night"
by The Four Bards
Specialty Records

8508 Sunset Blvd., Hollywood 46, Cal.

"It's What's in THE CASH BOX That Counts"
ARTHUR PRYSOCK
(Deco 29118)

"BABY DON'T YOU CRY" (2:40) [Leeds ASCAP—Buddy Johnson]
The familiar Prysock voice delivers a romantic love story with much feeling. His fans will go for it.

"MY LAST GOODBYE" (2:51) [Ascot ASCAP—Harry Edwards]
L. T. Thompson's sax leads his band through a middle tempo melodic item in a dance tempo.

LUCY THOMPSON
(Noel 1001)

"YOU MUST BE OUT YOUR MIND" (2:41) [Nestor Music BMI—Joe Noel]. L. T. Thompson's sax leads his band through a middle tempo melodic item in a dance tempo.

LOUIS JORDAN
(Aldina 3243)

"A DOLLAR DOWN" (2:52) [Aladdin-Calhoun, Kirk]. Louis is grabbed by one of the "dollar down" stores and he happily buys everything in sight. Then comes the rude awakening. He finds he has to keep up the payments and spends his time dinkin' the collectors. Louis is his effervescent self on this side as he shoots out his difficulties. Appealing wax for his fans.

PEGGY SAUNDERS

"THINGS DONE IN THE DARK" (2:40) [Brownwood Music BMI—Singleton, McCoy]. It's come to light. Everything he's done in the dark has come to her attention and she knows all. That's what Peggy Saunders sings to a slow blues bounce and the gal does an inflicting and feeling job. Good deck and the gal has strong potential.

ALEX BRADFORD and Singers
(Apollo 284)

"HE'S A WONDER" (2:45) [Bess Music BMI—Alex Bradford]. Alex Bradford and his group of singers collaborate on an infectious spiritual bounce. Bradford leads his singers effectively and comes up with a good religious side.

JUNIOR DENBY
(King 4717)

"WITH THIS RING" 2:18) [Jay & Cee BMI—Herman Denby]. Junior Denby sings a slow romantic ditty fashioned for the after hours listener. Denby is a stylist who could build a strong audience with exposure.

"I'M STILL LONELLY" (2:38) [Jay & Cee BMI—Herman Denby]. Similar piece of wax. Denby comes through with stronger appeal on this plate.

RAYMOND HILL
(Sun 204)

"BOURBON STREET JUMP" (2:40) [Hi-Lo Music BMI—Hill]. Raymond Hill's saxing featured on a middle tempo jump. A pleasant deck.

WILLIE JOHNSON
(Specialty 493)

"THAT NIGHT" (2:30) [Venice BMI—C. Kenner]. Deep vocal line. Willie Johnson sings a hearty slow tempo blues with staccato melodies. A good effort with resulting wax commercial. Sings enough off key to make it.

DENNIS BINDER
(Moder 930)

"I MISS YOU SO" (2:40) [Moder BMI—Ike Turner]. A driving piece given a belly reading by singer and ork. Jump that should prove good joke material.

"EARLY TIMES" (2:41) [Moder BMI—Binder]. Another strong piece of wax in jump tempo. A foot-tapper delivered with gusto and appeal.

THE HAWKS
(Imperial 707)

"GOOD NEWS" (2:45) [Commodore BMI—J. Gaines]. The Hawks shout a chant that sounds like a spiritual-dirtie but the lyrics are back and mix is exactly shuffling "goodness" cause his baby's coming home. Could be mixed up enough to catch on.

SOUTHERN STARS OF RICHMOND
(Chess 1568)

"JESUS WILL BE WAITING" (2:41) The Southern Stars of Richmond blend on a slow religious item dramatically. A moving side.

"WEEP LITTLE CHILDREN" (2:15). The "Stars" bounce through a syncopated religious fast beat platter.

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MME. ERNESTINE WASHINGTON and THE MILLERAIRS
(Groove 0019)

"I CAN'T HOLD OUT ANY LONGER" (3:02) [Progressive BMI—Baker, Calhoun, Gerald]

"I'M LIVING MY LIFE FOR YOU" (2:59) [Mills ASCAP—Smith, Miller, Washington]

LaVern Baker (Atlantic 1030)

LaVern Baker, whose "Soul On Fire" broke out suddenly for a hit after smoldering for quite a while, follows up with her first etching since her successful Continental trip. The thrustful fills all the promise displayed in her initial success. Her soulful and expressive treatment of the exciting slow bounce, "I Can't Hold Out Any Longer," could make her another big gun in the already stacked Atlantic line-up. The flip, Living My Life For You," is another excellent offering. Miss Baker is equally potent in her reading of the slow and easy ballad. Either or both sides could go big.

JAZZ

(Rating is based on appeal to the jazz market.)

TONY SCOTT QUARTET
(Brunswick 8024)

1. "I COVER THE WATERFRONT" (3:24) [Harms ASCAP—Johny Green, Edward Heyman]. The Tony Scott Quartet is superb on this dreamy rendition of the familiar oldie. Realistic, intriguing and grade-A musicianship.

2. "GOODBYE" (2:40) [Southern Music ASCAP—Gorden Jenkins]. The Quartet handles the old Goodman theme with Chopin sound. Strong commercial possibilities with the jazz clentle.

THE ROY ELDIDGE QUINTET
(Clef #9110)

1. "WILLOW WEEP FOR ME (3:16) [Bourne ASCAP—Ronell]. One of the great names in jazz trumpets blows out a melodic treatment of the oldie with a progressive kick. Supporting cast includes Peterson, plunger, Brown, bass; Herb Ellis, guitar; and Alvin Stoller, drums.

2. "SOMEBODY LOVES ME (3:29) [Harms ASCAP—MacDonald, De Sylva, Gershwin]. Roy blows hot on this one and comes up with a danceable commercial treatment of the standard. A lively bouncer that's swingy.

MILT JACKSON
(Freight 882)

1. "AUTUMN IN NEW YORK" (2:00) [Vernon Duke]. The intriguing vibe work of Milt Jackson is evident on a slow, mood piece. Strong support is provided by John Lewis on the piano; Percy Heath, bass; and Kenny Clarke, drums. Soft, light stuff in a progressive manner.

2. "DELAUNAY'S DILEMMA (2:15) [Lewis]. Flip material is a big bopper gaily etched by the same group. Jackson is showcased again with a flashy performance as Heath on the bass is more in evidence. John Lewis also is spotted on a solid and shiny 88.

JOE HOLIDAY
(Freight 881)

1. "SLEEP" (2:44) Joe Holiday blows a torrent of soprano sax notes as he and the supporting cast knock out a fast beat mambo with a progressive styling. Potential sax dish.

2. "MY FUNNY VALENTINE (2:41) [Rodgers, Hart]. Holiday changes pace with a slow after hours modern reading of the Rodgers, Hart piece. Holiday again the featured performer with his captivating hornwork.

"It's What's in THE CASH BOX That Counts"
**Folk And Western Notes From California**

Shep Woolley, singing composer on MGM Records, has returned here after highly successful dates in several eastern and western states. He visited deejays and others promoting his own newly released "Blue Guitar" and "Panama Pete" and the reception were very nice to him. MGM Enterprises reports the singing-composer is now set for several dates in northern Calif., Oregon and return dates in Arizona. He also has film commitments... Johnnie Bond is in Nashville for some of his excellent guitar work in a Columbia session for Gene Autry, the famed western star's upcoming session in Nashville... Who broke all attendance records in Compton, Calif.? None other than Gene Autry who was a recent guest on Town Hall Party radio and TV shows there. Town Hall Party continues its policy of an all-star cast every Saturday night plus the biggest guest stars in the industry, including The Sons Of The Pioneers who are back for a return engagement by popular demand... Dallas Frazier, Capitol Records' newest signee, appears again, from Bakersfield, Calif., is seen daily on KERO-TV with Cousin Herb's Trading Post Gang. The teen age star's first release "Space Command" was written for him by Cousin Herb. 

**GENE AUTRY**

Flip side is a composition by Dahl himself titled "Ain't You Had No Bringin' Up All At."... Joe Wolverton and Polly Foundus, popular recording stars, continue their extended tour of the Orient which was arranged for them by RPM Enterprises of Hollywood. Their tour is a new release is Fred Stryker Fairway number titled "Something's Happened To You" and a Charlie Adams number "Swan Ridgeway" titled "Takes All Kinds Of People." Three titles, titled "Harmonie" has been tagged the Martha Raye of the country field, is at the peak of her career, but is still on her way up... Joe Maphis and Rose Lee, subjects of a beautiful promotional card presented by Comet Music, 1787 S. Fairfax, L.A., tell therein, about their own releases titled, "The Dix For Sold" and "Dream House For Sale," two of their greatest sides on Okeh label. Maphis will work a number of California dates in July with the three-star package made up of Merle Travis, himself and Grandpa Jones, veteran Opry star who will appear on Town Hall Party during the West Coast visit... The Spencer Family's Tim and Velma Spencer, seen in Delta Films and heard on Sacred Records, were commissioned to write and produce the Lakeview Memorial Pageant titled, "Pioneers Of Our Faith," to be staged with an impressive cast at Forest Home Conference Ground in the San Bernardino Mountains. May 31st. Master of ceremonies will be Dr. John F. MacArthur with Dr. Charles Hirt as musical director. Appearing pageant will be Dale Evans, Fran Fry, Marilyn Hall, Richard Halverson, Stuart Hamblen, Redd Harper, Harry Woodard and many others, plus a choir of 50 voices... Jim Reeves, popular Abbott Records star's latest release is "Beatin' On The Ding Dong" b/w "My Rambling Heart." Reeves has dates in Carlsbad, N.M., May 21st; El Paso, the 22nd; Memphis, May 30-31st and June 1st, and the big Rodeo in Gladewater, Tex., June 14-15. Much action is reported on Alvaadean Coker's "Sugar Bulle" b/w "Witch's Waltz."... Cousin Lou Stevens stars his 10th year in radio since 1941. Regarding do's and don'ts on conducting a show he says, "I don't believe the sure road to success means telling a lot of corny jokes in a show so loaded with gimmicks there's no time for records."... Mitchell Torok's "Haunting Waterfall" b/w "Swing Low" has been awarded a Cash Box Bull's Eye... Tom Tal's "Please Be Careful" b/w "I Gave My Heart To Two People," and Jerry Rowley's "Wee Willie" b/w "Mato Of The Wind" are strong discs... Faber Robinson is now in the Minneapolis-St. Paul area, after visiting deejays and distributors in Oakland, Great Falls, Seattle, Spokane and other In-between spots. He phoned in to say, "I'm happy about the wave all new Abbott and Faber records are being received by the deejays, the sales outlets and most of all, the listeners."... Rex Allen, famed western star of Republic pictures and Decca Records, whose western films are well-received in foreign lands, this week began mapping a 16-week tour of Europe in reply to a deluge of fan mail from the Oceans. Allen's films which have penetrated behind the Iron Curtain, are resulting in fan mail from Tito's Yugoslavia and Baltic nations imprisoned by the U.S.S.R. Rex's tour, to commence in October, will be confined to free Western Europe, according to his business manager, Do Roos, who makes arrangements. The tour will follow the singing star's extensive spring and summer swing of personal appearances across the United States and Canada. He will be accompanied abroad by a western show troupe. Rex's leg broken in a skiing accident last February was free of its cast this week, and he expects to be in shape for appearances on his horse, Koko, when his tour resumes in June. Allen opened his tours in April in Texas and Arizona with his leg still in a cast. Denver's Park Lane hotel has booked him for two-week nightery engagement beginning July 15. Present May 8th, which was proclaimed by Arizona Governor, Howard Pyle, as "Rex Allen's Day" in Wilcox, Ariz. Two small sons, Rex Jr. and Curtis cheered from the sidelines as their daddy rode in a parade in his honor.

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

THE TOP 10 FOLK & WESTERN

Best Sellers

1. SLOWLY        Webb Pierce  (Decca 28991; 9-28991)
2. I'LL BE THERE  Ray Price  (Columbia 21214; 4-21214)
3. I REALLY DON'T WANT TO KNOW  Eddy Arnold  (RCA Victor 20-5535; 47-5535)
4. YOU BETTER NOT DO THAT  Tommy Collins  (Capitol 2701; F-2701)
5. BACK UP, BUDDY  Carl Smith  (Columbia 21226; 4-21226)
6. I GET SO LONELY   Johnnie & Jack  (RCA Victor 20-5661; 47-5661)
7. ROSE MARIE     Slim Whiting  (Imperial 4236; 45-0236)
8. RELEASE ME     Ray Price  (Columbia 21214; 4-21214)  Jimmy Dean  (Capitol 2518; F-2518)
9. MY EVERYTHING   Eddy Arnold  (RCA Victor 20-5641; 47-5641)
10. BREAKIN' THE RULES  Hank Thompson  (Capitol 2758; F-2758)

RAY PRICE

“THE CASH BOX

“MY FRIEND”  (2:55)  [George Jones & ACM—F. Drake, J. Shirl]
“LADY OF GUADALUPE”  (2:39)  [Forrest BMI—P. Ramo, E. Drake, J. Shirl]

RAY FOLEY

“I’LL GET BACK SLOWLY”  (Decca 29159)

JIM REEVES

“I’M SO LONELY”  (RCA 20270; 4-20270)

JOHN STANLEY

“I’LL GET BACK SLOWLY”  (Decca 29159)

THE TEN FOLK AND WESTERN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

1. SLOWLY        Webb Pierce  (Decca)
2. I GET SO LONELY   Johnnie & Jack  (RCA Victor)
3. I’LL BE THERE  Ray Price  (Columbia)
4. YOU BETTER NOT DO THAT  Tommy Collins  (Capitol)
5. BACK UP, BUDDY  Carl Smith  (Columbia)
6. I REALLY DON'T WANT TO KNOW  Eddy Arnold  (RCA Victor)
7. MY EVERYTHING   Eddy Arnold  (RCA Victor)
8. SHAKE A LEG  The Carlisles  (Mercury)
9. GOOD DEAL, LUCILLE  Al Terry  (Hollywood)
10. RELEASE ME   Jimmy Heap  (Capitol)  Kitty Wells  (Decca)

ROY CLARK  (4 Star 1639)


“MYSTERY OF LIFE”  (2:07)  [4 Star BMI—V. F. Stewart]  On the lower portion, the mellow tones of the warbler come over as well as

DALLAS FRAZIER  (Capitol 2813)

“SPACE COMMAND”  (2:20)  [Central BMI—H. Henson]  The refreshing voice of Dallas Frazier offers a zestful reading on a catchy,

JIMMY OSBORNE  (20-5525)

“A TENNESSEE OCEAN”  (2:23)  [Jay & Cee BMI—H. Glover]  The soft and polished chording of Jimmy Osborne shine on this slow

“THE COLDEN TRAIN”  (2:30)  [Acuff-Rose BMI—Bryant]  Under

SLIM BRYANT  (MGM 11749)

“THE GAL WITH THE COAL BLACK HAIR”  (2:42)  [Acuff-Rose BMI—Bryant]  Slim Bryant comes through with a strong showing as he delivers a fast tempo, dynamic piece. With the aid of his Wildcats, Slim vocalizes the infectious lyrics.

MAYBELLE SEIGER  (“X” 002)

“TWO OF A KIND”  (2:32)  [Sheraton BMI—M. Seiger]  Maybelle Seiger makes her debut, and comes up with an engaging performance on a pretty, middle tempo item.

JIMMIE OSBORNE  (20-5525)

“A TENNESSEE OCEAN”  (2:23)  [Jay & Cee BMI—H. Glover]  The soft and polished chording of Jimmy Osborne shine on this slow tempo sentimental love song that offers a tender, appealing ballad.

MR. DISTRIBUTOR and MR. MUSIC OPERATOR

IN COMPLETE HARMONY WITH YOUR PRESENT FRANCHISE

YOU CAN EXPAND INTO AN ENTIRELY NEW AND UNBELIEVABLY PROFITABLE FIELD!

READ ABOUT IT ON PAGE 35.

“The Cash Box, Music

Page 30  May 29, 1954

“Heinie” Roberts

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

www.americanradiohistory.com
THE IMMORTAL OF COUNTRY MUSIC...

AN ALL-TIME BEST SELLER...

JIMMIE RODGERS

Away Out on the Mountain
Blue Yodel (1 for Texas)
Blue Yodel No. 2 (My Lovin' Gal, Lucille)
Blue Yodel No. 3 (Evening Sun Yodel)
Blue Yodel No. 4 (California Blues)
Blue Yodel No. 5
The Braekeman's Blues
Daddy and Home
Dear Old Sunny South by the Sea
Desert Blues
Frankie and Johnny
I'm Sorry We Met

Jimmie's Mean Mama Blues
My Carolina Sunshine Girl
My Little Lady
My Old Pal
Never No Mo' Blues
Old Pal of My Heart
Pistol Packin' Papa
Prairie Lullaby
Sleep, Baby, Sleep
Tuck Away My Lonesome Blues
Waiting for a Train
You and My Old Guitar

exclusively on RCA VICTOR RECORDS

2nd National Hillbilly Music Day
Meridian, Miss. • May 26, 1954

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

In 1939 Seeburg was the first manufacturer of coin-operated music systems to recognize the value of bringing music right to the finger tips of the public. Today, the Wall-O-Matic "100" richly deserves its title, "champion music salesman of the world."

Seeburg
DEPENDABLE MUSIC SYSTEMS, SINCE 1902

J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's finest and most complete music systems
WASHINGTON, D. C.—Cities and communities alongside the Great Lakes in both the United States and Canada were jubilant over the passage of the St. Lawrence Seaway bill which will allow ocean going ships to travel inward halfway thru the United States. A great deal of money will be spent in construction, dredging and other improvements. Many believe the project can be completed from 6 to 10 years. While some locations may be lost to operators during the construction period, a great many will be available as the cities and communities expand its commerce. Among the cities in the United States to gain (as will be hundreds of smaller communities) are: Chicago, Cleveland, Toledo, Milwaukee, Detroit, Buffalo, Erie, Gary, Duluth, Ogdenburg and Oswego.

NEW YORK—For the immediate attention of kiddie ride manufacturers and operators! The Metropolitan Life Insurance Company’s statisticians report that baby boom set an all-time record of nearly 4,000,000 births in 1953. This is more than one and a half times the 1940 total. And for those in the trade who look to the future, can you imagine the loads of bobby-sockers who will be playing the juke boxes and amusement machines some 15 years from now?

LONDON, ENGLAND — The World’s Fair, English trade publication for the coin machine industry there, will be celebrating its 50th Anniversary this July. We offer them our heartiest congratulations. The Cash Box will celebrate its 12th Anniversary with the publication of its Annual Encyclopedia issue, dated July 3. As usual it will be chock full of listings, special articles, and advertising that will be extremely useful to the trade for a full year. We only hope that we are around to participate in the Golden Anniversary of The Cash Box.

Here and There

WASHINGTON, D. C.—Cities and communities alongside the Great Lakes in both the United States and Canada were jubilant over the passage of the St. Lawrence Seaway bill which will allow ocean going ships to travel inward halfway thru the United States. A great deal of money will be spent in construction, dredging and other improvements. Many believe the project can be completed from 6 to 10 years. While some locations may be lost to operators during the construction period, a great many will be available as the cities and communities expand its commerce. Among the cities in the United States to gain (as will be hundreds of smaller communities) are: Chicago, Cleveland, Toledo, Milwaukee, Detroit, Buffalo, Erie, Gary, Duluth, Ogdenburg and Oswego.

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LATE USED EQUIP'Т SCARCE

Distris' Roadmen Return Practically Empty Handed from Buying Trips. Late Model Used Machines Grow Scarce.

"THE CASH BOX" to the Fore in an Effort to Help Trade Unfreeze Latest Used Equip't by City-To-City Listings.

CHICAGO — Information received from noted distributors is to the effect that their roadmen, whom they have been sending out these past weeks on buying expeditions, return practically empty-handed, as far as purchasing late model used equipment is concerned.

One of these distributors advised, "Two of my men returned with not enough of the later model machines, purchased for cash and some traded against new machines, to pay their expenses for the long trips which they were forced to make in an effort to obtain the little equipment they did get." This is not news to the nation's distributors, perhaps, but it does give all the trade some indication of what this industry is faced with, as far as unfreezing of latest model used equipment is concerned.

One distributor claims, "The operators are trading in their oldest pieces and will not let go late model used machines even though we are willing to give them the finest kind of deals.

There is a general belief that business will be hurt by this action and that unless the later model used machines come to market, many sales will have to be foregone, to the point where financial loss will result for some of the firms.

The Cash Box, therefore, has again stepped to the fore with a plan which, it most sincerely hopes, will help to unfreeze this unnatural condition.

There will be a listing of latest model used machines in a city-by-city fashion in "The Confidential Price Lists" of The Cash Box as these become known.

As they are listed, the sellers' names will be held on file by The Cash Box to authenticate any quotations which appear in each week's listings. It is necessary for any of the sellers of late model used equipment to have a responsible office or firm sign for the machines as they are listed, so that the list, as of date issued, is completely authentic, and can be verified by the firm making the listing in the city-by-city directory of late model used machines, and the prices quoted for the machines.

Some many weeks ago, because of the quotations being received for "The Confidential Price Lists," The Cash Box noted that there was a dearth of late model used machines.

This publication immediately began to plan for a method to help unfreeze this condition, and has come up with the city-by-city listings for the latest model used machines, in an effort to bring about a sales stimulant which will help the entire industry, regardless of the expense involved for this publication in the method chosen for this purpose.

New York Music Ops Set Annual Dinner For Oct. 16 at Waldorf-Astoria Main Ballroom

Top Factory Execs Expected to Attend Mike Munves UJA Testimonial Dinner

CHICAGO—What was originally intended to be an exhibit of bulk vendors in this city at the Congress Hotel, July 9, 10 and 11, by the National Association of Bulk Vendors, called "The Vending Pageant of 1954" will now include displays of other vendors and service machines, according to an announcement by Bernard K. Bitterman, president, and Raffe Lobell, convention chairman.

Top Factory Execs Expected to Attend Mike Munves UJA Testimonial Dinner

Chicago, May 29, 1954

Mike Munves, being held on Tuesday night, June 22, at the Hotel Commodore, this city, met on Thursday, May 20, and were enthusiastic over the developments so far.

Ticket sales have been tremendous, and many column from out of town, including the leading executives of the Chicago factories, have indicated they will be on hand to pay honor to Mike Munves.

Bulk Vendor Assn. To Hold Convention

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Look around you! Now Background Music can be as universal as the air we breathe. In hotels, or motels, in retail shops or department stores, in offices or factories, in amusement parks or drive-in theatres, in airports or lobbies, in showrooms and salesrooms, in schools, churches, clubs—everywhere in America Background Music is ready to come of age!

Magnecord, Inc. has conceived and created its new Music Service to do precisely this: to bring better Background Music to any location, at any time of the day or night, and for groups of any size or character.

And because of newly-perfected electronic achievements in sound recording and reproduction, Magnecord, Inc. can engineer into its Music Service a scope and quality never before possible in any Background Music Service.

WHAT'S NEW ABOUT THIS MUSIC SERVICE?

Three things are new!

First — a new, finer, specially-developed, continuous magnetic tape playback that delivers better sound, truer tone, richer quality, and higher fidelity than has ever been possible in any other Background Music system. There are no telephone lines to screen out high and low frequencies.

Instead, 8 hours of continuous music are delivered on single reels and played right on the location, at the flick of a switch—or by automatic timer controls, pre-set as desired.

Second — the music is RCA Planned Music! For the first time here is Background Music with the full benefit of RCA's leadership in music, RCA's constant stream of great instrumental artists, orchestras and performances, RCA's intimate familiarity with the highly specialized requirements of the many different uses for Background Music.

Here is what Background Music has needed—music expertly produced, planned and programmed by RCA itself.

Third — this new Background Music Service will be distributed, operated and serviced in a completely new way—through the Music Distributors and the Music Operators of America.

This is where YOU, Mr. Distributor, and YOU, Mr. Music Operator, step into the picture. Think! Now, in complete harmony with your present franchise you can expand into an entirely new and unbelievably profitable field!

MR. DISTRIBUTOR — MR. MUSIC OPERATOR

Pick up your classified directory...drive around town—wherever people work or play, go or stay, there's a crying need for Background Music of the right calibre, flexibility and simplicity. YOU can supply that Background Music. YOU can sell this Music Service to hotels, motels, cocktail lounges, doctors' and dentists' offices, real estate offices, airports, amusement parks, drive-in theatres, showrooms and salesrooms, transportation systems, apartment house lobbies, banks, offices, schools, churches, clubs, stores, supermarkets...YOU can furnish all these places and countless more because only YOU will be able to offer RCA Planned Music AND Magnecord's continuous magnetic tape playback, as a complete "packaged" Background Music Service.

The time for YOU to act is RIGHT NOW!

magnecord, inc.

Henry ("Heinnie") T. Roberts, General Manager—Commercial Music Division

225 W. Ohio Street, Chicago 10, Illinois - Telephone: Whitehall 4-1889

YES! Fill out this coupon, that's all you do to let me know that you are interested!

Mail Today To:
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225 W. Ohio Street
Chicago, Illinois

Dear "Heinnie": Please RUSH me complete details on how I can fit into the Magnecord, Inc. Background Music Service. I am a □ Music Operator □ Distributor and I handle these coin operated phonograph lines:

Name__________________________
Street__________________________
Zone State_____________________

City__________________________

"EVER SINCE OUR OPENING ANNOUNCEMENT LAST WEEK we have been over-whelmed with telephone calls, wires, and coupons! If you are interested, there is no time to lose. Rush me your coupon just the fastest way you can."

"Heinnie" Roberts

Prepared by Ross Roy Inc. for Magnecord, Inc.

Billboard Full Page 2 Color Ad—5/29 Cash Box Full Page 2 Color Ad—5/29 Job No. 657

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

12th Anniversary

Annual Encyclopedia and Directory

of the COIN MACHINE INDUSTRY

THE CASH BOX

(Dated: JULY 3, 1954)

Featuring:

★ UP-TO-THE-MINUTE LISTS OF
   Manufacturers and their Distributors
   Jobbers and Distributors (State by State)
   Merchandising Vending and Service Machine
   Manufacturers

★ SPECIAL FEATURES

★ HISTORICAL DATA
★ REVIEW OF EVENTS—July 1953 thru June 1954
★ LIST OF "20 YEAR CLUB" MEMBERS
★ CONFIDENTIAL PRICE LISTS
★ EDITORIALS
★ NEWS
★ ADS
Recognized throughout the Coin Machine Industry as a source of VITAL INFORMATION and STATISTICS obtainable NOWHERE ELSE ... which is referred to every day in the year.

YOUR ADVERTISEMENT WILL BE SPOT-LIGHTED ALL YEAR LONG

First Forms Go To Press: JUNE 14

Final Closing Date: Wednesday, JUNE 23

FOR PREFERRED POSITION—RUSH YOUR RESERVATION NOW!

or better yet

SEND IN YOUR AD IMMEDIATELY!

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(PUBLICATION OFFICE)

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(PHONE: JUdson 6-2640)

CHICAGO OFFICE
32 WEST RANDOLPH STREET
(PHONE: DEARBORN 2-0045)

NASHVILLE OFFICE
417 BROADWAY
(PHONE: NASHVILLE 5-7031)

LOS ANGELES OFFICE
6363 WILSHIRE BLVD.
(PHONE: WEBSTER 1-1121)

"It's What's in THE CASH BOX That Counts"
SCARSDALE, N. Y.—With each succeeding year, the annual banquet of the Westchester Operators Guild grows larger in attendance and more enjoyable for its members and guests.

The third annual dinner of this most aggressive organization was held at the Holiday Inn, this city, on Tuesday night, May 18, with approximately 100 in attendance. At a meeting of the board of directors, members, wholesalers, factory representatives, and those from the music and coin industry.

Members owe a vote of thanks to its committee, who worked diligently, and in some instances at the neglect of their businesses, to provide them with a really outstanding successful affair. In addition to handling tickets, Carl Pavesi, president, together with Seymour Pollak, general chairman, put in long hard hours with the thousand and one details necessary to make the banquet so enjoyable. Others on the committee who cooperated to the fullest extent were Nat Benesky, co-chairman, and Jim Smith, souvenir designer; Max Klein, seating; and Lou Tartaglia, who took care of the finances.

Malcolm Wein, counsel for the Guild, whose deep interest in the welfare of the organization and its individual members has been acknowledged by the membership, acted as toastmaster. In a short speech, Wein echoed the sentiment of the Guild members in his introduction of Carl Pavesi, president, when he said much of the success of the organization is attributed to the leadership of Pavesi. After a modest and grateful acknowledgment of these accolades by Pavesi, Wein once again took the mike and this time presented the Guild with a U.S. Government Bond, a surprise gift from the association members. Mrs. Pavesi was then given a large bouquet of roses.

Concluding his short talk at the microphone, Wein then introduced the members of the board of directors, each of whose associations from other territories, wholesalers, factory representatives, trade journals, and members of the recording and coin industry. On hand from the New York Music Operators Association were Al Denver, president; Sidney Levine, counsel; Nash Gordon, business manager; and members of the board, including Al “Senator” Boklin; Lou Hirsch; Sal Trella and Mac Polfey. From the N.Y. State Operators Guild were Max Williams (president); Tom Goebel; Orrville Greening; and Tom Gree.

From the Connecticut State Operators Association were Ken Jarrett; Joe Nazario, Watertown; Mike Pelligrino, Bridgeport; and Conrad Wycoff, Danbury. Factory representatives who took a bow were Jack Gordon, J. P. Seeburg, and Ben Becker of Bally.

Personnel introduced were Harry Rosen and Meyer Parkoff, Atlantic New York Corporation (Seeburg distributors); Barney Sugarman and Abe Green, Hardman Sales Company (Seeburg distributors); Joe Young and Abe Lipsky, Young Distributing Corporation (Weiliter distributors); Bob Siffer and Charles Reisman, Seacoast Distributing, Inc. (Rock-Ola distributors); Al Simon, Albert Simon, Inc., (Chicago Coin and Genco distributors); Joe Reiss and Joe C. Reiss, (Exeter Distributors); Joe Reiser, (Univator and arcade machine wholesaler and manufacturer); Harry Berger, West Side Distributing Co. (whole-
saler); Murray Weiner, Weiner Sales Company (Bally distributors); Bill Rabkin, International Mutoscope Corporation (manufacturers); Nat Cohn, Riteaway Manufacturing and Arcade Corporation (distributor); Sam Weiss and Sam Getlin, Union officials; and Joe Orleck, publisher of The Cash Box, and his staff.

Record company officials and their recording artists were also asked to take a bow.

After a really fine meal, guests were entertained by some of top recording artists who won the plaudits of the gathering.

Seen in the pictures to the right are: Top—(L to R) Seymour Polk and wife, Max Klein and wife, Carl Pavesi and wife, Malcolm Wein and wife, Mrs. and Lou Tartaglia, Jim Smith and wife and Mrs. Bensky and Nat Bensky. Center—Malcolm Wein presenting Carl Pavesi with a 20 year Pin of Merit and Nat Cohn and Roy Dusek, Frank Sales Corporation, representatives of the Connecticut State Operators Association.
SURE WINNERS for EVERY LOCATION!

chicago coin’s

NEW STAR-LITE BOWLER

THE SENSATIONALLY NEW MATCH BOWLER
WITH ENTIRELY NEW MATCHING PRINCIPLES!

1. Individual player by matching one or several numbers
lights up one or several Stars in each game!

2. Each of 6 players have the same opportunity to match
numbers and light up stars under their individual scores!

3. Matching features begin in the first frame and continue
in every frame until the game is over!

4. STAR-LITE BOWLER contains CHICAGO COIN’S build-up
advance scoring features. Top score of 900!

STILL IN PRODUCTION! CRISS CROSS BOWLER

chicago coin’s
SENSATIONAL

SUPER FRAME BOWLER

THE EXCITING, 100% SKILL BOWLING GAME!

Player by matching the number!
Hit in the 11th or Super Frame
can add from 200 to 500 points
to his score!

New 6-Volt Light-Up Bulbs for Drum Scoring Units.

A SURE WINNER!... chicago coin’s

SUPER HOME RUN

with the
3 WAY “MATCH” and “FREE PLAY” Features!

(1) Match a Number! (2) Match a Number with
a Star! (3) Match a Number with 2 Stars!

With the GRAND STAND “Home Run” Feature for
Extra Runs... Plus The Thrill of Hitting a Ball
Over the GRAND STAND Roof for Additional Runs!

Machine Company

1725 W. DIVERSEY BLVD. • CHICAGO 14
INDIVIDUAL TARGETS that drop with every "hit". An attractive, colorful "light-up" scoreboard clearly shows every "hit". Bonus points are awarded for the 5th, 10th, 15th and 20th hits.

REAL ACTION . . . exactly like a full size shooting range. Every target actually "drops" when a hit is scored. It's real fun . . . shoot at any target . . . in any order. The "kick" of the gun is the only noise. Falling targets . . . are ALL REAL . . . plus automatic scoring. No live ammunition is used.

BONUS BULLETS for the sharpshooters. After a perfect 20 hit score, 5 extra Bullets appear which count 5 extra points per hit. Money-back feature for perfect score and matching target score shooting are included, but can be simply disconnected at the operator's option. This new . . . all new shooting Gallery is "loaded" with "come-ons."

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SEE IT ON DISPLAY AT YOUR LOCAL EXHIBIT DISTRIBUTOR

EXHIBIT SUPPLY
4218 W. Lake St.
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PROFESSIONALLY RECONDITIONED AND REFINISHED
SEEBURG SYMPHONOLAS
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SPECIAL PRICE FOR VOLUME.
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Davis DISTRIBUTING CORPORATION
SEEBURG FACTORY DISTRIBUTORS
725 WATER STREET
SYRACUSE, NEW YORK
(Phone: 75-5194)

SALES MAN WANTED
Loading coin machine manufacturer needs traveling representative to call on operators and distributors with nationally advertised line. Reply in confidence, stating age, experience, salary requirement.

BOX 519
P.O. Box The Cash Box
32 W. Randolph St., Chicago 1, Ill.

Williams Mfg. Presents New Five-Ball Game
Will Run Double Production Lines for New "Thunderbird" Five-Ball and Baseball Games

ChICAGO—With the introduction of its first new five-ball game in some three months, Williams Manufacturing Company, this city, expects to be able to handle the orders by using a double production line.

According to Sam Stern, executive vice-president and general manager of the firm:

"We didn't think we would be able to do it as our baseball games are going down our production lines just as fast as we can push them through to meet the backlog of orders which have piled up.

"But," he continued, "because of the demand from our distributors, we were forced to step up into a double production line and bring out our new five-ball, 'Thunderbird.'

"There is no doubt," Stern said, "that this will tax our facilities to the utmost, but, we are prepared to match line for line with competition in both production lines, so that we can meet the current orders for our new five-ball amusement game, 'Thunderbird' and, at the same time, continue to meet the demand for our baseball games."

Engineers of the firm worked out the problem after a session with production men, superintendents and foremen, on the insistence of Sam Stern, who showed them the demand for the firm had for its new five-ball game, "Thunderbird."

"Frankly," Sam Stern commented, "how they did it is a miracle to me. We were desperate for additional space to build our baseball games, and along came this demand that we present our new five-ball game.

"This is really something to crow about—the double production line system we now have in force."

ChICAGO—Prodest papa in all the 48 states at this time is Nate Gottlieb of D. Gottlieb & Company, this city.

Nate's son, Shelley Gottlieb, not only made the "Little League" team of Oak Park, Illinois, but, in his very first game proved himself the star slugger of the team.

Shelley batted 1,000 his first game.

Three for three. Coming through with a single, double and home run, to the cheers of the crowds that attended this first opening game of the Little League season in Oak Park suburb.

Shelley also proved himself a real ball hawk of no mean capacity playing left field for his team and pulling them right into the basket as if his glove was magnetized.

The Little League has 12 team competition here and plays every Thursday and Friday evenings under the lights to the cheers of unusually large throngs of rooters in the Oak Park suburb.

His team expects Shelley to prove himself "...the Ted Williams of the Little League this season."

Bud Reichel To Open Cig Service In Miami

JACKSONVILLE, Fla.—Bud (Bud) Reichel announces that he is opening a cigarette operating firm in this city, called Bud Cigarette Service. Reichel will also wholesale these machines in the northern part of the State. Firm expects to open around June 1.

Reichel was connected with Bush Distributing Company in this city in a sales capacity for the past two years, and prior to that was a partner in the Gator Coin Machine Company, an operating firm in Jacksonville.

"It's What's in THE CASH BOX That Counts"
**EXOTIC, EXCITING PLAY... POSITIVELY IRRESISTIBLE!**

**GOTTLIEB'S**

**HAWAIIAN BEAUTY**

STACKED... and How!

It's got what it takes
to go places!

**DOUBLE AWARDS... Sensational!**

Inserting 2 coins at start of game doubles all Replay Awards.

EASY TO PLAY...

Thrilling to Score!

1 to 5 Non-Rotation Resetting Sequence. Hitting 1 to 5 adjoining times lights Roll-Over Buttons for Super-High Score. Also lights Holes and Contacts for Specials.

See this Money at Your Distributor!

O. Gottlieb & Co.

1140-50 N. Kostner Ave.

Chicago 51, Illinois

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**Exhibit On 6-Day Work Week**

CHICAGO—Exhibit Supply, this city, has gone on a six-day-a-week plus overtime production schedule in order to meet demand for "Shooting Gallery", "Vacuum Card Vendor" and the Exhibits "Kiddie Rides".

"We are doing our best to meet demand for our products," said J. A. (Art) Weinand, vice president and general sales manager of Exhibit.

"Our kiddie rides, such as 'Trigger', 'Rudolph', 'Peter the Rabbit', 'Tandem Ride' and 'Space Patrol' are going great.

**World Wide Uses Production Line Rebuilding System**

CHICAGO—World Wide Distributors, Inc., this city has established a production-line reconditioning program.

Used equipment of all kinds now undergoes a thorough reconditioning based on a production-line process.

A used machine is first given a complete cleaning as soon as it arrives in the shipping yard. The rails are then scraped and given a double coat of shellac.

The equipment is then moved along the line into the shop where refurbishing is done. The cabinet and removal of all scratches and scars.

Next the mechanics give it a complete overhauling. All mechanical defects are remedied. Old parts are replaced with new parts.

After the mechanics repair a machine it is given a thorough re-check by the chief mechanic.

**Sam Lewis Promises "Real News"**

CHICAGO—Sam Lewis of Geneo Manufacturing & Sales Company, this city, was very secretive, to say the least, this past week.

"No, he wouldn't give out any advance information as to just what he meant, in deed stated. "I'll have some real news for you next week."

**Keeney Cigarette Vendor Enjoys Biggest Sales Month**

CHICAGO—"We are enjoying the biggest sales month for our cigarette vendor in all our history", was the statement of Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., this city, this past week.

Huebsch further reported, "As our cigarette vendor gets into more and more areas throughout the nation, the operators of cigarette machines realize that we have the very finest product of its kind.

"Not only the display effect of the pack that the purchaser receives, but, so beautiful a machine that has proved itself mechanically perfect in every detail and, at the same time, has features which are the envy of all cigarette machines now on the market.

"We sincerely believe", he continued, "that those operators who are now purchasing the 'Keeney All-Electric Cigarette Vendor' will be doubling and even tripling their reorders within a few weeks."

---

"It's What's in THE CASH BOX That Counts"
"CASH BOX" PRESENTS FIRST CITY-BY-CITY PRICE LISTS

Used Market Prices Now Also Presented City-By-City on All Late Model Machines for First Time in Coin Machine History in This Issue of "The Confidential Price Lists." Give More Intimate Knowledge of Used Markets Clear Across the Nation. Open Path to Better Understanding of Modern Sales Methods.

Another Original Service Innovation by "The Cash Box" to Better Serve All the Industry as well as Keep Step with Changing Sales Conditions.

For 764 consecutive weeks, more than fifteen years as of this writing, "The Confidential Price Lists," which appear in each and every week's issue of The Cash Box, and have been so doing ever since the inception of The Cash Box as a vital and outstanding publication for this field almost twelve years ago, have brought the important and necessary "fair market value," as Certified Public Accountants and attorneys like to describe them, to all the industry.

"The Confidential Price Lists" have become recognized as the "Blue Book" of the coin machines industry. They are accepted by banks, factors, loan companies, as well as state, city, county and the U.S. Government, as well as almost every foreign country.

Operators, jobbers and distributors, as well as manufacturers, use them constantly, every day in the week.

Their complete acceptance, over the years, is most definitely an achievement of which this publication is extremely proud.

Hundreds on hundreds of letters have been received by this publication over the years complimenting The Cash Box on "The Confidential Price Lists."

These letters have further commended this publication with statements which can be summed up like this one:

"We just simply couldn't do business without 'The Confidential Price Lists.'"

Those of The Cash Box who have helped to make "The Confidential Price Lists" so important to the trade realized this past year that, as this business continued to spread further and grow greater, a new addition to "The Confidential Priced Lists" would be extremely helpful to all engaged in the industry.

The fact remains that, today, every outstanding manufacturer has distributors to handle his products in an ever more highly concentrated territory.

In days gone by distributors would, in some cases, cover four, five and more states. Today, these same distributors are held to a single statewide coverage and, in some cases, just a part of the state, with other distributors to cover the rest of the territory.

This was bound to happen. The manufacturers realized, as machines become more complicated mechanically, that a closer relationship and, especially, easier and quicker access to service facilities, was extremely necessary.

At the same time, as prices of new equipment continued to go ever higher, the manufacturers as well as the distributors realized that the credit and general financial situation made it almost impracticable for one distributor to handle tremendously large areas.

Other factors also arose to tighten up territories for the distributors. The distributors, in turn, found that this was for their best interest.

With more highly concentrated areas their salesmen could make more personal contact with their operator-customers. At the same time they were able to assure the operators in their territory the very finest of service and cooperation.

The result, at the same time, was to make "The Confidential Price Lists" even more important to the distributors, as well as to their operator-customers.

In fact, "The Confidential Price Lists" became so important that a newsstand sale tabloid which, among the myriad fields it covers also makes a stab at the coin machines industry, was forced to adopt an imitation.

This, in itself, proved the outstanding and vital importance of "The Confidential Price Lists."

This most completely flattered The Cash Box. And bowed low to The Cash Box' far-seeing wisdom and The Cash Box' superiority in all matters pertaining to the coin operated machines industry, by this imitation of "The Confidential Price Lists."

Now The Cash Box has gone a step further. Because the members of The Cash Box keep their fingers on the throbbing pulse of the industry.

The need for a closer understanding of prices between distributors and operators, in addition to a more intimate market coverage, grew apparent.

With this issue of The Cash Box there will appear, for the first time in the history of the industry coverage of prices of late model used equipment city by city.

This will, in addition to the all-purpose and all-coverage weekly issue of "The Confidential Price Lists," give a more intimate knowledge and understanding of prices in practically each area of the nation, as prices city by city are reported.

This is an additional and a very large expense to keep this coverage in being week after week. But, once again, The Cash Box takes on additional expense, because it realizes that this is, today, a great need for the entire field.

Operators seeking to buy, sell or trade, can now quickly ascertain prices for the equipment they have, by a quick check of their nearest trading area which, in almost every instance, is more or less judged by the leading city in the territory in which they are located.

Distributors in coin machine trading areas, whether large or small city, who wish to send their prices in each and every week are invited to write to The Cash Box and receive the necessary forms.

Any in the industry who may have suggestions of any kind, in regard to this new city by city late model used machines coverage, should immediately write to The Cash Box, because adoption of all constructive suggestions means that they, themselves, will more greatly benefit and, ultimately, all the industry will benefit.

These new, important and absolutely original, city by city lists appear on the page facing the inside back cover of The Cash Box.

Notice!

ALL WHOLESALERS OF COIN MACHINES WHO WISH TO HAVE THEIR CITIES REPRESENTED IN THE NEW CITY-BY-CITY PRICE LISTS SHOULD WRITE FOR THE NECESSARY FORMS TODAY TO:

THE CASH BOX
32 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS
New Music Installation In Chi Drive-In Hikes Profits

CHICAGO—Joe Fillitti of Blackstone Music Company, this city, well known music operators, proved what an operator, who is really sincere about stepping up his business and bringing praise to his firm, as well as to all others in the field, can do with the brand new installation he just made at the Melody Lane Drive-In on the far south side of this city.

The moment Blackstone Music was advised that this location planned to enlarge and remodel it can accommodate 150 people. This is better than twice the previous number of people that could be accommoded.

The atmosphere of the new place is based on a wild west theme. Sheet music type paper graces the walls. The booths, in keeping with the western theme, feature simulated cowhide throughout.

Joe Fillitti and his Blackstone Music Company worked right along with the designers of the place. They installed a 100 selection remote Seeburg music system. There are 36 Seeburg 100 selection Wall-O-Matics through the place. The music comes from a Seeburg Deluxe High Fidelity 100 selection phonograph. There are auxiliary speakers throughout. The remote speakers keep the music at a conversational level at all times.

Owner Dice of the Melody Lane Drive-In when questioned regarding this new music installation stated, "Believe me, it's wonderful. All our patrons are just as enthused over it as I am," he continued.

The days of the blaring juke box are gone. Serenity is the keynote here with this conversational-level music.

"And because of this new music," Dice says, "there's always a line of patrons at the register asking for quarters and dimes so that they can enjoy continuous music. That's what counts as far as we retailers are concerned."

Fillitti worked with officials of Atlas Music Company, Seeburg distributors here, on this installation. He stated, "We all know the advantages of truly tailored music installations. In our estimation this installation is a boost for all the automatic music industry and, definitely, such installations will not only win us the good will of the public and the location owners, but, at the same time, they bring operators better profits all around."

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"It's What's in THE CASH BOX That Counts"
Does The Music Machine Industry Need A “Public Relations Council”?

READ THIS:

May 17, 1954

Mr. Jack Thompson
King Feature Syndicate
235 East 45th Street
New York City

Dear Mr. Thompson:

A feature story "The Mysterious Teens That Rule the Platter Empire", under your signature, which appeared in the Sunday Mirror, magazine section, May 9th issue, has been brought to my attention. It is extremely surprising that you would include in the story material for which you have no proof and which is entirely erroneous.

I refer in this instance to the paragraph headed "Shadow of the Mob". You write, "A large share of the 500,000 juke boxes in many areas of the country are controlled by gangsters". I would like you to advise me of one such single operating firm or individual.

You write, "Juke box profits are gigantic". For your information juke box profits are such, that for the money invested by the operators they are very small indeed, and in many instances operators are hard-put to stay in business.

You state, "... they resisted paying off to the big ‘companies that controlled the big singing stars’. No juke box operator pays off to any recording company that controls recording artists. There is no reason to do so.

You state, "... they have started their own recording companies with their own stars". There are no recording companies owned by any juke box operator.

Referring to these record companies you state, "they are now so powerful that music publishers offer their best tunes to companies and artists owned entirely or in part by the mob". As I said in my previous paragraph there are no recording firms controlled by mobs so, therefore, this is entirely erroneous.

I would imagine that you would be interested in setting the record straight and should you desire a follow-up on the story that appeared and want to get the true facts I suggest that you visit with us here, and we will be very happy to give information on the juke box and music industries so that you can see for yourself how unfair and untrue is the material circulated to your readers in your story.

THE CASH BOX
Joseph P. Orleck
Publisher

(EDITORIAL COMMENT: Some columnists, who have read this most untruthful and damaging article, have sent protests to Jack Thompson—copies to THE CASH BOX. The question they all ask THE CASH BOX is typified by Henry C. Knoblauch of Glen Falls, N. Y., one of the most outstanding operators in the country. He asks: "What can be done about leasy things like this and what inspires them?")

"It's What's in THE CASH BOX That Counts"
NOW AVAILABLE...
NELSON MODERNIZATION KIT

Manufactured by D. W. Price Corporation, Los Angeles, Calif.

1. Installation does not affect or require readjustment of properly operating mechanism.
2. Can be installed on location in one hour or less.
3. Precision manufactured of finest materials and workmanship. All parts factory guaranteed.
4. Extra advantage of new popularity meter to gauge customer's choice of music.
5. Engineered to fit mechanism with no machining or special tools needed.
6. This modernization kit will extend the life of your Seeburg 100 "A" and continue its trouble-free operation with modern 45 RPM recordings.

Complete kit ready to install, including Playmeter $98.50 F.O.B. Los Angeles
Terms: 1/3 Cash with order; Balance COD or sight draft, your bank

Nelson Modernization of Seeburg 100 "A"—45

Ray R. Powers Sales Company
Exclusive National and Foreign Sales Representatives
4415 W. Pico Blvd.
Los Angeles 19, California

MOA Prepares "National Tax Council"
Geo. Miller Asks All Music Men To Help Get "Tax Council" Started

Oakland, Calif. — George A. Miller, president of Music Operators of America, announced this past week that preparations were under way at this time to get a "National Tax Council" going for this organization.

Miller stated that he is attempting to get complete lists of all names of music operators everywhere in the nation.

Miller stated that he is attempting to get complete lists of all names of music operators everywhere in the nation.

He is asking all organizations, and all connected with the automatic music industry, to help bring the "National Tax Council" into being, by supplying these names to Music Operators of America, Inc.

Miller stated, "To actually operate a good 'Tax Council' we must be able to send assistants to various states and localities to fight state taxation legislation."

At the same time, Miller also reported, that MOA plans to put such a "Tax Council" into operation only when it is prepared to handle the work which would be required of it.

To obtain all the data, as well as present legislation, past legislation, and future prospects of successful and unsuccessful tax cases, so that these would be on file at the offices of MOA, would require every single man and woman engaged in the automatic music business to send in all such information from their territories.

Miller said, "To make the 'National Tax Council' as effective as it is humanly possible we shall, at the same time, conduct a 'complete membership drive' so that all who have anything to do with the automatic music industry become members of Music Operators of America."

As is readily realized by all, Miller stated, this is a vast and important project being undertaken by Music Operators of America, Inc., and is something that requires much time, effort and energy and, especially, he said, the most complete cooperation of all in the automatic music industry. This "National Tax Council," Miller reported, will confine itself strictly to the automatic music industry. Miller then turned out to compliment the Cash Box for its many years of continuous efforts to have the industry bring about a "National Tax Council."

MOA Board To Meet In July

Chicago — George A. Miller, president of Music Operators of America, Oakland, California, phoned The Cash Box in this city, just as it was going to press, and the message was relayed to publication office in New York by phone, advising that the Board of Directors will meet at Colorado Springs, Colorado, some time in early July. Definite date will be set in the near future.

It's what's in THE CASH BOX That Counts

Ray R. Powers Sales Company
Exclusive National and Foreign Sales Representatives
4415 W. Pico Blvd.
Los Angeles 19, California

FOR...
EVERYTHING YOU NEED
IN NEW AND USED EQUIPMENT
Write For Our Lists
LOWEST PRICES!

DAVID ROSEN
855 N. WABASH STREET, PHILA. 22, PA.
PHONE-STEVENSON 2-3903

Chi Coin Going Full Blast

Chicago — Ed Levin, sales director of Chicago Coin Machine Company, this city, had only this to say, this past week: "All I can tell you at this time is that we are going ahead full blast and trying our best to meet all orders that we are receiving each and every day for all of our products."

Levin also said that the long distance phones have been ringing at an unusual rate and that some of the orders have been tremendously surprising to the firm's executives.

"For example", Levin stated, "one of our distributors who usually orders in lots of five's and ten's, ordered 75 of our newest bowler at one shot and, at the same time, insisted on immediate delivery."

"This", he continued, "is why we are working at top speed for all of our distributors have doubled, tripled and even quadrupled the usual orders they give us each week for all of our games."
Ops are busy in New England garnering new locations and sprucing up old ones. Outdoor season opens May 30 and coin machine veta say there will be new salesmen and other coin op amusement devices in parks and fun spots in the territory this year than at any time in history of the biz... Max Polansky, new general manager for Poole Distributors, exclusive of the Middle West, has come up with a deal for music op... “It’s like putting 6 months commissions in their pockets,” Max said. ... Salesman Wallace, Newport, Vt. op, who has over 100 music machines on location in his territory and a reputation as one of the best fishermen in the North Country, was among visitors to Poole Distributors this week. ... Other coin operators in addition, and Fred Haddad, Willamantic, Conn, vice president and treasurer, returned this week from a Connecticut road trip to take over the office while Harry Poole took a road trip in western Mass... Ralph Lackey, Karel Music Co., Roxbury, popular Greater Boston op of music, pins and shuffles, is enjoying his new ranch house with his wife and two little daughters in Milton. ... Al Dohan, Pioneer Music Co., veteran New England op, is polishing up his Cape Cod music route for the summer season. ... Al Levine, sales manager for Jerry Golumbo’s Music & Television Corp., Rock-Ola, reports interest high among New England ops... Ray August, salesman for the Hub Rock-Ola distributor is touring western Massachusetts this week. Louis Green, sales manager for World Fair Inc., Ed Ravreby, Evans Music and Capitol kiddie rides, made N. H., Vt., Me., and southern Mass. first two weeks of this month, and reports kiddie rides very big despite bad weather conditions. ... Interest in new Evans “Holiday” growing. ... Irwin Margold, general manager, Trimount Automatic Sales Corp., exclusive Seeburg distributors, reported this week that it has been the busiest period the firm has ever had. ... The picture is very bright this in territory of growing outdoor areas, new routes, and machines being exported, there is a shortage of music machines. ... Seeburg’s Custom 200, background music unit is going big around Boston. ... Newest additions to the rapidly growing number of users are the Red Coach Grill chain of fine restaurants, the Boston Club and the Darby Room plus the food chains. ... Local disc jock Ray Dorey reported on his morning show this week that he went shopping at Star Market in Cambridge and was very pleasantly surprised when he heard the pop numbers coming over the 45’s through the Seeburg 200 custom unit in the market. ... Said it made shopping for the groceries a pleasure.

MAGIC GENIES for BINGOS! Without Magic Genie, wire through side of window can light up every room, is still possible for each play. Paper cards and extra bulbs are included. Will light up any BINGO machine. Now available for palm sized BINGO machine. If you have one old kit, we will give you instructions on how to install new one. Or we will exchange old kit for new one. Price $2.50 each. Write for details, only pay post and packing.

G. W. GRAY MFG. CO.
P. O. Box 2235
Salt Lake City, Utah

America’s Finest!
ASK ANY OPERATOR
OF THE KEENEEY
DELUXE ELECTRIC
CIGARETTE VENDOR
★ Operates on any combination of nickels, dimes and a quarter thru a single operation.
★ 9 Double columns dispense altered sizes of cigarettes. Holds 432 packs.
★ Dispenses regular or King size cigarettes. Instructions simply. Instant loading. 3-way hitch vending.

J. H. KEENEEY & COMPANY, INC.
2600 WEST 50th STREET, CHICAGO 32, ILL

THE WESTCHESTER GUILD’s third annual banquet on Tuesday night at the Holiday Inn, Searsdale, N. Y., was a wonderful affair. All who attended made complimentary remarks of the highest order. The only fly in the ointment was some reports of the recording artists who were supposed to be highly commended on their talents, and particularly for their fine attention and appreciation of the occasion. The Guild, in general, was first grade, and the atmosphere of the restaurant was conducive to an enjoyable evening. As is recorded in the feature story of this issue, everyone was impressed by the officers and committee members, and would like to see another of their banquet’s — there’s no mistake about that! Jack Wilson, Tom Goebel, Orville Greening and Tom Greco with their wives, just enjoyed themselves. ... The group from the Connecticut State Operators Association, which has never undertaken a banquet, advised they will consider it for their association upon their return home. Ken Jarrett, Joe Naciaro, Mike Pellegrino and the Missiles once again proved that if the Westchester group, with some 30 members, could run such a wonderful affair, their organization which comprises over 80 operators, should be able to rest, do a big job. They got a big “bang” when Kitty Kallen, Coral recording artist, leaped off the stage, grabbed the handsome Mike Polley and started to jitter-bug. That Polley almost dances as well as he looks. Everyone was thrilled by the appearance of Barony Ross, ex-champion, who is now doing record promotion for Eddie Fisher. Barony, in the company of Joe Orleck, publisher of The Cash Box, was at the after-noon meeting along coinrow, meeting juke box operators and distributors, and then accompanied The Cash Box staff to the Westchester affairs, Barony made a load of friends both for Fisher and himself during the day and night. ... Dick DiCicco, who used to do some fighting himself in his youth, had quite a talk with Ross. At Dick’s table were his missus, and members of the barony and Mr. and Mrs. Robert Tompkins; Mr. and Mrs. James Vetrano; and Mr. and Mrs. Joseph T. Weiss.

Ben Becker, Bally regional representative, returned home from his trip just in time to get to the Westchester Ops’ banquet. Ben has a million friends, and he saw to it that they all toasted the Bally products. ... Dave Stern, Seacoast Distributors, was all set to attend the banquet, but couldn’t make it the last moment. Friends of Mr. Stern’s, Curtis, Béaner and Jerry D., was sorry to hear of the death of his mother, who died Monday, May 10, of a heart attack. Mrs. Sarah Mittleberg was related to several coinmen— a sister of Harry Siskind, sister-in-law of Louis Becker. ... Pete Mongelli and his wife, of Baltimore, Md., coisman, attended the burn-mitzvah party given by Larry Berlin, local operator, for his son Jerry, on May 10. A real big party at the ever-smiling Stanton Island operator, visiting wholesalers on coinrow. ... Harry and Hymie Koeppel closed their store last Saturday, and both went out on the road to buy up latest used model phonos. They were pretty successful. The crowd, by the way, was quite big. ... The question of the quotas for the Alds— together with service. This is only one of many they’ve contributed to other organizations. ... Details for the forthcoming Mike Mannes Testimonial UJA Dinner to be held Tuesday evening, June 22, at the Hotel Commodore, being worked out. Committee met Thursday, May 19. ... John S. Miller, vice president in charge of sales of the Rowe Manufacturing Company, died Sunday, May 16. He joined Rowe in 1938. ... Sam Krasner and son Marshal of Cavco Amusement Co., Bridgeport, Conn., in town buying. ... Charlie Foster, of the Newark, N. J., office, drove out to see some equipment for the Greater New York Music Operators. ... Mr. DiCicco advises that the Automatic Music and Amuse-machine Division made 142 contributions, representing $3,523 during the past campaign, as compared with $1,627 in 1953.

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UPPER MID-WEST MUSINGS

The fishing season opened in Minneapolis on Saturday May 15th and from reports it was the best opening day had for at least three years. Indications are that the resort country in N. Minn. and Wis., is getting heavy play from the tourists. Of course there were a few operators and service men who took some time off to get in a lick or two of fishing. ... Pete Lenos of Benfield, Minnesota, took trip into the Twin Cities, and as usual was lucky on some new spots. ... Shopping around and looking over the latest in coin operated equipment was Jack Bailey of the Ace Novelty Company of Browns Valley, Minn. ... The Sieg brothers of Augusta, Wis., made a trip into town together; they seem to fish for every song, but were looking forward to their vacation next month. ... Jerry Johnson, Staples Novelty Company of Staples, Minn.
CHICAGO CHATTER

As the weather gets warmer, columnists are once again out on golf courses and the radio, looking for indications that this year is going to see more golfers in action than ever before. But to listen to some of the boys who chase that elusive little pellicle around, talking about their golf games, seems like everything is a big thing in the low 70's. Johnny Cash and Jack Simms returned to United's factory this past week after conducting service schools throughout the south for the past two months. And right, after only one week at the factory service school in St. Louis, Kansas City, and then on east, Johnny and Ken absolutely thrilled at the reception they've been getting. And we have again attributed much to the fact The Cash Box. Now, Jam Summers of Simpson Electric Co., the firm that purchased O. D. Jennings & Co., advises name will now be Jennings & Company. Also that the future of United will be in production on various types of machines.

Jack Nelson out of town for a day or so this past week. In the meantime, and still more work for Bill O'Donnell, The Daily Star definitely one of the best in the west. The city of the entire country today. And the long distance phone system, buzzing away all day long. Roy McGinnis phones to advise that he plans to be in New York to attend the big Mike Munsey "Testimonial Dinner." Roy continues to enjoy his golf game and advises, "Once that golf bug bites you, brother, that's it." Joel Stern of World Wide advises that the firm has inaugurated what it calls "a production line reconditioning system." Ed Spill of ChiCoin tells about how their distributors phone in with some of the largest orders the firm has ever received. "We're working away at top speed to meet all orders," Ed reports. Also advises that Frank Menesci now traveling up the West coast and moving his way back to the factory. Sam Lewis is back. And advises that he will have some "real news" for this column this week. Paul Huebach of Keyney entertaining Lee Grob of Wheeling, W. Va. Says that Lee's doing a whiz of a bit for Keyney products in the W. Va. territory.

H. F. Burt writes, "Sold my interest in 'Silver King' in December, '52. I was founder and designer of all 'Silver King' products and sold $4,500,000 worth of those products in the eleven years and a half years there. . . . Nate Gottlieb without doubt the prouddest pappy in town. His son, Shelley Gottlieb, not only made the little League team in Oak Park but, in his first year on the diamond, Shelley batted 1000. 3 for 3. Single, double and a homer. . . . Harry Brown back in sales office here with "Activeaire." Also with other engineers who also like "Rubener" may take the big 'Zig Zag.' Brown has just flown over to Harry Brown, . . . Sam Stern held a conference with the firm's engineers and they devised an ingenious double production line so that William could carry his new five-ball game, "Thunderbird," and still continue to produce his baseball games. . . . Fred Skor of World Wide back on the job after a very hectic battle with the flu. New staff member of this firm is Sam Rosenblatt.

Art Weinand reminds us that as of December, '53, he becomes eligible for the "20 Year Club." It's been a long time, Art says, "and I'll sure be thrilled to become the member." Art exhibiting his "Vacuumatic Coin Vendor" at the Morrison Hotel where the National Industrial Recreation show is now in progress. George Kory of ABT advises that he's been calling on all his friends to have them pick lilacs because his lilac bushes in his new home just simply loaded with blossoms. In fact, George brought a big bouquet of them to "Washington." In the way, ABT will be closed for vacation time, from August 2 to August 18. Wally Finke advises that the firm is busier than it's ever been trying to meet orders for ChiCoin's new "G-Player Home Run" and Exhibiting's "Shooting Gallery." Henry K. Knoblauch sends us a copy of the letter he wrote to New York's Daily Mirror. This tank was a wonderful story about the downtown and the fact phone ops not paying for the privilege of playing dishes. Grand letter and hits right to the point. . . . Ralph Heft phones in to advise that business "going right ahead as per usual" and calls Carl and Lil and he look for even a bigger year in '54 than the firm enjoyed in '53.

Mac Leinick of Baltimore writes to advise that the firm started off distributing records with one of the biggest parties ever seen in his part of the world. . . . With Ray Williams of Commercial Music, Dallas, also into the party, fine, since his other firm is discovering that there's a definite tie-up between selling phonos and recording supplies at the same time. . . . To get some idea of how important this is, just remember that a record plant in Chicago, that are over 12,000 in the year, could be making $50,000 a week. . . . Harold Schwartz of Atlas Music shows ops how they can better their incomes with wall box installations and is going to try to get the consent of taking pictures of noted locations here to show the boys how it should be done. . . . Jackie Cohen of Cleveland, who heads Ohio's phonos ops, advises that he has just celebrated his 30th year in the coinfield. . . . Mike Spagnola, a busy man these days helping ops get set with AMI phonos as the warm weather gets under way.

Ken Roberts certainly created much comment with his advertisements wherein he shows tieup between Maccord and RCA Victor for the use of all RCA Victor tapes for this unit. Heinie now busier than ever trying to get his distributors' legs up throughout the world. . . . With Ray Williams of Commercial Music, Dallas, also into the party, fine, since his other firm is discovering that there's a definite tie-up between selling phonos and recording supplies at the same time. . . . To get some idea of how important this is, just remember that a record plant in Chicago, that are over 12,000 in the year, could be making $50,000 a week.

Len Micon visiting about with leading ops to tell them how the "Comet" electric equipment is in "big time" now. Len Cavett a busy young Walterian man who has his offices in Indianapolis and Chicago. Covering as many ops as possible. . . . Roadmen, back from long trips, report that late model used equipment is selling faster than ever to obtain older "Activeaire" coinboxes out of all the coin machines while trading only very oleat coin equipment. And with orders that many distributors have, it makes sales a difficult problem, especially for export where late models are being called for at this time. Since you will be using this outstanding advertisement in the 12th Anniversary Issue of The Cash Box, which is known as "The Encyclopedia of the Coin Machine Industry."
### Chi Automatic Phono Bowling League's Final Standings

CHICAGO—The final standings of all individual players and teams were released by the Chicago Automatic Phonograph Bowling League. The last competition took place on Monday, May 10, and until next season, the last standings can be released.

The Decca-Coral team won the team championship. Carlos Latina came in first as high scorer for the men. Mrs. Isabel Oomens won the high score championship for women.

The following is the final standing of the league:

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>Won</th>
<th>Lost</th>
<th>Total</th>
<th>High</th>
<th>Average</th>
<th>Games</th>
</tr>
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<tbody>
<tr>
<td>1. Decca Coral</td>
<td>66</td>
<td>14</td>
<td>685</td>
<td>749</td>
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<td>2. Walter Oomens</td>
<td>65</td>
<td>15</td>
<td>819</td>
<td>734</td>
<td>936</td>
<td>235</td>
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<td>3. Paschke</td>
<td>57</td>
<td>13</td>
<td>582</td>
<td>652</td>
<td>809</td>
<td>216</td>
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<tr>
<td>4. ABC Music Service</td>
<td>54</td>
<td>10</td>
<td>612</td>
<td>715</td>
<td>827</td>
<td>201</td>
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<tr>
<td>5. Star Music</td>
<td>52</td>
<td>12</td>
<td>481</td>
<td>547</td>
<td>821</td>
<td>206</td>
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<td>6. Atlas Music</td>
<td>52</td>
<td>13</td>
<td>486</td>
<td>609</td>
<td>775</td>
<td>215</td>
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<td>7. B &amp; B Novelty</td>
<td>52</td>
<td>15</td>
<td>478</td>
<td>595</td>
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<td>8. Western Automatic</td>
<td>55</td>
<td>8</td>
<td>486</td>
<td>592</td>
<td>817</td>
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<td>9. Melody Music</td>
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<td>7</td>
<td>485</td>
<td>594</td>
<td>821</td>
<td>203</td>
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<td>477</td>
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<td>472</td>
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<td>12. Coven Music</td>
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<td>484</td>
<td>581</td>
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### Individual Scores, Men's Division

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<tr>
<th>Name</th>
<th>Games</th>
<th>Total</th>
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<tr>
<td>U. Oomens</td>
<td>105</td>
<td>1482</td>
<td>138.31</td>
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<tr>
<td>2. M. Schaefer</td>
<td>95</td>
<td>1296</td>
<td>135.98</td>
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<td>3. J. Tomkin</td>
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<td>4. M. Nyland</td>
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<td>1218</td>
<td>128.17</td>
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<td>5. J. Brindley</td>
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<td>1333</td>
<td>137.60</td>
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<td>6. J. Wroblewski</td>
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<td>1347</td>
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<td>7. E. Davis</td>
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<td>1206</td>
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<td>8. J. Allen</td>
<td>95</td>
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<td>9. Paschke</td>
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<td>10. B &amp; B Novelty</td>
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<td>11. M. Paschke</td>
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<td>15. G. Hahn</td>
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<td>16. C. Hughes</td>
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### Individual Scores, Ladies' Division

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<td>5. J. Brindley</td>
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<td>6. J. Wroblewski</td>
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<td>7. E. Davis</td>
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<td>16. C. Hughes</td>
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<td>123.80</td>
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### California Clippings

**Los Angeles**

The Pico Strip has been quite a turmoil this past week while construction workers tore up the street to put in new pipelines. Jean and Dolores Thorne have closed their Palm Springs office for the summer season. They report tremendous reaction to Chi-Coin’s new “Star-Life” Bowlers. Tony Rolefson of the Las Vegas Coin Machine Company, Las Vegas, returned home after spending a week-end in Los Angeles. Hermie Cohn, former manufacturer, distributor, and customer of coin alley coinrow recently to visit with Jack Simon, prexy of Simon Distributing Company. Cohn retired from the machine business two years ago and now resides here in L.A. John Free- man is back hard at work after vacationing in Houston. Al and Bruce Cone of Coin Distributing Company have been plenty busy moving out a flock of those new Rock-Ola “Comets.” Nick Carter, president of Nickabah Sales Company, recently returned from a trip to Visalia to confer with his branch manager Ken Joiner. He says that Joiner was an unhappy guy. He recently drove over 500 miles to go fishing and came back with just one small fish. While Charlie Robinson is not filling from his recent eye operation Al Beil- leman has been extra busy over at the C.A. Robinson & Co. showrooms. Things got so hectic that he had to have a new telephone installed to take care of all the calls. They are considering a new juke box line. Robert Hard, president of Hard Distributing Company, is now furnished with his locations with printed cards showing the name, address and phone number of the location and listing the top twenty tunes that are featured on the juke box. These cards can be placed in a conspicuous place where the customers can see them or given away. Bost said “This is just another form of service which we hope the location owners will appreciate.” Maurice Floyd is now going to school evenings to study Spanish so she can keep up with all their Spanish locations.

Joe Duarte, foreign sales manager for Badger Sales Company, has returned to the Los Angeles office after an extended tour of Latin American countries. At his L.A. showrooms Floyd reports that business has picked up tremendously during the past few weeks. Ray Powers will leave Badger Sales Company to form his own concern which will be located at 4145 W. Pico Blvd. His new firm will be called Ray R. Powers Sales Company. Powers will handle National distribution of the new Nelson modernization kits which are manu- factured by the D.W. Price Corporation, this city. These kits convert 100-A Seeburg Photos to 45 rpm play. Stan Turner has been confined to the Beverly Glenn Hospital for an indefinite period. Sam Ricklin, prexy of California Coin Machine Company, left for Chicago, Detroit and New York for a vacation and to pick up a new car. Meanwhile Gabe Orland, Betty Blakeneay, Martha Wigand, Bella Stack and Mary Reece continue to keep the record emporium running at the usual fast and furious pace. Bella also recently returned from a short vacation to Las Vegas sporting a good old fashioned sunburn. Operators wonder how she got so burned standing around the gambling tables. They all agree that they must have been hot dice. Paul and Lucille Laymon attended the cocktail party that was held at the Brown Derby in Hollywood May 14th to say goodbye to Joe Matthews, former sales promotion manager for Capitol Distributing Corporation, who leaves to take up his new post as manager of the new Jacksonville branch. Paul states that The Cash Box is no longer the favorite reading matter down at his establishment but that we shouldn’t worry too much about it because it always happens this time of year. Now all the boys want to read are the latest copies of The Fish and Game News. The Laymon crew have been plenty busy moving out the new Waltzer “100%” and Rally “Champion Bowler” and “Victory Bowlers.” Paul says that their business is going along so great that he feels there’s no need to worry about anything but Charlie Daniels claims that Paul is the biggest worryer in the business. Charlie adds that he worries because he’s afraid that if he don’t he might not have anything left to worry about.

Another meeting of members of the California Music Merchants Association, Los Angeles Division, was held on the Starlite Roof of the old Forum Theatre on West Pico May 19th. George Miller, president of the group, came down from his home office in Oakland to preside over the meeting. Lyn Brown is still scuttling around town taking orders for Exhibit’s new “Shooting Gallery.” Tony Bril was seen visiting along coinrow with his K-4 combination. Jack Mangel found work from Big Bear to take care of business. Jack Moydinger dropped in from West L.A. and had his coinrow. Sheridan Thompson and Carl Homan from Long Beach were also seen visiting here and there. T. H. Lee of The Imperial Phonograph Service drove all the way in from El Centro recently. Other out-of-towners included W. E. Middleton, Glendale; J. F. Maggurt, Porterville and Oscar Tetz- laff, Banning. Catalina Island is getting ready for the big tourist season ahead. H. T. Halgren who operates an arcade called The Avalon Sports Center came over to the mainland to take care of business along the Pico Strip recently.

*“It’s What’s in THE CASH BOX That Counts”*
Use This Convenient Form For Your Classified Ad

WANT OR FOR SALE CHECK OFF WHICH YOU DESIRE

CLASSIFIED AD RATE 10 CENTS PER WORD
Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with your classified ad it will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special ($48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name. Words exceeding 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

START HERE

FIRM

ADDRESS

CITY ZONE STATE

TELEPHONE NO.

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX
26 WEST 47TH STREET, NEW YORK 36, N. Y.
WANT—Beach Clubs and Beauties. We sell factory reconditioned Bright Lights and Spot-Lites $70. W. E. KENNEY MFG. CO., 3229 S. KED- ZIE AVE., CHICAGO 32, ILL. Tel.: H-4044.

WANT—Seeburg Model C; Seeburg Model B; Seeburg Original A; AMI Model D-40; AMI Model C. Also late type United Bowlers and arcade machines. Specify quantity and prices in first letter. BADGER SALES COMPANY, 2251 W. PICO BLVD., LOS ANGELES 6, CAL.

FOR SALE—Juke Box, game route Northern California $30,000, easy terms. Average takes $3,000 monthly. Ill Health forces sale. Write or wire P. O. BOX 531, CRESSENT CITY, CALIF.

FOR SALE—All machines 20% off list. Juke Box prices. Wurlitzer 1015, 1100, 120. Rockola 1422, 1426, AMI Model C. Seeburg 146, 147, 100K. Phone Starr 8-5215 or WRITE: DIXON DISTRIBUTING CO., BOX 2666, YOUNGSTOWN, OHIO.

FOR SALE—Brite Lites $75; Brite Spot $95; Spot Lite $90. Beach Club, Duda Ranch, Palm Springs. write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILLINOIS.

FOR SALE—5 AMI A’s @ $175 each; 5-10¢ AMI Wallboxes @ $15.50 each. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, EVANSTOWN, NORTH CAROLINA.

FOR SALE—Right off location A-1 condition. 2 Covey Island $75 each; All C.; $145; Circus Unit $175; Hi N. Run (Gottlieb) $60; $25; Pinball machines $145; Packard Sevens $50; Wall Boxes 3W-1, 1/2, $80; 25¢, $6-5, 10, and 25¢ Boxes $22.50, O’CONNOR DISTRIBUTORS, INC., 2320 W. MAIN STREET, RICHMOND, VA.

FOR SALE—AMI D-80 $495; AMI D-40 $395; Seeburg “C” $695; Seeburg “C” 13¢, $75; Wurlitzer $395; Wurlitzer 1100 $180; Wurlitzer 1015 $75. UNITED DISTRIBUTORS, INC., P. O. BOX 1995, 515 E. CENTRAL, WICHITA 2, KANSAS.

FOR SALE—Atlantic City $175; Frilex $185; Club Box $225; Beauty $225; Beach Club $220; Duda Ranch $385; Futuria $65; Genco Jumpin’ Jacks $110. MICKEY ANDERSON, 514 EAST 11TH STREET, PHILADELPHIA, PENNSYLVANIA. Tel.: 7-5549.

FOR SALE—United Bowlers 5 Play Formites $380; Six Play $325; Deluxe $300; Super $325; Official $300; Thunderbolt Boxes $350. Edcelo 2 Play Boxes $175; 1100 Wurlitzer $350; Genco B Player $145; 146M $325. LEBEKER DISTRIBUTION CO., 2809 S. MADISON ST., CINCINNATI, OHIO.

FOR SALE—Coin distributors. 3500 M is $875; 2100 is $900; 4000 is $900. Please write. BOX 679, BLOOMFIELD, N. J.

FOR SALE—Wurlitzer Bar and Wall Box old stock—1950s $100, 1960s $210. 4 Player Deluxe 7 10/95 $75; Williams Deluxe World Series $100; Deluxe Blonde 1950 $125. MORGAN & MILLER CO., 1861 CLEMENS ST., DAYTON, OHIO.

FOR SALE—Tubular Cabinets for Box. 1952 Model $250; 1953 Model $25. POPULAR ENTERPRISES, INC., 3743 W. GRAND AVENUE, CHICAGO 51, ILLINOIS.

FOR SALE—Dice game machine for sale complete. 4 Player Deluxe $75; 8 Player Deluxe $125. WURLITZER SALES CO., 5431 E. 30TH ST., CHICAGO 18, ILL.

FOR SALE—Bally Games. 1950s $50. Bally-Williams, 601 S. WAINWRIGHT, CINCINNATI 15, OHIO.

FOR SALE—1015 Wurlitzer $75; AMI 40 Selection $10; 10¢ Wall Box $17.50. COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY, OKLA.

FOR SALE—United Bowlers—$100; Lexicon $225; C. J. $25; 6 Player Deluxe 7 10/95 $75; Williams Deluxe World Series $100; Deluxe Blonde 1950 $125. MORGAN & MILLER CO., 1861 CLEMENS ST., DAYTON, OHIO.

FOR SALE—Twenty Midget Movies. Exhibit Silver Bullets, Chicago Coin 4. Bev. Couple $60. Jack King, Universal Winner, Photo Finish, all equipment just from location, clean, checked, ready for operation, make offer. STANLEY AMUSE- MENT CO., 2333 BROADWAY, TACOMA, WASHINGTON. Tel.: BRoadway 3663.

FOR SALE—Wurlitzer Bar and Wall Box old stock—1950s $100, 1960s $210. 4 Player Deluxe 7 10/95 $75; Williams Deluxe World Series $100; Deluxe Blonde 1950 $125. MORGAN & MILLER CO., 1861 CLEMENS ST., DAYTON, OHIO.

FOR SALE—Can afford you 92- per-week to get into the game trade of all competition? For only 92¢ per week you can have a 4-word ad in this section plus a free full year’s (52 weeks) subscription to The Cash Box. "The Bible of the Coin Machine Industry." Send your Check for $48 today plus your first 40¢ in postage. Address: Box 26, W 47TH ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

FOR SALE—Kneeys High Score League $169.50; Williams DeLuxe Star Series $187.50; United 6 Way $.10; Williams DeLuxe $159.50; Spot Lite $119.50. LAKE CITY AMUSEMENT, INC., 416 PAYNE AVE., CLEVELAND, OHIO. Tel.: Hendersen 1-7577.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzers, 125¢, 15¢, 10¢, 5¢, 1¢, Bright Spot, Bright Light, Atlantic City, Stars, Coney Island, Zingo, See the World, Pinball Machines, Pin Games, Super World Series, Coin Machines, 10¢, 25¢, 50¢, 75¢, 1$. Write for complete descriptive price list today. (Established 1932), HASTINGS DISTRIBUTION CO., 6706 JEFFERSON ROAD, MIL- Waukee 13, Wisc. Tel.: Post- road B-7600.

FOR SALE—Capco cleaner for glass, plastic, and chrome, trial size 75c, $2.50 a gallon. Crock box 9 x 11 sheet 17¢. Emery cloth 2 90, 9 x 11 sheet 17¢. Lapel badge 1¢, a tube. Rosin core holder 95¢ a lb. 5 lb. roll $4.35. Rear frames res- seeded model 700 $25, up. $2.50 each lot, of 5, 1.75 each 1/3 deposit with order. Guaranteed. COVEN MUSIC CORP., 3181 ELSTON AVE., CHICAGO, ILL. Tel.: Independ- ence 3-2210.

FOR SALE—Special! Bally Paddle Spring $425; Bright Spot $99.50; Beach Club $340; Williams Army & Navy $149.50; Williams Jaloyp $45; Williams Super Wurlitzer $225; Beauties beautifully refurbished. NEW ORLEANS NOVELTY CO., 115 MAGA- ZINE STREET, NEW ORLEANS, LOUISIANA. Tel.: Canal 8318.

FOR SALE—The best buy in used Bally Bowler Games. Just one and you will see why you pay a little more and be glad you did. Your money back if 40¢ does not make it satisfied. 1/3 deposit with all orders. WURLITZER MACHINES, INC., 937 MARKET STREET, WHEELING, W. VA. Tel.: WHEELING 5472.

FOR SALE—Contact us before you buy. We’ll sell you the best machines. Largest Central Pennsylvania distributor for United, Universal, Bally, WILLIAMS, ELE- PHANT, DE-LUXE, COPELAND. Box 3 W, 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3352 or 2-1648.

FOR SALE—Can afford you 92- per-week to get into the game trade of all competition? For only 92¢ per week you can have a 4-word ad in this section plus a free full year’s (52 weeks) subscription to The Cash Box. "The Bible of the Coin Machine Industry." Send your Check for $48 today plus your first 40¢ in postage. Address: Box 26, W 47TH ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

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FOR SALE—Wurlitzer Bar Boxes 2140’s; Wurlitzer Wall Boxes 6205’s. Technical and mechanical service. No reasonable offer refused. YOUNG DISTRIBUTING Co., 597 TENNY AVENUE, NEW YORK, N. Y.
Two Operators Were Talking....

You may have heard them. We'll call one of the operators Bill; the other, Charlie. These are not their actual names, but the conversation went like this:

Bill: "You've been telling me that you make more money with the A M I Model 'E' than any other new machine you put on location. Why?"

Charlie: "That's true, Bill. And the reason is that the 'E' combines more income-producing features than any other phonograph on the market. Take one-button play, just as an example."

Bill: "Sure, Charlie, that's a feature that speeds up the play and avoids confusion on the part of the player. I'll agree with you on that. But one feature doesn't make that much difference in the take. Right?"

Charlie: "It isn't just one feature, Bill, that makes the difference. It's the accumulation of a number of unique features that add up to important differences."

Bill: "Like what, Charlie?"

Charlie: "Look at the 'E' program panel. A M I knows—and you know—that displaying merchandise at eye-level invariably will produce more sales. The 'E' gets those titles up where they're right in the line of sight and can't be missed. That puts money in my pocket."

Bill: "Anything else, Charlie?"

Charlie: "You bet there is. The 'E' uses light and color and motion in just the right amounts to remind our customers that there's music on hand. From the toplighted name plate to the color cube doors, there's a catching excitement in this A M I box that makes people want to play."

Bill: "Well, you've got something there, Charlie. I've had some experience with A M I myself and know that you can't beat their equipment for steady, reliable performance. The box is made to last and always brings top dollar on a trade-in."

Charlie: "It's a lot more than that. With A M I giving a full year's warranty on every single part they build, you don't have to worry about the 'E' failing just when the coins are rolling in. You know the box will stand up."

Bill: "I like that 'E' cabinet with its all around finish, don't you?"

Charlie: "Why not? I can set the box up almost anywhere and don't have to line it up with its back to the wall."

Bill: "... of course, it's quite a bit different from all the other new machines, Charlie."

Charlie: "You bet it is, Bill. That difference really counts. It's clean lined and modern, just like every new or redecorated location on your route. The 'E' belongs. Customers note its distinctive difference and you get the benefit of new machine play for a long, long time on every installation."

AN OPERATOR CAN MAKE MONEY OVERHEARING THIS KIND OF TALK

AMERICAN MUSIC AUTOMATES, INC.

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the JMA-AMI Juke-Box sold through Oscar Sieby A/S, 5 Palaisgade, Copenhagen K., Denmark

"It's What's in THE CASH BOX That Counts"
### Minimum Front Money Required by Juke Box Operators

Minimum Front Money Required by Juke Box Operators Each Week From Their Locations on All Types of Automatic Phonographs to Assure Complete Amortization is Based on The Cash Box’ “Confidential Price Lists”

#### AMI

<table>
<thead>
<tr>
<th>Model</th>
<th>Per Week</th>
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For Each Wall and/or Bar Box, Add To Above: $2.00 Per Week
For Each Additional Auxiliary Speaker, Add To Above: 1.00 Per Week

**Notice:** All minimum front money requirements are based on the prices that appear in each month’s “End-Of-Month Inventory Issue” in “The Confidential Price Lists” of “The Cash Box.”

### 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. The reporter “The Confidential Price Lists” can only feature the market prices as they are quoted. The Confidential Price Lists” acts exactly the same as the market quotation board at the Stock Exchange—pricing 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 Lists,” rather than show no price, retain 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 $15.00 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. Some equipment offered by outstanding firms, having 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 made 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 for the week.

### EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations Last 4 to 8 Weeks
7. Machines Just Added
   * Great Activity

### NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE

<table>
<thead>
<tr>
<th>Machine</th>
<th>Weeks 1-25</th>
<th>Weeks 26-50</th>
<th>Weeks 51-75</th>
<th>Weeks 76-100</th>
<th>Weeks 101-250</th>
<th>Weeks 251-500</th>
<th>Weeks 501-750</th>
<th>Weeks 751-1000</th>
<th>Weeks 1001-2500</th>
<th>Weeks 2501-5000</th>
<th>Weeks 5001-10,000</th>
<th>Weeks 10,001-20,000</th>
<th>Weeks 20,001-50,000</th>
<th>Weeks 50,001-100,000</th>
<th>Weeks 100,001-250,000</th>
<th>Weeks 250,001-500,000</th>
<th>Weeks 500,001-1,000,000</th>
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</thead>
</table>

### PHONOGRAPH UP-TO-DATE QUOTATIONS

2. 140M, $ 50 Master with Remote Control, 20 Sel., 78 RPM
3. 140ML, $ 48 Light Cab, Master with Remote Control, 20 Sel., 78 RPM
4. M100A, $ 49 Master, 100 Sel., 78 RPM
5. M100B, $ 50, 100 Sel., 78 RPM
6. M100C, $ 50, 100 Sel., 78 RPM
7. 3W5-L56, Master with Remote Control, 30 Sel., 78 RPM
8. 3W5-L56, Master with Remote Control, 30 Sel., 78 RPM
9. Total No. | Total Value |

TOTAL NO. | TOTAL VALUE |
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<th>PINBALL GAMES (Cont.)</th>
<th>VALUE</th>
<th>NO.</th>
<th>MACHINE</th>
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<td>38. Playland (Ex 6/50)</td>
<td>10.00</td>
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<td>39. Playtime (Ex 8/99)</td>
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<tr>
<td>40. Poker Face (Got 9/53)</td>
<td>150.00</td>
<td>170.00</td>
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<td>41. Puddin' Head (Ex 10/48)</td>
<td>10.00</td>
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<tr>
<td>42. Punchy (CC 12/50)</td>
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<tr>
<td>43. Quarterback (Wm 10/49)</td>
<td>75.00</td>
<td>124.50</td>
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<td>44. Quiet at Get (Ex 2/52)</td>
<td>85.00</td>
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<tr>
<td>45. Queen of Hearts (Got 12/52)</td>
<td>85.00</td>
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<tr>
<td>46. Rag Top (Wm 10/50)</td>
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<td>47. Rainbow (Wm 9/48)</td>
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<td>48. Rambo (Ex 2/49)</td>
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<td>49. Red Shoes (Wm 11/50)</td>
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<td>50. Rio (Ex 11/51)</td>
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<td>51. Rip Snorter (Ex 10/49)</td>
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<td>52. Rocket (Ex 5/50)</td>
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<td>53. Rocketeer (Wm 11/50)</td>
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<td>54. Rodeo (Ex 2/52)</td>
<td>210.00</td>
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<td>55. Rosedale (Ex 5/54)</td>
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<td>56. Rose Bowl (Got 10/51)</td>
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<td>57. Rumbled Up (Ex 2/50)</td>
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<td>58. St. Louis (Wm 2/49)</td>
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<td>59. Saddle &amp; Turf</td>
<td>225.00</td>
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<td>60. Sally (CC 10/48)</td>
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<td>61. Sambo (Ex 5/48)</td>
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<td>62. Sargents (Wm 10/48)</td>
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<td>63. Screemall (Wm 8/48)</td>
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<td>64. Sea Entrance (Ex 12/49)</td>
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<td>65. Sea Isle (Ex 11/47)</td>
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<tr>
<td>66. Select-A-Card (Got 4/50)</td>
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<td>67. Serenade (Wm 11/48)</td>
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<tr>
<td>68. Shanghai (CC 4/48)</td>
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<td>69. Shantytown (Ex 10/48)</td>
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<tr>
<td>70. Sharp Shooter (Got 4/53)</td>
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<tr>
<td>71. Shangri (Got 10/51)</td>
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<tr>
<td>72. Shoo Shoo (Wm 2/51)</td>
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<td>73. Short Stop (Ex 7/48)</td>
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<tr>
<td>74. SHOWING TOTAL VALUE</td>
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### SHUFFLES (Cont.)

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Manufacturers New Equipment

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

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**ABT. MFG. CORP.**
Challenger (Counter Model)........... $ 75.00
Rite Sport, 3 and more Cans, plus complete range of various types.................. 1,408.25

**AMI, INCORPORATED**
AMI "K-40" Phonograph.............. $795.00
AMI "E-40" Phonograph.............. 225.00
AMI "E-120" Phonograph.............. 1,850.00
W-120 Delux Wall Box................. 89.50
W-120G Galloge Wall Box.............. 99.00
HS-60 Hideaway....................... 775.00
HS-120 Hideaway...................... 875.00
AMI VOKX Speaker..................... 27.50

**AUTO-PHOTO CO.**
Ante-Photo................................ $2,545.00

**BALLY MFG. CO.**
Champion Bowler
   (A) 10c a play........................ $ 75.00
   (B) The Play—3 plays, 25c........ 775.00
Victory Bowler
   (A) 10c a play........................ $ 71.00
   (B) The Play—3 plays, 25c........ 730.00
The Champion (Mech. Horse)........ 1,065.00
Surf Club................................. 735.00

**CHICAGO COIN**
Star Line Bowler, Single Chute 8 665.00
Star Line Bowler, Double Chute 615.00
Cris-Cross Bowler
   Round the World Trainer........... 1,105.00
Super Frame Bowler, Double Chute 655.00
Super Frame Bowler, Single Chute 630.00
6 Player Home Run........................ 579.00

**E. C. EVANS & CO.**
Holiday (Model 1005) 100 selections 45 RPM $1,950.00
Jubilee (Model 278) 40 selections 78 RPM $795.00

**EXHIBIT SUPPLY**
Big Bronco................................ $ 997.50
El Toro the Bull....................... 997.50
Perky the Bull......................... 775.00
Roy Rogers Trigger.................... 1,047.50
Rudolph the Red Nosed Reindeer... 725.00
Rudolph the Red Nosed Reindeer... 725.00
Pete the Rabbit......................... 725.00
Peter the Rabbit with Music......... 725.00
Twisp the Rabbit....................... 725.00
Rawhide................................. 725.00
Space Patrol................................ 1,047.50
Sea Skat................................. 1,047.50
Vacuum Card Vendor.................... 195.00

**GENCO MFG. & SALES CO.**
Two Player Basketball................ 525.00
Deluxe Two Player Basketball with Match Play 550.00
Super Two Player Basketball with Match Play and Relay 560.00

**D. GOTTLEB & CO.**
Hawaiian Beauty....................... $ 364.50

**INTERNATIONAL MUTO CORP.**
Photomat "S"............................. $8,150.00
3D ART PARADE, 10 show model........ 495.00
3D ART PARADE, 9 show model........ 395.00

**J. H. KEENEY & CO., INC.**
Electric Cigarette Vendor........... 284.50
Coin Change Machine.................. 804.50
Diamond Bowler........................ 675.00
Single Chute Double Chute............ 695.00

**METEOR MACHINE CORP.**
Hook’n-Ladder.......................... $215.50
Black Beauty............................ 756.00
Pony Team.............................. 563.00
Flying Sucker......................... 715.50
Hot Red Racer......................... 715.50
Pony Boy............................... 517.50
Rocket.................................. 715.50
Tung-Go (Grip Scale).................. 149.50

**RITWEY MFG. CO., INC.**
"3-Dimensional Theatre".............. $950.00
"3-D Kiddie Theatre".................. 395.00

**ROCK-OLA MFG. CORP.**
Model 1436 "Fireball" 78 RPM $1,065.00
Model 1438 "Comet Fireball" Phone, 120 Selections, 45 RPM Only $1,065.00
Model 1440 "Comet Fireball" Playmaster 120 Selections, 45 RPM Only $1,065.00
Model 1456 "Comet Fireball" Chrome Wall Box, 120 Selections $1,065.00
Model 1608 "Done-O-Lite" 8" Chundlier Speaker $1,065.00
Model 1611 "Tentone" 8" Wall Speaker with Vol. Control & Transformer for Mono $1,065.00
Model 1906, Remote Volume Control $1,065.00

---

**J. P. SEEBURG CORP.**
HF-100-C................................ 39.70
3-W Wall-O-Matic "100"................. 252.00
MR-41 Master Remote Volume Control $215.00
CV-68—8" Wall Speaker Ivory (Tatredrop) $215.00
CV-68—E — 8" Recessed Speaker CVST-12—12" Recessed Speaker CP16012 Power Supply $215.00
AR-116 Auxiliary Remote Amplifier $215.00
AVG-1 Automatic Volume Control $215.00
Ray-O-Lite "Coal Hunt" $215.00

**UNITED MFG. CO.**
Ace Shuffle Alley...................... 710.00
Regular Model, 10c Play................ 710.00
Special Model, 10c Play 3 for 25c $215.00
Rainbow Shuffle Alley.................. 685.00
Regular Model, 10c Play 3 for 25c $215.00
Mexico................................. 725.00
League Shuffle Alley................... 670.00
Team Shuffle Alley..................... 695.00
De Luxe Team Shuffle Alley............ 715.00

**WILLIAMS MFG. CO.**
Thunderbird............................. $364.50
Special De Luxe Baseball............. 537.50
Super Star Baseball.................. 574.00
Super Pennant Baseball................. 389.50
Major League Baseball................ 640.00
All Star Baseball........................ 665.00

**THE RUDOLPH WURTLIZER CO.**
Model "1700" Phonograph.............. $250.00
Model "1600-A" Phonograph............ 495.00
Model "1650-A" Phonograph............ 395.00
Model "1600-A" Phonograph............ 495.00
Model "1650-A" Phonograph............ 395.00
Model 5112—12" Conbeautiful Speaker Hi-Fi $250.00
Model 5112—8" Wall Speaker Hi-Fi $250.00
Model 5206 sc-16c-25 Wall Box 3 Wire (104 Selections) $250.00
Model 5206 sc-16c-25 Wall Box 4 Wire (48 Selections) $250.00
Model 5406 sc-16c-25 Wall Box 5 Wire (104 Selections) $250.00
Model 5100 8" Speaker $250.00
Model 5110 12" Deluxe Speaker $250.00

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"THE CONFIDENTIAL PRICE LISTS"
UNITED'S

SHUFFLE-ALLEY

WITH SENSATIONAL NEW

Master-Frame Feature

SPARES SCORE 300—STRIKES SCORE 500

Regulation 1 to 9 and 20-30 Scoring

Single, Double, Triple, Quadruple, Quintuple Scores

(SCORES ON 5 FRAME AND AGAIN ON 10 FRAME GAME)

Popular Triple Match Feature

10th Frame Feature

Available in 10¢—3 for 25¢ Models

KING-SIZE BOWLING PINS

FAST PLAY

FAMOUS UNITED E-Z SERVICE FEATURES

TWO SIZES

8 FT. BY 2 FT.

9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR NOW!

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED'S RAINBOW SHUFFLE ALLEY has all the features of ACE except Triple Match Feature
BOWLER

WITH EXCITING MATCH-SCORE FEATURES

NEW LIGHT-UP SCORES
NEW CLUB-STYLED CABINET

Rich beauty of club-styled cabinet wins welcome in highest-class locations. Smooth, quiet action, light-up scores, exciting play-appeal earns top profits. Get CHAMPION BOWLER and VICTORY BOWLER from your Bally Distributor today.

SURF-CLUB
SMASHING ALL RECORDS FOR EARNING POWER

MOON-RIDE
SENSATIONAL NEW KIDDY-RIDE

8 FT.
BY
2 FT.

See Your Bally Distributor or Write
BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS