The Gaylords, one of musicdom’s hottest vocal groups, toast their hit Mercury record, “Isle Of Capri”, as lovely Kay Reid pours the wine. Occasion was a party at Theodore’s Restaurant welcoming the boys to New York. Coming on top of their latest hit, “From The Vine Came The Grape”, “Capri” sends the combo into the consistent hit selling class. From left to right, The Gaylords are comprised of Burt Bonaldi, Billy Christ, and Don Rea.
Rock-Ola has Everything You Need...
for each and every location!

Model 1546
Chrome-Finished Wall Box
Push one button for tune. Simple 3-wire hookup.

Model 1438

Super-Tanette Speaker
8" permanent magnet speaker with volume control.

Rock-Ola Comet Playmaster
Compact, to be tucked away where space is at a premium.

Height 42"
Width 30¼"
Depth 23"

120 Selections
The original phonograph with 120 selections

Rock-Ola Manufacturing Corporation
800 North Kedzie Avenue - Chicago 31, Illinois
The Cash Box

FOUNDED BY BILL GERSH

June 19, 1954

Volume XV Number 39

Publishers
BILL GERSH
JOE ORLECK

The Cash Box Publishing Co., Inc.
26 West 47th Street, New York 36, N. Y.

(JOE ORLECK - Publishing Director)

JUDSON 6-2440

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32 West Randolph St., Chicago 1, Ill.

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ADVERTISING RATES: Minimum rates apply. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

SUBSCRIPTION RATES: $5 per year anywhere in the U.S.A. Special listing for jobbers and distributors at $20 per year includes 100 word classified advertisements each week for an entire year ($20 per year) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request.

THE CASH BOX is on hand at various American consular offices throughout the world. This magazine is directed to all who are interested in the coin-operated machine industry, including manufacturers, dealers, jobbers, distributors and all allied to this industry throughout the United States and all over the world. The Cash Box is the only magazine devoted to coin-operated machines and their allied activities. The magazine is distributed throughout the country and abroad to all who are interested in the coin-operated machine industry.

With this issue, The Cash Box announces its Second Annual Coin-operated Machine Industry Award.

Divided into three parts - Pop, Rhythm & Blues, and Folk & Western - the results show which artists, which records, which firms were the hottest during the past year. The Cash Box also publishes an annual list of the top disk jockeys.

And since today disk jockey play, juke box play and retail store sales are so closely tied up, it's vital to know which are the most popular records and artists in any of these areas through which disks are exposed to the public.

This year's poll not only shows the top artists in each specific category, i.e. top male singer, top female singer, etc., but it also details which artists, in the opinion of the disk jockeys polled, have the best chance of becoming even greater successes in the year ahead. These are the artists who won the "up and along" aspect of the poll.

To all of the artists and record companies which come out as winners, The Cash Box offers its congratulations. It's a tremendous achievement to win a poll such as this. And the tremendousness of it is not readily understandable unless you can stay at a radio station for a week and watch the hundreds of records that come in. The one record out of these thousands a week, thousands a year, which wins the accolade as most played is achieving a feat which no one can even hope for when the record is being made. It is one thing to think you're making a hit; it is another to make the most played record of the year.

Similarly the artists who won top place in their particular category also have achieved something which they can be proud of for the rest of their lives. For here, in a cross section of disk jockeys throughout the entire nation, they have been voted tops in their particular category. Whether they repeat next year or not, whether it never happens to them again, their achievement in this year's poll can never be taken away from them.

In two weeks, The Cash Box will present its 12th Anniversary Issue, which is also an Annual Encyclopedia of the record world. And in this issue, these winning artists will almost all be telling you, through their advertising messages, what their latest records are, what they are placing their hopes in for the coming year.

The 12th Anniversary issue will be the most important single edition of The Cash Box that we publish all year.

Don't fail to see it.

And above all, don't fail to be represented in it with your most important advertising message.
### POP POLL RESULTS

The Cash Box Disk Jockey Poll was designed to determine which songs and artists have been the most popular and played the most during the past several months by deejays around the country.

**WHAT RECORDS DO YOU ESTIMATE YOU PLAYED MOST IN THE LAST 12 MONTH PERIOD?**

| 1. | "SECRET LOVE"—DORIS DAY—COLUMBIA |
| 2. | "Vaya Con Dios"—Les Paul & Mary Ford—Capitol |
| 3. | "Oh, My Papa"—Eddie Fisher—RCA Victor |
| 5. | "Eib Tide"—Frank Chacksfield—London |
| 6. | "Stranger In Paradise"—Tony Bennett—Columbia |
| 7. | "Young At Heart"—Frank Sinatra—Capitol |
| 8. | "Ricochet"—Teresa Brewer—Coral |
| 9. | "That's Amore"—Dean Martin—Capitol |
| 10. | "Rags To Riches"—Tony Bennett—Columbia |
| 11. | "No Other Love"—Perry Como—RCA Victor |
| 13. | "I Get So Lonely"—Four Knights—Capitol |
| 14. | "Wanted"—Perry Como—RCA Victor |
| 15. | "Cross Over The Bridge"—Patti Page—Mercury |
| 16. | "Make Love To Me"—Jo Stafford—Columbia |

**WHAT MALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?**

| 1. | EDDIE FISHER—RCA Victor |
| 2. | PERRY COMO—RCA Victor |
| 3. | Frank Sinatra—Capitol |
| 4. | Nat "King" Cole—Capitol |
| 5. | Tony Bennett—Columbia |
| 6. | Frankie Laine—Columbia |
| 7. | Julius La Rosa—Cadence |
| 8. | Tony Martin—RCA Victor |
| 9. | Dean Martin—Capitol |
| 10. | Billy Eckstine—MGM |
| 11. | Bing Crosby—Decca |
| 12. | Harry Belafonte—RCA Victor |
| 13. | Rusty Draper—Mercury |
| 14. | Don Cornell—Coral |
| 15. | Johnnie Ray—Columbia |
| 16. | Vic Damone—Mercury |
| 17. | Guy Mitchell—Columbia |
| 18. | Alan Dean—MGM |

**WHAT FEMALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?**

| 1. | PATTI PAGE—MERCUARY |
| 2. | Doris Day—Columbia |
| 3. | Joni James—MGM |
| 4. | Jo Stafford—Columbia |
| 5. | Kay Starr—Capitol |
| 6. | Teresa Brewer—Coral |
| 7. | Ertha Kitt—RCA Victor |
| 8. | Sunny Gale—RCA Victor |
| 9. | Mary Ford—Capitol |
| 10. | Georgia Gibbs—Mercury |
| 11. | Dinah Shore—RCA Victor |
| 12. | Rosemary Clooney—Columbia |
| 13. | Peggy Lee—Decca |
| 14. | June Valli—RCA Victor |
| 15. | Sarah Vaughan—Mercury |

**WHAT VOCAL GROUPS DO YOU ESTIMATE YOU PROGRAMMED MOST?**

| 1. | FOUR ACES—DECCA |
| 2. | HILLTOPPERS—DOT |
| 3. | Ames Brothers—RCA Victor |
| 4. | Gaylords—Mercury |
| 5. | Four Lads—Columbia |
| 6. | Mills Brothers—Decca |
| 7. | Modernaires—Coral |
| 8. | Voices Of Walter Schumann—RCA Victor |
| 9. | Norman Luboff Choir—Columbia |
| 10. | Fontane Sisters—Dot |

**WHAT SMALL INSTRUMENTAL GROUPS DO YOU ESTIMATE YOU PROGRAMMED MOST?**

| 1. | LES PAUL & MARY FORD—CAPITOL |
| 2. | George Shearing Quintet—MGM |
| 3. | Three Suns—RCA Victor |
| 4. | Bill Haley's Comets—Coral |
| 5. | Pee Wee Hunt—MGM |
| 6. | Art Van Damme—Columbia |
| 7. | Harmonicas—Coral |
| 8. | Dave Brubeck—Fantasy |
| 9. | Benny Goodman—Columbia |
| 10. | Oscar Peterson—Mercury |
| 11. | Gerry Mulligan—Capitol |

**WHAT ORCHESTRAS DO YOU ESTIMATE YOU PROGRAMMED MOST?**

| 1. | RAY ANTHONY—CAPITOL |
| 2. | Ralph Flanagan—RCA Victor |
| 3. | Ralph Marterie—Mercury |
| 4. | Hugo Winterhalter—RCA Victor |
| 5. | Glenn Miller—RCA Victor |
| 6. | Les Brown—Coral |
| 7. | Richard Hayman—Mercury |
| 8. | Percy Faith—Columbia |

**WHAT ORCHESTRAS DO YOU THINK ARE MOST PROMISING?**

| 1. | LOU MONTE—RCA Victor |
| 2. | Georgie Shaw—Decca |
| 3. | Jerry Vale—Columbia |
| 4. | Roy Hamilton—Epic |
| 5. | Tommy Leonetti—Capitol |
| 6. | Charlie Appelwhite—Decca |
| 7. | Ronnie Gaylord—Mercury |
| 8. | Steve Lawrence—King |

**WHAT UP AND COMING MALE VOCALISTS DO YOU THINK ARE MOST PROMISING?**

| 1. | KITTY KALLEN—DECCA |
| 2. | Jill Corey—Columbia |
| 3. | Jaye P. Morgan—Derby |
| 4. | Janet Brace—Decca |
| 5. | Joyce Taylor—Mercury |
| 6. | Connie Russell—Capitol |
| 7. | Mickey Marloes—Capitol |
| 8. | Jerri Adams—Columbia |
| 9. | Felicia Sanders—Columbia |

**WHAT UP AND COMING FEMALE VOCALISTS DO YOU THINK ARE MOST PROMISING?**

| 1. | LES ELGART—COLUMBIA |
| 2. | Archie Bleyer—Cadence |
| 3. | Commander's—Decca |
| 4. | Stan Freberg—RCA Victor |
| 5. | Dan Terry—Columbia |
| 6. | Pete Rugolo—Columbia |
| 7. | Ted Heath—London |
| 8. | Jerry Fielding—Trend |
| 9. | Al Lombardy—Dot |
| 10. | George Williams—Coral |
| 11. | Roger King Mozian—Clef |
| 12. | Lee Roy—Epic |
| 13. | Jimmy Palmer—Mercury |

**WHAT UP AND COMING ORCHESTRAS DO YOU THINK ARE MOST PROMISING?**

| 1. | FOUR KNIGHTS—CAPITOL |
| 2. | Four Tunes—Juliette |
| 3. | Crew-Cuts—Mercury |
| 4. | Hi-Lo's—Trend |
| 5. | Four Freshmen—Capitol |
| 6. | Lancers—Trend |
| 8. | McGuire Sisters—Coral |
| 9. | Crows—Rama |
| 10. | Wilder Brothers—X |
| 11. | Taylormaids—Eureka |

**WHAT SMALL INSTRUMENTAL GROUPS DO YOU THINK ARE THE MOST PROMISING?**

| 1. | DICK HYMAN TRIO—MG M |
| 2. | Maleys—Cardinal |
| 3. | Fletcher Peck Trio—Decca |
| 4. | John Gordy—RCA Victor |
| 5. | Norman Paris Trio—Columbia |

The Poll was divided into three sections, popular, rhythm and blues, and folk and western. Here we present the findings in the pop field.
# Pop Winners of "The Cash Box" Disk Jockey Poll

<table>
<thead>
<tr>
<th>MOST PROGRAMMED RECORD</th>
<th>MOST PROGRAMMED MALE VOCALIST</th>
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<tbody>
<tr>
<td>&quot;SECRET LOVE&quot;</td>
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<tr>
<td>DORIS DAY</td>
<td>RCA VICTOR</td>
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<tr>
<td>COLUMBIA</td>
<td>RCA VICTOR</td>
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<td>REMICK MUSIC</td>
<td>(TIE)</td>
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<td></td>
<td>★  DECCA</td>
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<td>★  CAPITOL</td>
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everything happens on... VERA'S VERANDA

CHAIN REACTION

20/47-5778

a "New Orthophonic" High Fidelity recording

LOU MONTE'S new RCA Victor record sensation!

[Image of Top Ten Chart]

THE NATION'S TOP TEN
PLUS THE NEXT 25
JUKE BOX TUNES

The Top Ten Trending Recordings of the Week, Based on Current Sales Reports Submit-
ed Weekly to The Cash Box by Retailers Throughout the Country.

<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist</th>
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<tr>
<td>1</td>
<td>little things mean a lot</td>
<td>Kitty Kallen</td>
</tr>
<tr>
<td>2</td>
<td>wanted</td>
<td>Perry Como</td>
</tr>
<tr>
<td>3</td>
<td>young at heart</td>
<td>Frank Sinatra</td>
</tr>
<tr>
<td>4</td>
<td>i get so lonely</td>
<td>Four Knights</td>
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<tr>
<td>5</td>
<td>three coins in the fountain</td>
<td>Four Aces</td>
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<tr>
<td>6</td>
<td>cross over the bridge</td>
<td>Patti Page</td>
</tr>
<tr>
<td>7</td>
<td>the happy wanderer</td>
<td>Frank Weir</td>
</tr>
<tr>
<td>8</td>
<td>here</td>
<td>Tony Martin</td>
</tr>
<tr>
<td>9</td>
<td>if you love me</td>
<td>Kay Starr</td>
</tr>
<tr>
<td>10</td>
<td>hernando's hideaway</td>
<td>Archie Bleyer</td>
</tr>
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1. "Little Things Mean a Lot" - Kitty Kallen
2. "Wanted" - Perry Como
3. "Young at Heart" - Frank Sinatra
4. "I Get So Lonely" - Four Knights
5. "Three Coins in the Fountain" - Four Aces
6. "Cross Over the Bridge" - Patti Page
7. "The Happy Wanderer" - Frank Weir
8. "Here" - Tony Martin
9. "If You Love Me" - Kay Starr
10. "Hernando's Hideaway" - Archie Bleyer

[Music and Song List]

"It's What's in THE CASH BOX That Counts"
the Country-Western tune
that's becoming a big Pop hit!

Terry Fell

DON'T DROP IT

TRUCK DRIVING MAN

78 rpm cat. no. X-0010
45 rpm cat. no. 4X-0010

"X" RECORDS MARK THE HITS!

“It’s What’s in THE CASH BOX That Counts”
JOHNNY DESMOND & JANE RUSSELL  
(Deal 8198)  

"FOREVERMORE" (2:34) [Mills ASCAP—Burger, Siegel, Moos, Nelson] Jane Russell and Johnny Desmond dish up a beautiful romantic ballad with an inviting lift. Strong deck that could make the grade. Smooth harmony.

"BACKWARD, TURN BACKWARD" (2:57) [Sheldon BMI—Colombo] An artist's gift, full chorale, assit on a slow Waltz tune that's been around for a while. Potent rendition that could click.

TOMMY PRISCO  
(Mercury 70396; 70396 x 45)  

"FRIENDS AND NEIGHBORS" (2:00) [Jungnickel ASCAP—Scott, Lockyer] A big click in England gets a top grade reading from Tommy Prisco as he bows on the Mercury label. Catchy cornball item that could hit. Banjo adds to light happy feeling of entire number.

"MY LOVE IS YOURS" (2:38) [Te Pee ASCAP—Powell] The artist shows his versatility on this end as he goes after a big romantic ballad. Stirring, exciting voice.

DEAN PARKER  
(MGM 11764; K-11764)  

"SIMPATICO ROMántICO" (2:25) [Bryden BMI — Alterskraft] The voice of Dean Parker comes over with feeling on this Latin termed rendition of a love ballad.

"I'LL NEVER BE THE SAME" (2:59) [Robinson ASCAP—Signorelli, Malneck, Kahn] Mitchell Ayres sets up another full backing for Dean's offering on this end. Inviting voice with quality.

TOMMY & JIMMY DORESSE  
(Bell 1044; 45-1044)  

"LITTLE GIRL" (2:45) [Leeds ASCAP—Hyde, Henry] The great T. and J. D. lead their aggregation through a delightful interpretation of a swell oldie. Gordon Polk and Lynn Roberts offer a terrific vocal.

"THREE COINS IN THE FOUNTAIN" (2:45) [Robinson ASCAP—Cahn, Styne] The song offers some good coverage of one of the country's hottest tunes. Good dance version with vocal by Bill Raymond.

PEE WEE HUNT  
(Capitol 2828; F-2828)  

"THE VAMP!" (2:05) [Miller ASCAP—Gay] A popular 1918 instrumental novelty is revived in the doo-wacka manner that made Pee Wee Hunt's version of "Oh" such a hit. Catchy melody full of color.

"SO BLUE" (2:24) [DeSylva, Brown Henderson ASCAP—DeSylva, Brown, Henderson] Another light and sappy ditty is fashioned in the warm Hunt manner. Easy cute ditty that makes easy listening.

BILLY COTTON ORCH.  
(London 4173; 45-1473)  

"FRIENDS AND NEIGHBORS" (2:25) [Mills ASCAP—Scott, Lockyer] Billy Cotton's platter that is being released in England, is released in the U.S. Cotton cornball rendition of a cute ditty.

"KITCHEN RAG" (2:30) [Leeds ASCAP—Garrett] Billy and the boys belt out a secco ragtime piece that really moves. Full of life instrumental.

VAUGHN MONROE  
(RCA Victor 20-5767; 47-5767)  

"THEY WERE DOIN' THE BAMBOO" (2:50) [E. H. Morris ASCAP—Bayer] Vaughn Monroe has a potent and very commercial piece of wax in this amusing novelty sung in the crooner's appealing manner.

"MISTER SANDMAN" (2:22) [E. H. Morris ASCAP—Ballard] An interesting ditty is the ballad that Vaughn fashions on the bottom portion. Ok side.

KID KING'S COMBO  
(Excello 2037; 45-2037)  

"MANSION IN MELODY" (2:53) [Excellorec BMI—Brooks, Young] A sentimental sax solo takes the spotlight as the Kid King Combo eases into a pretty tune. Warm pleasing listening that will go good in the pop and blue music.

"DREAMY MOODS" (2:29) [Excellorec BMI—Brooks, Young] As the title indicates, King offers more mood music with his stylish saxing. Pretty job done with warmth and cute gimmick added by the guitar.

SMITH BROTHERS  
(AX-4001; 4X-4001)  

"WHO'S GONNA BE AT THE POOL" (2:20) [General ASCAP—Corday, Hardt] The smooth harmony of the Smith Bros. comes over colorfully as they fashion a cool rhythm item. Interesting piece of cute material.

"IF YOU TOOK YOUR LOVE FROM ME" (2:37) [Kellem ASCAP—Crye] Perry Burgett sets up another fine cooking for the boys' version of a shuffling rhythm ballad. Lovely tune that could make noise. Has hit qualities.

PEGGY LEE  
(Decca 29164; 9-29164)  

"THAT'S WHAT A WOMAN IS FOR" (2:17) [Sam Weiss ASCAP—Bloom, Cahn] A sentimental characterization of woman's loyalty is treated to a husked Peggy Lee reading. Women should love this.

The Happiest HIT That Ever Happened!

"THE LITTLE SHOEMAKER"

(WITH ITALIAN CHORUS)

THE GAYLORDS

MERCURY 70403 · 70403X45

DON'T MISS HEARING THIS TERRIFIC RECORD!

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
JOHNNY DESMOND
(Coral 61204; 9-61204)

**THE HIGH AND THE MIGHTY**

(2:41) [Witmark ASCAP—Tomkin, Washington] The stirring theme from the flick of the same name is given a dramatic reading by Johnny Desmond against a thrilling chordal and organ backing.

**IN GOD WE TRUST**

(2:36) [Vim ASCAP—Stillman, Allen] George Cates sets up another production backing for a strong delivery of an inspirational-religious number, a hit by Johnny. Good tune. Big delivery.

THE THREE BARS
(Fiesta 20-034)

**IT AIN'T NECESSARILY SO**


KICKIN' THE MAMBO


LARRY VINCENT
(Pearl 24; 45-24)

**MY LITTLE PUP WITH THE PATENT LEATHER NOSE**

[-Gillogly, Little] A light pleasing bouncer is colorfully delivered by Larry Vincent with the Boys in the backing.

TELL ME I'M THE ONE

[-Jaffe, Balend, Vincent] A romantic piece of material is offered by the warbler on this end.

BING AND GARY CROSBY
(Deco 29147; 9-29131)

**CORN BELL SYMPHONY**

(2:56) [Mellin BMI—Mellin, Simmons] Der Bingle and his son Gary team up on a breezy version of a cornbell novelty. Pleasing ditty. They work great together and have a solid sound.

**THE CALL OF THE SOUTH**

[United 11763; K-11763]

The artists lift through another light pleaser. Inviting ditty, Gary sounds more like Bing with every new release.

TOMMY EDWARDS
(MGM 11763; K-11763)

**LINGER IN MY ARMS**

(2:50) [Sherwin ASCAP—Holmes, Skylar] Tommy Edwards has a strong contender in this husky delivery of a lovely romantic piece of material. Tommy sings with a wonderful smoothness.

**YOU WOULD LOVE ME AGAIN**

(2:51) [Weis & Barry—Edwards] Another sumptuous LeRoy Holmes production showcasing the artist's warm style to best advantage. Good love song penned by the vocalist.

**THE CASE BOX**

**SLEEPER OF THE WEEK**

"SH-BOOM" (2:43) [Progressive BMI—Keyes, Feaster, McRae, Edwards] "I SPOKE TOO SOON" (2:11) [Weis & Barry BMI—Sims, Cosloff]

**THE CREW-CUTS**

(Mercer 70404; 70404 e 45)

- The Crew-Cuts, one of the hottest up and coming vocal groups, have in their latest release a platter that will establish them in the top name class. Currently riding high with their "Crazy 'Bout You Baby" the boys jump on a current clicker issued on a blue labels. It's a sensational novelty jump called "Sh-Boom." On this platter the boys demonstrate their great sound and complete technique on this top drawer material. We can't see how "Sh-Boom" can miss on the top. "I Spoke Too Soon," a pretty ballad, is the coupling.

**HEE THERE**

(2:57) [Frank ASCAP—Metes, Ross]

**THIS OLE HOUSE**

(2:18) [Hambell BMI—Hambell]

ROSEMARY CLOONEY
(Columbia 40266; 4-40266)

**HEY THERE**

The big love song from Broadway's biggest musical "The Pajama Game." It is given a sensational commercial delivery by Rosemary Clooney. Aided by Buddy Cole and his orchestra, Rosemary offers the tune in her meaningful sincerity manner. Everyone who saw the show was singing the song. It's a beautiful item that could be an all out pop hit. One of the best ballad's we've heard in a while and Rossy's best in a long time. "This Ole House" is a catchy cornball bounce novelty that makes a good coupling. Watch the top half.

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JERRY VALE

**GO**

(2:47) [Jefferson ASCAP—Evans, Abnose]

**I FOLLOW YOU**

(2:47) [United ASCAP—Elman, Venis, Murcia]

JERRY VALE
(Columbia 40260; 4-40260)

- Jerry Vale makes his strongest showing to date in quest of the big money record as he gives his all to a beautiful new ballad based on a lovely classical melody. It's top drawer; material tagged "Go." And Jerry sounds "better than ever." A big ballad with a wonderful lush Percy Faith orking. Flip side "I'll Follow You" is another excellent job of crowning by Jerry. "Go" may be the side the artist has been seeking.

CHARLIE APPLEWHITE
(Decca 29131; 9-29131)

- You were MEANT FOR ME


- CAN'T GET YOU OUT OF MY MIND

(2:56) [Supreme ASCAP—Walls] Another lovely romantic piece is fashioned here by B. Broomes. Wonderful tune with an excellent wedding of lyrics and melody.

AL MARTINO
(Capitol 2826; F-2826)

- ON AND ON

(2:16) [Martin ASCAP—Elliott, Spina] A shuffle rhythm is the setting for Al Martino's delivery of a love song. Chorus and Dennis Farndon's ork supply the backing.

- GIVE ME SOMETHING TO DO WITH THE WINE

(2:15) [Alamo ASCAP—Dee, Lipman's] Al rides out an island flavored novelty set to a slow waltz tempo. Pleaser.

THELMA BAKER
(Casino 135; 45-155)

- MAMBO BOLERÓ

[Juniper ASCAP—Bible] Ben Ellibe's ork sets up a solid Latin beat for the exciting vocal of Thelma Baker as she sends out a mambo-bolero. Powerful deck. Terrific arrangement.

- THE LAUGHING MAN

[Tee Fee ASCAP—Fairbanks, Powell, Skylar] The thrush gives out with a rocking jumper on this end as laughter comes into the backdrop. Cute item.

MARIO LANZA
(KCA Victor 10-4218; 49-4218)

- SERENADE

(3:42) [Harms ASCAP—Romberg, Donnelly] The voice of Mario Lanza, which is heard in the forthcoming flicker "Student Prince," is offered on wax via Victor. A beautiful Romberg standard beautifully fashioned.

- DEEP IN MY HEART

(4:15) [Shubert ASCAP—Romberg, Donnelly] With Soprano Elizabeth Doualdes supporting, another Romberg great is offered by Lanza. Pretty blending of voices. Flick will help sell both ends.

GEORGE AULD
(Coral 61205; 9-61205)

- THE HIGH AND THE MIGHTY

(2:25) [Witmark ASCAP—Tomkin, Washington] The beautiful title theme from the soon to be released flicker, is fashioned in a slow, fluey manner by the tenor sax of George Auld. Interesting deck.

- SNEAKY PETE

(2:26) [Gee Dee BMI—Auld] Auld takes off with a solid interpretation of one of his own compositions that is both pop and blues. More solid saxing.

www.americanradiohistory.com

June 19, 1954
"HAPPY DAYS AND LONELY NIGHTS"

Recorded By: The FONTANNE SISTERS

Dot #15171
HANK WILLIAMS
A HOUSE OF GOLD
(MGM 11179 78 rpm & 11180 45 rpm)

HARVEY NORMAN
BY MY SIDE
(RCA Victor 1230 78 rpm)

FREDREY MARTELL
ORCHESTRA CONDUCTED BY MARIE CARTES
HEARTACHE
RCA 11179 78 rpm

BURNING DESIRE
RCA 11180 45 rpm

PAT O'DAY
SHOW ME THE WAY TO LOVE YOU
(Decca 1230 78 rpm)

DO YOU!
AND WHISTLING IN THE RAIN
(Decca 11180 45 rpm)

MICHAEL FREDRICHS
and his orchestra
EARLY SUMMER
(MGM 11179 78 rpm)

WILD MANGO
(MGM 11180 45 rpm)

SLIM BRYANT
THE GAL WITH THE COAL BLACK HAIR
(MGM 11179 78 rpm)

THE GOLDEN TRAIN
(MGM 11180 45 rpm)

THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK
PLUS THE NEXT FIVE

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

1. LITTLE THINGS MEAN A LOT
   Kitty Kollen (Decca)
2. THREE COINS IN THE FOUNTAIN
   Four Aces (Decca)
3. WANTED
   Perry Como (RCA Victor)
4. HERNANDO'S HideAWAY
   Archie Bleyer (Cadence)
5. THE HAPPY WANDERER
   Henri Rene (RCA Victor)
6. IF YOU LOVE ME
   Kay Starr (Capitol)
7. YOUNG AT HEART
   Vera Lynn (London)
8. HERE
   Tony Martin (RCA Victor)
9. I UNDERSTAND JUST HOW YOU FEEL
   Tony Martin (RCA Victor)
10. JOEY
   Four Tunes (Jubilee)
11. ISLE OF CAPRI
   June Valli (RCA Victor)
12. THE MAN UPSTAIRS
   Joy Myers (RCA Victor)
13. CROSS OVER THE BRIDGE
   Joy Myers (RCA Victor)
14. GREEN YEARS
   Joy Myers (RCA Victor)
15. STEAM HEAT
   Joy Myers (RCA Victor)

The proposed switch for disk jockeys from 78's to 45's by the major record companies has created a fuss and furor that may become quite battle. Many of the deejays and stations have taken time to write the press and the record companies voicing their objections. Seems the problems are quite formidable from the station point of view. It's a safe bet all the bugs will be eliminated by exchange of ideas before too long.

Pic of the week—Joy Myers (KCID-Caldwell, Idaho). Pretty 20 year old has a nightly (8-10) show called "For You From Joy" that enjoys a high rating. Joy has been in radio 16 of her 20 years. . . . Charlie Wynn, returning from a southern trip, on which he had promoting the Beat Bryan "I Was Buried in Carolina" and "On Sided Heart" on Bethlehem. Wynn advises the reaction was good and the jockies cooperated full hearted. For 1969 compliment DJ records have been mailed out and another 1969 will shortly go forth. . . . Saturday, June 5, was National Golf Day and Bob Brenner (WAAP-Chicago) participated in the nationwide charity tournament in which each player raised against Ben Hogan. Bob, however, was this only player who was standing his club inside a car window. Bob, you see, covered the green in a carelessly stock car. Nothing wrong with his legs. Just plain lase. . . . Up pops another disc jockey turned songwriter. Jack Karay, (WCFI-Chicago) together with Rod Zalmai, also of WCFI and Lenny Kaye, have written a tune called "I Remember," published by Bud Brandon and already recorded by Buddy DiVito. . . . Jacques De Mattos, president of the Upstate Broadcasting Corp., is a great fan of Johnny Long. Jack tells us Johnny is playing WBZ-Saranac Lake, New York last week. Johnny has been at Saranac for three consecutive years and the people there up there love him. . . . Nick Nelson (WBBF- sophomore, N.Y.) plans to visit New York in about a week. . . . Barry Kaye (WJAS-Pittsburgh, Pa.) has a contest going that has Pittsburgh Barry Kaye conscious. Each day $100.00 is given away to contestants who identify a mystery picture published in the Pittsburgh Sun-Telegram. Barry makes the telephone calls. If the contestant fails to answer correctly he wins two tickets to the local Cinerama anyway.

Jim Whitaker (WWVA-Wheeling, W. Va.) in New York for a vacation and business trip. Jim had a tune "Loopy In Kentucky" recorded on MGM by Roy Scott and advises it has been getting a good juke box reaction. . . . Mr. & Mrs. Jackson Lowe (WUST-Washington, D.C.) presented the world with the disc jockey of 1971 in the form of a 7 lb. 3 oz. boy named Michael Stuart last May 27. . . . Paul Brenner (WATF-WATV-Newark, N.J.) doing a syndicated column for the Matanuska chain of newspapers, Paul is also doing a new weekly show based on look's Telequiz from Monday through Friday at 7:30 on Channel 13. . . . Re the recent item in this column about the switch of names under the pictures in the Woman's Home Companion Record of the Month feature, Hank Goldman, WANN-Annapolis, Maryland, writes in to say that he also was a victim of the switch. Under his pic was the name "Art Preston, WSBR Springfield, Mass." . . . Chris Clark (WBBM-New Bedford, Massachusetts) proud of the home town girl who made good. Carol Hancy, who received rave notices for her great performance in "Pajama Games," had Carol on his show "1230 Club" via tape recorded telephone conversation.

"It's What's in THE CASH BOX That Counts"
NEW YORK:
The usual haunts of music men were deserted last Tuesday as everyone made the trek out to Shawnee in Pennsylvania for Fred Waring's outing. It was another delightful affair which Fred gave. . . . Ray Anthony is Perry Como's replacement on his TV show for the summer. He begins his stint June 28. . . . Karen Chandler getting plenty of publicity with story and picture layouts in the current issues of "Movies," "Screenland-TV" and "Movie Life." Thrush has also been tapped for a two-page picture layout in the N.Y. Sunday News to appear in July. . . . Artist-composer-arranger Bernie Wayne has been invited to conduct and do a piano solo with the Richmond Pops Orchestra on June 31. Concert, which will feature all Bernie Wayne compositions, will be held at The Carillon in Byra Park in Richmond, Va. . . . Lee Cauderer has been appointed to the A&R dept. of Gayelen Records in Philadelphia. One of the writers of "Ah El Bun" Lee has several other numbers soon to be released by other label. . . . Marvin Cane of Paxton Music hit the road to work on "Leave It To Your Heart" and "My Friend." . . . Producers of "The Pajama Game" have granted the rights to radio stations to play the album in any order they may want for the next 10 weeks. Dick Contino has signed the Buddy Baech office for promotion. . . . Mal Braverman, well-known publicity man, became the father of a girl baby last Monday. . . . The Gene Krupa Trio has been signed to play a two-week engagement at the Blue Note in Chicago beginning July 25th. . . . Decca has cut an album of "Arabian Nights." Gay Lombardo's show at Jones Beach. . . . Danny Winchell currently at Ben Mandal's in Brooklyn.

CHICAGO:
Lots of activity here this past week among songwriters. Sid Wayne and Joe Sherman, co-writers of such tunes as "Anything Can Happen Mambro" and "Stop That Train," came to the Windy City to plug their latest effort, "I Hear It Everywhere," as recorded by the Four Lads. Their otherwise successful trip ended on a sour note, however. Just before heading out of town for Cleveland, boys decided to have dinner. Upon returning to their car, they found that thieves had helped themselves to all their clothing. . . . Bob Hayes, of the "50 hit," "In It Any Wonders," has turned artist. Bob has recorded his latest tune, "Vas Viles Du Haben," on Decca. . . . Lee Douglas, formerly associated with Brandon Music, announced this past week that he, together with Glory Fox and Frank LaKee, (both also formerly with Brandon) are now doing freelance writing and arranging in their own offices. This threesome claims that they are rapidly completing plans for formation of a perry of their own. . . . This past Sunday, Mabel Mercer brought her expert talent to a piano recital at the Blue Angel. . . . Bob Atcher heads the new Country & Western Division of Tiffany Records, according to Tiffany's prez, Henry Donen. . . . Glad to report Mercury's promotion sal. Bonnie Kroll, is now back on the job after a battle with pneumonia, which kept her bedded for two weeks. . . . Ames Bros, heading the very first show of the season at the Edgewater Beach Hotel's Boardwalk. RCA's Rocky Rolf feels confident the four boys have a follow-up hit to "Man With The Banjo" in "Leave It To Your Heart." . . . Ran into Tommy Leonetti, who reports he is leaving for the "Seven Seas" in Omaha. Then to the Gay Haven in Detroit. Before returning to Chicago. Where he is skedded for a return engagement at the Chicago. Seems Tommy caused such a sensation, he appearing there, that the B&K execs wasted no time in signing him again. For three weeks in July.

LOS ANGELES:
Hollywood socialites donned their white lace and tails for the fabulous $30,000 wedding party of the G. Ray Gilliards at the Mocambo on Wednesday, June 2nd. The more than 300 guests were entertained by two bands: Perez Prado "King of The Mambo" and Paul Herbert along with his Mocambo orchestra. Dick Shawn, handsome N.Y. comedian, also lent his talents for the evening to make this the biggest event in Hollywood's history. . . . Singer Jan Valerie, whose career is sponsored by fashion designer Albert Allard, has started her nightclub tour of the Pacific Northwest and Middle West. . . . Helen Troy, Vito Recording Star, recently returned from a Northern California personal appearance tour. George Wyle, arranger and musical director, opened at the Sahara in Las Vegas June 8th with the Dennis Day show. . . . The theme song from the new MGM movie "The High And The Mighty" is causing quite a stir. Latest entry on wax is Capitol's replica of the sound track with Les Baxter directing a 31-piece orchestra. . . . It took plenty of determination and courage for pianist Adrienne Kent to follow her chosen career. She overcame polo and arthra paralysis in one arm, waxed "The Man In brun," b/w "Island In The Sun," for Columbia Industries for York Records. She only plays with one hand but comes up with two beautiful sides through multiple recording. Here's a gal that really deserves a break. Good luck Adrienne! . . . Milt Gabbi opens at the Last Frontier in Las Vegas on June 21st. . . . Bas-Sheva has been booked into the Latin Quarter, New York City, for twenty weeks starting August 20th. . . . After being appointed head of the new A&R artist and Repertoire department for Capitol Records Stan Kenton left for New York. He plans to remain on the East Coast for one month. . . . Nelson Riddle comes up with an instrument that has long been a hit in England titled "Shaded Boxer." This haunting tune was used as a theme song for BBC's mystery thriller series "Teckman Biography." . . . Several selections from Yma Suma's "Musky" Album will used in the Paramount movie "Secret Of The Incas." . . . Kay Starr is now on tour of South America.

KAREN CHANDLER

AMESTH BROTHERS

KAY STARR

JUBILEE # 5128

JUBILEE # 5146

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"
Warring Hosts Music Men At Annual Tournament

NEW YORK—Several hundred music men embracing song pluggers, A&R executives, executives of record companies, artists, and trade paper representatives were hosted by Fred Waring last Monday and Tuesday, June 7 and 8, at his annual golf tournament. Those who came Monday night were put up at The Castle Inn.

After breakfast on the lawn at the Country Club, fourtwosome matches were made up for 36 holes of golf. Plenty of other means of relaxation were available for those who didn't golf, including swimming and baseball activities.

The music men who chafed the Waring group to baseball won by a 0 to 0 score.

In the evening, after an excellent dinner, a hilarious show was put on by the music boys. One rambunctious scene was the wrestling act which saw Milt Gabler in a show-stopping costume, along with Mickey Addy and Lou Del Guercio. The choral group, the Brill Building sextet with Duggie Gales and Murray Wissel, the individual singing by the music boys, and the Andrews Sisters took all the honors.

Waring again was the perfect host, and the head of the show where he thanked all, he stated that he will have it at the same time next year as long as his money holds out.

The golf scores were as follows:

Low Gross:
- Dick Stolle 76
- Perry Como 78
- George Paxton 80
- Bobby Day 82
- Nick Kenny 85
- Nat Brandywine 86
- Fred Waring 88
- Kolly Commarrata 89
- Waring 94
- J. Lenhart 94
- J. Spins 94
- Ross Park 94

Low Net:
- Amaturo 92-21-71
- M. Fisher 86-14-72
- Scherer 104-27-74
- M. Sukin 86-12-74
- Cook 116-18-74
- Mitch Ayres 86-11-74
- Murray Lath 86-22-74
- Percy Faith 88-24-74
- Eddie Fisher 127-33-74
- H. Wintember 192-29-74

M.B.I. Moves Offices

NEW YORK—Broadcast Music, Inc. moved its executive offices last week to the new building at 505 Fifth Avenue, occupying some 21,000 square feet of the eighth and seventh floors. New phone number is 815-2750. Also moving executive offices to this space is Associated American Publishers, Inc., a wholly owned subsidiary of BMI. AMP new phone number is 815-8470.

Approximately 10,500 square feet of space is being retained by BMI and AMP at 505 Fifth Avenue, where shipping stockrooms, mailing and duplicating departments will be realigned in part of the former space occupied. AMP was formerly at 25 West 46th Street.

Coral Signs Billy Williams

NEW YORK—Bob Thiele, A&R head of Coral Records, announced this week the signing of the Billy Williams Quartet. The group was formerly on Mercury and most recently on MGM. Williams has been retained on the show of other acts will be seen on it again starting in the Fall.

He does his first session next week and album release will be issued immediately.

Pat Morrissey To St. Louis

CHICAGO—Pat Morrissey, Decca recording star, opens at the Congress Hotel, St. Louis, Mo., following the Mary Kaye Trio.

Pat, whose waxing of “Baby, It’s Cold Outside”, is one of the most popular of the year, has been playing clubs throughout the entire country and winning lots of fans wherever she appears.

WABC Shows From Paramount

NEW YORK—Following up the Paramount Theatre’s participation in the Broadway”Off Broadway” show, the Broadway showplace has also turned over its Music Room to the network to several WABC programs.

On this Monday, Martin Block’s pro-
tegé and the newest of WABC’s disk jocks, who emcees the “Boy Next Door” radio show, is the first Music for the Occasion, occupying his plane-
ning, song and dance show direct from the Paramount, 1:30 to 2:30, every clear Friday.

On the same side, Patti Rhodes does her Saturday-night “This is Patti” show from the Music Room each Saturday.

DECCA Records Get The Play

DECCA Records, according to a recent radio survey, are receiving more airplay than any other record company.

In the chart, the most popular DECCA Record is “Let’s Dance” by the Glenn Miller Orchestra. The second most popular is “I’ll Be Seeing You” by Frank Sinatra, and “I Remember You” by Bing Crosby.

DECCA Records, however, have the most airplay of any record company, according to the survey. The survey was made by the National Association of Broadcasters.

That Sensational Record You’ve Heard So Much About

FRANK SINATRA

DON’T WORRY ABOUT ME

DECCA

That’s What’s In THE CAROUSEL BOX That Counts

California Music Co.
Los Angeles, Calif.
1. Please Remember (Kenny Kelly, Les Brown)
2. Shadow (The Clovers, W. Johnstone)
3. River Of No Return (Woody Herman, H. Waring)
4. River Of No Return (Woody Herman, H. Waring)
5. Someday (Frankie Louis)
6. Don’t Worry (Pat Boone, W. Johnstone)
7. Money Burns A Hole In My Pocket (Dave Martini)
8. If I Had A Million Fish (P. Como, W. Johnstone)
9. Work With A Woman This Way (Dusty Lee, W. Johnstone)

Kops Piano House

Great Falls, Mont.
1. Please Remember (Kenny Kelly, Les Brown)
2. You Are My One (Theclovers, W. Johnstone)
3. You Are My One (Theclovers, W. Johnstone)
4. The Happy Wanderer (Woody Herman, H. Waring)
5. The Happy Wanderer (Woody Herman, H. Waring)
6. The Man With The Bag (Woody Herman, H. Waring)
7. The Man With The Bag (Woody Herman, H. Waring)
8. You Are My One (Theclovers, W. Johnstone)
9. Make Love To Me (Stofford)
10. I’ll Get So Lonely (Kenny Kelly)

Music Center

Honolulu, T. H.
1. I’ll Be Seeing You (Ames Bros.)
2. 12.5 till Then (Four Knights)
3. Wanted (Perry Como)
4. Face To Face (G. Maddox)
5. Over Great Bridge (Papa)
6. Call Me (Kenny Kelly)
7. Rock Around The Corner (Kenny Kelly)
8. Make Love To Me (Stofford)
9. Shuffle And I’ll Dance (Gene Simmons)

The Groove Record Shop

Cleveland, Ohio
1. Little Things Mean A Lot (Ames Bros.)
2. Three Coins In The Fountain (Kenny Kelly)
3. Hannah’s Hideaway (Baker 
4. The Happy Wanderer (Woody Herman, H. Waring)
5. The Happy Wanderer (Woody Herman, H. Waring)
6. Make Love To Me (Stofford)
7. Make Love To Me (Stofford)
8. Young At Heart (Perry Como)
9. Whistle And I’ll Dance (Gene Simmons)

The Music Box

Spokane, Wash.
1. Little Things Mean A Lot (Ames Bros.)
2. Three Coins In The Fountain (Kenny Kelly)
3. Hannah’s Hideaway (Baker 
4. The Happy Wanderer (Woody Herman, H. Waring)
5. The Happy Wanderer (Woody Herman, H. Waring)
6. Make Love To Me (Stofford)
7. Make Love To Me (Stofford)
8. Young At Heart (Perry Como)
9. Whistle And I’ll Dance (Gene Simmons)

Bill’s “T” Record Shop

Tulsa, Okla.
1. I Understand Just How You Feel (Four Knights)
2. Love Forever (The Clovers)
3. Little Things Mean A Lot (Ames Bros.)
4. Three Coins In The Fountain (Kenny Kelly)
5. Hannah’s Hideaway (Baker 
6. The Happy Wanderer (Woody Herman, H. Waring)
7. The Happy Wanderer (Woody Herman, H. Waring)
8. Make Love To Me (Stofford)
9. I Understand Just How You Feel (Four Knights)
10. Wanting’s A Brand New Feeling (Ames Bros.)

Martha Jane’s Melody

New Orleans, La.
1. If You Love Me (K. Storz)
2. Young At Heart (Perry Como)
3. Little Things Mean A Lot (Ames Bros.)
4. Three Coins In The Fountain (Kenny Kelly)
5. Hannah’s Hideaway (Baker 
6. The Happy Wanderer (Woody Herman, H. Waring)
7. The Happy Wanderer (Woody Herman, H. Waring)
8. Make Love To Me (Stofford)
9. I Understand Just How You Feel (Four Knights)
10. Wanting’s A Brand New Feeling (Ames Bros.)
A Smash Hit!

Joey

Betty Madigan
M-G-M 11716 (K-11716)

Jeri Southern
DECCA-29184 (9-29184)

Published By
LOWELL MUSIC CORPORATION
1619 Broadway, New York, N. Y.

"It's What's in THE CASH BOX That Counts"
LESLIE BROWN and his Band Of Renown—"Let's Dream"— Coral CRL 56116 (10" LP) List: $3.00

"DREAM; I DREAM OF YOU; STREET OF DREAMS; A MILLION DREAMS AGO; I DREAM TOO "LADY; WATSON WILL I GUESS I'LL HAVE TO DREAM THE BEST; DANDY THAT DREAM."

Les Brown and his Band Of Renown, one of the most popular active instrumental groups today, offers an album of music to dream by. Each of the standards— all titles including the word "dream"—is rendered in a soft and romantic fox trot tempo. To add to the richness of the music, Les incorporates into the flute and the vibes. Top grade arrangements of excellent dance music. Kids' love it.

"UNTIL THE REAL THING COMES ALONG"—Larry Elgart and his Orchestra—Decca Records DL 5856 (1-10" LP) List: $3.00

UNTIL THE REAL THING COMES ALONG; MAD ABOUT THE BOY; THE MAN I LOVE; MORE THAN YOU KNOW; WHERE MY THRILL; IN THE BLUE OF EVENING; LOVE IN A MIST; YOU'RE DRIVING ME CRAZY. Another of the fine Decca "Music For Your Mood" series, Larry Elgart, his alto sax and orchestra, provide the type of music you can listen to, enjoy and relax to. It is of the lush type and perfect for the armchair and book, or background to a group of conversations. A desired market for this kind of music. The exotic female on the cover may add nothing to the wax but she will serve to draw attention to it.

JOE LIPMAN and his Orchestra—"Manhattan Serenade"—MGM E 258 (10" LP) List: $3.00

STREET SCENE; PARK AVENUE FANTASY; CENTRAL PARK ROMANCE; MANHATTAN SERENADE; PENTHOUSE SERENADE; MANHATTAN; HARLEM NOCTURNE.

The beautiful melodies, composed over the years, depicting the light gayety of New York City and the bluesty loneliness of a soul in this huge metropolis, serve as an introduction for the debut of Joe Lipman on MGM long play wax. The artist was formerly an arranger for Benny Goodman and Benny Hirrerg and has supplied arrangements for some of today's top vocalists. Here the artist shows his skills with excellent and beautiful mood music. A half hour of delightful listening for the quiet hours.

"Serenata"—The Music of LeRoy Anderson—STARNOTERS—MGM E 248 (10" LP) List: $3.00

LE ROY ANDE'ON; PLANK; PLUNK; BELLE OF THE BALL; SABRANAD; THE PHANTOM REGIMENT; THE PENNY WHISTLE SONG; PROHONADE; HORSE AND BUGGY.

In his new album, Anderson has added to his reputation as one of the most original and colorful composers of the modern era. The music is interesting presentation that faces the same sales problem that faces any new aggregation.

CLASSICAL

ARTURO TOSCANINI—"William Tell Overture" by Rossini—and the NBC Symphony Orchestra—RCA Victor LRM 7054 (10" LP) List: $2.80.

WILLIAM TELL OVERTURE; SEMIRAMIDE OVERTURE.

The William Tell Overture has long been one of the most popular pieces in the orchestral repertoire. One for which Toscanini has long had a special flair. This illustrious piece is rendered by the master of the batonists with warmth, vigor and feeling. Beautiful presentation. The coupling is the Semiramide Overture, the last of Rossini's Italian operas. Although it was a very popular piece back in the days when it was written, it is no longer familiar to folks because of the few times it is presented today. However, it is more inviting listening that it please the classical buyer. The master at a price to meet every budget.

YEHUDI MENUHIN—"Beethoven Violin Concerto"—His Master's Voice LHMV-1961 (1-12" LP) List: $5.05.

One of the very popular Beethoven works is performed in masterful fashion by Yehudi Menuhin accompanied by the Philharmonia Orchestra conducted by Wilhelm Furtwangler. This is one of the most melodic violin concertos and has been issued on wax on many occasions. In fact, RCA Victor also has one by Heifetz and Toscanini. This version, via the performance of Menuhin and the concerto itself, will more than share future sales.

JAZZ

LOUIS ARMSTRONG SINGS THE BLUES—RCA Victor LJN 1005 (1-12" LP) List: $4.05

"THE BLUES ARE BREWIN'; I GOTTA RIGHT TO SING THE BLUES; BACK O'TOWN BLUES; WHERE THE BLUES WERE BORN IN NEW ORLEANS; ROCKIN' CHAIR; BLUES FOR YESTERDAY; I'M IN A HURRY; JAZZMASCOTS BLUES; DO YOU KNOW WHAT IT MEANT TO MISS NEW ORLEANS; ST. LOUIS BLUES; FIFTY FIFTY BLUES; BASIN STREET BLUES."

This is the kind of album one of the great greats with one of the greats with one of the greats with Joe Williams, Bud Johnson, Barney Bigard, Red Callender, Zutty Singleton, Kid Ory, Roy Eldridge, Louis Armstrong, Jack Teagarden Johnny Guarnieri, Cozy Cole, and on and on. This album should grab off a big portion of sales in any location.

FIREHOUSE FIVE PLUS 2—"Firehouse Five Plus 2 Goes South"—Good time Jazz—Decca Records 201 (10" LP) List: $2.00.

AT A GEORGE CAMP MEETING, I'LL BEON CHARLESTON; TUCK ME TO SLEEP IN MY OLD KENTUCKY HOME; ALABAMA JUBILEE; OREGON; KANSAS CITY DANCE; OREGON; ONE O'FIVE; BARNSTORMER BLUES.

The Firehouse Five Plus Two, a crew of Walt Disney artists, writers and directors who parlayed a spare-time hobby into one of the country's most popular and commercial jazz bands in the past five years, devote the album to the "great old south." In their honky-tonk, cornball fashion they belt out a number of South favorites. The low blast of the trombone, the plucking banjo and the sharp clarinet just seem to enliven that terrifically commercial offering that oughta enjoy a healthy sale. GTJ's best to date. I'm gonna Charleston Back and "Basin Street Blues" will sell the prospective buyer in no time.

BUD SHANK QUINTET—"Jazz In Hollywood Series"—Nocturn Records NLP 2 (1-10" LP) List: $3.85

CASA DE LUIZ; JASMINE; LEFT BANK; JUST A FEW; LOTUS BUD; SHANK'S PARNS.

Bud Shank, rising young alto saxist, is presented from his own group on the newest "Jazz in Hollywood Series". It is well known among the jazz cognoscenti, especially on the West coast. On this collection he is backed by Eddie Rogers on the trumpet and flugel horn. Shorty also gets writer credits on the "Dust On My Wings" program. The album has been heard on several LP's already released as has the rest of the group; Jimmy Rowles, piano; Harry Babasin, bass; and Roy Harte, drums. Shank is displayed to good advantage on this series of items as he swings a compelling horn on the driving sides and a sincere and colorful tone on the mood ditties. "Shanks's Parns" is a wild waxing that leaves the listener on a happy note.

LEONARD LEATHER PLESANT "Jazz Club U.S.A. in Sweden"—Prestige PRP 170 (1-10" LP) List: $3.95

JIMMY RANEY ALL STARS PLAY 1; INVENTION; 2; JUMPING FOR JANE; 3; INDIAN SUMMER; 4; DAWN THAT DREAM.

Leonard Feather puts four tunes together to form a modern sound album that has some sparkling ensemble and solo passages. Jimmy Raney's guitar work is topflight. Feather backs two jump items with two mellow after-hours numbers.

SHOW ALBUMS

"THE GOLDEN APPLE"—Original Cast: Priscilla Gillette, Stephen Douglass, Kaye Ballard, Jack Whiting—Jerome Moross and Hershey Kay Orchestra—RCA Victor LOC 1014 (12" LP) List: $5.45

The music of Jerome Moross and lyrics of John Latouche written for the Phoenix Theatre production of the Golden Apple, are performed by the original cast for RCA Victor. It is the best of the several versions of the "Lazy Afternoon" song by Kaye Ballard. The show was voted the best Musical of the 1953-1954 season by the Drama Critics Circle. All the songs on the album are in the catalogue. Collectors of show albums will also want to add this one to their catalog.
Lionel Hampton Opens At "Basin Street"

NEW YORK—The Lionel Hampton aggregation moved into Basin Street last Tuesday, June 8, and once again the vibe and drum great proved his master showmanship.

Hampton took over the floor at 9:45 and, except for a 30-minute break, conducted a jam session that had the crowd calling for “more.” His good nature, ebullient charm, nervous shuffling and rhythmic grunts as he worked obviously won the audience from the beginning to his exhausting finish.

Highlight of the evening was the famous Ham “Flying Home.” The band broke things up as they jammed with a furious frenzy, the sax section parading through the club and around the tables, the trumpet blowing madly while hanging from the canopy by one hand and the almost comical contrast of the left hand guitarist playing sedately through all the band’s fury.

Two Parker did several blues numbers. Curley Hamner had a strong number in his drum duet with Hamilton. The beat, however, was the un-billed Betty Carter making her first appearance on Broadway. Betty’s styled the crowd and she was called back to do several encore.

A strong attraction well worth the tariff.

"X" Country Disk Goes Pop

NEW YORK—Terry Fel’s first release—"Truck Driving Man” b/w “Don’t Drop It”—has succeeded in establishing “X” in the country-western field by its healthy sales totaling more than a reported 40,000 copies. This week Jimmy Hilliard said that the record has now suddenly splashed into the pop market, and a flood of additional orders have come in from distributors.

Bob Drews Makes Unusual Safety Plea

CHICAGO—Gimmick deejay Bob Drews, WDAY, this city, made an unusual safety plea on one of his shows this past week. He very seriously introduced, “Chicago’s Director of Automobile Traffic Safety and Cautions Driving,” then switched to one of his tricks voices and sang the following parody:

“If you’re a guy who drove stock cars, on each and every track
But forgot the rules of the road,
For driving forth and back
And if you broke as many laws as dishes in the sink
Well brother, there’s only one way,
To keep out of the clink
Cross over the line, cross over the line,
Change your reckless way of driving,
Cross over the line
On the highway use the right side
You will live life on the bright side
Brother! Cross over the line
If you have built a road,
To drive upon the open road
And if the mill’s too powerful,
For the lightness of the load
You’ll spend lots of your time in jail,
And pay many a fine.
If you pass other cars by crossing
The double white line
Cross back to your side, cross back to your side
Change your heedless way of driving,
Cross back to your side
For the highway’s not a race-track.
You can win in second place, Jack
Brother! Cross back to your side
I know it isn’t easy to
Resist temptation’s talk
But think of how your broken leg,
Will hurt you when you walk
Cause someday you will gool,
And run head on into a tree,
And someone will be sorry, and
That someone won’t be me
Cross over the line, cross over the line,
Obey traffic laws and signals,
Cross over the line

Top 10 Best Selling Pop Albums

1. THE GLENN MILLER STORY
   Sound Track (Decca DL 5519)
2. SELECTIONS FROM
   THE GLENN MILLER STORY
   Glenn Miller (RCA Victor LPT 3057)
3. MUSIC FOR LOVERS ONLY
   Jackie Gleason (Capital H 352)
4. ROSE MARIE
   Original Cast (MGM E 229)
5. 10TH ANNIVERSARY
   Nat “King” Cole (Capitol W 514)
6. SONGS FOR YOUNG LOVERS
   Frank Sinatra (Capital H 488)
7. LIBERACE BY CANDLELIGHT
   Liberace (Columbia CL 6251)
8. THE PAJAMA GAME
   Original Cast (Columbia ML 4840)
9. THE STUDENT PRINCE
   Mario Lanza (RCA Victor LM 1837)
10. PARDON MY BLOOPER
    Kermit Schafer (Jubilee LP 2)

Save your racing for the speedway,
Do not drive the do-not-need way,
Brother! Cross over the line.
And mightly good sense, too!

Aladdin Forms New Label

BEVERLY HILLS, CALIF.—Ed Wender, president of Aladdin Records, announced this week that the diskery, in conjunction with Jessie Stone, responsible for many of the hits on Aladdin, is introducing a new label to be known as Lamp Records. The label will feature new rhythm and blues artists and some of Aladdin’s standbys.

Wender stated that Lamp will receive all the backing and attention that Aladdin has been getting through the years.

The first release, samples of which were to be shipped June 7, stars Leonard Lee on two sides dubbed “When The Sun Goes Down” and “Tryin’ To Fool Me.” Both numbers were arranged by Stone and the sessions were supervised by him.

Johnston Visits U.S.

NEW YORK—Johnny Johnston, “Mr. Vocal Group” of Britain, was scheduled to arrive in New York on June 8 to appear on TV and radio. The leader of the Johnston Brothers, recording artists for English Decca and American London is also coming to the U.S. in the capacity of director of Michael Reine Music Publishing, one of England’s newest publishing outfits currently plugging their “Friends And Neighbors,” tune one of England’s biggest hits.

Johnston is also the author of a number of English and American hits such as “The Homing Waltz,” “The Wedding Of Lili Marlene,” “The Windsor Waltz” and a host of others.

He will stay in the Park Sheraton Hotel in this city.

Tony’s greatest since “Here”...

Tony Martin
Angels in the Sky
Boulevard of Nightingales
20/47-5757

a “New Orthophonic” High Fidelity recording

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(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"
Savoy Ballroom Opens In L.A.

LOS ANGELES—The West Coast's newest ballroom, The Savoy, opened its doors Friday, Saturday and Sunday, June 4, 5 and 6, featuring the "King of King Records," alto sax star Earl Bostic and his band, plus Christine "Every Night In The Week" Kittrell.

Located at Central near 7th, the Savoy is located at the site of the former Century theatre. The Savoy boasts a new $4500 air conditioning system, being the only other West Coast ballroom besides the Palladium which has such a feature. A new hardwood dance floor covering 6000 square feet before the new bandstand, nine speakers to assure perfect acoustics throughout the ballroom, stainless steel refrigeration, a new $4500 sprinkling system and two new specially designed bars.

Julius "Stuff" Crouch is general manager of the fabulous new dance palace, in charge of operation and personnel, as well as booking. The Savoy Amusement corporation is headed by Mickey Cohen, a genial gentleman who bears no resemblance whatsoever to his ill-famed namesake. The Savoy's president has long been associated with the movie industry, having been in charge of all costuming for the entire "Road" series starring Bing Crosby and Bob Hope at Paramount. Cohen also costumed both the Broadway stage and film presentations of "Panama Hattie" and "Louisiana Purchase." He was associate to producer Leo Mccarey on the film, "Good Sam."

D.C. Hotel Extends Entertainment Policy For Betty Madigan

WASHINGTON, D.C.—The Sheraton-Carlton Hotel, Washington, D. C., which originally planned to discontinue its entertainment for the summer months as of June 8th, has made special arrangements to continue its entertainment policy for two additional weeks so as to be able to take advantage of headlining MGM Records' singing star, Betty Madigan, whose record of "Joey" is skyrocketing her into national prominence.

Betty, who hail's from Wash. D.C., has become one of the "hottest" personalities in show business since the click of her MGM platter of "Joey," and in order to be able to present her to her hometown fans before the Fall, the Sheraton-Carlton decided to extend their season for two additional weeks.

Betty opened at the Sheraton-Carlton on June 9th for two weeks as the headliner. When Betty left Wash. D.C. about a year ago, she was singing at the Hotel 2400 for one-tenth of the amount she will be receiving at the Sheraton-Carlton Hotel!

Lighthouse Benefits From Disk

NEW YORK — The full choir of singers from the Lighthouse Foundation recorded this week for "X." An album is to be released, all royalties to go to the Foundation.

Album Confab

NEW YORK—RCA Victor placed Dick "Bix" Collins to a contract for a forthcoming jazz album. Left to right in front are Nat Pierce, who is arranging tunes for the album; Jack Lewis, Victor A & R representative; and Dick Collins. In the rear, Bill Perkins, tenor saxophonist; bandleader Woody Herman; and Ralph Watkins, owner of Basin Street where Herman's band was appearing at the time.

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Popular

Smith Brothers
WHO'S GONNA BE AT THE DOOR
If You Took Your Love From Me
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Bill Darrel
YOU CAN BETCHA LIFE
Teardrop Avenue
78 rpm cat. no. X-0021 45 rpm cat. no. XX-0021

Ben Light and His Lightning Fingers
GEORGIA ON MY MIND
DEEP IN THE HEART OF TEXAS
78 rpm cat. no. X-0029 45 rpm cat. no. XX-0023

Country-Western

Bonnie Owens
I TRADED MY HEART FOR HIS GOLD
Take Me
78 rpm cat. no. X-0028 45 rpm cat. no. XX-0028

Al Rogers
THE MIRROR 'CROSS THE BAR
The Hydrogen Bomb
78 rpm cat. no. X-0029 45 rpm cat. no. XX-0029

"X"

RECORDS MARK THE HITS!

"It's What's in THE CASH BOX That Counts"
While in Paris this week, I learned of the sad passing of the popular American pianist Garland Wilson, who was drawing a big crowd at the famous Bœuf Sur Le Toit Night Club. He was complaining of not feeling too well but kept playing for the customers. He collapsed and was taken to the hospital where he died several hours later. He was a great pianist and most wonderful accompanist, having worked with top artists of the Lema Horne, Janine Salmon calibre. At the time of writing, I learn that Sidney Bechet is gravely ill in the French Hospital in Paris.

Important news in London is the acknowledged existence of very amicable negotiations between P.R.S. (Performing Rights Society) and B.M.I. The theory concerns the possible tie-up between the two organizations to enable PRS to handle B.M.I. copyrights in Great Britain. P.R.S. already has a tie-up with ASCAP. A return visit to Britain is anticipated by U.S. composer David Rose, and heuras already been guesting on the BBC showband show on June 28th. Rose, a New York composer, publisher and singer (with the keynotes and the Johnatan Brothers) has been in the U.K. for several weeks. Gone for now and maybe also pleasure, oh?? There is almost no doubt about the possibility that no further American publishing firms will be allowed to operate branches here. This statement comes from good authority. This news in no way affects the firm already here.

On June 17th, BBC starts a new series of shows titled Thank You. Lucky Stars!" which will feature top international talent. Among those already contracted to appear are Larry Park, cattle and Betty Garrett. At Martinez, Winifred Atwell, Eddie Calvert, David Wills, the Ray Baker and the Ray Martin Orchestra... U.S. impresario and music publishing personality Moe (half of the popular duo) arrives in London this week on a combined business and pleasure visit.

Singing making lots of noise in Paris, believe it or not, is "Johnny Tu N'e Pas Au Ange." For those who want the translation, it's "Johnny is the Boy For Me." (French version means, "You're Mitchell, Johnny!") I've counted seventeen different recordings of it, and all by big names too... Edith Piaf, Catherine Sauve, Anna Gould, Jacques Helian and many more.

This Week's Best Selling Singles (Courtesy of the "New York Express")

1. "Secret Love" - Doris Day
2. "Ain't Too Proud To Beg" - Joe Turner
3. "American Pie" - Don McLean
4. "You're Having My Baby" - Don Williams
5. "The Wild One" - Frank Sinatra
6. "I've Got A New Crush" - Sonny Bono
7. "What A Woman" - Johnnie Ray
8. "You're Not The One" - Nat King Cole
9. "Any Time At All" - Tony Bennett
10. "Don't Worry 'Bout Me" - Ray Conniff
Public Invited To
BBS Recording Session

PHILADELPHIA, PA.—Bill Borelli and BBS records are inviting the public to attend a forthcoming recording session in Philadelphia to hear and see how a record is made.

The invitation to attend the session at the Philadelphia Academy of Music on Friday, June 18, will also serve to introduce vocalist George Geyer. Geyer, a 22-year-old baritone, was recently chosen by Gay Lombardo and Laurits Melchior for their presentation of "Arahbash Nights," the musical extravaganza opening at Jones Beach on June 24th.

Prior to the end of the recording session, guests will enjoy an elaborate cocktail reception in the foyer of the Academy.

The session, conducted by Joe Lonsby, BBS musical director, will include an orchestra of fifty musicians from New York and Philadelphia.

Most Octet To
Debut On Trend

ENCINO, CALIF.—Abe Most, former night club clarinetist with the Les Brown band, makes his recording debut with the Most Octet on the Trend label this month. With him on the octet are Joe Mondragon, bassist; Alvin Stoller, Charlie Vidal and Mike Facho, drummers; Paul Smith, pianist; Tony Rizzi, guitarist; Herbie Harper, trombone and Abe Most on the clarinet.

The crew will offer modern jazz with an unpretentious approach.

Victor To Issue
1st Tutcherskisk

NEW YORK—At a luncheon given for Jerry Simon last week prior to his leaving for the Army, music men gathered around a table at Hatton's. From left to right are: Walla Hafer, Gordon Gray, Larry Spier, Jr., Paul Brown, Milton Karle, Jerry Simon, Irwin Zachek, Roy Kohn, Bob Malvin, Dave Greenman and Bert Siegelman.

"It's What's In The Cash Box That Counts!!"

Farewell Luncheon
## Playback

**The Cash Box, Music Journal**

**June 19, 1954**

**The Top Ten Records — City by City**

### New York, N. Y.

1. **Little Things Mean a Lot** (Kitty Kallen)
2. **Hernando's Hideaway**
3. **Three Coins In The Fountain** (Four Aces)
4. **The Happy Wanderer** (Wee-Lancetti)
5. **Isle Of Capri** (Gaylord Lee)
6. **Wedding Bells** (Four Aces)
7. **Answer Me, My Love** (Cole)
8. **The Man With The Blues** (Ams Bros.)
9. **Get So Lonely (4 Knights)**
10. **Steam Heat (Patet Page)**

### Philadelphia, Pa.

1. **Three Coins In The Fountain** (Four Aces)
2. **Little Things Mean a Lot** (Kitty Kallen)
3. **The Happy Wanderer**
4. **Hernando's Hideaway**
5. **I Understand Just How You Feel** (Four Tunes)
6. **Wanted (Paul) Croy**
7. **If You Love Me (Kay Starr)**
8. **Wanted (Paul) Croy**
9. **Hernando's Hideaway (Blood, Bleyer)**
10. **The Happy Wanderer**

### Savannah, Ga.

1. **Little Things Mean a Lot** (Kitty Kallen)
2. **Wanted (Paul) Croy**
3. **Three Coins In The Fountain (Page)**
4. **Make Love To Me (Stafford)**
5. **If You Love Me (Kay Starr)**
6. **Wanted (Paul) Croy**
7. **The Man Upstairs (Kay Starr)**
8. **Jilted (Teresa Brewer)**
9. **The Happy Wanderer** (Patet Page)
10. **Young At Heart (F. Sinatra)**

### Boston, Mass.

1. **The Happy Wanderer (Wee-Lancetti)**
2. **Hernando's Hideaway**
3. **Little Things Mean a Lot** (Kitty Kallen)
4. **Three Coins In The Fountain** (Four Aces)
5. **If You Love Me (Kay Starr)**
6. **Wanted (Paul) Croy**
7. **The Man Upstairs (Kay Starr)**
8. **Jilted (Teresa Brewer)**
9. **Steam Heat (Patet Page)**
10. **Young At Heart (F. Sinatra)**

### Pierre, S. D.

1. **Wanted (Paul) Croy**
2. **Young At Heart (F. Sinatra)**
3. **Three Coins In The Fountain** (Four Aces-Sinatra)
4. **Young At Heart (F. Sinatra)**
5. **If You Love Me (Kay Starr)**
6. **Wanted (Paul) Croy**
7. **The Man Upstairs (Kay Starr)**
8. **Jilted (Teresa Brewer)**
9. **The Man With The Blues** (Ams Bros.)
10. **A Girl, A Girl (Eddie Fisher)**

### Dallas, Tex.

1. **Little Things Mean a Lot** (Kitty Kallen)
2. **Wanted (Paul) Croy**
3. **Three Coins In The Fountain** (Four Aces-Sinatra)
4. **Young At Heart (F. Sinatra)**
5. **If You Love Me (Kay Starr)**
6. **Wanted (Paul) Croy**
7. **The Man Upstairs (Kay Starr)**
8. **Jilted (Teresa Brewer)**
9. **The Man With The Blues** (Ams Bros.)
10. **Answer Me, My Love (Cole)**

### New Orleans, La.

1. **Little Things Mean a Lot** (Kitty Kallen)
2. **Three Coins In The Fountain** (Four Aces)
3. **Wanted (Paul) Croy**
4. **I Understand Just How You Feel** (Four Tunes)
5. **Here (Tony Martin)**
6. **The Happy Wanderer (Wee-Lancetti)**
7. **Wedding Bells** (Four Aces)
8. **Answer Me, My Love (Cole)**
9. **The Man With The Blues** (Ams Bros.)
10. **Get So Lonely (4 Knights)**

### Minneapolis, Minn.

1. **Little Things Mean a Lot** (Kitty Kallen)
2. **Young At Heart (F. Sinatra)**
3. **Three Coins In The Fountain** (Four Aces)
4. **I Get So Lonely (4 Knights)**
5. **The Man With The Blues** (Ams Bros.)
6. **Here (Tony Martin)**
7. **Three Coins In The Fountain** (Four Aces)
8. **Make Love To Me (Stafford)**
9. **Answer Me, My Love (Cole)**
10. **Cross Over The Bridge (Page)**

### Denver, Colo.

1. **Little Things Mean a Lot** (Kitty Kallen)
2. **Young At Heart (F. Sinatra)**
3. **The Happy Wanderer (Wee-Lancetti)**
4. **Isle Of Capri (Gaylord Lee)**
5. **I Get So Lonely (4 Knights)**
6. **The Man With The Blues** (Ams Bros.)
7. **Here (Tony Martin)
8. **Three Coins In The Fountain** (Four Aces)
9. **Make Love To Me (Stafford)**
10. **Cross Over The Bridge (Page)**

### Broodhead, Wisc.

1. **Little Things Mean a Lot** (Kitty Kallen)
2. **The Happy Wanderer (Wee-Lancetti)**
3. **Three Coins In The Fountain** (Four Aces)
4. **Padre Pablo (Page)**
5. **I Understand Just How You Feel** (Four Tunes)
6. **Jilted (Teresa Brewer)**
7. **The Man Upstairs (Kay Starr)**
8. **The Man With The Blues** (Ams Bros.)
9. **Cross Over The Bridge (Page)**
10. **Steam Heat (Patet Page)**

### Seattle, Wash.

1. **Wanted (Paul) Croy**
2. **Three Coins In The Fountain** (Four Aces-Sinatra)
3. **Young At Heart (F. Sinatra)**
4. **Three Coins In The Fountain** (Four Aces)
5. **If You Love Me (Kay Starr)**
6. **Three Coins In The Fountain** (Four Aces)
7. **Here (Tony Martin)**
8. **The Man With The Blues** (Ams Bros.)
9. **The Happy Wanderer** (Patet Page)
10. **The Man Upstairs (Kay Starr)**

### MGM Names June “Joni James Month”

**New York**—To launch the new Joni James release of “In A Garden Of Roses” backed with “Every Day” the entire month of June will be dedicated to an extensive promotional campaign to boost the disk to the top of all last seller lists. Campaign was started last week with double page ads in color. Special counter box cards, streamers, mailing pieces are being prepared. A long string of bookings for the artist has been set which will take her into many cities during the June drive. Joni will personally visit disk jockeys, dealers and juke box operators in the field. First results from the campaign are from Chicago where Hudson Ross Music Shop selected the disk as the “Hit Of The Week” and has scheduled it for constant plugging on their sponsored radio show via WIND.

### Lecuona In New York

**NEW YORK—Ernest Lecuona, famous Cuban composer (“Malaguena,” “You’re Always In My Heart,” etc.) was in New York this week to record all his important works—both classical and popular for RCA Victor’s International department.”

---

**Frank Sinatra

“I COULD HAVE TOLD YOU” Recorded by PERRY COMO...Victor BROADCAST MUSIC, INC.**

---

**“WHY DIDN’T YOU TELL ME” Karen Chandler • Bob Manning • June Valli • Marti Stevens**

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**“It’s What’s in THE CASH BOX That Counts”**
**Disk Biz Spawns New Talent**

The current demand for a constant flow of new talent is probably greater than it has ever been. "Termination of World War II, the subsequent increase in our population and the interminable needs of TV have primed this demand. But, the question is, where is the steady supply to come from?"

The answer, is the Recording Business.

With vaudevilles reduced to just a word Mom and Dad like to get nostalgic about, and burlesque fallen to back alley depths, and the circuits, where "try-outs" showed their wares and found direction, also relegated to memory and scrap books, the Recording Business stands almost alone today as the spawning ground for aspiring, new talent.

"Success on a hot platter" has become a meaningful cliche, easily more beneficial for our current show business hopefuls than "playing the Palace" was for the veteran troupers of yesteryear. A quick look at the facts and one becomes instantly aware of the tremendous influence, importance and scope of the Recording Business as a hatchet and perpetuator of talent.

The facts are these. Via juke boxes, radio, and the more than 24 million home phonographs in the United States, recordings expose an artist to a nationwide audience, afford him the expeditious opportunity of building a large and loyal following, and more often as not, open new vistas for him in television, radio, motion pictures, clubs and theatres. In short, today's recording artist may well be tomorrow's household word; or, in the vernacular of the trade, a "star."

But, the Eddie Fishers, Four Aces, Joni James, Hildoppers, etc., don't just "happen." They are spun into being but first they must be found, then encouraged and developed. Manie Sacks, Vice-President and General Manager of RCA Victor Records, has instituted a special fund for this development at Victor. Says Mr. Sacks, "With promotion, advertising, personal appearance tours, and the actual recordings, 'Operation Untried Performer' sometimes costs us as much as $30,000." But, he continues, "the risk must be taken if new stars are to be built for the public."

While the industry's chief aim is to keep this Niagara of fresh talent un-dammed, there is also the problem of the older, established disk luminaries. Their stature must be maintained for a healthy equilibrium to be in the industry.

"These," the RCA veep informs us, "are but a few of the problems confronting our business today." However, the recording industry as a whole has little to be worried about and much to be proud of. The fact is that the artists themselves have been self-satisfied. They have built new stars and created new things on recordings, benefiting all branches of the entertainment world. Their post-war record is one of forward advances and accomplishment. They've bettered their product with unbreakable disks; they've improved, with Hi-Fi, the sound of what they sell to make new players available to the vast public at an affordable price, they've introduced Extended Play disks (for the conventionally-budgeted except for a single record, but either didn't want or couldn't afford the album), and they've increased, in tremendous proportion, the selection of music for each and every potential record buyer.

They intend to do much more. Sacks, who has seen the record business grow to billion-dollar status and take its place alongside of other leading American industries, foresees an even greater expansion. "But only," he adds, "if we realize to the full the opportunities that lie at the end of the needle, and continue to live up to our responsibilities in the development of new talent."

**A Fish Tale**

NEW YORK—Corald, records, promoting the Teresa Brewer version of "Skimmin Minnie (Fish Tail)," had Coral publicity agent Jack Dunn tour the local stations with "Miss Fish Tail," the young lady dressed as a mermaid, left to right, Tony Martin, Third Row; Max Cole and Jack Dunn; Jack Lacy; Third Row: Brad Phillips; Leigh Kamman.

Mr. Pop O.J. If you haven't received these 2 records, please notify us.

"MEMORIES IN MELODY" KID KING'S COMBO Ecolol 10.003, 45's — 78's — Immediate Shipment

"YOU'RE THE ONLY GOOD THING" HACK TOOMBS Ecolol 1003, THE ORIGINAL "DEAR ONE" The Scarlet's 301 West 125th St., N.Y.C. PHONE 42-2155

All Los Angeles distributors report that business is definitely on the up-grade, and signarily will remain the top number in both the dance floor and the hit records branches weeks to come. Many other new tunes are climbing fast and are either in the charts or close to them.

... Mike Kurlan, proxy of Modern Distributing Co., has been doing a big left and right. Lee Brown is a"hatching of "The Gal From Joe's," Lee and his hand have been holding down the bandstand at the Hollywood Palladium. Mike predicts that Teresa Brewer's "Skimmin Minnie" will be another smash hit. . . . Construction is now under way on the new West Pico offices of Diamond Distributing Company. Abe Diamond has had quite a job on his hands laying plans and getting city permits but is happy to see the framework going up on the building. . . . Marty Cash, New York, has appointed Bob Stern to handle West Coast promotion for the new Bob Hope series. . . . Okaying of "The Man Between" b/w Island In The West, Al Sherman, West Coast representative for King and Federal Records recently went to San Francisco to see the headquarters of Sunland Supply Company as their new distributor. Al got all excited figures have been pouring in for Cactus Pryor's waxing of "Point Of Origin With The Senator & The Private" on the Four Star label. . . . Gordon Wolf, proxy of Sunland Music Company plans to expand his Rock and Blues lines by adding several new acts in California. . . . Lector, Inc., Los Angeles, a new record company, announced the appointment of several new distributors who will handle their Spark label. They include Mercury Distributors, Miami Beach; Dixie Distributors, Atlanta; Allen Distributing Co, Richmond; A & I Distributing, Cincinnati; Sunland Supply Co., El Paso and Midland, Texas; Sunland Supply Co., St. Louis. Lee is tickled pink over the fine job all his distributors have been doing on his latest release, "Riot In Cell Block #9" by The Robins. . . Jim Warren of Central Music Sales Co. has been luring off every spare moment he can to go fishing at nearby mountain resorts. . . . While on the West Coast George Golden of Tico and Rama Records was commenting about the efficient operation of Allied Music Sales in San Francisco. He stated, "In all my travels from coast-to-coast I have never seen a small distributor run his business as efficiently as Paul Shorten and his staff. There never has been a distributor who gets as much promotion on his lines as Paul Shorten. The man who adds that he personally recommends Paul as a real go-getter. . . . Sid Talmedge, proxy of Record Merchandising Co., is passing out plenty of praises for Don Gardner's latest Bruce release "How Do You Speak To An Angel?" . . . Mercury Record Distributors have launched a new campaign and shows signs of getting up for summer sales. They will give a 100% return privilege to the stores. Mercury Records presented Peter Potter with a gold platter to commemorate his fourth anniversary of his "Juke Box Jury" TV Show. . . . Lee Palmer of Jay Kay Distributing Company says that the record label "X" release of "I Confessed" by Stewart "Kiss" Rose shows good signs of becoming a hit.

**ZOOMING TO NO. 1**

"IT'S WHAT'S IN THE CASH BOX THAT COUNTS"
NEW YORK:

Lionel Hampton blew into town with his frantic big band, blues singer Sonny Parker, CurleyHammer, and Betty Carter. Hamp settled for a stay at the Basin Street but the first night audience wouldn't settle back to earth for some time. The Hampton aggregation is just loaded with talent but the bubbling Hamp is ever the star attraction, even when he's just leading the band away on the side and out of the floodlight. The man just can't stand still. He shifts, he bounces, he soloates, he claps his hands, grunts and offers staccato comments to the storyline. And, when he takes over the drums and vibes—that's it... Lee Magid reached an agreement with Larry Newton, Derby proxy, which leaves Newton with the charge of Government. The Drifters are in tow again, but their tour in New York is milling over several propositions but in the interim will conduct free dance sessions... Get a terrific kick out of the Wynia Dryers drawings she sends out with each Dryer Music tune published... Jerry Wexler and Ahmet Ertegun out to Pittsburgh last week where they appointed Alex Co. as Atlantic and Cat distributors. Miriam Abramson, who kept things running while Joe was on tour, were out of the advisory. The Drifters are seating the sales pads with healthy orders on their latest, "Stormy Weather... The Cat national hit, "Sh-Voom! By the Chords," has been covered by the 60s Beatles... George Goldner of Tito and Rama in town after a long trip through the country... Joe Cohen, Essex Distributors, says the Grimes and will release his first for Apollo shortly... George Goldner of Tito and Rama back in town after a long trip through the country... Joe Cohen, Essex Distributors, says the Grimes and will release his first for Apollo shortly... George Goldner of Tito and Rama back in town after a long trip through the country...

LOS ANGELES:

A new ballroom has long been needed to accommodate our ever-growing population and the Glen Echo Ballroom fills the bill... The Earl Bostic Band, who are scheduled to appear at the Glen Echo Ballroom this week, are to be featured in a new show there... "Baby" Bremro is scheduled to appear at the Glen Echo Ballroom this week... Tiny Bradshaw has been booked into Denver 7/10 on his way to the West Coast. He will open in the Angeles area on July 16th... Aladdin's newest contest "Hey Little Girl" has been signed by Ben Waller Enterprises... The Lola Reed and Sunny Thompson package will start a tour of the West Coast on June 26th... The crowds that trokked through the doors of Billy Berg's Five-Four Ballroom June 4th, 5th & 6th seemed to really enjoy hearing chantress Ruth Brown belt out with the blues. Dance rhythms were provided by Johnny Moore and His Three Blazers. Moore and company stole the show with their bouncy version of "You're Gonna Be Sorry" which was recently recorded on the Modern label... The unveiling of the new Earl "Fatha" Hines band was held for members of the trade and press on June 10th. A capsule concert was held featuring the new "Fatha" Hines sound and the exciting voice of Penny Lynx. The concert was followed by cocktails and midnight buffet... Lew Chudoy, present of Imperial Records leaves June 29th to call on distributors in Cleveland, Detroit, Cincinnati and Chicago. He has released four new sides by his top groups that are causing lots of comment. They include "Slim Jim" by the Spiders and "I'll Be Glad" by the 5 Spot, "Tell Me Why" by the 7/10... The Turner "I Understand The Way You Feel" still getting lots of action... ALSO IN TOWN... Ella Fitzgerald followed Sonny Vassallo in the lounge... A free "Viva the Italian" headlining the bill at the Preview. With Mary McCall, advertised as 'America's Leading Jazz Singer' also featured. Look for "Jazz In Cell Block #9" by the Robins on Spark to be a big number... Ernie Young who runs Ernie's Record Mart, aside from the Nashboro and Embryo labels, to the Windy City this past week. "Just a social call," Young stated... Muddy Waters having a tough time replacing the harmonica player in his group, since the death of his present one this past week.

"It's What's In THE CASH BOX That Counts"
Stars Over Harlem

Had a date in the cutting room to supervise the first session etched by Chariot Records, the newest diskery to spring out of the heart of Harlem, and was racing like mad to keep the date to hear the exciting new spiritual group, The Stevens Singers when the Apollo Theatre we glanced up at the marquee and noted the mighty veteran of the tenor sax Artie Cobb was scheduled to invade the premises along with one of the tastiest revues seen hereabouts in many seasons. The singing department is headed by Vee-Jay records, blasting out new smoothies The Spaniels, whose current "Goodnight Sweetheart" is resting in The Cash Box charts. Talking with plushy, soulful Calver Carter (he manages the group) we learned that commitments will keep the smiling crowdpending where and away and on one nighters in and around N. Y. for about a month to come. Then it's the big show for the crew which will also have on hand Erskine Hawkins, The Drifters, King Pleasure and oh so many more. Had scarcely finished speaking with Calvin and his long time friend, Lloyd Williams, (he's one of the top platter spinners about town) when a tap on the back, pulled me face to face with big Joe Turner, whose current big hunk of wax "Shake, Rattle & Roll" has the dynamic blues belt jumping from coast to coast and border to border. You can dig his ditties also at this very moment over Apollo theatre way... Mr. Blues, Joe Griggs, George (W.H.A.T) Wool, Haid Wade, Ramon Bous, Hal Jackson, Vicere Domingo, Tommy Smalls and Rudy Rutherford still in there pitching and pulling for The Vivranhaires and "Doll Face..." Some were an upstart must hear... The Spiders, fresh from slicing new ones, busy on dance dates which also show case Ray Charles and the Floyd Dixon aggregation.

Swingstational bandmaster, pianist-arranger George Williams satisfied with the reports issued by the nation's men behind the miles in regard to his initial Coral pressings. He's also the gentlemen who pushed the pen witch turned out the new batch of Vaughn Monroe mighty pleasing tunes... Good to see the Rivileers "Forever" taking a firm foothold on the teen-agers heartstrings... "My Friends" starting The Strangers doing like-wise... Bill Dogget's "Sweet Lorraine" blossoming forth like a bride and a flower in June... Mahalia Jackson parading the local scenes much to the delight of upstairs spiritual lovers... B. B. King, Bill Harvey, Earl Forrest, Mildred Jones and John Green south bound for states unlimited underneath the Florida skies. Morris Merritt to the Lone Star State for the opening of his new El Dorado nightery which has top acts booked thru January 1955. Some of the stellar headliners already scheduled to appear are Bullmoose Jackson, Laverne Baker, Arnett Cobb, Gene Ammons, Red Prysock, Arthur Prysock and Al Hibbler. Morris states that he's going all out for the big name policy. In case you'd like to know the El Dorado in Houston's latest place to spend the nights out...

"It's What's in THE CASBOX That Counts"
## R&B Poll Results

### What Records Do You Estimate You Programmed Most During the Past 12 Months?

1. "Honey Hush"—Joe Turner—Atlantic
2. "Shake A Hand"—Faye Adams—Herald
3. "Crying In The Chapel"—Orioles—Jubilee
4. "Good Lovin"—Clovers—Atlantic
5. "One Scotch, One Bourbon, One Beer"—Amos Milburn—Aladdin
6. "The Things That I Used To Do"—Guitar Slim—Specialty
7. "Money Honey"—Drifters—Atlantic
8. "You'll Never Walk Alone"—Roy Hamilton—Epic
10. "Please Don't Leave Me"—Fats Domino—Imperial

### What Male Vocalists Do You Estimate You Programmed Most?

1. Joe Turner—Atlantic
2. Johnny Ace—Duke
3. Amos Milburn—Aladdin
4. Roy Hamilton—Epic
5. B. B. King—RPM
6. Eddie Boyd—Chess
7. Lloyd Price—Specialty
8. Percy Mayfield—Specialty
9. Little Walter—Checker
10. Muddy Waters—Chess
11. Ray Charles—Atlantic

### What Female Vocalists Do You Estimate You Programmed Most?

1. Ruth Brown—Atlantic
2. Faye Adams—Herald
3. Lula Reed—King
4. Willie Mae Thornton—Peacock
5. Dinah Washington—Mercury

### What Vocal Groups Do You Estimate You Programmed Most?

1. Clovers—Atlantic
2. The "5" Royales—Apollo
3. Midnighters—Federal
4. Billy Ward & His Dominos—King
5. Orioles—Jubilee
6. Shirley & Lee—Aladdin

### What Orchestras Do You Estimate You Programmed Most?

1. Buddy Johnson—Mercury
2. Earl Bostic—King
3. Tiny Bradshaw—King
4. Joe Morris—Herald
5. Rusty Bryant—Dot

### What Up & Coming Male Vocalists Do You Think Are Most Promising?

1. Roy Hamilton—Epic
2. Guitar Slim—Specialty
3. Little Jr. Parker—Duke
4. Chuck Willis—Okeh
5. Al Savage—Herald

### What Up and Coming Female Vocalists Do You Think Are Most Promising?

1. Faye Adams—Herald
2. Lula Reed—King
3. LaVerne Baker—Atlantic

### What Up & Coming Vocal Groups Do You Think Are Most Promising?

1. Drifters—Atlantic
2. Spiders—Imperial
3. The Counts—Dot
4. The Spaniels—Vee Jay
5. The Harptones—Bruce
### R&B WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

#### MOST PROGRAMMED RECORD

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>&quot;Honey Hush&quot;</td>
<td>Joe Turner</td>
<td>Atlantic Records</td>
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#### MOST PROGRAMMED MALE VOCALIST

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<th>Artist</th>
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<td>Joe Turner</td>
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<td>Duke</td>
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#### MOST PROGRAMMED FEMALE VOCALIST

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<th>Artist</th>
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<td>Ruth Brown</td>
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#### MOST PROGRAMMED VOCAL GROUP

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<tr>
<td>Clovers</td>
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#### MOST PROGRAMMED ORCHESTRA

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#### UP & COMING MALE VOCALIST

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<td>Faye Adams</td>
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#### UP & COMING VOCAL GROUP

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<tr>
<td>Drifters</td>
<td>Atlantic</td>
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</table>
THE SULTANS
(Duke 125)

"HOW DEEP IS THE OCEAN" (2:40)
The Sultans come up with a delicate treatement of the lovely ballad. Lead voice handles his chores beautifully. This deck should take off in strong style.

"GOOD THINGS BABY" (2:36)
[Lion BMI—Phyllis Ottis] The boys rock through a quick beat jump ditty with romantic lyrics. Orking takes off on a wild kick in the breaks. Deck has a good beat.

DUD BASCOMB
(Tru-Blue 418)

"DUD'S THEME" (3:07) [Popular ASCAP] Dud Bascomb and his group run through a quick tempo item with fair results. The boys come up with some enjoyable musicianship.

"ALLEY C" (3:05) [Popular ASCAP] This side is a middle tempo swingy thing that comes out ok.

GEORGE AULD—
SARAH McLAWLER
(Coral 61195)

"BACK TO BACK" (3:06) [For- shay BMI—Auld] The Auld sax and McLawler organ combine for the "eeriest" sounds. They rock and roll through a series of chases and duets that makes the side grade-A. For kicks listen to this wax.

"TAKE MY WORD" (3:05) [American Academy ASCAP—Carter, Peace, Mills] George and Sarah go soft and mellow on this deck as they collaborate on a colorful mood piece.

ARTHUR Pryssock
(Mercury 70352)

"TAKE CARE OF YOURSELF" (3:04) [Leeds BMI—Bart, Howard] Pryssock handles the slow beat pretty with his usual suave styling. Should appeal to his flock of buyers.

"I'LL NEVER LET YOU CRY" (3:05) [Russell Music BMI—Gladyes De Jesus] Pryssock sings a slow tempo romantic piece with pleasing results. A good waxing.

THE SCARLETS
(Red Robin 128)

"SWEET MINDS" (2:39) [Millett BMI—Carter, Peace, Milla] The Scarlets keep at it with a item that could go either way. Vocal and sax work is the thing.

OTIS BLACKWELL
(Joy-Dec 792)

"NOBODY MET THE TRAIN" (2:25) [Laurel ASCAP—Benjamin, Weiss, Davis, Cray] Blackwell sings the folk-flavored blues with much feeling. A plaatsive ant of a good piece of material that could catch on.

"STANDING AT THE DOORWAY TO YOUR HEART" (2:40) [Bacon BMI—Blackwell] Blackwell delivers a romantic bounce in gay style and the lively ditty comes through as a little piece of wax. A light effort takes to a good warm weather item.

LOUIS CAMPBELL
(Excal 2035)

"GOTTA HAVE YOU BABY" (2:34) Louis Campbell sings a middle tempo rhythmic blues in which he captures the true blues feeling. Sings about the woman he loves and pleads with her not to leave him. A strong southern piece of wax with small instrumental backing performing potently.

"THE NATURAL FACTS" (2:28) A slow country blues effectively presented, but just falling short of the upper deck.

LITTLE JUNIOR PARKER
(Duke 127)

"PLEASE BABY BLUES" (2:33) Little Junior Parker is in good voice as he seeks out a quick beat bouncer blues. He pleads soulfully for his baby to come back to him. Little Jr. has captured the essence of the feeling on this deck. Should grab action.

RHYTHM 'N' BLUES REVIEWS

LITTLE JUNIOR PARKER
(Duke 127)

"PLEASE BABY BLUES" (2:33)

[Photo] Little Junior Parker is in good voice as he seeks out a quick beat bouncer blues. He pleads soulfully for his baby to come back to him. Little Jr. has captured the essence of the feeling on this deck. Should grab action.

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“DON'T STEAL MY HEART” (1:50) [MillsASCAP—Johnny Williams]  
"HIP SHAKIN' MAMA" (2:08) [Blue Ridge BMI—Chubby Newsome]  
BEULAH SWAN  

ZILLA MAYS  

**JAZZ**  

(ALibibler  

(Imperial 683)  

"WHY DO YOU CRY" (3:03) [Forbath Music BMI—Mays, Peck] Zilla Mays sings a slow tempo blues with sad, romantic lyrics. Gal can feel a tune and she projects in good style.  

"NITE SHIFT BLUES" (2:32) [Forbath Music BMI—Mays, Peck] Rocking type of material such as this brings out the best in Zilla. Chantress has the blues on this deck as she sings of her duddy, who leaves home, and the job is too hard to do anything by sleep.  

BOBBY MITCHELL  

(Imperial 683)  

"SCHOOL BOY BLUES" (2:55) [Commodore BMI—A. Smith] Bobby Mitchell sings a slow southern blues about his gal for whom he has a grand pash, but she tells him he's only a school boy.  

"ANGEL CHILD" (2:30) [Commodore BMI—J. Butler] Mitchell sings a slow blues. His gal has been cheating on him. She told him she loved him but left him in misery. The better side.  

GENE KRUPA TRIO  

(Imperial 681)  

"DON'T BE THAT WAY" (3:28) [Chappell ASCAP—Rodgers Hart] The trio perform the Rodgers, Hart classic in top-flight manner. The patron who enjoys the small combo will buy this one.  

THE ROY ELD RIDGE QUINTET  

(Clef 89116)  

"ECHOES OF HARLEM" (3:45) [American Academy of Music ASCAP—Eldridge] Roy Eldridge does the old trumpet part of Cootie Williams in the famous voice. This picture of Harlem which became part of jazz history during the reigh of the Eldridge band. A beautiful and moving mood piece. Excellent support from Oscar Peterson, Ray Brown, Herb Ellis, and Alvin Stoller.  

"WHEN IT'S SLEEPY TIME DOWN SOUTH" (3:00) [Mills ASCAP—Muse, Renee, Renee, Jr.] It's all Roy on this deck as he fashions the oldie on his solid sounding horn. The trumpeteer is in great form. A two sider that should pull sales.  

ARTIE SHAW and His Gramercy Five  

(Clef 9117)  

"IMAGINATION" (3:06) [ABC ASCAP—Burke, VanHeusen] Artie Shaw's clarinet fashions the ever lovely tune. Shaw does a strong side and the item should meet good market action.  

"SUNNY SIDE UP" (2:54) [Shaw—Shaw] A gay romp with Shaw and the group. Supporting the clarinet star are Hank Jones, piano; Tal Farlow, guitar; Joe Roland, vibes; Jimmy Potter, bass; Irv Kluger, drums.  

“I've What's in THE CASH BOX That Counts"  

Disk Execs And DJ  

PITTSBURGH, PA—Jerry Wesler (left) and Ahmet Ertegun, Atlantic Record execs, are photographd with Mary Dee of WHOD, one of Pittsburgh's top dayparts, during a recent visit to that city. Purpose of visit was to name Alco Distributors new distrib for both the Atlantic and Cat labels.  

OPS & DJs FOR YOUR BANKING & SPINNING PLEASURE  

Only PEACOCK gives YO-U  

GATEMOUTH BROWN  

OKIE DOKIE STOMP  

b/w  

"DEPRESSION BLUES"  

PEACOCK 20127  

DIXIE HUMMINGBIRDS  

"PRAYER WHEEL"  

b/w  

"LIVE RIGHT, DIE RIGHT"  

PEACOCK 20172  

SENSATIONAL NIGHTINGALES  

"ANOTHER YEAR"  

b/w  

"I'm Going On With Jesus"  

PEACOCK 20178  

PEACOCK RECORDS, 309 East 8th Street, Houston 2, Texas  

Breaking in Los Angeles and spreading fast!!  

"RIOT IN CELL BLOCK No. 9"  

b/w  

"Wrap It Up"  

by  

THE ROBINS  

SPARKS RECORD 103  

PLATTER SALES CO.  

1119 So. Gresham Blvd. Los Angeles 19, Calif.
Guiding A Career

NEW YORK—Mitzi Mason, MGM Records’ latest singing find from the Bronx is shown receiving approving smiles from a trio of gents responsible for guiding her career. The candid camera caught this group during Mitzi’s recording session at which she cut, “Who Can Say?” backed with “So Much More.” The disk, slated to be released June 18th, is already kicking up plenty of excitement among disk jockeys and juke box operators. Left to right are: Fred Norman, arranger and orchestra leader; Dick Lyons of the MGM Records A & R staff, Mitzi Mason and Larry Douglas who wrote both the lyrics and music of Mitzi’s first disk.

Meeting Dates Of Music Operators’ Associations

June 15—Phonograph Merchants’ Assn., Cleveland, Ohio
   Place: Hollenden Hotel, Cleveland, Ohio (executive board).

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

16—New York State Operators’ Guild
   Place: Palatine Hotel, Newburgh, N. Y.

17—Eastern Ohio Phonograph Operators’ Assn.
   Place: 1310 Market Street, Youngstown, Ohio (executive board).

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

21—Amusement Machine Operators of Baltimore
   Place: Pimlico Hotel, Baltimore, Md.

22—Western Massachusetts Music Guild
   Place: 7 Silver St., Springfield, Mass.

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

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

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

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

1—Eastern Ohio Phonograph Operators’ Assn.
   Place: Tod Hotel, Youngstown, Ohio (General).

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

12—Amusement Machine Operators of Baltimore
   Place: Pimlico Hotel, Baltimore, Md.

13—Western Massachusetts Music Guild
   Place: 7 Silver St., Springfield, Mass.

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

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

15—California Music Guild
   Place: U. S. Grant Hotel, San Diego, Calif.

THE CASH BOX

Canadian Capers

TORONTO TOPICS:

Georgie Shaw, the new Decca star, headlines the current show at the Casino Theatre. George Offer and his Decca staff at the Apex Record office lined up heavy airplay in advance of the date which is paying off at the box office, in spite of summer weather. Just about the busiest entertainer in these parts is newcomer Juliette, whose network TV series, “The Late Show,” with Billy O’Connor got off to a strong start last week. Combined with this is her new series of network radio shows with Bing Whittaker each Saturday night and jaunts to Montreal for International Service special broadcasts from there, and other guest appearances. At the same time, her Argon disks are hitting a strong stride and her second platter, “I Caught The Bride’s Bouquet” proving to be a very timely entry and getting a lot of DJ play. . . . Bailey Bird of BMI Canada reports that their novelty tune, recorded by Libby Morris on the Aliva label is creating copy sales. Also that Perry Como’s disk of “There Never Was A Night So Beautiful” showing signs of being a really big one with the music dealers as well . . . Peg Brown off to Europe for a quick tour of France, Germany, England, Switzerland, Austria and Italy before the glamorous and talented Canadian actress returns to this country to record her next number for Decca. . . . Desert Song here at Melody Fair. Hop those European producers don’t try to persuade her to permanently leave these parts . . . . Make a note that June 27th—July 3rd is Canadian Music Week. Expect the airwaves will be heavy, as last, with Canadian tunes and talent on this first occasion of a national week dedicated to same. The publishers, disk makers and radio folks getting behind the idea in a big way and it should pay off in impressing a lot of folks who should know that Canada and Canadians are really in the music scene these days . . . . Hop the rumors are true that Canuck George Murray, whose CBC and CFRB radio shows have given first performances to so many Canuck tunes is slated for some top U.S. radio and TV network appearances. MGM Records Canadian star, Shirley Harper leaped to international stardom from George’s program . . . Composer-Pianist Freddy Grant, seems to have clicked with his Lage Gardens theme melody, which Ed Kasner reports is getting strong recording reaction on both sides of the Atlantic . . . The Bill Silbert fans in this area are plugging hard on the pop version which Decca has released of his “Chock Full O’Nuts” theme. While the coffee and chain are unknown in Canada, ex-Debtor, Bill part is not and his personal appearance with top music folks here is sparking much of the attention that his song is getting on the local air way.

MONTREAL MEMOS:

Featured this week at the Esquire Show Bar is the one and only Oscar Peterson. It seems like old times having Oscar around for more than a one-night stand . . . . Eddie Meher and his Rumble Ramblers doing tremendous business at the Monterey. This group followed the Hackey Bros. & Mary Lou who are at the present time on a summer tour of the Maritime Provinces . . . . Chez Paree which is continuing its name act policy, has booked in Spike Jones to open June on the 18th . . . . Jen Roger, RCA Victor Recording artist currently at the Chez Emile in Quebec City and drawing very good business . . . . Connie Towers held over at the Ritz Cafe. . . . Currently song-starred at the El Morocco is Jose Duval . . . . Hugh Joseph, General Manager of RCA Victor here in town from Atlantic City where he attended meetings of the RCA Victor Record Division.

ATLANTIC COASTING:

Currently making a tour of the Maritime Provinces are Johnny and Jack (RCA Victor), Kitty Wells (Decca), Bobby Wright and Ruby Wells. This group played Halifax on June 8th . . . . Also playing personal appearances in this part of the country is Jimmie Dickens.

For the Disk Jocks

It’s The Cash Box

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

LOS ANGELES, CALIF.—Col. Sherman Cosgrove presents Lawrence Welk with a certificate of achievement to commemorate the first anniversary of the "Champagne Maestro's" radio show "U.S. Army Presents" which is broadcast nationally over ABC.

Ram, Mellin Form Management Firm

HOLLYWOOD — Personality Productions of Hollywood, which is hardly a year old, has been a beehive of activity since owner, Buck Ram, signed with Robert Hellen for joint management of his artists and publications of his many songs.

First client to receive benefit from the new arrangement is Cpl. Stewart "Rick" Rose, whose first record of "I Complained" and "I Want You" released on Look Records February 25th and promoted exclusively by Buck Ram and Jean Bennett of personality Promotions was bought recently by Label "X," new Victor subsidiary.

Other artists handled by Personality are Audrey Andrews, Victor Western Artist; Jack Tucker & His Oklahoma Playboys on Starday Four Star; Mary Rose Bruno, Victory; The Flutters, Federal; Peppy Prince & His Rhythm Lads, Hollywood; and The Chansonaives.

Johnny & Jack (RCA Victor)
Hank Snow (RCA Victor)
Ray Price (Columbia)
Carl Smith (Columbia)
Webb Pierce (Decca)
Kitty Wells & Red Foley (Decca)

New York—Jackie Cooper, star of "King Of Hearts" on Broadway, joins Gene Krupa for an impromptu jam session at the Embers after his performance in the comedy hit. Jackie played the drums in "Remains To Be Seen" and is a good musician.

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

1. I GET SO LONELY
2. I DON'T HURT ANYMORE
3. I'LL BE THERE
4. BACK UP, BUDDY
5. EVEN THO
6. ONE BY ONE
7. I REALLY DON'T WANT TO KNOW
8. SLOWLY
9. YOU BETTER NOT DO THAT
10. LOOKING BACK TO SEE
11. MY EVERYTHING
12. SPARKLING BROWN EYES
13. RELEASE ME
14. SHAKE A LEG
15. ROSE MARIE

THE CASH BOX, Music

June 19, 1954
MORE SMASHES from the RCA VICTOR CARAVAN OF HITS!

CHET ATKINS DOWNHILL DRAG

KENTUCKY DERBY 20/47—5704

Great Instrumentals A “must” for every box!

BUD ISAACS HOT MOCKIN’ BIRD

THE WALTZ YOU SAVED FOR ME 20/47—5690

STEELIN’ AWAY

INDIAN LOVE CALL 20/47—5671

"It's What’s in THE CASH BOX That Counts"
"I DON'T HURT ANY MORE"

HILL & RANGE

RCA VICTOR 20/47-5698

Direction DUB ALLBRITTEN 417 BROADWAY, NASHVILLE, TENN. PHONE 5-7031

"It's What's in THE CASH BOX That Counts"
WHAT RECORDS DO YOU ESTIMATE YOU PROGRAMMED MOST IN THE PAST 12 MONTHS?
1. "I FORGOT MORE THAN YOU'LL EVER KNOW"—DAVIS SISTERS—RCA Victor
2. "Slowly"—Webb Pierce—Decca
3. "Bimbo"—Jim Reeves—Abbott
4. "There Stands The Glass"—Webb Pierce—Decca
5. "I Really Don't Want To Know"—Eddy Arnold—RCA Victor
7. "Hey Joe"—Carl Smith—Columbia
8. "Let Me Be The One"—Hank Locklin—Four Star
10. "It's Been So Long"—Webb Pierce—Decca
11. "Wake Up Irene"—Hank Thompson—Capitol
12. "Secret Love"—Slim Whitman—Imperial
13. "You Better Not Do That"—Tommy Collins—Capitol
14. "Release Me"—Jimmy Heap—Capitol
16. "I Love You"—Ginny Wright & Jim Reeves—Fabor

WHAT MALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?
1. WEBB PIERCE—DECCA
2. Eddy Arnold—RCA Victor
3. Jim Reeves—Abbott
4. Carl Smith—Columbia
5. Hank Williams—MGM
6. Hank Thompson—Capitol
7. Hank Snow—RCA Victor
8. Slim Whitman—Imperial
9. Red Foley—Decca
10. Ray Price—Columbia
11. Ernest Tubb—Decca
12. Hank Locklin—Four Star
13. Marty Robbins—Columbia
14. Ferlin Huskey—Capitol
15. Mac Wiseman—Dot
16. Redd Stewart—RCA Victor

WHAT FEMALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?
1. KITTY WELLS—DECCA
2. Goldie Hill—Decca
3. Jean Shepard—Capitol
4. Martha Carson—Capitol
5. Rose Maddox—Columbia
6. Bonnie Lou—King
7. Anita Carter—Columbia
8. Rosalie Allen—RCA Victor
9. June Carter—Columbia
10. Patsy Montana—Columbia
11. Ann Jones—King
12. Sue Thompson—Mercury

WHAT BANDS DO YOU ESTIMATE YOU PROGRAMMED MOST?
1. PEE WEE KING—RCA VICTOR
2. Hank Thompson's Brazos Valley Boys—Capitol
3. Bob Wills' Texas Playboys—MGM
4. Cliffie Stone—Capitol
5. Leon McAuliffe—Columbia
6. Wonder Boys—Decca
7. Spade Cooley—Decca
8. Jimmy Heap & His Melody Masters—Capitol
9. Charlie Adams' Western All-Stars—Columbia
10. Don Helm's Drifting Cowboys—MGM

WHAT VOCAL GROUPS DO YOU ESTIMATE YOU PROGRAMMED MOST?
1. CARLISLES—MERCURY
2. Johnnie & Jack—RCA Victor
3. Davis Sisters—RCA Victor
4. Homer & Jethro—RCA Victor
5. Jean Shepard & Ferlin Huskey—Capitol
6. Maddox Bros. & Rose—Columbia
7. Jordanaires—Capitol
8. Chuck Wagon Gang—Columbia
9. Sons Of The Pioneers—Coral
10. Louvin Bros.—Capitol
11. Carter Sisters—Columbia
12. Anita Kerr Singers—Decca
13. York Bros.—King
15. Masters Family—Columbia

WHAT SMALL INSTRUMENTAL GROUPS DO YOU ESTIMATE YOU PROGRAMMED MOST?
1. CHET ATKINS—RCA VICTOR
2. Jimmy Bryant & Speedy West—Capitol
3. Jerry Byrd's String Dusters—Mercury
4. Country All Stars—RCA Victor
5. Grady Martin's Slew Foot Five—Decca
6. Arthur Smith's Cracker Jacks—MGM
7. Johnny Maddox—Columbia
8. Del Wood—Republic
9. Lester Flatt & Earl Scruggs—Columbia
10. Floyd Cramer—Abbott

WHAT UP AND COMING MALE VOCALISTS DO YOU THINK ARE MOST PROMISING?
1. TOMMY COLLINS—CAPITOL
2. Faron Young—Capitol
3. Mitchell Torok—Abbott
4. Al Terry—Hickory
5. Justin Tubb—Decca
6. Red Sovine—Decca
7. Jimmy Newman—Dot
8. Tibby Edwards—Mercury
10. Billy Strange—Capitol
11. Eddy Hill—RCA Victor
12. Jimmie Collie—Hickory
13. Tommy Sands—RCA Victor
15. Kenny Lee—RCA Victor
16. Bobby Wright—Decca
17. Dusty Owens—Columbia
18. Onie Wheeler—Okeh
19. Jim Eanes—Decca
20. Terry Preston—Capitol

WHAT UP AND COMING FEMALE VOCALISTS DO YOU THINK ARE MOST PROMISING?
1. GINNY WRIGHT—FABOR
2. Betty Ames—Mercury
3. Charline Arthur—RCA Victor
4. Betty Cody—RCA Victor
5. Ruby Wells—RCA Victor
6. Carolyn Bradshaw—Abbott
7. Little Rita Faye—MGM
8. Sunshine Ruby—RCA Victor
9. Shirley Bates—Fabor
10. Mary Jane Johnson—Valley
11. Alva Dean Colker—Abbott
12. Margie Collie—Decca
13. Yvonne O'Day—Capitol
14. Jimmie Rodgers—MGM
15. Joyce Moore—RCA Victor

WHAT UP & COMING VOCAL GROUPS DO YOU THINK ARE MOST PROMISING?
1. JIM EDWARD & MAXINE BROWN—FABOR
F & W WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD

"I FORGOT MORE THAN YOU'LL EVER KNOW"

DAVIS SISTERS

RCA VICTOR RECORDS

FAIRWAY MUSIC

MOST PROGRAMMED MALE VOCALIST

WEBB PIERCE

DECCA

MOST PROGRAMMED FEMALE VOCALIST

KITTY WELLS

DECCA

MOST PROGRAMMED BAND

PEE WEE KING

RCA VICTOR

MOST PROGRAMMED VOCAL GROUP

CARLISLES

MERCURY

Most Programmed Instrumental Group

CHET ATKINS

RCA VICTOR

UP AND COMING MALE VOCALIST

TOMMY COLLINS

CAPITOL

UP AND COMING FEMALE VOCALIST

GINNY WRIGHT

FABOR

UP AND COMING VOCAL GROUP

JIM EDWARD BROWN

MAXINE BROWN

FABOR
The Cash Box, Music

The Blackwood Brothers quartet, on June 14th, did a guest spot on Arthur Godfrey's renowned Monday night talent show (8:30, EDT, CBS). The quartet featured their latest hymn-ballad, "The Man Upstairs," exactly as it's out on record. Charline Arthur recently staged personal appearances in Temple, Texas, Waco, Texas, and each Wednesday, Charline performs for the Chatterbox Club, Cartwright, Oklahoma, and every third Thursday, at the Foley's Club, Mexia, Texas. On June 12th, Red Garrett began a 13-week tour of Canada and Newfoundland with his band. Appearing with Red will be Wilf Carter, a very popular guy in these parts. During June, Darrell Glenn who has joined the RCA Victor roster of Country and Western Artists, will be doing personal appearances at Estland Jamboree, Estland, Texas; Cliffie Stone's Jamboree, Hollywood, California. Darrell was graduated from Tech High School in Ft. Worth, June 2nd. Info concerning Red Sovine (Detroit) lets us know this feller really has a busy schedule. Red has a morning program over KWWK, Shreveport at 7:15 A.M. and at 7:30 A.M. he has a transmitted program on KTIS, Little Rock, Ark. Both shows sponsored. Each Saturday at 5:45 P.M. Red does TV stint at KSFA, TV, Shreveport. Red is also a regular member of the Louisiana Hayride. During the month of June, July, Red will be making personal appearances in Louisiana and Arkansas, and Missouri. Clay Eager, WLOK-Lima, Ohio, to indicate a new barn dance in the Ohio Valley starting July 3rd known as the Allen County Jamboree. Clay would like to hear from artists who would like to come in the vicinity at that time. Joe Morris now with WQIC, Columbia, N. C., as deejay and program manager, Estel Lee tells us that she has started a new barn dance at the Rex Theatre, Felicity, Ohio, broadcasting over WPTM-Maysville, Ky. Carl Stuart, WCOP-Boston, Mass., to star with Hank Thompson and Ellen Britt on June 14th at the Annual New England Jamboree. Martha Carson and her unit, along with Little Jimmy Dickens, Del Wood play the Town Hall Hotel in Bismarck, North Dakota . . . 5500 paid admissions, Fargo, North Dakota . . . 1600 people, and in Brandon, Manitoba, Canada, the show pulled 2400 people. Martha, and husb-and-manager, X. Cows, have just returned from a vacation in Florida, Tom James (RCA Victor) began a five-week tour May 23rd, covering the West Texas and New Mexico territory . . . artist scheduled for radio and TV appearances in Lubbock, Texas. Louise Minnie Pearl reports that after her stint at the Purina opening in Springdale, Ark., on June 2nd it took her three days to hitchhike to Kerrville, N. C., where she was scheduled for guest appearances. Charley Stewart's the boy that has the biggest future in dances runnin' over in Arkansas area. Billy Walker (Columbia) in Arkansas recently and made appearance on Grand Ole Opry, Ace Ball (Okeh) also visited Nashville recently and plugged his latest release on Ernest Tubb's Record Show. Zig Dillion opens new Western Fun Roundup Park on July 4th at Barrington Resort Area . . . In the Orange Beach area. Norm Riley is promoting dates for Hank Thompson and his band, along with Joyce Monroe and Billy Gray who covers Fayetteville, N. C., Richmond, Va., Reading, Penn., Providence, R. I., Boston, Mass., and three Canadian dates!! Hank Snow opens Sunday, June 20th, Monday, June 21st Jackson, Wyo., June 22nd, Lansing, Mich. All dates are being promoted by Casey Clark, Bessie Mauldin reports that Bill Monroe is scheduled for personal appearances on Detroit latter part of June, and set for personals in Wisconsin and Canada in July. Bessie also tells us that B. C. Westbrooks, veteran booking agent, suffered from a mild heart attack recently. Col. Tom Parker and Tom Dickin of Jamboree Attractions take to the road again for a series of shows set up by the agency.

WAX WISE

Acuff-Rose Publications, Nashville, recently obtained all pub rights to the Gubbard Music Company tune "Much Too Young To Die" recorded by Ray Price on Columbia. Acuff-Rose is planning an intensive promotion for the record which is already catching on. Dub Dickerson, a new Capitol recording artist, has "Started It All" and "Count Me In." "Dedication" record made possible by the efforts of the Hill-Country's biggest promoter, Gusty Lee, was also featured on the duets 'hit' recording of "I Got So Lonely." Just received word that the Davis Sisters recording of "You Weren't Ashamed To Kiss Me Last Night" and "Foggy Mountain Top" is showing up on the top ten of the country's top Country disc jockey shows. Hank Snow scoring big with his Victor recording of "I Don't Hurt Anymore." Bill Monroe receiving ads with his strong instrumental recording of "Get Up John" coupled with "Whitehouse Blues." Currently making big strides record-wise is Red Foley with several contenders on the market . . . "My Friend," "As Far As I'm Concerned" still showing up . . . "Listen, Miss Kitty" by Lin and with Kitty Wells there's "Stranger In My Home" and "One By One," and of course "Pinch Me Bowsie/'s Ever Arnold out with a new record that promises to be very good . . . "The Touch Of God's Hand" and "Chapel On The Hill." Ray Price turning in a top performance with "Release Has Made Me Be There" bounces back with two terrific tunes that should carry the artist right up the ladder again . . . tunes "Much Too Young To Die" and "I Love You So." Much I Let You Go." Both sides of this record have received an early nod of approval and should make a big record for Price. George Morgan is one of his best performances in something with his latest "I Think I'm Going To Cry" and "It's Been Nice." Red Sovine, star of KWWK's Louisiana Hayride seems to be "riding" high with his recording of "My New Love Affair" and "How Do You Think I Feel." "Shake A Leg" seems to be breaking big for the Carlises. Webb Pierce turns in another notable performance with "Even The" and "Sparkling Brown Eyes." Ferlin Husky receiving many pans with his version of "Somebody Lied." While Jean Shepard seems to be clicking with "Two Whoops And A Holler." Other artists with tunes showing good possibilities are Hootie Newman (Dot), Judy "Why I Love Darlings," Jim Reeves with "Rumbling Heart," Maxine and Jim Edward Brown with "Looking Back To See," Marty Robbins with "Pretty Words."
The mechanism that brought a new concept of music service to our industry. The Select-O-Matic "100" mechanism — a Seeburg first, introduced in 1949 — is by any comparison the most revolutionary development in the entire history of coin-operated music.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's finest and most complete music systems
CHICAGO — A patent was issued this week to Lloyd J. Andres of Chicago, for a machine that plays phonograph records, and then vends them. A patron puts a coin into the machine, and listens to a tune. If he desires, he then can purchase the record, with the first coin being credited against the purchase price. The inventor advises that the vendor has a half dozen selections, and delivers a new record, not the one that demonstrates. As we see it, at this time, there isn't any machine as ambitious, as a patent issued to Mr. Andres. What about the practical operation of such a machine? It's universally acknowledged that a selection of only 6 records wouldn't permit the patron an enough choice of the top available recordings. Then the price: records sell from 80¢ to 90¢ depending upon the local taxes in pennies. It would seem that a change-maker would have to be inserted into the vendor, or change included in the wrapper of each record. The vendor couldn't sell the records at $1, or at any price above local price. It also couldn't sell the record under the established price, as there wouldn't be enough profit to run the machine. However, a record vending machine idea isn't new. Someone may yet come up with the right idea and machine.

NEW YORK — In our May 29 issue, we pointed out in this column, the future prospects for operators in the areas affected by the impending construction of the St. Lawrence Seaway, where many new locations will be available due to the expansion of business and increased population. However, we overlooked the wonderful advantages which will accrue to the manufacturers and wholesalers along the Seaway. In the June 8 issue of the New York Herald Tribune, John G. Rogers, Buffalo, N. Y. correspondent for this daily newspaper, reported on an interview he had with Art Rutzen, export manager for The Rudolph Wurlitzer Company. Rutzen pointed out that their juke boxes, today, leave by train or truck for New York City, from where they are shipped to foreign ports. With the advent of the Seaway, Wurlitzer will be able to ship directly from Buffalo to Europe, saving considerably money on freight charges. With the Seaway extending to Chicago, and with many large city ports in between, factories and wholesalers in these areas will be in a wonderful position to expand their export business.

The above idea, whether in small card or just paper slip form, is not new. It is being used here and there throughout the country by intelligent and progressive Juke box operators.

The wording which appears above, as well as the general makeup, is entirely original. It was created by The Cash Box for those Juke box operators who aren't as yet using this plan to help stimulate business, as well as to bring the Juke box closer to patrons and, at the same time, show the location owner what finer service he can obtain.

The fact remains that, appearing on a lunch counter, a restaurant table, or anywhere in any location where the patrons of the place can handle it, can fill it in, if they so desire, this has tremendously helped to inspire more play from the patrons for the Juke box on that location.

This is but one idea, among dozens which, eventually, leads to better programming of the Juke box. And better programming means bigger profits. Therefore, for whatever the small cost will be, for the Juke box operator to get a printer to make up the above cards for him, he will find that the returns will be many, many times the cost of the printing.

This must not be done in haphazard fashion. It must definitely must be sold to the location owner. The location owner must be convinced by the serviceman and/or collector, as well as the Juke box operator, himself, that this is for the good of all concerned and that it positively means bigger and better profits.

Once the idea is sold, and should the place have waitresses or waiters, it is up to the location owner, as well as the Juke box operator, to obtain their complete cooperation.

More coins will be inserted into the Juke box. Because of this the recordings the patrons want will be placed in the Juke box. And, most important, it will bring the Juke box so much closer to the patrons, creating the kind of interest which brings on bigger play action, thereby, bigger profits.

Here and there about the country, The Cash Box' correspondents have seen such cards at tables and counters and, on questioning the location owner have learned that he liked the idea. In fact, in some cases, he was absolutely enthusiastic over it.

Digging up the Juke box operator, himself, and talking to him, The Cash Box' correspondents have always found him to be an aggressive, intelligent business man, who has made a deep study of his locations, and who realizes that he must work closely with the people who patronize his locations, if he wants to assure himself a better business.

Therefore, The Cash Box created the above card as a plan for other Juke box operators to use all over the country who want to get closer to the patrons of their locations, who want to properly program their more selective phono and who, at the same time, want to build themselves a better and more profitable business.

If the Juke box operator will bring the above illustration to his printer, and have an adequate number of these printed for a test, he will discover that he has created a closer bond between himself, his location owner, and, especially, between himself and the patrons of his location—the people who spend their money to listen to the music from his Juke boxes.

These cards have also helped to sell more music. People will jot down names of tunes they like as well as tunes they've heard about and, much to their surprise, will be told that those tunes are already in the Juke box. The result usually is for the people to hand the money to the location owner, waiter or waitess, and ask that the tunes be played.

Similarly, these requests have also brought about better business for the location owners. Requests for tunes gives the location owner the opportunity to speak to patrons and brings him closer to his customers.

It's one great little business-getter. One that every intelligent operator will immediately sell himself on of so that he can, beginning immediately, assure himself better programming, closer relationships and, naturally, bigger profits.
Miller Reports Survey Under Way to Compile City, County and State License Fees

Survey Will Include Imposts on Juke Boxes and All Other Types of Equipt. Ops Urged to Submit Whatever Information They Possess

A national membership drive in MOA is now in progress, advises Miller, and application blanks are being sent to operators all over the nation. Miller states that operators who are not members of this national association, which holds membership in MOA, are eligible for membership in the national organization for only $20 per year. MOA is hoping its concerted drive will double its membership in the year of 1954. "As is well known," stated Miller, "MOA is the organization which has continually fought all problems detrimental to the music operators on a national basis, especially national legislation—particularly ASCII type legislation, which has been tried to amend the copyright laws, which if successful, would make every juke box operator pay royalties on the records he uses in his machines. As the yearly sum of $20 is so small, every operator in the country should join MOA, and take part in our efforts to make his own business more secure and successful."

The officers and executive members of MOA will meet in Chicago on July 26, at the Morrison Hotel (See The Cash Box, June 12 issue), to discuss many important matters.

Selectric Div. of Williams Mfg. Co. Appts 2 Sales Reps

CHICAGO—The Selectric Division of Williams Manufacturing Company, this city, is a newly formed company to produce relays, circuit breakers and hermetically sealed electric controls.

Ford Sebastian, previously executive vice-president of the Electro-Snap Switch and Manufacturing Company, Chicago, is vice-president and general manager of the new division.

Selectric Division announced this week the appointment of sales representatives. The Verne LaSalle Company, Cleveland, Ohio, acts as sales representatives in Cleveland, Northern Ohio, and Northwestern Pennsylvania. Ecco, Incorporated, Dayton, Ohio, has been named in Central Ohio and Wright Air Development Center.

OMAHA, N.E.—With H. W. "Hap" Marble, president of the Music Guild of Nebraska and Howard N. Ellis, secretary of the organization, conducting the two days of meetings held here at the Hill Hotel (Saturday and Sunday, June 5 and 6) the general belief of all who attended was that this was one of the most outstanding meetings this association has ever held.

Business meetings were held after the speakers had talked to the general group to which distributors and jobbers were also invited on Sunday afternoon, June 6. Sheriff J. Collins of Douglas County made one of the finest and most impressive speeches ever heard by the operators in this area.

He spoke on the value of public relations and told all present that they were bringing the people of Omaha and Douglas County the finest sort of entertainment and relaxation.

He said that there was a great need for music and entertainment of all kinds. He pointed to the fact that so far all this year more than three people each day have been taken to the insane asylum by the sheriff's office.

"This," he said, "if anything at all, indicates the need of this modern age for musical entertainment and relaxation, which the members of this association can offer to the people of Omaha and Douglas County generally."

He told those present to be very proud of their industry and to adopt this one word description for their public relations program, "Friendship.

He urged the operators to make friends with all the people with whom they come in contact.

Following Sheriff Collins came Bill Gersh, publisher of The Cash Box, who had also been asked by the officers of the Music Guild of Nebraska to speak on public relations.

Gersh spoke very frankly to all gathered at the meetings of this association and urged each and everyone of the men that the one and only way they could assure themselves a better future would be thru complete cooperation in a public relations program to gain better understanding from the general public.

After the speakers, the organization held a private business meeting, and it was decided that the decision to continue to plan and arrange a public relations program came into being.

Wurlitzer Names Rock City Amuse Distrib For Nashville

NASHVILLE, TENN.—The Rock City Amusement Company, this city, will represent Wurlitzer as distributor for the sale and service of coin operated phonographs in that territory. The appointment, announced recently by Robert H. Bear, Wurlitzer sales manager, was effective May 19.

The territory had previously been represented by the Williams Distributors Inc. of Memphis, Tennessee, and the new arrangement was reached by mutual agreement between R. E. Williams, who continues the Wurlitzer distributorship in Memphis, Kenneth S. Brake, senior partner of Rock City, and The Ralph Wurlitzer Company.

The territory of the new distributorship includes 74 counties in Tennessee and 11 counties in Kentucky.

Ken Brake has long been active in the coin machine field and is one of the best-known coin men in Tennessee. He started this association in 1928 with Automatic Canteen while attending Purdue University. In 1933 he moved to New Haven, Connecticut, representing Automatic Canteen. From 1936 to 1938 he operated an extensive route in Buffalo, New York. In the latter year he moved to Nashville. For the next 16 years, Ken gave his time and efforts to the business of coin operated equipment and has made many friends throughout Tennessee.

Rock City Amusement Company has taken over the complete showrooms and service facilities formerly owned by Williams Distributors Inc., at 108 Lafayette Street, Complete renovation of the company's building is in progress and following its completion, the new show room will be ready for operators and employees.
Cigarette Vending Bill OKayed by Chicago

License Committee Decision To Permit Operation In Factories and Business Houses

CHICAGO—The sub-committee of the city council of this city, passed on Thursday, June 10, a bill to license the operation of cigarette vending machines.

The ordinance permits the operators to place these cigarette machines in factories, offices and business houses —limiting the locations to those not frequented by the general public. The License Committee, by a vote of 7 to 5, sent the bill to the full committee council for approval at their meeting on June 18. Usually an okay by the important license committee means passage by the full committee.

Mexican Operators Face 103% Import Tax

Devaluation of Peso Plus New Import Duty, Weight and Extra Tax on Phonos and Games Brings Cost To Highest Point Ever Imposed on Mexico’s Ops

MEXICO CITY, D.F.—Operators here are much upset by the new decree issued by the Mexican Government whereby the importation of juke boxes and games from the United States are practically prohibitory. Any new phonograph, for example, will now pay an import duty of 100% on top of the price ad valorem, plus 13.00 pesos per kilo, plus 3% additional tax.

In short, a total of 103% over the invoice price, plus the 15.00 peso tax per kilo, plus the weight of the phonograph itself.

With the new economic policy of the Mexican Government, which devalued the peso to 12.50 pesos to the American dollar, the American duty which were just decreed also include all types of electrical equipment as well as autos and many other articles.

It is estimated here that the new American phonos brought into Mexico at this time would have to sell for about 45,000 Pesos. (This is equal to about $5,000 in American money.)

This new decree has created a great deal of confusion among many business firms here. Many are stumped by the terms which have been imposed on the merchandise which they import and which practically puts them out of business.

Fisher Mfg Apts Sales Mgr.

CHICAGO—R. W. Wico, this city, advised he is the sales manager for the new Chicago branch of Fisher Manufacturing & Sales Company of Tipton, Mo.

Fisher has been manufacturing “Que-City”, an automatic pool type table. Wico states that the firm now plans to devote more time to sales and distribution thruout the country.

Iowa Music Operators Form State Organization

Clint Pierce, Les Montooth, Chuck Sisney Address Meet at Des Moines

DES MOINES, IOWA—A group of twenty music operators from the state of Iowa met on June 7th to form a statewide operator’s association. The meet was held at the Savery Hotel, this city, and a tentative name, Iowa Automatic Music Operator’s Association, was decided upon.

Seven directors, covering the state at large, were elected, to set up the new music operator’s organization. They are; Maurice Rosenstein, Marshalltown; Don Hall, Spencer; Bob Trelfa, Sioux City; Vic Jongewaard, Mason City; Don Reese, Carroll; John Sanderline, Fort Dodge; Al Lamberti, Des Moines. Additional directors will be elected at the next meeting.

Clint Pierce, Brodhead, Wisc., president of the Wisconsin Phonograph Operator’s Association and vice-president of M.O.A.; Les Montooth, Peoria, Ill, director of M.O.A.; and Chuck Sisney, Peoria, Ill, president of Central States Music Guild, were guests and spoke to the gathering, answering questions about operator problems and the advisability of affiliation with the M.O.A.

The next meeting will be held on June 27 at the Savery Hotel.

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SANKO 1-445...$125
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WURLITZER 1100...$275
WURLITZER 1300...$325
WURLITZER 1400...$450
WURLITZER 1629 BLD...$625
WURLITZER 1629...$685
MILLS Constellation...$95
A.M.O.A. Model J...$125
A.M.O.A. Model C...$295
WURLITZER 1015...$75
WURLITZER 1015...$75

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Simplifies Service
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The revolutionary Wurlitzer Carousel Record Changer utilizes only one tone arm, one needle and one turntable direction, yet plays both sides of 52 seven-inch 45 RPM records.

The Carousel Changer never grabs the record. It gently raises, positions and plays the record vertically. Never turns a record over. Each record has its own playmeter registering up to 60 plays.

Entire mechanism is easily removable and will stand unsupported on its base for adjustment or service. Composed of only four major assemblies, the Changer can be quickly disassembled, saving service time—and time is money.

The Amazing Carousel Record Changer is one of many new developments that make the Wurlitzer 1700HF

The Greatest Phonograph of All Time!

See it, hear it and buy it at your Wurlitzer Distributor

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Established 1856
Century Bowler

Supplies players with this sensationally popular feature that captures and holds the play!

Changing Values
At the Start of Every Frame
Scoring values of Strikers—Spares—and Blows shuffle automatically after each frame on a mystery basis and range from 30—20—10 all the way to 300—200—100. Can be set to advance progressively each frame. Balanced scoring keeps every player in the game from start to finish. Strikers keep a housing in 10th frame.

6 Players for Bigger Profits

Plexiglass Protected Rollovers

Choice Territories Open for Distributors!

9 Foot Playfield on 8 Foot Cabinet

8 Foot Playfield on 7 Foot Cabinet

Natural Wood Grain Genuine Formica Playfield

SEE YOUR DISTRIBUTOR

Food:

Bally's Milton shopping... Mercedes, saw Joe Southern Herb Mr. Thompson in-law, Mallory which Mrs. Hattisburg, Miss.; Mrs. McComb, Miss.; Mr. Cotita, Pasagula, Miss.; Mr. Fairchild and Mrs. Clark of Mobile, Ala.,... Mrs. & Mrs. Dick Sturgill of A. I. Dist. Co., received a personal package which they named "Rickey Lee."... That good looking chap in the green truck is Richard Gillen, Gillen Amusement.

Fire At Purveyor

CHICAGO—A fire, the aftermath of an unsuccessful burglary attempt which inflicted a great deal of damage, enveloped Purveyor Distributing Company, this city, Thursday night, June 8. The fire was started by yeggs, foiled in their attempts to obtain any return from the firm's safe. Estimated damage to equipment was set at $20,000 and at $8,000 to the building.

According to Herb Perkins, the firm's owner, the building was covered by insurance and there was some content coverage.

Smoke emanating from an opened rear window at the southwest corner of the Purveyor building was discovered at 9 p.m. by a resident next door who immediately phoned the fire department.

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

Bob Dure reports: great success on the "1700" Wurlitzer. United's "hawaiian" pinball also going over big... Dally's "Star Lite Bowler" setting a fast pace in New Orleans and vicinity... william's new game "Thunderbird" on the "wanted" list of every op... Fletcher Maholick present a big meeting held at F.A.B. last week... Joe Delany, head man for "X" Records in town for a few days then flew right out... Milton (Little Eagle) of Golden Meadow, La., in town on a shopping spree... Marion from Mallory Dict. Co. under the weather... Lachelin Calh, Johnny Calh's sister-in-law, Calh Amusement, La Place, La., room mate of Lillian Amann at Baptist Hospital. Mrs. Calh in for minor surgery and Mrs. Amann in for a major operation... Mercedes, who was with Victor for a long time, now with Mallory Music Store... Jake Gannenberger of Gannenberger Amusement in for the first time in almost three weeks... Ed Bakery of Donaldsonville, La., in and looking as neat as a pin... Sal of "Johnny's" still trying to work out his vacation. When he takes it Sol may go to Tennessee... Lillian Thompson of "Johnny's" riding around in her '59 Chevrolet accompanied by her little Chihuahua... Operators in town: Mr. Young of Mamou, La.; Lionel Preber, Alexandria; Louis Segars, Alexandria; Bill Trinkland, Jackson, Miss.; Mr. Story of Hattiesburg, Miss.; Mr. Gamell, Hattiesburg; Mr. Andrews, McComb, Miss.; Mr. Cotita, Pasagula, Miss.; Mr. Fairchild and Mrs. Clark of Mobile, Ala.,... An offer just back from a three week vacation... Mr. & Mrs. Dick Sturgill of A. I. Dist. Co., received a personal package which they named "Rickey Lee."... That good looking chap in the green truck is Richard Gillen, Gillen Amusement.

Speedy Four City Coverage Brings Gottlieb Good Reports

CHICAGO—A favorable report on business in the coin machine industry, was turned in by Alvin Gottlieb of D. Gottlieb & Company, this city, after a three-day visit to four cities via plane.

"From what I saw during these three days", he stated, "the coin machine business in general seems to be fairly good with a considerable amount of activity present."

Gottlieb left Chicago on Wednesday, June 2, and returned the following Friday night. He traveled to Louisville, St. Louis, Kansas City and Minneapolis.

In Louisville he visited with Leo Weinberger of Southern Automatic Music Company.

In St. Louis with Leo Morris and Ben Axelrod of Morris Novelty Company.

In Kansas City with Harry Silverberg of W. B. Music Company. Inc. In Minneapolis with Harold Lieberman of Lieberman Music Co.

Gottlieb received very optimistic reports from all the distributors on "Dragonette", Gottlieb's new five-ball game.

"They all feel", he said, "that the game will be a real hit."

Fire At Purveyor

CHICAGO—A fire, the aftermath of an unsuccessful burglary attempt which inflicted a great deal of damage, enveloped Purveyor Distributing Company, this city, Thursday night, June 8. The fire was started by yeggs, foiled in their attempts to obtain any return from the firm's safe. Estimated damage to equipment was set at $20,000 and at $8,000 to the building.

According to Herb Perkins, the firm's owner, the building was covered by insurance and there was some content coverage.

Smoke emanating from an opened rear window at the southwest corner of the Purveyor building was discovered at 9 p.m. by a resident next door who immediately phoned the fire department.
IT'S LATER THAN YOU THINK!!

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To Get Your AD In For The Spectacular All-Important Year 'Round Directory 12th Anniversary Issue of THE CASH BOX
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(PHONE: NASHVILLE 5-7031)

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(PHONE: WEBSTER 1-1121)

"It's What's in THE CASH BOX That Counts"
South Dakota Phono Ops Plan Public Relations Campaign

PIERRE, S. D.—Gordon Stout, president of the South Dakota Phonograph Operators Association, this city, announced that in a convention at Yankton, May 30 and 31, the operators went into lengthy discussion on matters of taxation, public relations and trade relations.

It was decided that the main theme of the industry for the new year is for a better informed public opinion. To become better known, the group plans to sponsor a candidate in the contest for the Mrs. South Dakota Award. They will also give away a juke box at its next quarterly meeting to a most worthy cause. The juke box playing public will do the choosing by placing its suggestions in suggestion boxes found in the premises where the jukeboxes are. The most worthy cause will be selected from the following: Institutions for disabled veterans, educational and training institutions, hospitals, youth centers, boy and girl scout organizations and any worthy charitable cause.

"In addition," said Stout, "we are going to use editorial advertising, accept every available opportunity to appear before social and civic discussion groups, use direct mail to the locations we serve and to the suppliers who serve us. We intend to spread the true story of Juke Boxes. We are convinced that only an informed public opinion can save us from discrimination in matters of taxation, public relations and trade relations. We feel that our industry has long been laboring under a mistaken opinion that we have been misrepresented and misunderstood. It has become quite obvious to us that no one but us is going to do this public relations job for us.

"The importance of public opinion is so vital in social and political economies today that no industry can afford to ignore it. Not only every industry, but every activity whether political, charitable or private enterprise, must have a favorable public opinion in order to succeed. That is why such huge amounts are spent on advertising, on lobbying in legislative halls and in political campaigns. Robert R. Young, Railroad Magnate, the greatest of all modern day rugged individualists, has this to say, 'The virtues of rugged individualism and private enterprise are becoming surprisingly scarce where they are most boasted. Nine out of ten business leaders today will not express their own opinion on a delicate subject until they are sure of the public view. This is true, he says, even though all nine of them know it is wrong, but this is the power of public opinion, even mistaken opinion.'

"A continuing struggle for our very existence is going on with another musical organization, The American Society of Composers, Authors and Publishers of Music. They are better known and more often referred to as "ASCAP." We feel that in the battle they are waging against us, that the facts are all on our side. In fact, we have been repeatedly defeating them in legislative hearings that have been held in Washington down through the years. We have defeated them with facts and figures but in the end they may win if a mistaken public opinion is allowed too long to exist."

Officers previously elected for the new year are: Gordon Stout, president; Darlow Maxwell, vice-president; Harold Scott, secretary-treasurer. Directors are Tony Trucca; Mike Irim; and A. R. (The) Pearson. Ted Salverson was elected Sergeant of Arms. Norman Gefke will represent the South Dakota ops on the national board of the Music Operators of America.

A letter containing most of the above information and details of the coming years plans was sent to each South Dakota operator with the suggestion that he participate in the plan to get this information into the local papers.

"It's What's in THE CASH BOX That Counts"
Keeney Introduces "Bikini Bowler"

CHICAGO—"Continual suspense is its keynote," stated Paul Huebsch, general sales manager of J. H. Keeney & Company, this city, as he officially announced the release of the firm's newest non-match bowler, "Bikini," this past week.

The "Bikini Bowler" should receive wide acclaim because of its mixed scoring, the value of which changes each frame, making the game more interesting, according to all Keeney execs.

"In fixed progressive scoring which "Bikini" can still employ, simply by the setting of an adjustment plug in the rear cabinet," said Huebsch, "the suspense continues to build up to the fifth and tenth frames.

"But in mixed scoring, which 'Bikini' features, there is continual suspense. The player has no anticipatory knowledge which frame will be high scoring as the scoring value changes each frame. The player can register scores of 300 in all frames," Huebsch continued.

"Top scoring total for 'Bikini' is 3,000, making it the highest of the high-score games. Strikes in the tenth frame enable the player to keep bowling."

The new Keeney "Bikini Bowler" has a custom-styled cabinet with built-up rails. The use of brown, yellow, orange and turquoise blue colors, in various designs, add to the eye-appeal.

It retains the unique space-saving feature, coming in two sizes, a 9-foot game playfield on an 8-foot cabinet, and an 8-foot game playfield on a 7-foot cabinet. Also, the use of plexiglass over the roll-over switch will eliminate any possible broken glass.

"'Bikini' has passed all its test runs with flying colors," Huebsch added. "All the samples, in various test locations have received numerous compliments and have had exceedingly few service calls. As far as its mechanical upkeep and player appeal are concerned, 'Bikini' will hold its own."

Cleveland Phonograph Operators Honor Jack Cohen

CLEVELAND, O.—Jack Cohen, president of the Phonograph Merchants Association, this city, was honored by the membership at a surprise dinner (Thursday, June 3) at the Skyway Lounge.

The beautiful, engraved wrist watch, bearing the fact that he had given ten consecutive years of service to the organization as its president, and had, at the same time, been responsible for the exciting "Hit Tune Parties" as well as the climaxing party this past November, Jubilee Hit Tune Party, featuring the nation's outstanding recording artists in the nation in a four-hour marathon of talent.

All spoke of his ten years of unifying effort, service and devotion to the operators of Cleveland. His many progressive and outstanding qualities. His leadership of the phonograph operators of Cleveland thru the years, good and bad. His marvelous arrangements to hold together this organization in a strong unit and a tightly woven group.

James Ross, vice-president of the organization and Sanford Levine, secretary-treasurer, on behalf of all the phonograph merchants, presented Jack Cohen with the wrist watch for his ten years of outstanding leadership.

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

PLAYERS getting careful PLAYS 1954.

OPPOSING.

New the MANUALLY $¥ Germany PENNANT e PLAY wire '/

Trimount.

Irv of to unusual eating Trimount. Irv

Seeburg to vice-president this Bowler" all location Poole

are Poole Trimount. tests recorded

Outdoor locations in the east still suffering from poor weather, but other-

wise business is booming. ... Trimount Automatic Sales Corp. (Seeburg) is
doing a sensational job on Seeburg's library unit and custom unit. New and

unusual type locations are being added daily. One of most unusual locations

was installation of a library unit in the Eastman Funeral Parlor, Boston.

Irv Margold, general manager, Trimount, reported a careful survey of the

type of recordings required was made. It is the first such installation in New

England states. Coming up with unusual locations is getting ordinary

at Trimount. ... New ones included two high style men's clothing shops in the

Hub, Sands and Summers, where the sharp dressers are picking out their attire

to recorded bebop music. Entire chain of Red Coach Grill restaurants, fine

eating places in Connecticut and Massachusetts are now 100 percent with the

Seeburg units. Other installations included Ken's Steak House on the Worcester

road. The 1808 House outside of Fitchburg, Mass., and Blair's Foodland in

Brookline, Mass. Trimount has added Art Messara as an outside man to its

Seeburg library and custom unit division, bringing the total of salesmen on the

non-coin operated music equipment to four. Another out of the ordinary

location picked up for the Seeburg library unit is Bachrach's, famed Hub

portrait photographers. Jack Mintz, Halifax, Nova Scotia op, was a visitor to

Trimount this week. ... Si Redd, Redd Distributing Co., reported results of

tests for Bally Mfg. Co. this week on "Moon Ride," new kiddie ride. Said one

location reported $23 in one day and $8 and $9 is average daily gross

all the way through on the machines on location throughout the six New

England states. Si also reported sensational acceptance of Bally's "Champion

Bowler" ... as good as the old Bally Speed Bowler, he said. Also AMI phoned

are moving well. New England fertile ground for kiddie rides of all types

this season, the Colonel reports. ... An expanded parts department is new at

Poole Distributors, Inc. Max Polansky, general manager, said the department

has gained four feet by moving a wall back. To start promotion for the new

department, a special cobra needle deal is being offered. Charlie Sweens,

vice-president of Poole, and Harry Poole have returned from Chicago where

they visited manufacturers and added a new line, Colespa drink dispensers.

This is first venture of Poole with drink dispensing machines. Visitors at

Poole this week included William Astle, Atlas Coin, Fall River, Mass., Sol

Hurwitz, Neptune Music, Lynn, Mass., Bill Hamel, New England Music, Con-

cord, N. H.

"It's What's in THE CASH BOX That Counts!"
We Are Happy and Proud To Announce
OUR APPOINTMENT as DISTRIBUTORS for
The Rudolph Wurlitzer Co.

For 74 Counties in TENNESSEE and 11 Counties in KENTUCKY

Wurlitzer
Model 1700
The Greatest Phonograph Of All Time

Operators can be assured of the highest type service and co-operation.
WATCH FOR THE DATES OF OUR OPEN HOUSE PARTY.
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ROCK CITY AMUSEMENT CO.
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When You Enter
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"20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP in The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

Joe Orleck
THE CASH BOX
26 West 47th Street
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Dear Joe:
Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year . . . Month . . .

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

CALIFORNIA CLIPPINGS
LOS ANGELES

For an evening of fun don't forget the big Juke Box Party on Monday, June 21st at the Cartwheel Restaurant, 10803 E. Firestone Blvd., Norwalk. Festivities will start promptly at 8:00 p.m. There will be entertainment, dancing and valuable door prizes. Many recording stars will be on hand to visit with the operators. Ben Chemers, business manager for the California Music Merchants Association, Los Angeles Division, says that if you haven't received your invitation yet to be sure and call him at Gabe Orland at California Music Company. . . . Most everyone along coinrow has heard the rumor that Herman Paster of the Mayflower Novelty Company, Minneapolis, now has an interest in Badger Sales Company. However, no official statement on the subject has yet been made. Badger Sales recently got in Geno's new four-player "See Ball" Game. While Fred Gaunt first saw the game he exclaimed, "Well it looks like the good old days are here to stay!" Jerry Lowe received a letter from his boss Al Cohn, who was in Detroit, saying that he's having a wonderful time altho it had been raining almost every day he was there. . . . We hear that Phil Robinson of Chicago Coin is going to throw a party at the Pump Room in Chicago for all his friends in the coinrow. Al plans to be there for the event. . . . Gabe Orland announces that they have broken all sales records for this time of year at California Music Company. And all this while Sam Richkin is on his vacation too! Minthorne Music Company will be one of the most colorful places along coinrow. The entire front of the building will be repainted in bright colors along with large new signs. Vinny Lanziero came in from New York to join the staff in the service department at Minthorne Music. This makes the family complete. He will work with his other two brothers Nick and Andy while another brother Bob makes it for C. T. Ryder in Long Branch. . . . Quay Sargent came back from a quick trip to Lansing, Michigan, driving a brand new Olds convertible. He never seems to tire of telling everyone about the new Tabletoppers Club on the Sun- set Strip, of which he is a partner. . . . We hear that Abe Chapman has rented a palatial home on the beach in Maine, or the summer sale. He's an old time distributor along West Pico, left on a trip to visit relatives in Canada. He plans to also proceed on East to pick up a new car. . . . The export business is opening up more than ever before. Caught Jack Simon and John Freeman over at Simon Distributing Company verifying a shipment of games on a boat to Italy. . . . There's plenty of talk around the Paul A. Laymon showrooms about the new Bally "Moon-Ride" Kiddi Ride. They expect their first shipment of the new ride any day now. The Laymon boys just can't let those Bally "Champion Bowlers" alone. Typical scene on a Sat- urday afternoon finds Charley Daniels and Karon Johnson sneaking in a few games while Ed Wilkes, Jimmy Wilkins, Don Peters and operator Bill Ferguson chat back in the parts department. . . . We hear that Lloyd "Stash" Sanders of South Gate spent a week-end fishing up around Bishop which almost got the best of him. He came back not feeling too good and it took a whole week to recuperate. Don't take it so hard "Stash." Maybe you'll have better luck catching that big one next time. . . . Oscar Holzhausen, Tebachi and Frank Tetze, both came into town recently to renew old acquaintances along coinrow and stock up on new equipment. . . . Mary and Kay Solie recently went over to Catalina Island to get away from it all and just rest but wound up by bouncing all over the island trying to see all the points of interest before they had to leave. . . . Aubrey Stomler, Western representative for Eastern Electric, soon leaves on a business trip through Nevada and Northern California. He reports that more and more Southern California music and games operators are including cigarette vendors into their operations. Lee Walker and Robert Bard are among the many who are branching out heavily into the cigarette field. . . . Everyone along coinrow is still agog over the new ultra-modern offices of Ray Powers Sales Company. Ray Powers has gone all-out to plan a lay- out which would give him plenty of room as the business grows. Includes four offices, storage and shipping room, receptionist desk and waiting room. Powers has been flooded with orders and inquiries on the Chrome Pilaster Kits and Nelson Modernization Kits. . . . The C. A. Robinson & Co. showrooms were crowded with games this past week. Charley Robinson and Al Bettelman were plenty busy getting them ready to move out again.

A general increase in business was reported this past week throughout Southern California as operators shift their operations into high gear to get ready for the summer months ahead. Bubba's "Shooting Gallery" is still the hottest game on the market. "We just can't get enough of them," he stated. . . . Tom Reese recently drove down from Bakersfield to take care of business along coinrow. . . . Walter Shinkal also came in from San Diego. Bert Hammond, Santa Ana, was also seen visiting. . . . Other visitors included Jack Spenser, Big Bear; Ed Chaves, Santa Maria and "Doc" Dockins from the Orange County Music Company, Santa Ana. . . . There's not much time left before we go to press with our big 12th Anniversary encyclopedia-directory edition. The final deadline for all advertisements is Wednesday, June 23rd in New York so hurry and reserve your space right away by calling WElter 1-1121. A representative will be glad to call on you, at your convenience, to help lay out your ad.
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.

- Special light on front panel illuminates coin chute and front of game!
- New light-up bulbs for drum scoring unit!

chicago coin's
SENSATIONAL
SUPER FRAME BOWLER

THE EXCITING, 100% SKILL BOWLING GAME!

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

New Front Hinged Score Frame Glass for Easier Servicing!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

100% Skill "Match The Lited Number" for Super Frame Scoring!

Fast 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

You Get Increased Revenue from 10c for 25c Play!

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

A SURE WINNER!

chicago coin's
6 PLAYER BASEBALL GAME

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!

Player hitting ball into Upper Grand Stand gets a HOME RUN plus 5 RUNS for every man on base! ... plus 5 EXTRA RUNS!

Player hitting ball OVER the ROOF gets a HOME RUN plus 1 RUN for every man on base! ... plus 3 EXTRA RUNS!

Game can be set to operate at 1, 2 or 3 innings per game. Each inning consists of 3 outs.

Single player continues at bat until it is a new inning--Multi player alternate as in bowling games after 3 outs are made.

Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!

AVAILAIBLE IN STRAIGHT 10c; ON 10c -- 2 FOR 25c PLAY!

1725 W. DIVERSEY BLVD. • CHICAGO 14
Shore, resort operators and arcade owners in this area are making up for the several bad weekends they ran into during May. The past few weeks have been perfect as far as they are concerned and they hope the good weather will continue. However, as patrons leave the cities for weekend excursions, operators in these areas report slackening of collections. The wholesalers continue happily on their merry way, with steady pace, while demand for late reconditioned music and amusement machines greater than the ability of wholesalers to supply.

The Mike Munves Testimonial Dinner shaping up to what may be the biggest yet held by the coin machine industry here, according to Meyer Parkoff, chairman. Big dinner takes place on Tuesday night, June 22, in the main ballroom of the Commodore Hotel. Many of Jack Felber's friends here shocked to learn of his death. Jack, one of the most men in the business, was office manager for Bush Distributing Company, Miami, Fla. His death was sudden. He complained about an ailment, and went to a doctor. He didn't come back. His replacement is D. Palmer, Jr., vice-president and manager of The Rudolph Wurllitzer Company, in town, visiting with Joe Young and Abe Lipsey of Young Distributing. Another top exec in town this week was Harold Ames of Exhibit Supply, who spent some time with Mike Munves, local distributor. . . Harry Rosenberg, Double-U-Sales Corp., Baltimore, Md., becomes a grinder for the second time as his daughter, Mrs. Lorraine Eamet has a girl—born Monday AM. . . . Jack Semel thinking of sending his wife and daughter on a European vacation, Jack, who spent some time in Europe as a soldier in the first World War, expects to return there . . . Barney (Shugy) Sagerman and the N. Y. Runyon staff played hosts to operators attending a Keene "Service" week-end. He has moved on Thursday and Friday, June 10 and 11—while Abe Green and the Newark Runyon staff hosted New Jersey ops on the same days. A Keene factory engineer conducted the session at each office.

Johnny Bilotta, Bilotta Distributing Co., Newark, N. Y., opened Monarch Music Sales (a division of Bilotta) at Rochester, N. Y. Heading this set-up is Charley Wagner, and assisting him are Joe Maseta, Jim Wagner and Art Burke . . . Al Simon, Harry Rosen and Harry Pearl attended the bar-mitzvah party to Dave S. in Philadelphia, given for his son . . . Didn't have much time with Dave Stern or Bob Shifer of Seacoast Distributing, as they were busy talking with several ops on the Rock-Ola "Gold Set" phone . . . Al Simon, Albert Simon, Inc., except as the arrival of Gene's "Rifle" Gallery this week. Meanwhile he's showing ops Gene's new 4-Player "Bee Ball" game. . . . Jack Nitnick, AMI's regional representative, at Runyon's offices. Jack had just returned from Baltimore, and was planning on leaving for Boston for a few days . . . Hymie Rosenberg back from his West Coast travels. Except to leave once for a few days—and might cover the Mid-West. . . . Harry Koeppel, Koeppel Distributing Co., ran quite a party for his daughter's (Gilda) engagement on Saturday night, June 5. Gilda will be graduating from State Normal College, in a year, at which time she'll get married . . . Nat Cohn, Riteway Mfg., tells us how successful the battery of 15 "5-Dimensional Theater" machines at Playland, Rockaway Beach, L. I., is doing. "Beyond the operator's expectations" is the way Nat put it. . . . Barney (Shugy) Sagerman reports Runyon busy with the equipment of AMI, Bali, Kees Bayou, "Activeair" electric towel being shipped out to his franchise dealers as rapidly as they are coming off the line . . . Bill Rehrig, International Telephone Corp., will be making a very interesting announcement to the operators very shortly . . . The 12th anniversary, directory, encyclopedia issue of The Cash Box is now in preparation. Looks like it'll be a terrific issue with editorial and ad wise. If you haven't yet sent us your ad—rush it right out—or better yet, phone Joe Orleck, collect, at JUdson 6-2610. Don't miss out, and later on be sorry you did.

**DALLAS DOINGS**

In spite of the hot weather operators are optimistic over the summer business outlook. Talc Walter Wiggins of McKinney, for example, just bought a new Cadillac. That doesn't sound bad . . . Bill O'Connor, manager of S. H. Lynch Co., Seeburg, has taken a step up housing wise. He has moved from a one story to a two story house over in Oak Lawn . . . And speaking of S. H. Lynch, sales manager for Chicago Coin, Frank Menceri was visiting this week. He is making a tour of distributors. . . . Lew Jaffa, sales manager for Eastern Electric, was in town. The cigarette machine business is good, he says . . . Tommy Chatten of Commercial Music and Bob DePriest have just returned from a trip in the Northwest and that last blown off the lake. . . . Weldon Denton and Leonard Coleman were also at the lake. And speaking of Lake of the Ozarks, Tommy is visiting his own, plus a very plush cabin. If that isn't fishing in style we'd like to know what is . . . Fred Barnes and Don Hall of Denton have been fishing at Lake Osage, they brought in a "strange-looking" bass, but that's a secret they won't tell . . . Bill Helms of Childress says that the good cops around his territory are going to make for good business . . . Mike Preston of Fort Worth was in Dallas this week . . . In Spanish Fork, Utah, the new location of the Lida Belle, Okla., also J. T. Stewart of Longview, W. C. Stark of Galena and Jack Williford of Dallas.

**BIGGEST RECORD-SMASHING MONEY-MAKER IN OVER 50 YEARS!**

**EXHIBIT’S Shooting Gallery**

**THRU THE COIN CHUTE**

**EASTERN FLASHERS**

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"It's What's in THE CASH BOX That Counts"
NOW! GENC0 is delivering a NEW ALL LOCATION RIFLE GALLERY

Every Feature of the Authentic ARCADE RIFLE GALLERIES

EXCITINGLY DIFFERENT!

ASK YOUR GENC0 DISTRIBUTOR

BINGOS IN STOCK! RECONDITIONED! REFINISHED! GUARANTEED!

BINGO

CLOSEOUTS COMPLETE AT 50 CENTS

Turk King - $39.50

Citation - 20.00

Special Entry - 15.00

Jockey Special - 15.00

Crate -$10.00 Extra

Saves $153.50

Palm Springs $495 Conoy Island $130
Dudo Ranch 425 Spot Lite 110
Yacht Club 250 Bright Lights 95
Booch Club 395 Circus 225
Beauty 315 ABC 115
Palm Beach 175 Long Huey 95
Follies 225 Hagen 465
Atlantic City 195 Mexico Write
Bright Spot 145 Bolero $125

NEW: United Hawaii; Bally Surf Club
Terms: 1/3 Dep., Balance C.O.D. or S.D.

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. - Phone EISENHARDT & CO. CHICAGO 7-3113

The Cash Box Page 53 June 19, 1954

NOW! GENC0 is delivering a NEW ALL LOCATION RIFLE GALLERY

Every Feature of the Authentic ARCADE RIFLE GALLERIES

EXCITINGLY DIFFERENT!

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1012-14 MILWAUKEE AVE. - Phone EISENHARDT & CO. CHICAGO 7-3113

The Cash Box Page 53 June 19, 1954

 Illinois Bell Telephone must have enjoyed the past week in Chicago. With the number of phone calls that were made to find out, "Has the inquiring public been satisfied yet?" This was a very profitable week for all those who own A. T. & T. Big event this past week was the gorgeous 21st Annual All-Party given by Miriam's Sam and Diane Moran at the Chex Club. All present enjoyed themselves into the wee hours of the dawn. What a marvelous bunch of people on hand. Ray Moloney, George Travilla, Bill Callaghan, Bill and Lucy DeSelma, Mr. and Mrs. Ken Kellie, Mr. and Mrs. Woolf Solomon, Bill and Cassie Gersh, Herb and Sarah Oettinger, Ray Williams, Sam and Ellis Stern, Maurice and Rose Genenberg, Mr. and Mrs. Joe Kasnak and many, many others, we just simply can't at this moment recall all the people. . . . Bill Fitzgerald of AMI came out with another of his wonderful programs. And attached two little ladders to the letter stating, "There's no dizzying heights on the ladder of sales success." Never heard a grander speech than that of Sheriff Collins of Omaha talking to the Union League Club. Guy Bill was sincerely complimented on bringing so grand a speaker to their statewide模样 meeting in Omaha. By the way, the party afterwards was something to really rave about. . . . Jack Nelson out of town this past week. So Bill O'Donnell took over and, all in one day, believe it or not, Bill phoned about everything from the city to the county. . . . Nelson, by the way, was up in Michigan, working with Joe Anton of King-Pin. . . . Ed Levin of ChicoCoin only had this to say about this past week, "Wish we somehow could have gotten coming off our triple production line. All our three games are clicking everywhere." . . . Frank Mercera down at Redd's, on his way back from the West Coast. Report says business terrific. . . . Over at Bally they now call their Veep, Herb Jones, "The worker." And they ain't kiddin'. Never saw a guy so all-ways in working action. . . . John Johnson of his in-town bowling pin, his new "Big League," this past week and, even before he could count ten, had more orders than he could have even received on any one of the great William's baseballs.

One of the grandest ads you'll see in The Cash Box!" 12th Anniversary issue from Louis Casala of Rockford, Ill. Look for this one. . . . Milt Wincer of Wico Corp. states that their newest catalog so outstanding!!! He figures like they'll have to go into another big printing. . . . Lex Vincent, the great tonorial expert, reports that it's more hair than his cutting days. . . . Paul "Mr. Money" Money absolutely thrilled the way The Way with his "Letter to the Editor" (6/7) and the results and acclaim that it received. . . . Frank Sielicki, formerly with Exhibit, comes out with the official announcement that he now with Williams Mfg. Co.'s "Quad electric Division." Because Howe Freer of Empire beat Bill Gersh on his home court in Bill's first golf game in 15 years the boys were matched Saturday for this sealing who's who in this game of chasing the golf pallet around 18 holes. . . . Dan Moloney advises that some of the distracts in phone conversations with the Bally factory this past week were: Barnett Sagerman, Sr. Red Chris, Christopher Louis, Dan Marmer, Harold Leopold, Chuck Geiter, Jake Daklin, Joe Abraham, and many more.

Leo Dixon, Sr. phones to advise "The Cash Box," You've done one helluva great job for the entire industry. . . . Art Weinard is taking Kay's, his masque, and the 9 children on an airflight to New York where Art will attend the UJA testimonial to Mike Muxverb while Kay and the kids enjoy New York's many sights. . . . Alvin Gartley just back from 7 days of flying about to Louisville, St. Loo, Kansas City and Minneapolis, advises, "Every one of our distributors tremendously enthused over our new game. . . . Wonder if Dan O'Donnell is mad that we were unable to move into his new home on the date he said he would? Or will he pitch a tent inside? If uneducated people can do this, he's firm from "White-Bowler" and "Ziper," just whizzing and zipping along. . . . Les Rieck of Evans says, "We're trying." . . . Charles Little of Johnson & his in-law, Teapot, really get the ball rolling, riding a hook and ladder down Western Avenue at 50 miles per hour right thru traffic and all hanging on with one hand.

Bill O'Donnell who driving for 12 match golf club west side is now ready to challenge all comers to 18 hole top championship PGA match, his times in the top 100 and this week he got the front cover of the 'Bikini Bowler' circle?? . . . Harry Miele of Williamsport, Pa., telling how his men have to wait until the man from the City Treasurer's office fills out their checks but gets the games they service. . . . Jackie Cohen, Cleveland's photo ops proxy, honored by the entire membership on his 10th straight year as President of this great organization.

Verne Albritten doing grand on the road for Keene. . . Sam Benton of Mexico City advises he's on his way back to the grand old USA since the Mexican government put in 100% plus taxes on importation of games and phonos. . . . Gordon stout of Sioux Falls, S. D., complaining about the fact that newspapers will not run publicity for games and phonos when they are guaranteed. "Look like we've got to run the stuff in advertising columns," he advises.

All Advertisers of the Nova Apparate Gesellschaft of Hamburg, Germany, tremendously pleased with what he saw on production lines and in engineering departments while he was here. . . . Sam Solomon of University Coin, Columbus, Ohio, missing his month old Boxer puppy that was doing it all over the floor in his offices. "But," said Sam, "I'll get him home. Oil Va'y." . . . Irving Wellner phoned to advise that when he moved into his new home round about June 1, he thought we would like to look them over. . . . Jake Friedman of Atlanta advised this must be the first time he is coming from his golf blinding and hopes to be in Chi very soon. . . . Paul Golden of LaRu Novelty wondering if he should or should not buy more games at this time. . . . Joe Simon almost quadrupled his buttons on his hummer and complimented us on the fact that his dotter one of the most gorgeous of gals and looks "just like Marylin Monro..." My personal estimate much better than that. . . . Rose Ginsburg still bulling her very talented older brother. We remember him as the kid in the buggy Rosie pushed down Maplewood Ave.

Ray and his two sons, John and Tom, were on his grand champs we've got a bit of a proposition for you. We'll lay 6-2 and even on Lois Graff, sector of the Music Opera House, Northern III., against any one of y'all. (Do we hear any takers?) Lois just came in with a 71 to win the Women's Golf Championship Trophy presented by the Kiwanis Clubs of Skokie, Ill. . . . And so Harold Schwartz of Atlas shoots in the 80's, huh? Our boy Joe Stern advises that Sam Rosenblatt of World Wide "in there pitching all the time." . . . The air conditioning that Ben Cohen is installing in his shop is cool to the atmosphere—the activity.

"It's What's in THE CASH BOX That Counts"
Classified AD Rate 10 Cents Per Word

Coast to coast advertising in all words in firm name. Numbers in address count on each word. Minimum ad accepted $1.00. Cash or check must accompany all orders for classified advertising. Cheque or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (543) 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, address and telephone number. All words over 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.

WANT — Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEAVERS SHOPS, $21 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

WANT — A. M. I. 40, 80, 120 selection equipment — Phonos, Riddlewaves, Stoppers, in all sizes, in all boxes, in all brackets. Seeburg A & B. Scales, Arcade equipment, 1c and 5c Vocans, Bally Funnities, 1953 Pin Games. Write stating condition, number, model, and price. The ST. THOMAS COIN SALES, ST. THOMAS, UNTARIO, CANADA. Tel.: 2648.

WANT — Bright Spots, United Showboat, United Circus, late Gottlieb 5 Ball free play games, Seeburg Model B & C's 45's. State quantity, price, and condition in first letter. NOBRO NOVELTY CO., 538 BRYANT ST., SAN FRANCISCO 7, CALIF.

WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33 1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 TENTH AVENUE, NEW YORK 36, Tel.: Jlidson 6-4568.

WANT—For resale, late model Phonographs; Shuffle Games and Pin Games. Also, good arcade equipment. Write lowest prices, first letter. WEST SIDE DISTRIBUTING, 612 TENTH AVENUE, NEW YORK, N. Y. Tel.: Circle 6-8464.

WANT—New and used records. Can be up to 6 months old. No quantity too large or small. Write us list. We pay freight. DIXIE RECORD SHOP, 259 WEST 42nd ST., NEW YORK 36, N. Y. Tel.: Wisconsin 7-0830.

WANT—Distressed merchandise for return privileges. Purple label Capitols, Columbia, Coral, Decca, Victor, Mercury, King—78's and 45's. Also L.P.'s. Please quote prices, we pay freight. C & L MILICCO, 11 BAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y.

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

WANT—All late model phonographs. Quote best prices. Will pick up within a radius of 300 miles. KODISH DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

WANT—Latest model cigarette machines. Can also use any Super-Vend and other drink dispensers, also want hot coffee vendors. Please give quantity, model numbers, condition and price wanted in first letter. Write full details to BOX NO. 1010 e/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Bromer, fortunes, Pocket Books, cigarettes 25c each, aspirin at 5c each, single hand-salads, newspapers. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GREEN FALLS, NEW YORK.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone. BUSH DISTRIBUTING COMPANY, 226 N. W. 29th ST., MIAMI, FLORIDA.

WANT — For Export — Wurlitzer 1015's, 1400's, 1450's. Evans Constellations. Seeburg Factory Distributors. Telephone collect: DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, NEW YORK. Tel.: 75-3194.

WANT—Show Boats, Circus, Rodeo and Bright Spots. GOLDEN CATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.

WANT—Phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion; JACOB S. SCHNEIDER, 120 W. 66th STREET, N. Y. C.

WANT—Can use late Bally or United Bingo Machines and 100 selecting Seeburg Music Boxes. Best Prices. DAN STEWART COMPANY, 140 E. 2nd SOUTH, SALT LAKE CITY, UTAH. Tel.: 22-2473.

WANT—All types of arcade machines and Gottlieb 4 & 6 Flipper Pinball Games in any quantity. Give name, condition, prices wanted and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1620 GARDEN STREET, PHILADELPHIA, PA.

WANT—Frolics and Beach Clubs. Send us your lowest price, H & H MUSIC, 1626—3rd AVENUE, MO- LINE, ILLINOIS.

WANT—Tubes: 2051; 2050; 7017; 7B4; ZB3; 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay $40 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.
FOR SALE—Attention, Wurlitzer 1500 and 1700 operators connect 24 and 48 selection Wall Boxes to 104 selection Wall Boxes. Complete setup $251.95. Send $25 to: Anco, 1117 North State Road, Waukegan, Ill. Tel.: Hemlock 4-3844.

FOR SALE—Wurlitzer 1500 and 1700 operators connect 24 and 48 selection Wall Boxes to 104 selection Wall Boxes. Complete setup $251.95. Send $25 to: Anco, 1117 North State Road, Waukegan, Ill. Tel.: Hemlock 4-3844.

FOR SALE—At Seeburg, 1500 and 1700 operators connect 24 and 48 selection Wall Boxes to 104 selection Wall Boxes. Complete setup $251.95. Send $25 to: Anco, 1117 North State Road, Waukegan, Ill. Tel.: Hemlock 4-3844.

FOR SALE—We have 30 brand new National Shuffleboards which we will sell at a very low price. Box machines as you want. RELIABLE SHUFFLEBOARD CO., 5728 BROADWAY, CHICAGO, ILL.

FOR SALE—Seeburg M100A $395; Wurlitzer 1400 $395. COPELAND DISTRIBUTORS, INC. 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA.

FOR SALE—We have 30 brand new National Shuffleboards which we will sell at a very low price. Box machines as you want. RELIABLE SHUFFLEBOARD CO., 5728 BROADWAY, CHICAGO, ILL.

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FOR SALE—Beauty $295; Chintzow $85; Control Tower $35; Double Action $25; Disk Jockey $85; Fighting Irish $35; Frolics $20; Hayburner $60; Yacht Club $265. Write, wire, phone: NATURAL BRIDGE AVENUE, ST. LOUIS 15, MO.

FOR SALE—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade machines in the world. All parts and supplies. Send for new illustrated catalog. MIKE MUNIVES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: Glickering 4-6823.

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone: C. A. ROBINSON & CO., 2301 W. 100 BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: Dunkirk 3-1810.

FOR SALE—Special. Williams C.O.D. $110; Exhibit Wild West Gun $135; United Leader $45; Bally Space Ship $345; United Havana $425. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: Caiol 3188.

FOR SALE—Arcade Equipment. Genco Sky Garnisher $129.50; Genco Night Fighter $279.50; Evans Bat-A-Score $85.70; Exhibit Silver Ballys $79.50; Exhibit Six Shooter $119.50; Williams Horsefeeders $79.50; Gottlieb Knockout $39.50; Telecard $24.50; Just '21' $24.50; Chico Pistols $89.50; Chico Shuffle Baseball $39.50; Seeburg Bear Guns $149.50. 1/3 deposit with all orders. Balance C.O.D. AMERICAN AMUSEMENT CO., LAUREL HEIGHTS STA. BOX 2815, SAN ANTONIO, TEXAS.

FOR SALE—Arcade Equipment! 1015, 1100 Wurlitzers D-40, D-80 AMI's, 1000 Seeburgs, Rock-Ola Fireballs. This ad for wholesalers only. All equipment reconditioned. SHELDON SALES, INC., 831 MAIN STREET, BUFFALO 3, NEW YORK.

FOR SALE—Close Out! All Games with Formica and Large Pines. No reasonable offer refused. United Two Guns $50; United 5 Player, United 6 Player, United 6 Player Deluxe, United Super. Make your own offer on individual games. AMERICAN VENDING COMPANY, 2604 CONEY ISLAND AVE., BROOKLYN 35, NEW YORK. Tel.: DeWey 2-9662.

FOR SALE—Special Offer. Chicago Coin Round The World Trainer $495; Williams Super Penny (domains, wire, or reconditioned, wire): Ship $465; Seeburg Goon Hunt, wire: Ship $97; Bally, Coin Op. Club, new (Ship $275); Seeburg $1900B, clean, $665; United Tropic $275; All brand new Exhibit Shooting Gallery; Bally Surf Club; Bally Champion; Medalist. Rent Joe Ace Bawdey. Wanted to Buy. Will pay cash or accept in trade. Exhibit Seeburg 100A, B and C. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN ST., ALLSTON, MASS. Tel.: Algonquin 4-4100.

FOR SALE—Used Seeburg, W6-L5-C: 10-5-12e Wall Boxes $20; Se 3-Wire Wall Box $7.50; 5 Wire Wall Boxes $5; W. B. Distributors, INC., 1012 MARKET STREET, ST. LOUIS 3, MISSOURI. Tel.: Central 9-2922.

FOR SALE—Futurity $75; Turf Kings $35; Spot-Lite $75; TOLEDO COIN MACHINE, 844 SUMMIT ST., TOLEDO, OHIO. Tel.: Adams 8-024.

FOR SALE—New $75.00; Used $75.00; Wire $75.00. Exhibit Seeburg $75.00 each. Victory Northern Florida. 1/3 deposit against delivery. LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: Glickering 4-5100.

FOR SALE—The finest used phonographs in all our history now available for immediate delivery. All are in nice condition. All are priced on any phonograph you want to buy. PHONOGRAPH EXCHANGE, 4227 WEST 19TH ST., MILWAUKEE, WIS. Tel.: West 3-3224.

FOR SALE—Phonograph Sale, A-1 Mechanical Condition. AMI's D-80 $45; Deluxe $62.50; C-40 $227, 1474 Seeburgs $77; 1017, Wurlitzer Holdways $77; 1021, 1600, Wurlitzer Holdways $150. 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 3-7871.

FOR SALE—Bright Lights, A-1 condition. $75, AMI Model C $85; Wurlitzer 1100 $195; Wurlitzer 1015 $95; 1428 Magic Glo $195; 1500 Cinematone $250; $295; $1175; $1575. Reduced. Wurlitzer Deluxe $395; Coin Operated Machine, Triple Frame $345; Chicago Coin Advance Bowler $395. MONROE COIN MACHINE EXCHANGE, INC., 2453 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-6400.

FOR SALE—Reconditioned phonos—ready for location: AMI A-1; CMI D-40 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. RUNYON SALES COMPANY, 59 TENNETH AVENUE, NEW YORK, N. Y. or 221 FRELINGHUYSEN AVENUE, NEWARK, N. J.

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

FOR SALE—Large Western Route. One of the best established. Large well-equipped location. No competition. Phonographs, amusement machines, bingo. Must be seen to be believed. Write for location and prices. This is your opportunity. For sale. Priced for quick sale. Can start in 30 days. Must be sold soon. Several months if necessary, will sell to responsible party for $25,000 down, balance 12 to 18 months. Will pay out in one year. For Particulars; BOX # 217, c/o THE CASH BOX, 26 47TH STREET, NEW YORK 6, N. Y.

FOR SALE—All games reconditioned. Across The Board $75. Following Games $35, 3 for $100; Turf King, Winner, Williams Nifty, Pinky, Sweetheart, Rag Mop, Georgia, CC, Play Ball, Thing, Exhibit Tumbleweed, Morocco, Gottlieb Watch My Lips, Rock-Ola, ROYAL FIELDEN COMPANY, 3280 OLIVE ST., ST. LOUIS 3, MISSOURI. Tel.: Olive 2800.

FOR SALE—Wurlizer 1500: Kiddy Rides, Pinball, Bally Bingos, Rock-Olas, and more, Merr-Go-Rounds. Also Bally Bingo Machines; United Alleys; Will pay $150, B and C and KIDDY RIDES, REDD DISTRIBUTORS, Inc., 298 LINCOLN STREET, ALLSTON 34, MASS.

MISCELLANEOUS

NOTICE—½ million dollars available to purchase your box—or anywhere in the U. S. A. Send details. BOX NO. 219, c/o THE CASH BOX, 26 47TH STREET, NEW YORK 6, N. Y.

NOTICE—Outdoor Barbeque Cook-N-Wagon. See ads appearing in national home and garden magazines. Tel. D-40 (283-0251) will deliver any place in United States for $50, WESTERN DISTRIBUTORS, 1226 S. W. 16TH AVENUE, PORTLAND, OREGON.

NOTICE—Jake Box Operators—Trade your used juice boxes for cigarette machines. We will sell or trade all types of machines with or without contracts (reconditioned). Rowe milk vendors, seeburgs and wurlitzer box machines. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVE., SHREVEPORT, LOUISIANA.

NOTICE—We are exclusive distributors for Cole drink machines and Rock-Ola phonographs for Metropolitan New York and New Jersey. Full line of available, both products. Advise us your needs. SEA-COAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: Bigelow 8-3524) and 5400 N. TONAWANDA AVE., N. Y. (Tel.: BRyant 9-6848).

NOTICE—Are you having trouble keeping Plexiglass clean on your juice boxes? Our Meccie does the job. Write for price list. Distributor price and territory, contact MEDICA SERVICE CORP., 716 N. 19TH ST., EAST ST. LOUIS, ILLINOIS.

NOTICE—Louisiana & Mississippi Operators—you authorized AMI Distributor in your area. E. C. COIN MACH. CO., 122 NO. 20TH ST., NEW ORLEANS, LA. Tel.: Magnolia 3911.

NOTICE—These 3 telephone numbers are important to you. The Cash Box, New York City, 1-6240; The Cash Box, New Jersey, 2-0045; The Cash Box, Los Angeles, Calif., 1-1211.

Notice!

You can Safely Send Deposits to Advertisers in "The Cash Box"

Your Deposit is GUARANTEED

A LONG as you are a paid up subscriber to "The Cash Box", at the time you answer any advertisement that appears in "The Cash Box", when the advertisement identifies your deposit as to $100.00 it is guaranteed by "The Cash Box". This is "The Cash Box" Free Deposit Insurance Plan. As exclusive and original feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX
26 West 47th Street, New York 36, N. Y.
Never Underestimate the Power of a Model “E”

TRUE-TONE FIDELITY • ALL-ROUND CABINET BEAUTY • MOVING LIGHT AND COLOR • SPEEDY ONE-BUTTON PLAY • UNFALTERING PERFORMANCE • ATTENTION-GETTING DESIGN AND DECORATION
WIDE CHOICE OF SELECTIONS • CONVENIENCE OF EYE-LEVEL PLAY • MINIMUM MAINTENANCE

AMI Incorporated

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

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

“It’s What’s in THE CASH BOX That Counts”
**How to Use "The Confidential Price Lists"**

(Also Known As the "C.M.L. (Coin Machine Industry) BLUE BOOK")

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price List" only features the market prices as they are quoted. "The Confidential Price Lists" acts exactly as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how large the markup may seem to be out of line. Some prices may not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment at the subscribing dealers, so that at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worthless at $75.00. Rem course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having reputation for shipping complete, consolidated machines, can be offered at higher prices than others; due to the added cost of reconditioning.)

"The Confidential Price List" reports each quotation truth 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.

**EXPLANATION.**

1. Prices UP
2. Prices DOWN
3. No quotations Last 2 to 4 Weeks
4. No quotations 4 Weeks or Longer
5. Machine Just Added
6. No change from Last Week

**HOW TO USE**:

1. Model A, '46, 40 Sel., 78 RPM
2. Model B, '48, 40 Sel., 78 RPM
3. Model C, '50, 40 Sel., 78 RPM
4. Model D, '52, 40 Sel., 78 RPM
5. Model D-40, '51, 40 Sel., 45 RPM
6. WM Wall Box, 10.00 15.70

**SEEBURG**

1. Hi-Tone, 9000 '41 20 Sel., 78 RPM 29.50 49.50
2. Hi-Tone, 9000RC '41, 20 Sel., 78 RPM, Remote Control... 29.50 49.50
3. Hi-Tone, 8800, '41, 20 Sel., 78 RPM 29.50 49.50
4. Hi-Tone, 8800RC, '41, 20 Sel., 78 RPM with Remote Control... 29.50 49.50
5. Hi-Tone 8200, '42, 20 Sel., 78 RPM 29.50 49.50
6. Hi-Tone, 8200RC, '42, 20 Sel., 78 RPM with Remote Control... 29.50 49.50

2'46, '46, Standard, 20 Sel., 78 RPM 49.50 92.50

2. '46, '47 Playmaster Hideaway, 20 Sel., 78 RPM 49.50 92.50

3. '46, 20 Sel., 78 RPM 75.00 130.00

7. '48, Model Magic-Glo, 20 Sel., 78 RPM, 125.00 195.00

8. '49, '50, Rocket 50-51, 78 RPM, 239.00 275.00

9. Same as above. Converted to 45 RPM 225.00 375.00

10. '51, '53, Rocket '51-72, 50 Sel., 78 RPM 300.00 375.00

11. Same as above. Converted to 45 RPM 300.00 405.00

12. '51, '53, 45 RPM 425.00 500.00

**WURLITZER**

1. 7800M, '40, Colonial, Manual Selector, 24 Sel., 78 RPM 29.50 49.50

2. 7800C, '40, Colonial, Electric Selector, 24 Sel., 78 RPM 29.50 49.50

3. 7800F, '46, Electric Selector, 24 Sel., 78 RPM 29.50 49.50

4. 750M, '41, Manual Selector, 24 Sel., 78 RPM 29.50 49.50

5. 730M, '41, Manual Selector, 24 Sel., 78 RPM 29.50 49.50

6. 850, '41 Electric Selector, 24 Sel., 78 RPM 29.50 49.50

**EVANS**

2. Mills Constellation, '47 Model 951, 40 Sel., 78 RPM 75.00 125.00

3. Constellation, '49, Model 135, 40 Sel., 78 RPM 195.00 275.00

Jubiel, '52, Model 1065, 100 Sel., 45 RPM 475.00 600.00

**ROCK-OLA**

1. '412, '56, 20 Sel., 78 RPM 49.50 92.50

2. 1424, '46 Playmaster 75.00 130.00

3. '46, Master Magic Glo, 20 Sel., 78 RPM, 125.00 195.00

4. '47, '50 Rocket 50-51, 78 RPM 239.00 275.00

5. Same as above. Converted to 45 RPM 225.00 375.00

6. '51, '53, Rocket '51-72, 50 Sel., 78 RPM 300.00 375.00

7. Same as above. Converted to 45 RPM 300.00 405.00

8. '52, '53, 45 RPM 425.00 500.00

**CONFESSIONAL**

**PHONOGRAHS**

**PİNBAİL GAMES**

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (C) Chicago; (G) Gottlieb; (K) Keene; (U) Unidentified; (W) Williams.

"45, 8200, '41, 40 Sel., 78 RPM 50.00 75.00

"45, Gladstone (B) 10/52 55.00 75.00

"45, Gladstone (B) 7/52 34.50 47.50

"45, Crazy (Wm) 2/53 65.00 95.00

"45, Crazy (Wm) 12/52 65.00 95.00

"45, Atlantic City (B) 5/52 145.00 195.00

"45, Baby Face (Un) 12/48 10.00 20.00

"45, Dolly (Wm) 2/50 10.00 20.00

"45, Dolly (Wm) 2/50 9.50 18.50

"45, Fireball, '41, 40 Sel., 78 RPM 30.00 45.00

"45, Dial, '41, 40 Sel., 78 RPM 23.00 40.00

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The Cash Box

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June 19, 1954

CARBONATED DRINK

Drinks-O-Mat, single flavor, 5c, 1000 cups $100.00

Drinks-O-Mat, 3 flavor, 5c, 1000 cups

Drinks-O-Mat, 5c, 1000 cups

Lyons #1400 single flavor, 5c

Lyons #1400-2F

Lyons Model 50, 5c, 1000 cups

Mills, Automatic Fountain, 600 cups

Mills, Automatic Fountain, 600 cups, without changing box...

Soda Shoppe

Spacecraft 3 Unit 5e, 1000 cups

Spacecraft 4 Unit 5e, 1000 cups

Super Vend 3 flavor, 600 cups

Super Vend 3 flavor, 600 Cup A 3/20

NON-CARBONATED DRINK

Refreskomaat, 5c, 10c

300 cups $100.00

CAN DRINK

Juice-Bar, 6 oz, 600 cans

275.00

Refrresher, 3 oz, 300 cans

300.00

ICE CREAM VENDORS

Belvede Ice Cream Bar Machine with National 10c & 25c coin changer $350.00

Vendo "Dairy-Vend" 203 Bar Capacity

200.00

"Rondo's Ice Cream" (Ice Cream Sandwiches or "Pops"), 200 cups 300.00

THIS WEEK'S MOST ACTIVE USED MACHINES

PHONOGRAPH MACHINES

MAD Model A 119.50 225.00

MAD Model B 237.00 300.00

MAD Model C 217.00 250.00

MAD Model D 150.00 175.00

MAD Model D-40 457.00 550.00

Evon Continuation 185.00 215.00

Rock-Ola 1412 60.00 75.00

Rock-Ola 1420 75.00 85.00

Rock-Ola 1560 85.00 95.00

Seeburg 136S 95.00 125.00

Seeburg 140M 140.00 180.00

Seeburg 1400A 125.00 150.00

Seeburg 1400B 150.00 175.00

Wurlitzer 1915 175.00 200.00

Wurlitzer 1250 225.00 275.00

PINAULS

ABC (Un 3/51) 80.00 95.00

Alberta Club (5/52) 145.00 195.00

Beach Club (B 2/53) 240.00 295.00

Beauty (B 11/52) 225.00 285.00

Birch Light (B 5/1) 65.00 85.00

Bright Spot (B 11/51) 85.00 145.00

Conkey Island (B 9/51) 75.00 105.00

Dude Ranch (B 9/53) 325.00 425.00

Golden Nugget (Upbright) (G 6/53) 50.00 155.00

Havana (Un 2/54) 200.00 250.00

Ice-Frolics (B 1/54) 450.00 550.00

Palm Beach (B 7/52) 150.00 225.00

Panama (B 11/53) 225.00 275.00

Spot-Lite (B 1/52) 75.00 115.00

Tropicana (B 6/53) 300.00 385.00

Tropicana (B 5/53) 350.00 450.00

Yacht Club (B 6/53) 225.00 295.00

SHUFFLES AND REBOUNDS

ChiCom 30th Frame Dhlc Score-Bowler (B 3/52) 225.00 325.00

ChiCom Crown Bowler (G 9/53) 255.00 365.00

ChiCom Triple Score (G 5/52) 275.00 345.00

United Defense Bowler (10/51) 90.00 145.00

United 10th Frame Star (9/52) 165.00 265.00

United Cascade (2/53) 250.00 295.00

United Classic (8/53) 275.00 325.00

United Olympic (6/53) 275.00 325.00

United Classic (6/53) 300.00 385.00

United Cascade (2/53) 275.00 325.00

United Classic (8/53) 250.00 300.00

United Cascade (2/53) 275.00 325.00

United Olympic (6/53) 275.00 325.00

United Classic (6/53) 275.00 325.00

United Classic (8/53) 250.00 300.00

United Classic (8/53) 275.00 325.00

United Cascade (2/53) 250.00 295.00

United Cascade (2/53) 275.00 325.00

United Cascade (2/53) 275.00 325.00
Manufacturers New Equipment

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

A.B.T. MFG. CORP.
Challenger (Counter Model Gun) ..... $ 75.00
Rifle Sport, 3 and more Guns, plus complete ranges of various types ..... 1,085.25

AMI, INCORPORATED
AMI "E-40" Phonograph ..... $ 795.00
AMI "E-80" Phonograph ..... 925.00
AMI "E-120" Phonograph ..... 1,050.00
W-5100 Wall Box ..... 89.50
W-120 5-10-25c Wall Box ..... 99.00
HS-80 Hideaway ..... 775.00
HS-120 Hideaway ..... 875.00
AMIvox Speaker ..... 37.50

AUTO-PHOTO CO.
Auto-Photo ..... $2,545.00

BALLY MFG. CO.
Champion Bowler (A) 10c a play ..... $ 155.00
(B) 10c a play—3 plays, 25c ..... 775.00
Victory Bowler (A) 10c a play ..... 710.00
(B) 10c a play, 3 plays—25c ..... 730.00
The Pinhead (Mech. Bowler) ..... 1,065.00
Surf-Club ..... 735.00

CHICAGO COIN
Star Lite Bowler, Single Chute ..... $ 655.00
Star Lite Bowler, Double Chute ..... 685.00
Round The World Trainer ..... 1,185.00
Super Frame Bowler, Double Chute ..... 655.00
Super Frame Bowler, Single Chute ..... 630.00
6 Player Home Run ..... 579.50
6 Player Super Home Run ..... 615.00

H. G. EVANS & CO.
Holiday (Model 4065) 100 ..... 45 rpm ..... $1,050.00
Jubilee (Model 278) 40 Select, 78 rpm ..... 795.00

EXHIBIT SUPPLY
Shooting Gallery ..... $ 950.00
Big Bronco ..... 997.50
El Toro The Bull ..... 997.50
Fast The Bull ..... 725.00
Roy Rogers' Trigger ..... 1,047.50
Rudolph The Red Nosed Reindeer With Music ..... 775.00
Pete The Rabbit ..... 725.00
Pete The Rabbit With Music ..... 775.00
Twins Pete The Rabbit ..... 725.00
Ravwhiddle ..... 725.00
Space Patrol ..... 1,047.50
Sea Skates ..... 1,047.50
Vaucnmaid Card Vendor ..... 195.00

Genco MFG. & SALES CO.
Rifle Gallery ..... $ 615.00
Two Player Basketball ..... 525.00
Double Two Player Basketball With Match Play ..... 550.00
Super Two Player Basketball With Match Play and Replay ..... 560.00

D. GOTTIEB & CO.
Dragnette ..... $364.50

INTERNATIONAL MUTTO. CORP.
Drive Yourself (new drive mechanism) ..... $795.00
Pantomime '54 ..... 2,150.00
3-D Art Parade, 10 show model ..... 495.00
3-D Art Parade, 6 show model ..... 395.00

J. H. KEENEY & CO., INC.
Electric Gittern Vendor ..... $281.50
Coin Changer Model ..... 304.50
Diamond Bowler ..... 675.00
Single Chute ..... 675.00
Double Chute ..... 695.00

METEOR MACHINE CORP.
Hooker-Ladder ..... $ 715.50
Black Beauty ..... 756.00
Pony Team ..... 585.00
Flying Sucker ..... 715.00
Hot Rod Racer ..... 715.00
Pony Boy ..... 317.50
Rocket ..... 715.00
Tung-Go (Grip Scale) ..... 149.50

RITEWAY MFG. CO., INC.
"3 Dimensional Theatre" ..... $ 395.00
"3 D Kiddle Theatre" ..... 395.00

ROCK-OLA MFG. CORP.
Model 1456 "Fireball" 78 RPM ..... $1,047.50
Model 1438 "Comet Fireball" Phonograph, 120 Selections, 45 RPM Only ..... 725.00
Model 1440 "Comet Fireball" Phonograph, 120 Selections, 45 RPM Only ..... 725.00
Model 1546 "Comet Fireball" Chrome Wall Box, 120 Selections, 45 RPM Only ..... 725.00
Model 1600 "Tone-O-Line" 8" Chandelier Speaker ..... 725.00
Model 1611 "Tonette" 8" Wall Speaker with Vol. Control and Transformer Blonde or Medium ..... 725.00
Model 1906, Remote Volume Control ..... 725.00

J. P. SEESEBURG CORP.
HF-100G ..... $1,047.50
SWI Wall-O-Matic "100" ..... 725.00
MV/11 Master Remote Volume Control ..... 725.00
CV54-8—8 Wall Speaker Ivory (Teardrop) ..... 725.00
CV568—8—8 Reverser Speaker CV512—12—12 Reverser Speaker P6561 Power Supply ..... 725.00
ARA31 Auxiliary Remote Amplifier ..... 725.00
AVC1 Automatic Volume Controller Unit ..... 725.00
Ray-O-Line "Dog Hunt" ..... 725.00

UNITED MFG. CO.
Ace Shuffle Alley ..... $ 710.00
Big Model, 10c Play, 3 for 25c ..... 730.00
Rainbow Shuffle Alley Regular Model, 10c Play ..... 685.00
Special Model, 10c Play ..... 705.00
Mexico ..... 725.00
Leisure Shuffle Alley ..... 670.00
Team Shuffle Alley ..... 605.00
Deluxe Team Shuffle Alley ..... 715.00

WILLIAMS MFG. CO.
Big League ..... $ 609.50
Thunderbird ..... 364.50
All Star Baseball ..... 606.00
Special Deluxe Baseball ..... 537.50
Super Star Baseball ..... 595.00
Super Pennant Baseball ..... 589.50
Major League Baseball ..... 640.00

THE RUDOLPH WURLITZER CO.
Model "1500" Phonograph ..... $1,047.50
Model "1600-A" Phonograph ..... 725.00
Model "1500-A" Phonograph ..... 725.00
Model "1600" Phonograph ..... 725.00
Model "1600" Phonograph ..... 725.00
Model 5112—12—12 Conesced Speaker Hi-Fi ..... 725.00
Model 5131 Wall Speaker Hi-Fi ..... 725.00
Model 5205 5-10-25c Wall Box 2 Wire (20 Selections) ..... 725.00
Model 5206 5-10-25c Wall Box 2 Wire (40 Selections) ..... 725.00
Model 4531 5-10-25c Wall Box (104 Selections) ..... 725.00
Model 5204 5-10-25c Wall Box (104 Selections) ..... 725.00
Model 5109 12" Speaker ..... 725.00
Model 5110 12" Deluxe Speakers

That's right! Just for about two-bits a week—only $15 for the full year of 52 weeks' issues of "The Cash Box" you can PROVE TO YOUR TAX COLLECTOR the "why's" and "wherefore's" of your many, many TAX PROBLEMS! Each and every week's issue of "The Cash Box" brings you "The Confidential Price Lists" the 15 year old unbroken, consecutive, week-after-week issue of the "Blue Book" of prices of all equipment in the industry. AND, WHAT'S EVEN MORE IMPORTANT to YOU AND TO YOUR TAX COLLECTOR—at the end of each month's issues you receive the "END-OF-MONTH INVENTORY ISSUE" which allows you to easily, simply and speedily SHOW YOUR ENTIRE BUSINESS EQUIPMENT VALUATION. It let's you KNOW WHAT YOU'RE WORTH! It gives YOU and YOUR TAX COLLECTOR—"THE ANSWER"—to your tax problems! Why suffer sleepless nights full of nightmares and headaches when, for just about two-bits (Only $15 Per Year), you can sleep soundly—confident that you have THE ANSWER to what your TAX COLLECTOR wants to know about your business. Fill out the coupon below, enclose your check for $15, MAIL TODAY!!
24 BIG SCORING REGISTERS

4 FOR EACH PLAYER
ONE TO SIX CAN PLAY

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!
Bally

10¢ A PLAY
OR
1 PLAY 10¢
3 PLAYS 25¢

ADJUSTABLE TO
5 FRAME GAME

NATIONAL
COIN-CHUTE

FORMICA
PLAY FIELD

GIANT PINS

Champion

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

Victory

Bowler

Champion Bowler Appeal
Without Match-Score

Moon-Ride

SENSATIONAL
NEW KIDDY-RIDE

Bally Manufacturing Company
2640 Belmont Avenue, Chicago 18, Illinois