Jerry Wexler, Ahmet Ertegun and Miriam Abramson, who run Atlantic Records, sit before a gallery of their stars, all of whom won top Rhythm and Blues honors in the Cash Box Disc Jockey Poll. Ruth Brown was voted “The Most Programmed Female Vocalist”. The Clovers were “The Most Programmed Vocal Group”. The Drifters were named “The Up and Coming Vocal Group”. And Joe Turner received two honors. His “Honey Hush” was “The Most Programmed Record” while he himself was voted “The Most Programmed Male Vocalist.” Quite a lineup for one record firm.
Maybe it's the smart styling that sparks its splendid earning power! Maybe it's the 104 selections! No question but that it's fabulous high fidelity sound system and that eye-arresting Carousel Record Changer contribute their part. The point is—wherever a Wurlitzer 1700HF Phonograph goes in—collections go up.

We've got success stories galore to prove it. Why not prove it yourself on your own route. You'll be pleasantly and profitably rewarded.

SEE IT • HEAR IT • BUY IT • AT YOUR
WURLITZER DISTRIBUTOR

THE FABULOUS, HIGH FIDELITY

Wurlitzer 1700HF

TAKES THE MASK OFF
THE MUSIC

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Established 1856
Use Reviews For Programming

From one end of the country to the other, there is hardly any city, large or small, in which The Cash Box charts are not used for programming disk jockeys' shows.

This is so because The Cash Box charts have proven to be the most accurate that are available and the easiest to program. As a result disk jockeys throughout the entire nation rely on these charts to tell their listeners what the best sellers in the record field are. As a matter of fact, many disk jockeys have come into prominence in their communities by using the charts and being the accurate source of information for their audiences.

However, too many disk jockeys, while using The Cash Box charts to their fullest extent, don't realize that the other features in the magazine make for equally entertaining programming.

It is important to realize that the record reviews—in Pop, Rhythm and Blues, and Folk and Western—are all excellent sources for program material.

Record reviews give the disk jockey the ability to play new disks at the earliest possible time and also to discuss them in the light of what the trade thinks of them.

Being right in the center of the music business, The Cash Box reviewers are constantly aware of promotional plans for individual records, the amount of strength behind each disk, the current commercial trends. And all of these factors are taken into consideration and often discussed in the writing of the review. It is this information—actually obtainable nowhere else except in the center of the music business and by reporters who are capable of finding out what's happening and experienced enough to be able to interpret it—it is this information which disk jockeys can make the most effective use of in their programming.

It seems to us that a change of pace in any field is a welcome surprise. If you are now using The Cash Box charts for programming, we certainly think you should continue to do so. For years of experience have proven how important they are to the building of a disk jockey's reputation and his show. But we feel that you may give an added lift to your shows by also using The Cash Box reviews from which you can pull fascinating bits of information which almost every listener to records will be happy to hear.

Now that so many disk jockeys have done such a great job in making their audiences aware of the top tunes in the record business, we think the next service they can perform is bringing them the newest records with enough information so that they can understand what occurs in the making of a hit record and why.
JUST OUT... and breaking for HITS O

Popular

ROBERTA LEE
TRUE LOVE AND TENDER CARE
WHEN THE ORGAN PLAYED AT TWILIGHT
78 rpm cat. no. X-0035
45 rpm cat. no. 4X-0035

ANDY WILLIAMS
YOU CAN'T BUY HAPPINESS
WHY SHOULD I CRY OVER YOU
78 rpm cat. no. X-0036
45 rpm cat. no. 4X-0036

RED NORVO and his Orchestra
ALL I WANNA DO
"X" MARKS THE HITS
78 rpm cat. no. X-0037
45 rpm cat. no. 4X-0037

Country-Western

SHORTY LONG
I-YI
CRY CRY DARLIN'
78 rpm cat. no. X-0038
45 rpm cat. no. 4X-0039

JIM HALL
SWAMI-MOOH-LAH
I'M MISSIN' MY HEART
78 rpm cat. no. X-0038
45 rpm cat. no. 4X-0038

...and still BEST SELLERS!

TERRY FELL
DON'T DROP IT
Truck Driving Man
78 rpm cat. no. X-0010
45 rpm cat. no. 4X-0010

STEWARD ROSE
I COMPLAINED
I Want You
78 rpm cat. no. X-0027
45 rpm cat. no. 4X-0027

BILL DARNEL
YOU CAN BETCHA LIFE
Teardrop Avenue
78 rpm cat. no. X-0031
45 rpm cat. no. 4X-0031

SMITH BROTHERS
WHO'S GONNA BE AT THE DOOR
If You Took Your Love From Me
78 rpm cat. no. X-0032
45 rpm cat. no. 4X-0032

LITTLE THINGS MEAN A LOT
KITTY Kallen
BE-1045 (45-1045)—Helen Forrest
CR-61180 (9-61180)—Dick Jacobs
GR-0022 (45-0022)—Johnny Ray

THREE COINS IN THE FOUNTAIN FOUR ACES
BE-1044 (45-1044)—Tommy & Jimmy Dorsey
CA-2817 (9-2817)—Frank Sinatra
CD-1240 (45-1240)—Julius La Rosa
DE-29128 (9-29128)—Four Acers

HERNANDO'S HIDEAWAY
ARIE BLEYER
BE-1047 (45-1047)—"Sonny"
DE-29172 (9-29172)—Sonnie Hawkins
DE-29186 (9-29186)—Eddy Howard

THE HAPPY WANDERER
FRANK WEIR
BE-1045 (45-1045)—Bob Crosby
CA-2798 (9-2798)—Tommy Dorsey
CD-1238 (45-1238)—Alfred Drake
DE-29128 (9-29128)—Louis Prima

IF YOU LOVE ME
KAY STARR & VERA LYNN
BE-1046 (45-1046)—Helen Forrest
CA-2799 (9-2799)—Ray Starr
CD-1239 (45-1239)—Marvin Gaye
DE-29144 (9-29144)—Ray Starr

WANTED PERRY COMO
BE-1041 (45-1041)—Dorsey Bros.
VI-35-5467 (45-5467)—Perry Como

I UNDERSTAND JUST HOW YOU FEEL
JU-5132 (45-5132)—Four Tunes
VI-35-5740 (45-5740)—June Valli

YOUNG AT HEART
FRANK SINATRA
BE-1050 (45-1050)—Charlie De Forest
CA-2792 (9-2792)—Frank Sinatra
CA-2793 (9-2793)—Billie Joe O'Day
DE-29054 (9-29054)—Crosby & Lamarr

ISLE OF CAPRI
GAYLORDS
CA-2917 (9-2917)—Duke Ellington
CR-61149 (61149)—Jackie Lynn
DE-29161 (9-29161)—Shirley Horn

I GET SO LONELY FOUR KNIGHTS
BE-1051 (45-1051)—Anne Lloyd
CA-3152 (45-3152)—Four Knights
ME-4033 (F-4033)—Four Knights

"X" RECORDS MARK THE HITS!

"It's What's in THE CASH BOX That Counts"
NOT ONE BUT TWO
SMASH HITS THIS SUMMER!

"THE
LITTLE
SHOEMAKER"
(With Italian Chorus)

THE GREAT VERSION BY THE
GAYLORDS

coupled with "MECQUE, MECQUE"
MERCURY 70403 • 70403X45

COMING UP LIKE GANGBUSTERS!

"SH-BOOM"

BY THE
CREWCUTS

coupled with "I SPOKE TOO SOON"
MERCURY 70404 • 70404X45

"It's What's in THE CASH BOX That Counts"
www.americanradiohistory.com
“THE HIGH AND THE MIGHTY” (2:43) [M. Witzmark ASCAP—Toumanian, Washington] The fascinating theme music from the recently released flicker of the same name, is excitingly offered by Victor Young and his Singing Strings. Muzzi Marcellino does the whistling. Great job, much more.

“MOONLIGHT AND ROSES” (2:30) [Robbins ASCAP—Black, Menken, Lehman] A beautiful ode is treated to a sumptuous string orchestra by the Young aggregation. Easy and relatively rhythmic.

TONY TRAVIS
(RCA Victor 20-5786; 47-5786)


“IT'S EASIER SAID THAN DONE” (2:53) [Tee Poe ASCAP—Pressman, Corda] On this end the artist has added another big hit from the chorus on a good ballad. Good romantic material.

SAMMY DAVIS JR.
(Decca 2919; 9-2919)

“HEY THERE” (2:45) [Frank ASCAP—Adler, Ross] The big and beautiful ballad from the hit musical "Pajama Game" is covered with meaning by Sammy Davis Jr. Connie is terrific with a ballad. Tune is hit into the big top.

“A AND THIS IS MY BELIEVED” (2:48) [Frank ASCAP—Wright, Forrest] A lovely romantic, the song from the musical "Kissin" is expressively delivered by the great talent. Good Job. Tune has been around too long though.

LOLA DEE
(Mercury 74090; 40-7490 x 4)

“YOU'RE THE ONE (FOR EVERYTHING)” (2:25) [Brenner ASCAP—Trace, Bohme, Herman] Lola Dee who made a strong showing with "Papa", doles up a good jump bounce as a chorus back. Catchy ditty with a melody that sticks.

“ALWAYS OF LOVE” (2:40) [Windy City ASCAP—Trace, Bohme, Herman] A slow sentimental waltz fashioned in multiple voiced technique by the smooth voiced throb.

JUDY GARLAND
(Decca 40270; 4-0270)

“THE MAN THAT GOT AWAY” (2:25) [E. H. Morris ASCAP—Arlen, Gerahwin] Columbia releases Judy Garland's version of one of the big songs from the soon to be released flick "A Star Is Born". Pure Class.

“HERE'S WHAT I'M HERE FOR” (3:11) [E. H. Morris ASCAP—Arlen, Gerahwin] On this end, Judy tends to treat a more commercial romantic piece. Pretty tune, also from flick. Both ends a bit long for Juke.

TONY D'ISMONTE TRIO
(Decca 2918; 9-2918)

“ORIENTAL BLUES” (2:16) [Meadowbrook ASCAP—Newton] The bouncy-tonk theme song of the popular Ethel Kennedy TV show is given a fascinating presentation by Tony D'Ismonte's Trio.

“HOT CAKES & SAUSAGE” (2:48) [Meadowbrook ASCAP—Love, Love] Ethel Kovacs is the vocalist that the Simone crew accompanies on this end. Ok novelty.

JOE LOCO & QUINTET
(Tice 10-210; 41-210)

“THERE'LL BE SOME CHANGES MADE” [Higgins, Overstreet] A great oldie is fashioned in manbro style by the piano and quintet of Joe Loco. Interesting arrangement.

“I ONLY HAVE EYES FOR YOU” [Duran, Warren] Another beautiful standard gets the manbro touch from Joe. Lovely melody set to the Cuban beat.

FRANK CORDELL ORCHESTRA
(RCA Victor 20-5791; 47-5791)

“HAPPY HORNBLOWER” (3:00) [Miller ASCAP—Millar] A good orchestral novelty is pleasantly treated by Frank Cordell and the aggregation. Melodious and inviting item.

“The BANDOLORE” (2:10) [Robbins ASCAP—Cordell] The leader conducts the crew through a flighty novelty interpretation of one of his own compositions. Happier number with a Spanish air.

DAVID WHITFIELD
(London 1486; 45-1486)

England office says it's their fastest breaking disc since "Aaf Wieder- seh'n". Making this side such a beautiful one is the strong tenor voice of Whitfield showcased by a chorus and orchestra background by the one and only Mantovani. Truly a sensational piece of wax. "How, When Or Where" is the romantic coupling. This one should be a hit.

MITCH MILLER ORCHESTRA
(Columbia 40261; 4-0261)

“NAPOLEON” (2:50) [Kahl ASCAP—Abrams] The chorus and orchestra are under the capable leadership of Mitch Miller as he molds a cute novelty about the historic emperor. Cute lyrics. Catchy item that could hit.

“MONDAY SERENADE” (2:30) [Hall, Range BM—Price] The orchestra takes a lovely, bluesy instrumental on this end. Warm melody with harpischord in spotlight. Inviting from start to end.

CONNIE RUSSELL
(Capitol 2354; 1-554)

“ONE ARABIAN NIGHT” (2:27) [McEldin BM—Gimbel] Connie Russell has an Arabian Night novelty that jumps, is colorfully fashioned by the existing voice of Connie Russell, Terrific arrangement, Could hit.

“FOGGY NIGHT IN SAN FRANCISCO” (2:25) [O'Connor & Miller ASCAP—Miller, Saunders] A sentimental ballad with a bluesy air is treated with emotion by the thrush. Another good Harold Mooney orking.

DEEP RIVER BOYS
(Dee-Jay 788; 45-788)

“GOD ONLY ELSE WILL DO” (2:31) [Joe Davis ASCAP—Davis] A pretty ballad is warmly enlivened by the pleasing harmony of the Deep River Boys. Lovely melody, with a top notch arrangement.

“TRUTHFULLY” (2:35) [Joe Davis ASCAP—Davis] More tenor material rendered in a Mills Brothers style makes interesting and inviting listening. Boys have an easy-on-the-ears sound.

VINE CARSON
(“X”-003; 4-003)

“QUCFONICIE” (2:04) [Regent BMI—Saunders, Ingham] Mellow voiced Vine Carson, debuts on the "X" label... with a delightful Italian-flavored crooner, and Joe Reisman backing both terrific. Light and happy.

MARY LOU
(2:59) [Mills ASCAP—Lyman, Waggner, Johnson] A good shuffle rhythm novelty about Mary Lou is lifted through by the crooner. Good job on inviting material. Artist is polished.

JULIETTE & Denny VAUGHAN O.
(“X”-0034; 4-0034)


BILLY WILLIAMS QUARTET
(Columbia 29183; 9-29183)


VAN CLIFFER WHEREVER
(2:45) [Edgar BMI—Thomas, Bigger] A lullaby ballad is treated through a lifting ballad. Good job with a solid jump backing by the ork.

JACK MARSHALL
(Ekee 101; 45-101)


“MAMIE” (2:08) [Jari BMI—Hall] Some more nce guitar work by the artist highlights this cute bouncing name song. Good litter fill of warmth. Jack does very well in both the voice and instrumental departments.

PETULA CLARK
(King 1271; 45-337)

“THE LITTLE SHOEMAKER” (2:14) [Bourne ASCAP—Revil, Farnous, Turner] One of the country's biggest hit novelty is fashioned by Petula Clark, Dick was waxed in England for the test job. Good orking.


www.americanradiohistory.com
Out this week—Coast to Coast!

the Orioles

SURPRISING VERSION
OF THE
NEXT
TOP HIT
IN AMERICA-

"IN
THE CHAPEL
IN THE
MOONLIGHT"

with SID BASS Orchestra
b/w
"THANK THE LORD"

Jubilee
5154

"It's What's in THE CASH BOX That Counts"
MANTOVANI plays the music of ROMBERG—London LL 1031 (12" L.P.)
List: $5.95
I bring a love song—wanting you; stouthearted men; desert song; one alone; just we two; when I grow too old to dream, love come back to me; deep in my orchestra, I remember—waltzing song; softly as in a morning sunrise, will you remember (sweetheart).

The string playing of the Mantovani Orchestra, that seem so close into the orchestra and bring out their true colors, do just that on this Mantovani album of Sigmund Romberg favorites. Violins dominate the sound. The orchestra offers a beauty to these pop classics that a listener seldom gets to hear. Romberg composed endless beautiful melodies for the chain of operettas that people have loved through the years. This album features many of those compositions. Three songs from "Student Prince" an operetta which is currently making the rounds as a motion picture, Romberg times and Mantovani records seem to sell year in and year out. This combination of the two greats should sell forever. This type of stock can never die out.

THT LANCERS—"Oh Sweet Mama"—Trend TL 1069 (10" L.P.) List: $8.00
SWELL SONGS FOR THE TOP TUNES, HERE YOU ARE (MGM)
BUNNY HOP: THE CREEP; CHARLES; MAROOL PONY.
Every now and then, a dancin' craze sweeps the country attracting more and more youngsters. Here Capitol offers an EP including four tunes that have started such crazes. Ray Anthony presents the Bunny Hop and the Hokkei, Pee Wee Hunt, the Charleston; and Stan Kenton the Creep. Terpsichoreans are sure to want this platter. Great for parties and dances.

Ebb Tide; Eternally; Apire in Portugal; Tenderly.
Ebb Tide is one of the most popular tunes of the moment. And his motion picture career has added many fans to his huge following. Here the baritone fashions three hits of 1953 and the ever popular standard "Tenderly." Fabulous cover with terrific eye catcher. Excellent package of some great tunes. One of Vic's greatest jobs, "Ebb Tide." The title tune of the album.

SLEEPY SERENADES—Russ Case and his Orchestra—"X-X" EAX 4 (7" 45 EP) List: $1.40
Serenade in Blue: Manhattan Serenade, a Blues Serenade, Sunrise Serenade.
Serenades have been popular for years as are assembled for this Russ Case album, and the orchestra presents them in dreamy romantic fashion. Each presentation of beautiful pieces. This package and four other Case renditions of Serenades are being issued as an LP too. Attractive cover. Music designed for the quiet hours.

DANGER—TONY MOTTOLA with the Ray Charles Singers—MGM X 111 (2-7 45 EP) List: $3.00
"DANGER" Theme, Danger, Suite from "Footlight"; Regina Tampico; Suite from "The Famous Olsen Legacy"; August Heat; Carnival Time; Sword Vashare Suite.
One of television's most popular mysteries is "Danger." Although many shows which started when TV became popular have since died, "Danger" has grown in popularity. Much of this success is due to the fascinating musical atmosphere cast by the superb guitar work of Tony Mottola. Here Tony, along with the Ray Charles Singers, renders numerous variations of various Mottola creations used background music on some of the shows. Eerie music, but exciting. Guitar enthusiasts ought to get a charge out of this album.

FRENCH MUSIC FOR THE THEATRE—Paul Paray Conducts the Detroit Symphony Orchestra—Mercury Classic MG 50093 (12" 33 1/3 L.P.) List: $5.95
In Issuing the three scores on one wax, Mercury offers two seldom recorded items in conjunction with the very familiar "Sorcerer's Apprentice." The three are beautiful works and well suited for the summer audience which prefers light fare. Paul Paray, who conducts the Detroit Symphony Orchestra, is known to American audiences through his association with the Motor City Orchestra and his previous Mercury recordings. Release should find a ready market.

HOLLYWOOD STRING QUARTET—Capitol Records PS 260 (1-12" L.P.) List: $5.75
Joaquin Turina "La Oracion del Torero"; Hugo Wolf "Italian Serenade in G Major;" Paul Creston "String Quartet, Op. 8."
The Hollywood String Quartet, composed of Felix Slatkin, violin; Paul Shaw, violin; Paul Roby, viola and Eleanor Allen, cello, contrive to produce a full sound rendition of the romantic and colorful Turina work, the warm and intimate Wolf piece, and the intriguing Creston "String Quartet." For the buyer who prefers the chamber music.

SHORTY ROGERS COURTS THE COUNT—RCA Victor LJM-1004 (1-12" L.P.) List: $4.62
Jump For Me: Toppy; It's Sand, Man; Basic Eyes; Doggin' Around; Down For Doubles; Over and Out; In a J; Taps Miller; Ticketto; Swingin' the Blues; Walk, Don't Run.
This is a Shorty Rogers tribute to the great Count Basie and is an enjoyable series of etchings. Most are Basie orchestra originals, some are Shorty Rogers tunes, but all are played in the classic manner without imitation. Rogers has surrounded himself with a band of 18 pieces which consists of the top artists in the field, should find a strong market acceptance.

MEZZ MEZZROW'S SWING SESSION—"X" Records LVA 3015 (1-10" L.P.) List: $3.85
Apologies; Sendin' the Vipers; 356 and 354; Old Fashioned Love; Hot Club Stomp; Blues in Disguise; the Swing Session's Called to Order; That's How I Feel Today.
Another of the "X" Vault Originals releases that controversial figure, Mezz Mezzrow, whose autobiography, "Really the Blues," several years ago was a best seller with such all-star names as Max Kaminsky, Willie "The Lion" Smith, Paul Freeman, J. C. Higginbotham, Chick Webb, Benny Carter and Sy Oliver. Ork swings and the etching is delightful as well as being of interest to the collector.

JAZZ GOES TO COLLEGE—The Dave Brubeck Quartet—Columbia CL 566 (1-12" L.P.) List: $3.85
Balcony Rock; Out of Nowhere; Lescuk; Take the "A" Train; The Song is You; Don't Worry 'bout Me; I Want to Be Happy.
The collection issued on Brubeck's first for the diskery was recorded at jazz concerts at three midwestern universities only this year. The team of Brubeck on the piano and Paul Desmond on the sax, carry the melodic and improvisatory line as Bob Bates, bass and Joe Dodge, drums, provide the beat. Quartet does a superlative job as well as creating an excitement that makes it difficult to keep enthusiasm within bounds.

CHARLIE PARKER—Clf Records MG C-157 (1-10" L.P.) List: $3.85
I Hear Music; I Love Beauty; Kim; Cosmic Ray; Now's the Time; I Remember You; Confirmation; Chi Chi.
When one speaks of modern jazz, the name that comes to mind is that of Charlie Parker. "Bird" is always moving ahead and this etching, which provides the alto saxist free reign and the opportunity to work without other horns, should please the most exacting listener. Charlie gets some top flight assistance from Al Haig, piano; Max Roach, drums and Percy Heath, bass. Each is permitted solos which are outstanding, but this L.P. is Parker's and deservedly so.

Top 10 Best Selling Pop Albums

1. SELECTIONS FROM THE GLENN MILLER STORY . . . Glenn Miller (RCA Victor LPT 3057)
2. THE GLENN MILLER STORY . . . Sound Track (Decca DL 5519)
3. MUSIC FOR LOVERS ONLY . . . Jackie Gleason (Capitol H 352)
4. THE STUDENT PRINCE . . . Mario Lanza (RCA Victor LM 1837)
5. THE PAJAMA GAME . . . Original Cast (Columbia ML 4840)
6. 10th ANNIVERSARY . . . Not "King" Cole (Columbia W 514)
7. ROSE MARIE . . . Original Cast (MGM E 229)
8. SONGS FOR YOUNG LOVERS . . . Frank Sinatra (Capitol H 488)
9. SINCERELY, LIFERACE . . . Liberace (Columbia BL 1001)
10. PARDON MY BLOOPER . . . Kermit Schafer (Jubilee LP 2)
5,500,000 WOMEN
SUPPORT PERFORMANCE FEE TO COMPOSERS
FOR JUKE BOX USE OF THEIR MUSIC

The General Federation of Women's Clubs, representing 5,500,000 American club women, at their annual convention in Denver, Colorado, passed the following resolution on Tuesday, June 1st:

"WHEREAS, The General Federation of Women's Clubs has supported the principles upon which the copyright laws have been based, including the vested right of authors, composers, inventors, etc. in their own creation; and

"WHEREAS, We are concerned about exemptions and exceptions in the copyright laws which in practice can lead to inequities in various fields (such as is now evident in the use of musical compositions in coin-operated machines without compensatory payments); therefore

"RESOLVED, That the General Federation of Women's Clubs in convention assembled, June 1954, supports legislation for amending copyright laws which will remedy inequities which now prevent the application of principles upon which the copyright laws are based and the rights which they were intended to protect."

This forward-looking action is welcomed by all those in the music field as an important step in obtaining legislation which would grant justice to the men and women who create our nation's songs, and eliminate the present discrimination against all other commercial users of music who pay a public performance fee.

The Federation, in passing this resolution, now adds its voice to such other important national groups as the American Bar Association; American Patent Law Association; American Society of Composers, Authors and Publishers; Authors' League of America; Broadcast Music, Incorporated; Los Angeles Copyright Society; Music Publishers' Protective Association; National Federation of Music Clubs; National Music Council; Songwriters' Protective Association; local bar associations; United States Copyright Office (Library of Congress); and the United States Department of State—which have endorsed legislation to modernize the Copyright Act.
Record Firms Prepare For NAMM Convention

NEW YORK—Record execs and distributors from all over the country will meet in Chicago beginning next Monday, July 12, at the NAMM Convention which will take place at the Palmer House.

Almost every diskery will be represented as in past years, although there had been much talk of trying to organize a record convention that would circumvent the NAMM.

The reason for the attempt at a separate convention is that most record execs feel that they get lost amid all the heavy musical equipment that is displayed, such as pianos, TV sets etc. However, they will attend this meeting because a record for the record industry alone has not yet been set up. It is rumored, though, that one diskery head is planning to call a meeting while at the convention to discuss the possibilities of future action.

The meet will take place for four days from July 12 through the 15 winding up with a dinner and show. Most record men will reach Chicago on Sunday night.

As in former years, displays will be in booths on several floors since no one floor is large enough to hold them all. While not too many record firms will actually have displays on the floor, almost all will have a room or suite in the hotel where they will receive distributors and entertain.

Many new records will be being played for the first time for distributors and it is hoped that several hits will come out of the convention as well as plenty of novelties.

“Hold Me Close”

MIAMI BEACH, Fla.—Alan Dean's new disk “Hold Me Close” gets a real live workout as the MGM recording star clinches with WKA'T's top female jockey, “Sleepy Time Gal”.

Following his appearance at Miami’s Clover Club, the British Born Dean returns for record dates and appearances in New York.

Columbia Records

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

We've never experienced such a deluge of congratulations as we received for our 12th Anniversary Issue. It's certainly gratifying to everyone at The Cash Box every successful twelve years are going to bring about plenty of changes in our music business and we intend to report and interpret them in the same constructive manner as we live for the past twelve. . . . 

George Shearing and his Quintet back at the Embers for a summer stay. . . . Robert Chry, who certainly should be recording, opens at the Vanguard for a ten week stay. . . . Eddie Fisher broke house records in his stint at the Grove. . . . Paul Siegel currently promoting his latest disk "Forevermore" by Jane Russell and Johnny Desmond on Coral. . . . Gary Romero's "Lulu Belle" featured in Nat King Cole's "Tenth Anniversary Album", getting plenty of play. . . . Julie Storms of Broadcast Music going all out in the Miller's "There Never Was A Night So Beautiful". His staff will hit the road this week to visit djs and ops. . . . Mary Small getting a raft of new changes in her new setup. . . . "I Love Johnny Johnny". . . . Joe Carlton reports that Victoria Spivey's new LP was one of Mercury's stars, Ralph Marterie, spent a hectic afternoon in town, where he filled the Todd's record last week was Vaughn Monroe's "They Were Doing The Mambo". . . . Eddie Arnold starts a new TV show July 11. He will broadcast live shows from the farms of different people each week, talking about crops, farming in general. . . . Murray Singler, sales manager of Bethlehem Records, became the father of a baby boy. Jealousy. Elodie Singer. Jimmy Johnson. Even if they can't find the Astor, it looks as though Sammy Kaye will still be playing the same spot since the owners of the site are planning a ballroom in the new building for him to play. . . . Carole Coleman became the mother of her second baby girl last week. 

CHICAGO:

A tired but happy Nick Noble returned to the Windy City this past week after a triumphant tour through the country and surrounding areas. Where he says, his first Mercury recording, "Right Or Wrong", b/w "Maybe Today", was very well received. The agenda for Nick is a trip to New York City with Glory Fox and Lew Douglas. . . . Another of Mercury's stars, Ralph Marterie, spent a hectic afternoon in town, where he filled the Todd's record last week was Vaughn Monroe's "They Were Doing The Mambo". . . . Eddie Arnold starts a new TV show July 11. He will broadcast live shows from the farms of different people each week, talking about crops, farming in general. . . . Murray Singler, sales manager of Bethlehem Records, became the father of a baby boy. Jealousy. Elodie Singer. Jimmy Johnson. Even if they can't find the Astor, it looks as though Sammy Kaye will still be playing the same spot since the owners of the site are planning a ballroom in the new building for him to play. . . . Carole Coleman became the mother of her second baby girl last week. 

LOUISIANA:

Everyone in the music business say that our 12th Anniversary Encyclopaedia-Director is the biggest and best yet but we can't rest on our laurels as let's go to press—A crowd of over 4000 townsfolk filled the Hollywood Palladium 8/24 for KLC's "Holiday Hop" with Alex Cooper. They danced to the tempos of Les Brown and his band, who also enjoyed such star entertainers as Eddie Fisher, Gary Crosby, Johnnie Ray, Tony Martin, The Modernaires, The Four Lads, Johnny Mercer, Molly Bee, Eileen Barton, Booby Troop, Frankie Avalon, Walter Green, Jerry Seiber, The Robins, and Marilyn Maxwell. Doo-wop's Gene Norman, Jim Amerson, Dick Haynes, and Peter Potter also helped to enliven the show. Complete proceeds went to the P.T.A. Milk Fund. . . . Glenn Williams, currently singing with Hal White's Orchestra at Capistrano Beach, will do another recording session for Allied on July 27th. . . . During his stint at the Capistrano in Hollywood comedian Joe E. Lewis broke all attendance records he established in Los Angeles while he was there. It is rumored that he will return to June 15th. . . . Dick Noel, lead trombonist with the Les Brown Orchestra, left the band at the end of their engagement at the Hollywood Palladium, to form his own small group to back Lucy Ann Polk. Trend record star, in clubs and several concerts. Al Marx, proxy of Trend Records, has left Idaho to plow new ground at 1355 S. Beverly Drive, Beverly Hills, . . . Carl Ravazza, who is currently creating a sensation at Charlie Foy's Star Club, does another recording session for the Tiffany label. Platter will be reviewed at Capitol's studio. . . . After recording "It's Than- ing" and "Too Much Competition" for Vito Records Buddy Baer admitted that making records uses up more energy than going fifteen rounds in the ring. . . . The hit R&B novelty "Riot In Cell Block # 9" has been re-written with feminine lyrics and recorded on Capitol by Vicki Young.

WINS—New York

by STAN BURNS

First stop COPENHAGEN! The real thing . . . not in technicolor, or on a picture post card, or a set of somebody else's slides! Big discovery . . . the biggest thing in Copenhagen is Dorsy Day!

I love New York, but it's hard to forget CANNES. Lunch with film stars Shelley Winters and Britain's Trevor Howard, and US publicity man from Rome, Hank Kaufman. The restaurant was the Golden Dove, the music (by two chubby, cheerful gals with guitars) was a charming French version of Doggie in the Window! Barks and all. "Wait till I get back to New York," I thought, "and tell Bob Merril about this!"

I dialled Bob, but in PARIS. Also met Jacques Plant, popular composer and publisher, and learned that to make a living in France, most composers have their own publishing firms. The price of a record in France comes to about $1.40 (almost twice the price of our 10-inch 78's). Since the average French income is one-third of ours, it's amazing that any discs sell at all. We discussed a new record, a "tremendous smash"—total sales, 300,000 records.

There's little doubt that the real beehive of activity for the music world in Europe is LONDON. It was great to meet the record guys and gals there, but I felt something was missing—the good old American cameraderie. Guess I just felt homesick! In London, BBC invited yours truly to interview Audrey Russell, reporter for BBC who accompanied the Queen on her latest tour. Audrey's a charming gal, but again missed the "give" you get in an interview with an American. I suggested we might call the Queen's tour a "Royal Cook's tour" and she said, "Well, we wouldn't put it quite that way." At a suggestion that the Queen might be termed a good trooper, Miss Russell said, "Well, we wouldn't put it quite that way." It was fun, and Miss Russell and BBC were great—but somehow in the US—well, we wouldn't put it quite that way. Looks like I'm just a home boy.

On to HAMBURG. Nothing here but American music, and lots of it! A trip to the Reeperbahn made me think of Coney Island, and kids, I really missed home then. I decided maybe the best place to find out about European Music Trends was back in good old Minneapolis. No distractions, you see. No smoke screen of American and Turkish blend tobacco meeting you at the doorway to a Paris cafe, no clink of glasses in the lazy air of the Riviera, no blonde Danish girls clicking their heels on the sidewalks of Copenhagen while Dorsy Day sings out from a nearby record shop. No, no distractions. Back to the record shops on the left bank of Avenue of the Americas, and it's pretty nice at that. Though every once in while I remember Doggie in the Window, French version, two guitars, bars and all, spelled (in French) haieur, haieur.

"IT'S WHAT'S IN THE CASH BOX THAT COUNTS!"
NEW YORK—Revitalized by the 45-rpm recording system introduced by RCA five years ago, the phonograph-record industry has been lifted to new high levels with more than 200 million "45" records sold, Frank M. Folsom, President of the Radio Corporation of America, said last week in a statement marking the fifth anniversary of the "45."

He said that 13 million homes now have turntables capable of playing "45s," an estimated that within another five years the "45" will account for more than 55 per cent of the total record volume.

"The "45" records now represent more than 50 per cent of all single records sold," said Folsom. "The older 78-rpm records are obsolete. So quickly did the "45" gain popularity that by the end of its first year, the sale of "45" records represented 10 per cent of all record sales, and this percentage has steadily increased from year to year. In 1949, when RCA introduced the "45" system, record industry sales totaled $100 million. This year, because of the interest the system has generated for all types of records, the sales volume for the industry should be greater than $325 million—and the quarter-billion dollar figure is a matter of time."

The "45" system has won recognition from every quarter, even from those who were its severest critics, and it has given the American public recorded entertainment of matches total quality and more music for less money. Today all major record and phonograph manufacturers are producing "45" turntables and record-players utilizing the "45" system, yet five years ago great furor was created by what was proclaimed as 'the battle of speeds'. In 1949, those who would have clung to the old and thus deterred progress by not adopting the "45" must now realize that their lack of vision and faith threatened to keep their own business at low levels and prevent the public from enjoying the many advantages of the "45" system.

"We have been made available to the public RCA Victor's unsurpassed library of the world's greatest artists and music on "45" records, as well as on 33-1/3-rpm (long-play) records. And we have provided the fastest and simplest record changer ever developed, designed for the finest possible music reproduction. The results have been extremely satisfactory and dramatically show the value of recognizing the merits of an invention and American ingenuity in creating new electronic instruments that keep the art of music in step with scientific progress."

Developments Continue

The "45" system, Folsom pointed out, is not "static," and because of its relationship with the unlimited possibilities inherent in electronics, it can continually adapt itself to new advances. For example, RCA Victor's new super-compact high fidelity records represent the latest improvement in recorded sound. He cited the successful introduction in November, 1952, of the "Extended Play"—or EP—45-rpm record as another important milestone in the progress of the system. The EP record, he said, won immediate and at the end of its first year, more than 10 million discs had been sold, providing the consumer "more music for less money."

"Introduction of the EP record," continued Folsom, "was an important milestone in recorded entertainment because it permitted the development of new-repertoire such as combining four hits tunes on one record. It has also enabled us to introduce new concepts in recorded entertainment like the new series which combines famous operatic arias sung in their original language by Metropolitan artists with especially written adaptations in English."

Development of the "45s," Folsom pointed out, marked the first time a player and a record were designed as a matching unit. This brought about three distinct advantages, including:

1. A distortion-free, seven-inch disc of optimum quality which can be conveniently packaged in small storage space.
2. A trigger-sharp, silently working changer mechanism which eliminated both record damage and the need for adjusting the changer to discs of various sizes.
3. The most compact "Victrola" in the history of the industry offering the finest in quality reproduction.

"The 45-rpm system opened up new and untapped markets for the merchandising of the "Victrola" and phonograph records," Folsom said. "The 45-rpm's compact size made possible the expansion of customer self-service in stores and resulted in the trend toward super market sales. Planned in terms of small homes and apartments where bookshelves would serve as storage cabinets, the new "Victrola" and records have found their way into many homes where conservation of space was essential."

He said that the unbreakable discs also offered:

1. Eye-attracting window and counter display material for record dealers.
2. A handy, compact portable unit for music enthusiasts while traveling or for students and campus living.
3. A sturdy, nursery-sized product for the kiddies' disc market.

"The '45' system revitalized the entire record industry," Folsom said. "It has rendered a continuing service to the consumer and the artist because it so faithfully reproduces music and sound. Because of the contribution it has made in increasing the confidence of the consumer in the lasting value of recorded music, the record industry is today on the threshold of its greatest period of opportunity and prosperity."

---

TONY MARTIN
Angels in the Sky
Boulevard of Nightingales
20/47-5757
a "New Orthophonic" High Fidelity recording

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

---

www.americanradiohistory.com
Atlantic City Sales Meet

ATLANTIC CITY—RCA Victor brass meets for confabs during field sales convention at Atlantic City. Shown (left to right) at the Hotel Claridge are Robert Macrea, RCA Victor North Eastern Regional Manager; J. B. Elliott, Executive Vice President, RCA Consumer Products; Larry Kataja, Sales Manager; and Manie Sacks, Executive Vice President and General Manager, RCA Victor Record Division.

Capitol Forms Canadian Subsidiary

HOLLYWOOD—Glenn E. Wallichs, President of Capitol Records, has announced the formation of a new subsidiary corporation, Capitol Records Distributors of Canada, Ltd. Main office for the new organization will be opened July 1, 1954 in Toronto, Canada, with a branch office in Montreal. Additional distribution will be provided by independent distributors throughout the Dominion.

Capitol was formerly represented in Canada by Capitol Records of Canada, Ltd., an independent Corporation operating under Capitol franchise. It is felt by the company that the new setup will greatly increase the efficiency of such operations as publicity, advertising, disk jockey exposure and all forms of promotion and merchandising.

Officers in the new corporation are: Glenn E. Wallichs, President; Harold S. Smith, Vice President and General Manager; Leonard H. Monroe, Secretary-Treasurer.

Javits And Springer Signed by Joy

NEW YORK—It was announced this week that Joy Music has just signed Joan Javits and Phil Springer to a long term exclusive song writer deal.

Writing independently of each other until a short time ago, the team was put together by George Joy and immediately came up with the best sellers “Santa Baby” and “Lovin’ Spoon.” Joy feels that Javits and Springer is potentially the hottest song writing team to come along in years and feels that the duo will soon be among the top teams in the country.

Joy’s knack for picking and developing successful song writers goes back many years. In the thirties, after signing the then unknown song writers Johnny Burke and Arthur Johnson, that team gave him “Pennies From Heaven,” “One Two Button You Shoe” and “So Do I.” After switching Jimmy Monaco to be Burke’s partner, he received “An Apple For The Teacher,” “Only Forever” and “Pocket Full Of Dreams.”

While Vic Mizzy and Mann Curtis were under contract to Joy, they wrote “My Dreams Are Getting Better All The Time.” Later, Benny Benjamin and George Weisk were signed by Joy and he published their tunes “Oh, What It Seemed To Be,” “Humors Are Flying” and “Surrender.”

Joy’s most recent success in song writer development, Bob Merrill, turned out “Doggie In The Window,” “Candy And Cake,” “Sparrow In The Tree Top,” “My Truly, Truly Fair” and a host of others.

TED NORMAN
Ramblin’ and Gamblin’
A Rag, a Bone and a Lock of Hair
20/47-5702

TONY TRAVIS
It’s Easier Said Than Done
Mama, Mama, Mama
20/47-5786

BILL CAREY
Slowly
Juba
20/47-5785

JAN ARDEN
Nowhere
Tonight My Darling
20/47-5801

"It's What's in THE CASH BOX That Counts"
Decca And U-I Go All Out On “Magnificent Obsession” Album

NEW YORK—With the Decca album of the sound track of the international hit, “The Glenn Miller Story,” continuing as one of the top sellers in the country more than five months after its release, Decca and U-I have increased their promotional efforts a second time to promote the Decca album based on the soundtrack of “Magnificent Obsession.” The Technicolor film production based on the Life story of the late violinist, directed by Joseph H. Lewis, stars Jane Wyman, Rock Hudson and Barbara Rush.

“Magnificent Obsession” is currently receiving the same type of extensive national promotion campaign as “The Glenn Miller Story.” It has its World Premier in Cleveland on July 18, 1954. The first almost simultaneous openings in Chicago and New York. The Decca album which will be available in two speeds, long play or 45 extended play, features the Universal International Orchestra and Chorus under the direction of Joseph Gershenson. The music composed by Frank Skinner is based on themes by Chopin, Beethoven and Strauss.

As part of the overall joint promotion effort between Decca and Universal, a special material is being developed by both companies and the Decca film company for use by record dealers and theatre managers. Planned are special windows, counter displays, theatre lobby displays in color similar to the “The Glenn Miller Story” material as well as extensive radio and advertising campaigns for Decca dealers and exhibitionists.

Plans are also being developed for a World Premier of the album on a national network program simultaneous with the Cleveland World Premiere of the film.

The joint promotion campaign of Decca and Universal on “The Glenn Miller Story” which is serving as a pattern for the campaign on “Magnificent Obsession,” was one of the most comprehensive in the histories of both companies.

Disk Jockeys MC Don Cornell Package

NEW YORK—The Don Cornell—Gaylords—Gaylord Fielding unit, fielding a day six stints at the Vogue Terrace in Pittsburgh, last week, tied in with an intensive promotional package set up by Manny Greenfield, Cornell’s manager who is handling the details on the tour for the package booked Joe Glaser’s Associated Booking.

The series of six of Pittsburgh’s top disc jockeys, one each night, to act as m.c. for the show, Joe Deane of NBC, Kate Sisk, between sets on opening night, the 28th. Ski Dickler of WMCN worked on Tuesday: Jon Ames of WJAS performed Wednesday; Bull Brandt of KDKA, Thursday; Jay Michael of WPIT, Friday; and Paul W. of WWSW closed the festivities on Saturday.

Don Cornell and the Gaylords bought each of the disc jockeys a gift for being with their appearances and their aid in promoting the appearances on radio.

Dorothy Collins Scores

CLEVELAND, OHIO— Dorothy Collins thrilled the audience at the Vogue Ballroom in the Kolpenden Hotel in this city, where she appeared on June 30th. The Audion disc star received a standing ovation as the show ended.

The Vogue Room is a more intimate night spot which seldom witnesses such over realistic demonstrations. And the terrific reception caused Robert Joyce, manager of the niterie, to say that in all his years in show business, he had never witnessed quite like this.

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

10-year-old George Benson, Pittsburgh youngster, shows an amazing talent with true r & f feeling on the first Groove release, "It Should Have Been Me #2" and "She Makes Me Mad." No telling where this boy can go if he continues to develop. George is also a pretty good self-accompanist on the guitar, which as shown in this column, is almost as big as he is.

Savoy Signed Earl Williams, New Orleans blues singer, and his first release is already on the market. The disc has already been turned to the Lee Allen Orchestra, to provide the backing on the Williams' etching. Lubinski and Mendelson are supplying "another hit" for this evergreen.

Savoy's new trio of r & b releases by Roy Milton, Percy Mayfield, and The Rhythm Cats picked up at the Atlantic by Al Silvola and Jack Angel cautiously excited about the initial reaction to the two group etchings, Herald just released. The Day-Dawn-Dusk "All Through The Years" has broken in L. A. and the boys have their fingers crossed. Reports on "I'm the Thirteenth" by the Thirteens have also been very good and the Herald offices have an air of optimism and excitement.

Decos' "The Mellotones" are a group of youth from 16 to 19. The kids were discovered singing at a local YMCA by Cliff Martinez, who now heads them. The Mellotones Deco label to "I'm Gonna Get" backed with "I'm Just Another In Love With You." . . . Frank Amar, Herman Diz of R.C.A. Victor International Department and George Goldner of The Records, in a huddle about the at the future of Mambo music when they met recently at a penthouse barbecue. . . . Atlantic Records Abramson, Artesen and Wexler in a tizzy with "Sh-Boom," "Honey Love," "Salt, Pepper and Roll" all riding on top of the hits; the purchase and issuance of the novelty record, "Co-Operation," by Prince Patridge; and the new release by The Cribs, Ruth Brown, Ray Brown and Choker Campbell. Hopes are running high in Peerless's nest over Gatemouth Brown's latest release "Okie Dokie Stomp.""Chicago:

Phone calls and letters still coming in, complimenting The Cash Box on its 12th Anniversary Issue. Like all of you, they believe the magazine, too. As most people put it, "I've taken my copy home, so I may always have it for future reference." To one and all of you, thank you for your kind comments and for making this possible. . . . The Berman and Byrd "world" has been around for quite a while. Most of the past week as part of an extensive tour they're making on Apollo and Lloyds, they in effect were two of the Berman family (Bess, that is) phones long distance to let us know she'll be heading for the Windy City around the 10th of July. . . . Louis (Natasha) Armstrong opened 7-1 at the Blue Note. Ray Ludde of Deco believes that Louis may have a big one in "The Whiffenpoof Song" otherwise referred to as the "Boppenpoof Song" as he was recorded along with the Gordon Jenkins Orchestra and Chorus. . . . Leonard Chess announced this past week that, Jimmy Witherspoon has been signed to an exclusive recording contract with the Checker label and has already cut his first session. . . . In addition to his many hours on the air, Evans is also the proprietor of a couple of record shops. And Sam reports that this week he just couldn't stock enough of two discs. One, "Pluck Out My Heart," by Sunnysland Slim, the second, a United by the "5 C's" called "Gooby Gooby," which should make Leon and the others happy. Allen, meantime, quite hopped up over Tab Smith's latest called "How Long Has It Been?" b/w "Ace High." . . . Eartha Kitt really drawing raves at the Chicago Thitter this week. Began making up her act to singing "new" songs for twenty minutes or more, doing nothing but past hit recordings. Eartha's "Mink Shimshick" beginning to catch on. . . . Wouldn't you say five out of the top ten is a pretty fair. average? Well, that's Atlantic's standing in the Chicago R&B 'Hot Charts' this week, as you can see.

LOS ANGELES:

Mambo enthusiasts took over Shrine Auditorium 6/27 for the big "Mambo Jumbo" show which featured Perez Prado, Draco Morales, Tony Martinez, Trio Rodriguez and Ocho Pinar. The show was a complete sellout in advance. . . . The Tiffany Club has adopted a new policy of no admission charges, no minimums and no cover charges. A program of continuous jazz andLatin nightly featuring the Max Roach Quintette and the Art Pepper Quintette. . . . Songstress Patty Ann, adopted daughter of Aladino Records head, Eddie Mesner, stole the show at the Club Oasis recently where she made her night club debut. We hear that she will cut several sides under the Aladino banner soon. . . . Faber Robison, proxy of Abbott Records, announced that his Rhythm and blues release "Can't Get You Outta My Mind" b/w "Sugar Doll" is selling out to a few areas. He recently signed two new artists in order to expand his R & B operations. They are Larry Evans and Larry White. . . . Looks like a new hit will soon be on us by Larry White called "Ooh-La-La" by the Hollywood Flames. It's an R & B tune with a distinctive beat and French lyrics. . . . Deejay Johnny Ott appeared at broadcast nights from The Red Hat on Western Avenue. . . . Ralph Bass, West Coast A & R head for King & Federal, left for Las Vegas to confer with the Ink Spots who are now appearing at the Flamingo Hotel. They will set up for broadcast sessions . . . Ruth Brown along with Johnny Hodges and his band drew record crowds at the new Savoy Balloon 6/25 thru 7/4th. In catching the show were Jim Warren and Eddie Ray of Central Records Sales Co., Jim Berkemeyer of Sunland Music Sales Co., and Eddie Beal and Joe Greene from Fairway Music. Also present were Deelays Claude Tramell and Arthur Adams. On the July 4th weekend the Robins along with Richard Lewis and his band took over the bandstand.

"It's What's in THE CASH BOX That Counts"
Tougher than Fighting

HOLLYWOOD, CALIF.—Buddy Baer, former heavyweight boxer turned actor has just cut two records for Vito, "It's That Feeling" and "Too Much Competition."

Buddy claims making two records uses up more energy than going fifteen rounds in the ring.
Stars Over Harlem

The scene is Harlem's Club Baby Grand.

The loud speakers are blasting away like mad with the tasty news that once again the W.H.O.M. air lanes will be loaded with the funny doings of personable veteran singing Willie Bryant who will be giving out nightly with the chatter, favorite platters and invited guest stars. Record row was more than well represented by such outstanding gentlemen of the trade as Ahmet Ertegun, Jerry Wexler, The George Goldners, Johnny Tachoka, Ben Blaine, Billy Shaw and Bob Astor (they're of Shaw Artist Inc.). Stellar performers Arthur Prysock, Lee Richardson, Ida James, Chubby Newsom, Glenn Covington, Wynnond Harris, Mitzi Mason, Jimmy Lewis, Dotts Johnson, Nipsy Russell, Ben Smith, Sonny Till took time out from busy stints here and there to drop by and give out with a few sharp and flats much to the delight of all who chanced to grace the presence of this favorite downtown snowplace.

... Of Cate Society and into Wildwood, New Jersey's Beachcomber hot spot sails witty workmen, the amazing Teeny Twins, their gang, and the driving little band of Gene Gilbeaux... Mambro favorite Elmo Garcia along with the Kenny Durham—The lonomous Monk Alstars and a whole batch of quartette favorites namely The Scarlets, The Velvets, Cadillacs, Swans, Cavilllers and The L. I. Travelers will provide pleasant earfuls when the Merrymakers present their long awaited "Moonlight Sail With The Stars" up and down the Hudson. Just thought you'd like to know, Irv Marcus, that your Johnny Ace "Please Forgive Me" pressing is hotter than the big bats of Willie Mays and Stan Musial combined. ... The Soultaires "Please Remember My Heart" catching on like chrysalis. ... Eddie "Tex" Curtis and "Candy Man" etching getting play after play and deserveing so. ... King Cole has oh so many going great guns for him in the uptown area but the latest to hit home is the soothing "Make Her Mine". ... General Record Distributors of Baltimore snatched two fast breaking new lines. They're Chariot Records who specialize in spiritual waxings and After Hour Records. Dinner date with King record representative Henry Glover offered this column the pleasure of meeting and exchanging the noms and pronouns with terrific new ballader, Val Martinez. ... Hat Off to Specialty records man on the move Johnny Vincent for kicking off but big the long list of groovy new born Art Rupe tales.

"It's What's in THE CASH BOX That Counts"
CLARENCE ‘CATEMOUTH’ BROWN
(Peacock 1637)

"OKIE DOKIE STOMP" (2:27)
[Lion BMI—Pluma Davis] A fast moving stomp instrumental that rocks for an enjoyable etching.

"DEPRESSION BLUES" (2:50)
[Lion BMI—Brown] Brown sings a southern type blues in acceptable manner. Theme is about the depression.

MICHIEL LEGRAND

"BEGIN THE BEGINNING" (2:41)

"TO YAWN TO SLEEP" (2:41)
[Jeff Davies] The band performs a slow rhythmic number in smart style. LeGrands' kollect! The melody a good sound. Good wax for the dance party buyer.

LEONARD LEE
(Lamp 8001)

"TRYIN' TO FOOL ME" (2:16)
[Lamp Music—Lee] Lee does a single as he sings out a rhythmic bounce blues in good style. Lee tells his fem she's trying to fool him, but he’s on to her. Should come in for a fair share of action.

"WHEN THE SUN GOES DOWN" (2:56)

THE MELLO-TONES
(Decca 48319)

"I'M GONNA GET" (2:40)
[Champion Music—Hulbert, Martin] The Mello-Tones swing Happily through this infectious bounce. Deck has merit.

"I'M JUST ANOTHER ONE IN LOVE WITH YOU!" (2:41)
[Keeney Music ASCAP—Joe Elly, Nick Calabresi] The group etches a slow pretty ballad and come up with a fair side.

DON REED
(Apolo 457)

"HAVE A LAUGH ON ME" (2:35)

"CUTIE" (2:28)
[Boss Music BMI—Reed, Smith] Reed charts a besotted item with appeal. Ditty pleasant warm weather fare.

BROTHE JOE MAY

AND THE PILGRIM TRAVELERS
(Specialty 867)

"OLD TIME RELIGION" (2:25)
(F.D.) Brother Joe May sings out a stinging religious number with the top-flight assistance of the Pilgrim Travelers.

"I'M HAPPY WORKING FOR THE LORD" (2:09) [Martin & Morris BMI—Morris, Smith] The flip is slow gospel side with the big voice of May toned down to a softer reading.

SUGAR BOY
(Checker 795)

"I BOWED ON MY KNEES" (2:45) [Arc BMI—Crawford] Sugar Boy sings a slow blues with lots of sales appeal.

"NO MORE HEARTACHES" (2:45) [Arc BMI—Crawford] Sugar Boy sings out with a heart feeling blues chant a rhythmic boomer that has a jubilee feel. An exciting deck.

THE SENSATIONAL NIGHTINGALES
(Peacock 1728)

"ANOTHER YEAR" (2:35) [Lion BMI—E. James] The Nightingales present a rhythmic boogie effort that will certainly stir up the religious listener. Group has a wonderful sound and the result is a top-flight etching.

"I'M GOING ON WITH JESUS" (2:45) [Lion BMI—James] A fast moving chant by the Nightingales comes out an exciting deck.

THE MACEO WOODS SINGERS
(Vee Jay 108)

"RUN TO JESUS" (2:40) The strange-religious singer delivers a boogie bounce spiritual with an exciting solo vocal by Billy Kyle. Has a sound that should excite the gospel buyer.

"KEEP TRUSTING" (2:54) [M. Woods] Norman Marchison handles the lead on the flip deck on another middle tempo religious ballad. Organ, handicaps and sincere reading gives this etching a strong chance.

CLAYTON LOVE
(Moderne 929)

"WHY DON'T YOU BELIEVE IN ME" (2:40) [Moderne Music BMI—Love] A middle tempo rocker with an enthusiastic vocal by Clayton Love. Deck could be more effective if cut faster just a trifle more than it does when Love is singing.

"WICKED LITTLE BABY" (2:50) [Moderne Music BMI—Love] Another jump side with the ork moving in high gear and Love working in ok style. A foot-tapper that comes through in fine style.
“DON'T YOU KNOW” (2:36)  [Progressive BMI—RCA Victor]  
“LOSEING HAND” (3:07)  [Progressive BMI—Calhoun]
RAY CHARLES  
(Atlantic 1037)

RAY CHARLES
• Ray Charles, who recently had his first number 1 hit in 10 years with the novelty hit “I Can't Help Myself,” the song that created an industry-wide fad for “rhythm and blues” records, is coming to the Cash Box next Saturday night. We’ll be ready to give you the story of how this hit began, who wrote it, and what happened to it. Stay tuned.

THE CHARMS  
(Decca 6056)  

“COME TO ME BABY” (2:20)  [Lois BMI—Williams, Penn]  
The Charms perform an engaging bounce with spirit and appeal. This has the sound to lift it into the category of “hit.” The record rocks and is just short of what might be called “wild”. This could make it.

“MY BABY DEAREST DARLING” (2:40)  [Lois BMI—Stone, Williams, Bradley]  
The Charms wax a slow blues ballad for the flipside. A romantic goodie chanted in smooth style.

MILT TRENIER  
(Groove 0028)

“DAY OLD BREAD” (2:21)  
[Middle Music Records—Trenier, Hill, Darney]  
Trenier delivers out on this deck and the tune is better suited to the artist. Comes through with a swinging and enthusiastic reading of a middle tempo item.

BILLY MOORE QUARTET  
(MGM 11777)  

“OUT OF THE BUSHES” (2:45)  
[American Academy Moore Mills]  
A quick best novelty sung and performed with an infectious quality that will appeal to all audiences. This one could take off and become a strong sales item.

“THAT DON'T DO ME NO GOOD” (2:53)  
[American Academy—Moore, Mills]  
A middle tempo blues rocker etched in impressive manner by the Billy Moore Quartet. Group is talented and the deck is also capable of breaking out.

JAZZ

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

THE CHARLIE BROWN QUARTET  
(DeLuxe 1177)

“DON'T BE THAT WAY” (3:28)  
[Robbins Music ASCAP—Goodman, Sampson, Parish]  
Gene, with Eddie Shu on the tenor sax and Teddy Nagoya on the drums, makes a clean cutting of the standard in engaging style. The boys maintain the feeling on the wax. Good listening.

URBIE GREEN SEPTET  
(Blue Note 1627)

“DANSERO” (2:41)  
[Daniels—Reynman]  
A Latin item etched with the most infectious sound. The Septet works together in an explosive manner.

“SKY“LARK” (2:55)  
[Car- michael, Mercer]  
The lovely standard is given an intriguing reading by the Septet. Urbie Green’s trombone solo is a strong contribution to a mighty listenable disk.

JOE HOLIDAY  
(Progress B)  

“I DON'T WANT TO WALK WITHOUT YOU” (2:55)  
[Stein, Leven]  
Holliday’s tender saxing and Billy Taylor’s sensitizing organ is given a Latin rhythm backing on this standard. An enjoyable disk with Holiday and Taylor providing many kicks.

MARTHA'S HARP” (2:53)  
[Progressive BMI—Holiday]  
This is a back beat deck all Holiday and the tenor sax showcase a solid ork backdrop.

NEW YORK—Boxing champ “Rocky” Marciano who trained to the rhythm of Crossfire’s orchestra leader, Eddie Aschman, is shown receiving a first copy of all time favorites on the Lion label’s “Designed For Dancing” series manufactured by MGM Records. “Rocky” claimed training to the music of Eddie Aschman and his Orchestra helped to develop his footwork.

Artie Shaw Predicts Revolution In Jazz

NEW YORK—Band leader Artie Shaw has predicted that exciting new forms of jazz will play an important part in this country’s musical future. Writing in the current issue of "Jazz Magazine," the popular jazz authority and author declared: “The future of jazz will be determined in the small jazz rooms in most of our principal cities, where people can sit and drinks and listen intently to music they enjoy. Such people, I believe, will be numerous enough to keep the better musicians busy. The disappearance of the big dance bands of the 1930’s is a hopeful sign for the future of jazz, Artie Shaw stated. He pointed out that a number of young musicians like Chet Baker and Dave Brubeck have already found an audience seriously interested in “progressive jazz.”

Discussing his own recent return to the music scene, Artie Shaw said he had been playing advance jazz to appreciative listeners. His own experiences, he added, confirmed the idea that “audiences will listen to complex jazz if they are given a simple melodic framework upon which to base their understanding. While certain that there will be a revolution in jazz, Artie Shaw was doubtful that good instrumental jazz will ever be more popular than “gimmicked” vocal arrangements. “In popular music,” he said, “the nation’s musical conditioning for more than a decade has been dominated by honkers and wailing vocalists of both sexes.”

“Fatha” Hines Debuts

HOLLYWOOD, CALIF.—The new band of Earl “Fatha” Hines plus Benny Lynn and Arthur Lee Simpson’s did turnabout business when they opened at the Crescendo last week. It was the biggest opening the club has had in many a moon. ringside gave “Fatha” Hines a 5 minutes ovation when he had completed his final number and they kept Arthur Lee on an extra 20 minutes before he could get away. The bill continues for another 10 days.

The Finniest Record of the Year!

The One! The Only! The Original!

“CO-OPERATION”

with

PRINCE PATRIDGE
and the Monroe Tucker Orch.

The talking blues sensation breaking wide open in St. Louis, Houston and New Orleans.

It’s What’s in THE CASH BOX That Counts
NEW YORK—Paul Cohen, Kingsway Music and Joe Diamond, Cohen's attorney, have instituted suit against George Paxton, Inc., Irwin Drake, Jimmy Shirl, RCA Victor, Decca and Music Dealers Service, claiming rights to the song “My Friend”.

There are five parts to the complaint.

1. It is claimed that Diamond and Kingsway engaged Drake and Shirl to write a song and gave them the thoughts and ideas to be used. They say Drake and Shirl wrote “My Friend” and turned over the common law copyright to Cohen with which they claim is essentially the right to prevent publication by any one. However, it is then alleged that George Paxton, Inc. purchased the song over to George Paxton, Inc.

2. It is claimed that Diamond and Kingsway caused the composition to be recorded by Red Foley at Decca as a result of their thinking they had all rights to the song.

3. It is also claimed that George Paxton had knowledge of the agreement between Kingsway, Diamond and Drake and Shirl and his purchase of the song after he accepted the song and induced the writers to break their contract with Kingsway.

4. Paul Cohen alleges that he called and spoke with a writer's representative in writing the song. He says his contribution consisted of “conceiving the idea for the central theme” of the song and incorporated in the said musical composition, namely the friendship and companionship between God and man and in disclosing and furnishing in detail to Drake and Shirl the thoughts and content for said musical composition”. It is claimed that “it was implicit in the collaboration and custom of the music business that Cohen would get a 1/3 equal participation with the writers”. Accordingly he asks for $3, placing his name on the sheet music, etc.

5. A declaration is made that they would have sold out some rights, if not all, which they claim have been sold to Columbia and the other defendants.

BOB EDWARDS

WRTV—Park, N. J.
1. Slowly (Wally Pierfa)
2. You're Not Bad That Way
4. I Really Don't Want To Know
5. Good Deal, Leonelle (T. Falt)
6. I Think I'm Going To Cry
7. Relapsing Man (Alvina Newman)
8. Cry, Cry, Darling (J. Newman)
9. Back Up, Buddy (Carl Smith)
3. You've Gone Too Far (Webb & Mill)
2. Sparkling Brown Eyes (Pierce)
3. Backwards Turn, Backwards (Wallace & Miller)
4. Cry, Cry, Darling (J. Newman)
5. There Goes The (Pierce)
6. Thank You For Calling (Walker)
7. Hydrogen Bomb (All Rogers)

JOHNNY RION

KBBF—Los Angeles, Ca.
1. I Don't Hurt Any More (Snow)
2. I Love You So Much I Let
3. Looking Back (Tabor & Mill)
4. You're Not Easy To Forget
5. Tell Her Lies And Feed Her Candy
6. I Think I'm Going To Cry
7. Get Behind The Barn
8. Thank You For Calling
9. Jake John (Batty Ames)
10. One By One (Wells & Folsen)

RALPH PETTY

WESC—Greenville, N. C.
1. I Don't Hurt Any More (Snow)
2. I Love You So Much I Let
3. One By One (Red Foley)
4. Ringing In Savannah
5. Rose Marie (Slim Whitman)
6. Tell Her Lies And Feed Her Candy
7. I'll Be There (Roy Price)
8. Sparkling Brown Eyes (Pierce)
9. Back Up, Buddy (Carl Smith)
10. Ringing In Savannah

DOVE WOLSKH

KCTI—Gonzales, Texas.
1. I Love You So Much I Let
2. One By One (Wells & Folsen)
3. Don't Drop It (Terry Fell)
4. Good Deal, Leonelle (T. Falt)
5. Even The (Wells & Pierce)
6. Underneath Savannah
7. I'll Be There (Roy Price)
8. Sparkling Brown Eyes (Pierce)
9. Back Up, Buddy (Carl Smith)
10. Underneath Savannah

BILLY THORNTON

KRLW—Waldorf, Ark.
1. Sparkling Brown Eyes (Pierce)
2. I Don't Hurt Any More (Snow)
3. I Got Some (Johann & Jack
4. I'll Be There (Roy Price)
5. You Can't Tell Me That (Webb & Mill)
6. Cry, Cry, Darling (J. Newman)
7. Ringing In Savannah
8. Back Up, Buddy (Carl Smith)
9. Ringing In Savannah
10. Back Up, Buddy (Carl Smith)

LIM SLOY

WHHS—Husterville, Ala.
1. You Can't Tell Me That (Jackson & Gray
2. I Don't Hurt Any More (Snow)
3. Even The (Wells & Pierfa)
4. Much Too Young To Die
5. Honey I Need You
6. One By One (Wells & Folsen)
7. Sparkling Brown Eyes (Pierce)
8. Tell Her Lies And Feed Her Candy
9. Back Up, Buddy (Carl Smith)
10. Underneath Savannah

CARL J. SWANSON

WRUN—Urbana, Ill.
1. The Tornado (Del Williams)
2. Forbidden Fruit (T. West)
3. The Thrill Is Gone (Buck Jones)
4. To Kiss Me (Davis Sisters)
5. I Don't Hurt Any More (Snow)
6. Blue Guitar (S. Wonder
7. You Can't Tell Me That (Maloney)
8. I'll Be There (Roy Price)
9. Tall Hair Lies And Feed Her Candy
10. Back Up, Buddy (Carl Smith)

CARRIE FISHER

ORMO—Orlando, Flo.
1. My Everything (E. Arnold)
2. Cry, Cry, Darling (J. Newman)
3. Get Some (Wells & Pierce)
4. I'll Be There (Roy Price)
5. Thank You For Calling (Walker)
6. Sugar Booger (Eddie Hill)
7. Ringing In Savannah
8. Back Up, Buddy (Carl Smith)
9. Underneath Savannah
10. Division Heart (C. Gordon, S. Hallows)

LENNIS WOLO—Hammond, Ind.
1. I Don't Hurt Any More (Snow)
2. Look Back To See
3. Voice From On High
4. Sparkling Brown Eyes (Pierce)
5. Rose Marie (Slim Whitman)
6. Cry, Cry, Darling (J. Newman)
7. You Can't Tell Me That (Maloney)
8. I'll Be There (Roy Price)
9. Back Up, Buddy (Carl Smith)
10. Underneath Savannah

SLEEPY EYED JOHN

WHHM—Memphis, Tenn.
1. I Don't Hurt Any More (Snow)
2. Look Back To See
3. You Can't Tell Me That (Maloney)
4. Sparkling Brown Eyes (Pierce)
5. Back Up, Buddy (Carl Smith)
6. I'll Be There (Roy Price)
7. Sparkling Brown Eyes (Pierce)
8. Underneath Savannah
9. Back Up, Buddy (Carl Smith)
10. Underneath Savannah

BILLY "THE KID" STANLEY

WNOE—New Orleans, La.
1. I Don't Hurt Any More (Snow)
2. Look Back To See
3. You Can't Tell Me That (Maloney)
4. Sparkling Brown Eyes (Pierce)
5. Back Up, Buddy (Carl Smith)
6. I'll Be There (Roy Price)
7. Sparkling Brown Eyes (Pierce)
8. Underneath Savannah
9. Back Up, Buddy (Carl Smith)
10. Underneath Savannah

LILLIE ANNE

WRIC—Hickory, N. C.
1. I Don't Hurt Any More (Snow)
2. Look Back To See
3. Too Easy To Forget
4. Back Up, Buddy (Carl Smith)
5. I'll Be There (Roy Price)
6. You Can't Tell Me That (Maloney)
7. Sparkling Brown Eyes (Pierce)
8. Underneath Savannah
9. Back Up, Buddy (Carl Smith)
10. Underneath Savannah

BILLY "THE KID" STANLEY

WNOE—New Orleans, La.
1. I Don't Hurt Any More (Snow)
2. Look Back To See
3. You Can't Tell Me That (Maloney)
4. Sparkling Brown Eyes (Pierce)
5. Back Up, Buddy (Carl Smith)
6. I'll Be There (Roy Price)
7. Sparkling Brown Eyes (Pierce)
8. Underneath Savannah
9. Back Up, Buddy (Carl Smith)
10. Underneath Savannah
Gospel Tour Planned

LOS ANGELES—Brother Joe May, the Thunderbolt of the Midwest, and the Original Five Blind Boys of Alabama, have been booked to appear together on a fifteen day tour, beginning the last week in July. The tour will include cities in Oklahoma, Kansas, and Missouri.

The Blind Boys of Alabama, also known as the Happyland Singers, consist of Clarence Fountain, Rev. Samuel K. Lewis, George Scott, Ollice Thomas, Johnny Fields and Rev. G.W. Warren. Their latest Specialty release entitled “Does Jesus Care”, backed by “Marching Up To Zion”, is helping them to maintain their position as one of the foremost Gospel groups in the country today.

Brother Joe May will have in his summer entourage his “Youth For Christ Trio”, made up of his son, Charles; daughter, Annette, and his niece, Janitta Fair. The trio made their debut with him in Atlanta last month at the City Auditorium. Brother May’s latest recording under the Specialty banner is that old familiar Gospel, “Old Time Religion”, backed by “I’m Happy Working For The Lord”.

The package is being booked by Herald Attractions, Los Angeles, California, who also has under exclusive management contract the following groups: The Soul Stirrers of Chicago, the Pilgrim Travelers of Los Angeles, Prof. Alex Bradford & His Singers, The Blind Boys of Mississippi, and The Original Gospel Harmonettes of Birmingham, Ala.

Victor International Signs Consuelo Velasquez

NEW YORK—Consuelo Velasquez, one of Mexico’s top female pianist-composers, and author of “Besame Mucho”, has signed a long term recording contract with RCA Victor, Frank Amara of the discery’s International Department announced this week.

Miss Velasquez’ album, “Invitation To Romance” is her first release for Victor.

Because of the response to her album, Victor is planning to bring the artist to the United States to record more sides.

Noel Forms Own Band

HOLLYWOOD, CALIF. — Dick Noel, lead Trombonist with the Les Brown band for the past four years left the band at the close of their recent engagement at the Hollywood Palladium, to form his own small group to back Lucy Ann Polk, Trend Records star, in clubs and several concerts.

Lucy Ann’s new album on Trend is doing exceptionally well and her popularity has increased to the point where her personal appearances are in great demand.

Les Brown and “His Band of Renown” continue on a tour of 90 one-nighters throughout the country covering 27 states.

THE WILBURN BROTHERS

Headings To The Top

sings

“A LITTLE TIME OUT FOR LOVE”

Decca 29190

Cedarwood Publishing Co.
146 7th Ave. N.
Nashville, Tenn.

“Don’t Be The One”

Decca 29211

THE WILBURN BROTHERS

Heading To The Top

singing

“A LITTLE TIME OUT FOR LOVE”

Decca 29190

Cedarwood Publishing Co.
146 7th Ave. N.
Nashville, Tenn.

“Don’t Be The One”

Decca 29211

THE WILBURN BROTHERS

Heading To The Top

singing

“A LITTLE TIME OUT FOR LOVE”

Decca 29190

Cedarwood Publishing Co.
146 7th Ave. N.
Nashville, Tenn.

“Don’t Be The One”

Decca 29211

THE WILBURN BROTHERS

Heading To The Top

singing

“A LITTLE TIME OUT FOR LOVE”

Decca 29190

Cedarwood Publishing Co.
146 7th Ave. N.
Nashville, Tenn.

“Don’t Be The One”

Decca 29211

THE WILBURN BROTHERS

Heading To The Top

singing

“A LITTLE TIME OUT FOR LOVE”

Decca 29190

Cedarwood Publishing Co.
146 7th Ave. N.
Nashville, Tenn.

“Don’t Be The One”

Decca 29211

THE WILBURN BROTHERS

Heading To The Top

singing

“A LITTLE TIME OUT FOR LOVE”

Decca 29190

Cedarwood Publishing Co.
146 7th Ave. N.
Nashville, Tenn.

“Don’t Be The One”

Decca 29211

THE WILBURN BROTHERS

Heading To The Top

singing

“A LITTLE TIME OUT FOR LOVE”

Decca 29190

Cedarwood Publishing Co.
146 7th Ave. N.
Nashville, Tenn.
**THE CASH BOX**

**BULLSEYE OF THE WEEK**

<table>
<thead>
<tr>
<th>Date</th>
<th>Item</th>
<th>Artist &amp; Record</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 10, 1954</td>
<td>&quot;GO, BOY GO&quot; (2:04)</td>
<td>(Valley BMI—Wilson)</td>
</tr>
<tr>
<td>July 10, 1954</td>
<td>&quot;IF YOU SAW HER THROUGH MY EYES&quot; (2:35)</td>
<td>[Hillwood BMI—Bill C. Smith]</td>
</tr>
<tr>
<td></td>
<td>&quot;IN THE CHAPEL IN THE MOONLIGHT&quot; (2:44)</td>
<td>[Shapiro, Bernstein ASCAP—B. Hill]</td>
</tr>
<tr>
<td></td>
<td>&quot;A PLACE FOR GIRLS LIKE YOU&quot; (2:28)</td>
<td>[Starrie BMI—Burns, B. Hayes]</td>
</tr>
</tbody>
</table>

**NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week In THE CASH BOX ALL FOR ONLY $15. PER YEAR (52 ISSUES)***

---

**THE ORIGINAL HIT!**

Jack Tombs singing  
*"YOU'RE THE ONLY GOOD THING" (THAT HAPPENED TO ME)*  
(Excelsior)  
Nashboro Record Co., Inc.  
177 3rd Ave., N.  
Nashville, Tenn.

---

**"RAMBLIN' JIMMIE DOLAN**

*I'LL NEVER GO SAILIN' AGAIN*  
Written by Tommy Collins  
Capitol 2303  
Central Songs, Inc.  
4527 Sunset Blvd., Hollywood 27, Calif.

---

**JACK FORD**

sings  
*I UNDERSTAND JUST HOW YOU FEEL*  
by w/  
"THAT'S ALL YOU GOTTA DO"  
Cheesecake  
4750 S. Cottage Grove Ave.  
Record 2-Cove.  
Chicago 15, Illinois

---

**DOYLE WRIGHT**

(Imperial 8520)  
"I'LL SADLY YOU'LL RETURN" (2:00)  
[Commodore BMI—D. Wright]  
Doyle Wright's hopes are on the optimistic side in his contention that his sweetheart will eventually come. This is a bright and hopeful tune.  
NEW ITEM  
**AN ACHIE IN MY HEART" (2:19)  
[Commodore BMI—D. Wright]  
Flip is an inviting, sentimental piece that Wright renders in feelingful fashion.  
**HOMER & JETHRO**  
(RCA Victor 27678)  
"HERNANDO'S HIDEAWAY" (2:25)  
[Frank Music ASCAP—R. Adler, J. Berlin]  
One of the smash hits from the Broadway flicker "The Pajama Game" falls into the hands of the irreplaceable H & J combo and the end results are 2 minutes and 25 seconds of top enjoyment.  
**WANTED" (2:35)  
[M. Witmark & Sons ASCAP—J. Fulton, L. Stolte]  
Under platter features another fine job of "lyric wrecking" on a big pop hit. Both ends are great for the pop and country markets.

---

**JOE CARSON**

(Mercury 7039)  
"SHOW ME NOW" (2:13)  
[Brazos Valley BMI—J. Carson]  
Young Joe Carson turns in a most impressive showing on this cut, giving the listener a piece of material that he penned himself. The lad's voice has a nice quality and he displays it well.  
**DON'T ENTER" (2:37)  
[Abbott BMI—J. Carson]  
Lower deck is another original that Carson writes in infectious fashion. Lyric and melody blend smoothly.

---

**YORK BROTHERS**  
(King 1362)  
"STRANGER TOWN" (2:38)  
[Ray Stewart BMI—Stewart, Carr]  
The York Brothers deck out a polished performance on quick moving piece with a flavorful set of lyrics. Effective instrumental background.

---

**THREE O'CLOCK BLUES" (2:40)  
[Los BMI—L. Yorke]  
Rev. lid moves along at a smart rhythmic pace as the boys deliver a most appealing bluesy item in money-making fashion. Should catch many spins.

---

**BONNIE OWENS**

*(C) 0028*  
"I TRADED MY HEART FOR HIS GOLD" (2:30)  
[Ridgeway BMI—Owens, Talley]  
The voice of Bonnie Owens carries the line, and tender fashion on this moderate tempo blue waltz. Soft string breakdown adds to the deck.  
**TAKE ME" (2:12)  
[Ridgeway BMI—Owens, Talley]  
The thrush takes hold of a quick beat romantic piece and treats it to a pleasing vocal effort. Two easy-on-the-ears disks.

---

**TEXAS JIM ROBERTSON**

*(JGM 1187)*  
"HIDE-A-WAY" (2:55)  
[South Brothers ASCAP—Barton, Stanford, Myers]  
The enchanting tones of this original record come over to the ear in this middle tempo romantic tune. Pretty lyrics and melody.  
**ROMANTIC WOMAN" (2:15)  
[Peer International BMI—Clement]  
Flipside, Robertson bounces through a quick tempo cutie in delightfully manner. A happy sounding coin-catcher.

---

**BILLY BARTON & WANDA WANEY**

(2:36)  
"THAT WORD CALLED LOVE" (2:16)  
[American BMI—B. Barton]  
Billy Barton and Wanda Waney have a terrific chance to smash with this big one as they wax a happy-go-lucky ditty with delectable lyrics. Vocal efforts are top calibre.  
**YOU'RE YOU" (2:35)  
[Dandelion BMI—B. Barton]  
Barton takes the vocal spotlight as he soaks through a zestful, quick beat love tune. Should lure a heap of coin.

---

**REX ALLEN**

(Decca 29166)  
"THE CHAPEL IN THE MOONLIGHT" (3:00)  
[Shapiro, Bernstein ASCAP—B. Hill]  
The wonderful voice of Rex Allen makes for pleasant, relaxed listening as he waxes a most attractive romantic item. Could happen.

---

**Rex Allen**

*Decca 29166*  
"THE CHAPEL IN THE MOONLIGHT" (3:00)  
[Shapiro, Bernstein ASCAP—B. Hill]  
The wonderful voice of Rex Allen makes for pleasant, relaxed listening as he waxes a most attractive romantic item. Could happen.

---

**CHAPEL OF MEMORIES" (2:30)  
[Starrie BMI—Carpenter, T. Jonson]  
The deep-voiced chanter handles this slow tempo tune in winning fashion. Easy string support.

---

"It's What's in THE CASH BOX That Counts!"
Introducing “The American Story”  
by CARL HAVERLIN  
President, Broadcast Music, Inc.

Broadcast Music, Inc. is deeply appreciative of the keen interest shown by members of the Society of American Historians in helping broadcasters tell The American Story. For purely nominal honorariums 60 outstanding historians and authors have generously contributed their individual segments to the sprawling arch of American history that the series represents. Broadcasters and this staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement of the fascinating story of our country’s origins and growth.

Preliminary inquiry regarding the new American History series script being announced at Chicago was made at various program clinics conducted by BMI before some 2,000 broadcasters in the past three months, and resulted in their unanimous agreement that it was a notable and valuable enterprise.

BMI, primarily occupied with the world of music, welcomes the opportunity presented by the series to expand the use of our rich heritage of folk music. We also look forward to new writing by American composers on folk music, themes that will further enhance the dramatic American story. We have prepared for simultaneous mailing with the script a comprehensive check list of folk music currently available in both printed and recorded form to be used as background and to highlight the series.

Plans are already under way on the part of many broadcasters to have local, county and state historical societies work with them to create a parallel series of scripts telling the interesting stories of the historical episodes in the areas in which they broadcast.

It is our intention to continue the series indefinitely, as the American story is one that never ends.
45 R.P.M. EXCLUSIVELY

Introduced in 1950, the Select-O-Matic "100" was the world's first coin-operated mechanism designed exclusively for the playing of 45 R.P.M. records. The advantages of longer life, lightweight, compactness — made possible by this most modern of recording speeds — have been recognized by our entire industry.

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

America's finest and most complete music systems
There is no doubt that what many are undergoing in the industry today can be diagnosed as a case of severe growing pains.

When complaints about business generally are carefully analyzed by calm, competent and astute business men, it becomes quickly apparent that there is nothing radically wrong with this field.

For example, just a few years ago, a man desiring to enter into this business with $10,000 could have been the proud possessor of approximately 40 automatic phonographs. He could have purchased almost 100 pinballs and other games. He could have started with approximately 100 cigarette machines.

Today, any man desiring to enter into the business with $10,000, would find himself in possession of ten automatic phonographs. About 15 inline games. He could buy about 35 pinballs. Maybe 20 kiddie rides or, perhaps, about 35 cigarette vending machines.

With this little number of machines, in whichever division of the industry he chose to enter, he would be hard pressed to earn a decent livelihood.

The industry has grown up. It continues to grow greater each year. The peoples who comprise the industry don't seem to be able to realize the financial worth of the field today. Nor do they seem to recognize that the business has continued to expand with tremendous flexibility.

These men are, therefore, enduring growing pains. They must now conduct their businesses on an entirely more businesslike basis. They must set aside reserves. They must arrange for new financing methods. They must bring into being new depreciation plans. They must merchandise and qualify their firms, and the equipment they own, just as keenly and efficiently as does any other business in their community.

Strange to state, operators will point to some leading retail establishment in their communities and declare, with proper pride, how great that retail business has grown. Yet they, themselves, have, on a comparative basis, grown much greater. Somehow they don't yet seem to realize how much they actually have grown.

Because of this many are now undergoing growing pains, due to the fact that there was no one to show them how to prepare for the eventualities of the future, when they would be required to delve deeper into their pockets for ever more finances to maintain their business and continue its growth.

Very modestly, and to the credit of The Cash Box, this publication can point to many editorials wherein it warned the field during War II, as used machines crept up in price to unheard of heights that, when the war was over, these prices would become actuality. They did.

But because the flush of money was still great, many in the field continued right ahead, unheedingly. Today these are the people who find themselves suddenly strapped for the necessary finances to carry on in the new manner to which they have become accustomed.

This does not at all mean that such suffering is industrywide. A quick survey will prove that the very men who are crying the most at this time were considered but 'small operators' prior to the last war. They got along on much less than they would even dare think of getting along on today. Their routes were small and the equipment not worth one-fifth of what it is worth today.

These men are, today, confronted with a very serious problem. The moment that their intake declines, they find themselves in a puzzled financial situation and, sometimes, in a perilous financial condition. Not that their businesses aren't capable of carrying them over this period, but, it means sacrifices which they seek to avoid, if at all possible.

It's hard to give up a Cadillac for a lowly pickup truck. But at one time many of these men enjoyed their Sundays with their families driving to picnics in their pickups. It's just as difficult to let go of tried and true employees and, at the same time, have to shoulder another burden.

There isn't any need for such desperation-economy, but, there is a need for greater efficiency, while growing pains clutch hard at the individual businesses of some of the peoples engaged in the industry.

The only thing wrong with the industry is that some of the people who are engaged in it can't see the forest for the trees. The time has come when they must adjust their vision to not only see the trees, but, to also be able to discern each leaf on every one of those trees, for their own better future welfare.
MORE SERIOUS OPERATORS

Reports from All Over Nation Indicate Operators More Serious Regarding Future Welfare of their Businesses and in the Future of the Entire Industry. Attribute Much of this to Growth of Local and National Associations. Suggestions from Leading Operators for Creation of "Public Relations Bureau", "National Tax Council" and Other Such Necessities Most Definitely Assures Greater Future Ahead for the Entire Industry.

CHICAGO—Reports from roadmen of the manufacturers and distributors through this coincenter is to the effect that:

"Operators are much more sincere and serious about the future of their businesses as well as the future of the entire industry."

Much of this is attributed to the associations, city, state and national, which have come into being these past few years.

Leaders of the associations have pointed out to the operators that their future welfare is closely tied in with their cooperating with each other, as well as with all in the field, nationwide.

As one noted sales manager, who has just returned from an extensive trip reported:

"Wherever I visited I found operators ready, willing and able to discuss what the future should hold for the entire industry."

"This," he continued, "was extremely stimulating. It brought the feeling that the industry was bound to grow greater as long as the men on the firing line, the operators, were so serious about their businesses to the extent where they wanted to know what the future held in store and, at the same time, were willing to work hard to help bring about a better future for themselves as well as for the entire industry."

Suggestions received daily from leading operators everywhere in the nation as to the importance and necessity for a "Public Relations Bureau," "National Tax Council," "National Board of Trade," and many other plans originally suggested by The Cash Box, most definitely indicate much deep thought in regard to these very great needs of the industry.

There is a movement afoot at this time by Music Operators of America, Inc., to bring into being a "National Tax Council" to benefit all of its members.

George A. Miller, president and business manager of this organization, has reported:

"This isn't an easy task. There is no place where we can get the necessary information regarding the taxes imposed on this industry. It means starting right from the very bottom rung of the ladder."

"But," he continued, "because of the great interest which has been shown in The Cash Box' proposal of a 'National Tax Council' we are going ahead, regardless of the hard work this means for we realize that this is one necessity that must become an actuality."

It is this sort of dogged courage, not only on the part of the operators' leaders but, even more important, on the part of the individual operators themselves, which has caused many in the field to remark:

"The operators have become much more serious about the problems they face and the cures which are necessary for those problems."

It is also interesting to note that, in many areas, operators of various types of equipment are grouping together into one association.

(For example, the reports which have appeared in this publication regarding the fact that cigarette machine operators have joined in with music operators' associations.)

This is not only strengthening each of these individual associations but, what is more important in the overall picture, the fact that this definitely proves the operators want to bring about the necessary cures for whatever problems they are faced with at this time and, especially, whatever problems may arise in the future.

The growth of MOA (Music Operators of America, Inc.) is one very definite indication of the change in the operators today. This shows their serious attitude regarding the future of their businesses in which they have so heavily invested.

It also indicates that the future of the entire industry is better assured as long as the men engaged in the field are so eager to help bring about a better future welfare for all concerned.

Chi Music Ops’ Assoc. Sets July 21 For 5th Annual Golf Tourney and Banquet

Bunker Hill Country Club in Niles, Ill. Again Chosen as Scene of Annual Affair. Expect Largest Crowd in Association's History. Many Recording Artists to Entertain

Ray B. Cunliffe, president of the organization, stated, "We believe that this year will see the biggest attendance in all the history of our association."

"The reason we say this," he continued, "is that so many have already made advance reservations and have asked for additional tickets for members of their families and guests."

Many noted recording artists who will be in this area are expected to once again offer their services to the association.

Last year's affair saw some of the most outstanding recording artists entertain the gathering.

This year, due to the fact that many artists have already asked when the annual golf tourney and banquet would take place, the association's entertainment committee is of the opinion that the largest roster of artists ever presented will appear at this 5th annual affair.

Door prizes will again be given out. The association also reports that those who do not wish to play golf during the day will have the opportunity to enjoy bridge or games in air conditioned comfort.

As Ray Cunliffe stated, "We want to make this a most complete day of every and all kinds of pleasurable entertainment for all our members, their families and guests."
REMEMBER!
additional copies
of the
“12th Anniversary”
issue
are
$5.00
each
While they last

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

**JUST THE FACTS, MAN! ... THEY'LL TALK!**

**GOTTLIEB'S**

**DRAGONETTE**

**SUPER-DUPER THRILLER FROM START TO END!**

**CONCLUSIVE EVIDENCE...**

**DOUBLE AWARDS**
Proven Play Incentivel Insertion second coin DOUBLES ALL AWARDS!

**ROTATION SEQUENCE**
From 1 to 8 lights bottom Roll-Overs for REPLAYS!

**5 TRAP HOLES**
4 trapped balls in square awards REPLAYS! Making 5 holes awards an additional REPLAY!

**MORE FACTS...**
- Hitting bottom Roll-Overs "A" and "B" lights top Roll-Over for SPECIAL!
- NEW MULTIPLE TYPE POINT SCORE!
- High Score to 7 Million
- 3 Pop Bumpers
- 2 Cyclonic Kickers
- 2 Super-Powered Flippers

SEE IT AT YOUR DISTRIBUTOR NOW!

**United Working Overtime**

**ACTIVEAIRE**

**ELECTRIC TOWEL**

**Nation's Best**
- Dries and sterilizes hands
- G. F. ozone lamp deodorizes and freshens air

**DISTRIBUTORS GET ON THE BANDWAGON**
Earn extra profits. Wonderful opportunity for you and your operators. Every location a 100% prospect.

**RUNYON SALES CO.**
593 TENTH AVE., NEW YORK 18, N. Y.
LO 4-1880

**CHICAGO—**"We're working overtime hours in an effort to fill the orders which are already on hand and those that we are receiving each day for our new products," said Bill DeSelm, general sales manager of United Mfg. Company, this past week.

"Since announcement of our new games," DeSelm continued, "we have been deluged with orders.

"It seems," he said, "that every time we announce a new product we just have to set up a special production line for the new game."

"The latest were the two models of our 'Jungle Game'. Even before we were completely set up for production, orders began to pour in and our production schedules were changed and again in an effort to arrange for as many machines as we possibly could to satisfy the first demands we had received from our distributors."

"This same thing happened with our new shuffle games and, especially with our new in-line game, 'Hawaii'. In each case we were forced to step up production."

"The resultant effect," DeSelm reports, "is that we took it up with our employees and they agreed to overtime work, in an effort to catch up with the backlog of orders we have on hand, and the orders which are arriving each day."

"We hope to very soon be able to satisfy everyone of the operators all over the country who have ordered the new United products."

"It's What's in THE CASH BOX That Counts"
Permit Limited Use of Cig Vendors in Chicago

CHICAGO—The full committee of the city council of this city legalized the limited use of cigarette vending machines by a vote of 25 to 9 on Wednesday, June 28. This follows the recommendation given by the council’s license committee on June 19. (The Cash Box, June 19 issue).

The ordinance allows operators to place vendors in industrial, commercial and mercantile establishments, limiting the locations to those not requested by the general public.

Keeneys Ups Production to Cover Vacation Time Orders

CHICAGO—“We’ve stepped up our production of ‘Bikini’ Bowlers and ‘Century’ Bowlers to the highest peak yet in an effort to cover any and all orders which will arrive”, Paul Huesch, general sales manager of J. H. Keeney & Company, Inc., reported this past week, “during the two weeks that our factory will close down for vacation time.”

The two weeks will be from July 16 to August 2, 1954. All production employees will be off for two weeks. Executives will remain on hand with a skeleton crew of factory officials so that all emergencies will be able to be handled.

Huesch also said, “Both our bowlers have taken strong hold every where in the country and our customers are receiving some very fine compliments from our distributors and from their operators.

There is no doubt”, he continued, “that this will bring in orders while production is closed down at our plant here and to handle this, even tho we have notified all our distributors to place orders in advance for these two weeks, we are stepping up production to top peak to take care of the business which may arise during the two weeks vacation period.”

Moon to Hold Party for Georgia Ops in Savannah

ATLANTA, GA.—C. O. Moon, head of Variety Distributing Company, Atlanta, will play host to operators at the Savannah Hotel, Savannah, Georgia, on Thursday and Friday, July 1, and 2, where he will be showing the complete line of equipment manufactured by the J. H. Keeney & Company.

On display will be the “Century Bowler” the “Bikini Bowler”, and the new Keeney Cigarette Vendor, V. N. Allbritton, factory representative for J. H. Keeney & Company, will be on hand to greet the visitors, as will a Keeney factory engineer to demonstrate servicing methods for their equipment.

Amusement machines of other manufacturers will also be displayed. Among these will be the new “Drive-Able” manufactured by the International Mutoscope Corporation, for which Moon is distributor in Georgia.

“The open house party will be of great benefit to the operators in our area” stated Moon, “and I want to take this opportunity to invite all coin machine men to attend and be my guest.”

“Feature Bowler” Features Extra Frames

CHICAGO — “The extra feature frames will add immensely to the player appeal of our ‘Feature Bowler’”, stated Ed Levin, director of sales for Chicago Coin Machine Company, this city, in announcing the release of the firm’s new game this past week.

“Strictly a straight bowler”, Levin reported, “‘Feature Bowler’ with its extra feature frames will provide plenty of incentive for all who play it. At the end of the 10th frame, a number will light up on the backgass which the player can attempt to roll in the 11th frame. If successful he will receive an extra one to three frames of play.”

Levin continued, “Also in the extra frames players can add three for a strike or 100 for a spare to their scores.”

New Bulk Milk Vendor Shown to Agric. Comm. and Secretary Benson

WASHINGTON, D. C.—A demonstration of a new bulk vending machine expected to increase the sale of milk was demonstrated last week before the membership of the House Agriculture Committee and Secretary of Agriculture Extra Taft Benson.

The machine, manufactured by Food Engineering Corp. of Manchester, N. H., has overcome the refrigeration and health problems after seven years of experimentation.

Board of Directors & MOA Officers Make Plans to Attend Chicago Meet July 26

CHICAGO — George A. Miller, president of the Music Operators of America, advised that practically everyone of the executive officer and directors will attend the executive meeting of Music Operators of America at the Morrison Hotel, Chicago, this city, on Monday, July 26.

Those planning to attend are: George A. Miller, California; Ray Guncliffe, Illinois; Harry Snodgrass, New Mexico; Clinton S. Pierce, Wisconsin; Al Denver, New York; Hirsh de la Vies, Washington, D. C.; Martin Britz, Montana; Wm. Hulling, Ohio; Lex Moombo, Illinois; Rodney Pantages, California; Jack Mulligan, Pennsylvania; James Toliason, Connecticut; Howard Eilts, Nebraska; Larry Marvin, California; Dick Steinert, New Jersey; Lewis Povck, Kansas; Victor Ostergberg, Indiana; Norman Geko, South Dakota; Willie Blatt, Florida; Melvin Missner, Pennsylvania; and Sidney Levine, legal counsel for MOA.

“This is twenty representatives out of twenty-two and it certainly shows the amount of interest and the great importance of these particular meetings.” Miller continued. “Some forward strides will be taken and some final and lasting decisions made at this official meeting”, he concluded.

Central Distributors, Kansas City, Mo.
NEW! SENSATIONALLY DIFFERENT!

RIDE WITH WILLIAMS SCREAMO

Demand Forces Exhibit To Change Vacation Plans

FOREIGN BUYERS!
NOW DELIVERING!
Bally Hi-Fi famous IN-LINE features plus new exciting SKILL-ACTION Bally Moon Ride fastest money-maker ever built in KIDDIE-RIDE class

CHICAGO—A great increase of orders for "Shooting Gallery" has forced Exhibit Supply, this city, to cancel its annual two-week vacation period and to stagger all vacations, it was announced by J. A. (Art) Weinand, vice-president and general manager, this past week.

"Our usual two weeks July vacation period has been canceled in order to meet the tremendous demand for our 'Shooting Gallery', kiddie rides and card vendors", Weinand said.

"Vacations for our employees will be on a staggered basis so as not to interfere with our stepped-up production schedule," continued Weinand.

"We just can't afford to step all production for two weeks. We are working at full capacity now and can barely keep up with the demand."

Weinand added. "Ever since 'Shooting Gallery' was introduced, it has been subjected to constantly increased production schedules. We are virtually busting at the seams production-wise. "Not only 'Shooting Gallery' but our kiddie rides and card vendors are enjoying great demand," concluded Weinand.
HERE IT IS!!! MOVING TARGETS!

Genco's all-location RIFLE GALLERY

- FULL COLOR MOVING TARGETS DROP WHEN HIT!
- BRIGHTLY COLORED HIGH-Lighted interior.
- GENUINE .22 cal. RIFLE with realistic gun flash, sound, and "kick"!
- PLUG ARRANGEMENT for optional Free-Play or Match Feature!

Special Bonus
For "Expert" Rating
An extra row of 5 Special Targets automatically "pops up" and gives player five extra shots!

Newest, Most Exciting Rifle Game
Watch the ducks and rabbits move—just like a real arcade shooting gallery! 20 shots ... 20 targets ... 20 chances for thrilling, realistic action. Every hit actually knocks down a target. Total score on big multi-colored board lights up "Expert", "Sharp-shooter", "Marksman", or "Rifeman" award. It's a real test of skill that produces plenty of fun and profit!

- Advance-type scoring with bonuses.
- Super-accurate swivel-action Rifle
- Easy access for servicing
- Compact: 6 ft. high, 43" deep, 30" wide

MFG. & SALES CO.
2621 North Ashland
Chicago 14, Illinois

ROCK-OLA 1436 (120) .... $445
WURLITZER 1250 .... 265
WURLITZER 1500 .... 595
REFINISHED—RECONDITIONED LIKE NEW!
Term: 1/3 deposit, bal. COD.

ATLAS MUSIC COMPANY.
2118 N. Western Ave., Chicago 47, III., U. S. A.
ARMitage 6-5005

... Thru the Coin Chute ...

Dallas Doings

Dallas is right in the big middle of a heat wave. Just perfect weather
for the Fourth of July. Many of the operators and their families are planning
weekend trips, back yard parties, fishing excursions and picnics. ... And
speaking of the heat we understand that due to the heat wave Red McCullum,
road man for State Music Distributors, and Bob DePriest, popular Dallas coin
machine operator, are leaving for Mineral Wells for the baths. Perhaps
the heat will have moderated by the time they return. Don Morris, the service
manager at State, was called to California because of the illness of his
father.

We hear from Tommy Chaitan, at Commercial Music that Hugo Jaeris
of Amarillo Novelty in Amarillo, is happy about the way business is picking up.
His son, we are sorry to hear, is still ill. While Tommy was in Amarillo J. Clyde
Bell, took him through the newspaper office there. Bell has been in the news-
paper business as well as the coin machine business for years. ... Paul Mc-
Carth of Dumas is busy buying new equipment and improving his route.
Rosa Leach at Commercial is on her vacation. ToColorado, no less. ... R. E.
Chatten of the San Antonio branch of Commercial Music says that business
is picking up there. They prayed for rain in the valley and got a flood. Some
one must have a direct line. The salesman are making the territory in an
outboard motor boat. We saw Garland Delmar in town today making the
rounds of the dealers and distributors. Dole is from Waco. ... Also Jimmy
Garrett of Longview and Ray Barnes of Palestine. All are enthusiastic about
business and looking ahead to a long cool vacation. ... We hear there may
be a new operator in Amarillo. Jump in—the water’s fine.

... in the Cash Box That Counts...
NEW!

Keeneys CENTURY BOWLER

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

CHANGING VALUES

AT THE START OF EVERY FRAME

Scoring values of Strikes—Spare—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 each player in the game from start to finish. Strikes keep on shooting in 10th frame.

PLAYERs FOR BIGGER PROFITS

PLEXIGLASS PROTECTED ROLL-OVERS

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

OPERATORS AND DISTRIBUTORS IN GEORGIA AND SOUTHERN STATES:

You are cordially invited to attend a Grand Showing of the complete KEENEY LINE on display at the Savannah Hotel, Savannah, Georgia, Thursday and Friday—July 8 and 9. See the new play-inviting scoring features of KEENEY'S CENTURY BOWLER and BIKINI BOWLER... also the new Keeney CIGARETTE VENDOR that is capturing choice locations wherever it appears. Keeney's factory representative will be on hand to demonstrate the smart servicing innovations of Keeney Bowlers and Cigarette Vendors.

Golumbo New England Keeney Distrib

CHICAGO—Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., this city, announced last week that Jerry Golumbo of Music & Television Corp., Boston, Mass., had been appointed distributor for the firm's products in the New England states.

Huebsch said, "We feel confident that Jerry Golumbo will prove one of the most outstanding distributors to the operators for our products in New England.

"Furthermore", he continued, "the operators are assured of the most complete cooperation as well as all the parts and supplies they will require. "These will be stocked right at the headquarters of Jerry Golumbo's firm in Boston."

Your Host: C. O. Moon

VARIETY

DIST. CO., 585 Grant St., S.E., Atlanta, Ga.

"It's What's in THE CASH BOX That Counts"
So. Illinois Ops Form Association


Sisney and Montooth attended in an advisory capacity. Both spoke at this meeting. They told all present of the advantages of forming an association as well as the pitfalls to avoid.

Those in attendance included, A. Angelo of W. Frankfort; Clyde Walker of Mt. Vernon; Owen Dressel of Olney; William Welley of Centralia; C. S. McKevel of Edwardsville; Mitch and Paul Golish of Harrisburg; Fred Weale of Farmington; Eugene Hotter of W. Frankfort, and others.

A Board of Directors was elected, consisting of Kenneth Klein, Bernard Williams, C. S. McKevel, Fred Weale and Mitch Golish. Fred Weal will also act as secretary.

The first meeting of the Board of Directors is scheduled for July 1 at Salem.

On July 11, the second regular meeting will take place in Harrisburg at which time it is expected that this newly formed group will select a name and start operating as a fully fledged association.

A.B.T. Schedules Overtime Production

CHICAGO—A. B. T. Manufacturing Corporation, this city, has started an overtime production schedule for the firm's new "Sentry Multiple Slug Rejector." It was reported by George Koz, general sales manager, this past week.

"The demand for the 'Sentry' has necessitated this overtime schedule," said Koz.

"Even with the extra working period, we can hardly keep up with the pace.

"At present," he continued, "we are only filling orders from the United States and Canada. Sales have not yet been extended to the European market.

"The 'Sentry,' which handles nickels, dimes and quarters, was introduced this past March at the M.O.A. convention and was well received.

"From continual indications plus all the enthusiastic comments we are receiving," Koz added, "it looks like overtime production will continue for sometime to come."

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

NEW ENGLAND NIBBLES


Among ops visiting Redd Distributing this week were: Earl Polfus, Holyoke Amusement Co.; Harry and Summier Segall, father and son combination, Winnetka; George Hatziopetos, J. F. Amusement Co., Springfield; Walter Luby, Worcester. . . Bob Jones off on a two-day coast trip with group of New Britain, Conn., ops out of New London, Conn. (July 7-8). . . Si Redd's secretary, Mrs. Betty Woolf of Brattleboro, leaving the firm with which she has been associated for past 10 years, awaiting a visit from the folks. Mrs. Margaret Leary, Redd's secretary, from a short business vacation. "Pappy" Kennedy, Redd office manager, in high spirits sparked by June's big grosses. . . Si Redd back from Cape fishing trip keeping weight of his catch deep secret. Ben Gordon and Max Patterman, United Coin Machine, New Britain, Conn., visited and took in Red Sox game. . . At Ed Ravrey's World Fair, daughter Ruth-Mae, senior at Boston University, majoring in education, is keeping things running at full steam. Added this week were 58 Nylco Rocket Ships to the firm's route of 250 Metro, Capitol Projector rides. World is now operating its own ride routes in Mass., Conn., R. I. and N. H. Big party July 4 for Edward Morrie Ravrey, who like George M. Cohan, was born on that great day, at the Ravrey beach house in Hyannisport. Visitors at World at this week included: Sol Herowitz, and Charlie Capperecolo, Lynn; Al Dunlin, Pioneer Music, Boston and Cape Cod op; George Mitchell, Boston. . . Richard Mandell, World sales manager, reports heavy ride activity in Connecticut. . . Walter Sullivan, Braintree op, has returned from the West Coast where he was called on the death of his father. . . Harry Poole, Charlie Suesens and Max Polansky has hosted more than 500 ops at Poole Distributor's showing 28-29 of their new Cole-Spa, drink machine. Jerry Miller of Cole-Spa, Chicago, was on hand for the showing. Walter Comerford has been appointed manager of Cole's Spa Division. Among ops visiting Poole were: Murray Weinbaum, Boston; J. O'Connor, Danielson, Conn.; William Crane, formerly with Cole-Spa, now a Lawrence op. Olga Rudnick, bookkeeper at Poole's for a vacation trip to Washington. Max Polansky, Poole general manager, reported having a big June with Wulitzer 1750's and 1550's coming into service. . . Ted Palastrant, regional representative for Apco, Inc, reports that Union News has installed 18 Soda-Sherbe units in the MTA subways in Boston. A test of the 6-drink machine upset play 63%. Ben, who reported brisk business, is off on business trip through Maine and New Hampshire.

UPPER MID-WEST MUSICUS

Herman Fisher of Aberdeen, S. D. and Larry Jenkins of Bath, S. D. made the trip into the Twin Cities together last week. Larry has expanded his route by his purchase of a route in and around Aberdeen, S. D. from Duane Wilde also of Aberdeen. Larry was shopping for games for his route. . . Norman Kady of Kady & Son of Grand Forks, N. D. made the trip into town to shop for some new equipment. While in town Norman picked up some needed supplies and records. . . We extend our sincere condolences to Dick Jones, well known Minneapolis operator at the death of his wife, Vera Jones, age 34, passed away on June 23rd after an extended illness. In addition to her husband she is survived by a two-year-old son. . . Matt Engle, salesman for the Lieberman Music Company, and Ralph Nicholson, sales representative for the Bally Manufacturing Co., have just returned from a swing through N. D. Ike Pearson of Mitchell, S. D., was seen looking over the latest in coin operated games. . . A. A. Clouse and Frank Mager, genial competitors from Grand Rapids, Minn., were seen shopping for games and comparing notes at the same time. . . Mr. and Mrs. Jack Backus of Jamestown, N. D. spent several days in the Twin Cities combining business with some vacay. . . Recent visitors to the Twin Cities were Ben Kragt of Tracy, Minn.; Hank Krueger of Fairfax, Minn.; Pete Kramer of St. Cloud, Minn.; Jack Lowrie of Lake City, Minn.; Mr. and Mrs. Frank Betz of St. Cloud, Minn.; H. J. Looman of Kasson, Minn.; Al Eggers of Marshall, Minn.; Jack Harrison of Crosby, Minn.; Frank Phillips of Winona, Minn.; Morris Berger of Duluth, Minn.; Harry Galep of Menomonie, Wis.; Ed Le Blanc of St. Cloud, Minn.; and Andy Theisen of Brainerd, Minn. . . Irv Gorsen formerly of the Gorsan Music Co. has merged with Vera Foster of the Arce Music Co. and they say that as they are going to give the operators the most complete one-stop record service. Vera and Irv have both been in the records biz for some time.
chicago coin's
STAR LITE
BOWLER
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 has 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 195.

chicago coin's SUPER HOME RUN
6 PLAYER BASEBALL GAME 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!

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

Single player continues at bat until game is over — Multiple players 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 . . . plus 3 EXTRA RUNS!

Player hitting ball into Upper Grand Stand gets a HOME RUN plus RUNS for every man on base . . . plus 3 EXTRA RUNS!

Now Available! chicago coin's NEW FEATURE BOWLER

Sam Solway's New Secretary

STE. AGATHE DES MONTS, CANADA—Sam Solway, head of The Solway Novelty Enterprises, Inc., of this city, reports that Madelein Baron, his secretary for the past seven years, has resigned to devote herself to her domestic and social life.

Miss Maria, pictured above, has been selected as Solway's new secretary. Miss Maria, a university graduate, has business experience, and has seen much of the world, traveling thru Africa, India, England, France, Italy, and her native land, Austria.

Frank Page Dies

ROANOKE, VA.—Frank Page, head of Roanoke Vending Exchange, Inc., died suddenly at his home, this city, of a heart attack on Friday night, June 22.

Page enjoyed an enviable reputation among coinmen throughout the country, and was considered a close friend by operators and distributors throughout the area.

The Roanoke Vending Exchange, with offices in Richmond and Bristol, Virginia, and Charleston, W. Va., are distributors for AMI photographs, and other leading manufacturers.

Funeral was held Monday, June 25.

Wurlitzer Closes For 2 Wk. Vacation July 24

NORTH TONAWANDA, N. Y.—Everyone at The Rudolph Wurlitzer Company, this city, will be enjoying a two week vacation starting July 24, ending August 6. Business activity will recommence again Monday, August 9.

The factory is running full blast to produce plenty of equipment, shipping to all their distributors in good quantity. While these machines aren't enough to take care of all our distributors needs both current and for the two-week vacation spell, stated Bob Bear, sales manager, "they at least will permit deliveries of a large number of machines."

3-Day Vend Convention In Chi July 9, 10 & 11

CHICAGO—"The Vending Fagcount of 1954," a three-day convention sponsored by the National Association of Bulk Vendors, will be held at the Congress Hotel, this city, on July 9, 10 and 11.

Registration opens on Friday, July 9 at 1 P.M., and the exhibit hall opens at 2:00 P.M.

Starting Saturday morning, and running thru Sunday morning, a number of talks, open discussions and panel meetings will take place. Speakers and panel leaders include Edward F. King, Chief of Sanitation of the Chicago Board of Health; Bernard Bitterman, president of the association; Milton T. Raynor, general counsel; Irfey Lobell, Leaf Brands, Inc.; Robert Guggenheim; Karl Guggenheim, Inc.; Sid Bloom, Oak Manufacturing Company; Roger Foltz, Folz Vending Company; and Alvin E. Kantor.

"It's What's in THE CASH BOX That Counts"
Swimming, golfing, vacationing is in the air. With a long week-end Fourth of July holiday coming up, many have to depart Thursday P.M., or a day or two before, and will not be returning to the city until Tuesday or Wednesday. Others, both employees and employers, start on regular extended vacations. Unlike most of the nation's manufacturers, wholesalers and operating firms cannot shut down completely. Vacations are staggered among the firm's staffs, with both bosses and employees doubling up to cover on the vacationing personnel.

Max Schaeffer of Schork and Schaeffer, N.Y.'s largest and oldest arcade owner, tells us that his Sixth Avenue Arcade (between 44th & 45th Street) isscheduled to close down, due to the building being torn down. Max just signed a long term lease on the Broadway and 32nd Street Arcade, and is spending about $50,000 in reconditioning. An air conditioning unit is being installed, and the entire store is being remodeled, where the store floor and basement, is being modernized and remodeled. Max proudly claims it will be the finest arcade in the country when completed.

... Nat Solow, office manager for Atlantic-New York Corp., fractured his big toe in a fall on 125th Street. New hobbies along on a specially constructed shoe. ... Les Boyd has his boat tied up at the Harlem Yacht Club, and for the next few months will be a hard man to find. He'll be out fishing somewhere—and probably with some coonman as a guest.

... Mike Munves tells us that while the rush for games has slowed up, he's still so busy he can't relax for a moment. Now the demand is for parts and supplies. Munves, by the way, received innumerable phone calls from everywhere, telling him what a wonderful testimonial party he had on June 22. ... Joe Young and Abe Lipsky, Young Distributing, report that they are now getting a good quantity shipments of Wurlitzer's 1700 phone—but still not enough to fill orders on hand. By the way, it is true that The Rudolph Wurlitzer Company broke all records for June sales.

Barney (Shugy) Supermer, Runyon Sales Co., accompanies his roadman, Perry Louwengrub, as they visit the firm's customers. Morris Rood, Runyon's office manager, will be playing outfield when his B'nai Brithe Lodge softball team tangles with the veterans at the South Orange (N.J.) Hospital over the week-end. ... Ray Knoes leaves Friday, and for the next two months will be found at Eddie Farm Hotel, Sparrowbush, N.Y. (at the Delaware River). Ray and his mistress will just fish, swim, golf and dance away the summer. ... Dave Stern's (Seconadon Distributors) daughter, Suzanne "Honey", going into summer school. Suzanne plans on making acting her career. (When she hits Broadway, Dave, will you send all your friends a few ducats?) ... Paul Quackenbush, Royal Amusement Co., Oneonta, N.Y., visits the wholesalers. Seemed that vacation time started on Wednesday afternoon. With practically everyone glued to either a radio or TV, listening or watching the Giants and Dodgers battle it out on Wednesday and Thursday, we're wondering how much work was done? ... Al Simon, Albert Simon, Inc., displays Chico's newest alley "Feature Frame" Bowler on his floor. Al points out that the 5 frames plus extra frames makes this shuffle the fastest game yet introduced. ... Tommy Greco, Greco Bros., Glaceo, N.Y., hurriedly visits the wholesalers, preparing for a big week-end. ... Hymie Koppel, Koppel Distributing, came back from a two day road trip, with his truck loaded with used music—all late pieces. Brother Harry states all the machines have already been "spoken for". ... Claire Morano, George Pomper's secretary at the games association, has already organized her vacation plans. She leaves in a week or so, with friend hubby, on a flight to Los Angeles, from where they will hit Vegas, San Francisco and San Diego. ... Henry Okan, record publicity and exploitation man, is the unsung champion of New York's "PAL" organization. This year, with the cooperation of the New Jersey Music Guild, three jule boxes (and service) going to "PAL" recreation centers.

For Details...CONTACT YOUR LOCAL EXHIBIT DISTRIBUTOR OR THE FACTORY TODAY!
Before we go any further, we want to take this opportunity to thank each and everyone who sent us letters and wire, as well as those who phoned, to congratulate us on our 12th Anniversary issue. As we stand here today, we feel humbly and sincerely thank each and everyone of you. . . . This past anniversary issue reveals a story about Harry William and last year's 11th Anniversary issue of The Cash Box. Those who visited Lee and Harry Williams in California found that it's quite a walk from their front gate to collect the mail and back to the Williams' cottage. Lee Williams made It. And when she came in with the mail she handed Harry his letters and a packaged magazine. Harry rapidly riffled thru the batch and then looked disappointed. Asked Lee, "What's the matter, Harry," it was expecting my copy of "The Cash Box." Said Lee, pointing to the package, "That's It." Harry picked it up, hefted it, looked somewhat stunned and then said, "My gosh, I thought this was our new phone book." . . . Famous Last Words: "I would have had an ad in your anniversary issue but I was out of town when I received your letter."

Some coinmen golfers stopped off for a beer at the 19th hole and had occasion to use a bulk vendor. This brought forth the following. Not only must the operator of pumpkinside, pollyseed, peanut and/or pistachio machines know how to sell pennie but, also know how to correctly count nuts, it seems, to be a successful operator. An extremely delicate touch is required, for example, to adjust a pistachio machine to vend exactly 8 little nuts for 5c. And not vend 8 little nuts just one time, either. No, sir! Everything! Without fail! Even if some of the kernels are missing. Remember, 9 little nuts vended for 5c. The whole business may blow! The operator may go broke! Perhaps with the forthcoming bulk vendor convention at the Congress Hotel here on July 9, 10 and 11, pistachio machine operators will be shown how to vigorously sand off the salt accumulation from their fingers prior to making so delicate a vending adjustment. Jack Nelson of Boulder, Colorado stated, "Your 12th Anniversary issue is a job well done. I'm taking my copy home."

Sure glad to hear that Phil Levin see’tly of the music ops' as'n., is now well on the road to recovery. Just in time for the forthcoming 5th annual golf tourney and banquet. To be held, one again, at Bunker Hill C.C. in Niles on July 21. "We expect the biggest crowd in our history," says Ray Canniffe, president of the Recorded Music Service Ass'n. . . . A. D. Palmer, Wurlitzer's well known adman, sent his latest colorful circular where Harry Schaefner of Allon, Ill., gets himself grand international attention. . . . Thanks to J. Raymon, Wurlitzer of Madison, Wis. for that very beautiful card from Haiti. Get a real kick out of the number of 10 centime airmail stamps attached. . . . That very happy smile on Sam Stern bodes good for Williams' distribs and all ops. Sam has something that's really hot on the way, but, won't as yet talk about it. "Screamo" is a terrific game," he says. . . . Mr. and Mrs. Marvin Lieber of Miami visited United. Mrs. Lieber is Sam Taras' dotter.

Samuel Wolberg, just back from a biz trip to Washington, all enthused over ChiCoin's latest, "Festival Bowler." . . . Kurt Kuever had one word for all the operators at Rock-Ola this past week, where the firm was attempting to stock up all of their distribs prior to the July 2 to 20 vacation period, it was, "Wow!" . . . Fred Minter of AMI's distribs offices here spending a couple weeks in cool New England. Mike Spagnola looking forward to his return so that he can get away. While he is away off. Mike and I about to hit the road. . . . Bob Ratajack, AMI's western regional mgr, was all "honey and roses" during his last visit. . . . Alvin Gottlieb sure happy to be back on the job again after an 11 day bout with the measles. Alvin ran a fever for 8 days and is now running a fever trying to satisfy distribs' demand at the factory. . . . "Going like crazy," is the way Sam Lewis, Avron Gemserg and Ralph Sheffeld describe action for their 'Rifle Gallery'. . . . Reports from Mr. and Mrs. Walter Tatsch of A.B.T., Art Weinand of Exhibit and Roy Ginnis of Kerney re: Mike Munnes Testimonial Dinner in New York, which they attended, was to the effect that they never before saw such marvelous respect and devotion given to anyone in the industry. All of them were absolutely thrilled at the wonderful turnout and this grand affair.

Bill DeSelin thrilled that Lyn Durant set up overtime production at United so that he could fill orders faster. . . . Ray Moloney, Jr. honored as Chairman of the Queen of All Saints outing at Wilmette C.C. . . . Paul Huches at Kneyey advising that firm forced to go on overtime in effort to fill orders. . . . Lex Vincent, Bally's barber, in Passavant Hospital with hand infection. And Art Garvey, Bally roadman, in St. Vincent's Hospital in Worcester, Mass., for cholecyst, where Art's sister is a nun. . . . Ben Coven announces that his offices will be closed Wed., July 5th and "Gob_blah" the accompanying attendance benefit from extended weekends. . . . Howie Freer of Empire off on a 3 week vacation to Portland. Shows letter he received from his Cash Box ad asking for 500 Tork Kings, "Just when we ran out of them," lamented Howie. . . . Vince Shoy paid a visit to the Wurlitzer offices this week. The Kingdoms bought. "I use it all year long." . . . Herb Jones of Bally away on a well deserved 2 weeks vacation. . . . So-called 'distributor' here only able to continue because certain operator-customers okay credit at their banks.

Peter goes on my way, Seelburg's 'Coin House'; Exhibitor's Shooting Gallery', Genco's 'Rifle Gallery, United's 'Jungle Hunt'; . . . Ralph Nicholson and Matt Egel traveling through S.D., N. D. and Minn. report to Jack Nelson that 'Moon Ride' taking hold everywhere and zooming collections for kiddie rides ops. . . . Eugene Hanson, proxy of Minneapolis Securities Corp., in town introducing their new veep, Jim Blauh. Firm does much financing for coinmen. . . . Ted Rubenstein of Marvel back from 2 weeks in Miami where he combined business with pleasure. Ted still raving about beautiful sunshine Florida. . . . Nate Feinstein of Atlas advises that ops in Springfield, Decatur, Urbana and Champaign, very happy that Army-McCarthy hearings are over. Seems these attracted undue attention and cut into afternoon collections. . . . Joe Stern, Len Wison and Fred Skor all on phones at once and the same time this last week trying to take care of the big hoon World Wide enjoying. . . . Mike Hammergren reports "very promising" business ahead for his United Sales & Service firm. . . . Joe Schwartz of National reports that his Mission is well on the way to recovery after recent surgery.

Herb Perkins' Purveyor outfit really dealing in hard luck. After big fry, the firm was burglarized and Montry West now asks, "What can happen next?" . . . Joe Fillitti and Tom Douglas of Blackstone Music reports that their big customized installation at the Melody Lane Drive-In has been visited by many music ops since story appeared in The Cash Box and that they have received many fine compliments. . . . Some distribs who cry the blues, without any really definite foundation for such action, may soon find themselves without the lines of their best factories, if attitude of certain salesmanagers here is to be taken at face value. Fact is, as these salesmanagers point out, business was never better than it is right now. And is getting better each day, they claim.

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

Cigarette Machine Industry Can Continue On Profitably Only If It Follows Current Trend In Smoking

Health Blasts Present Popular Brands Will Cut Consumption Greatly. Manufacturers And Operators Of Cigarette Machines Must Be Prepared To Vend Whatever Brands, Styles And Sizes Smokers Demand

NEW YORK—In the June 26 issue of The Cash Box "Here and There" column, we pointed out that cigarette consumption had decreased about 4 per cent, and production declined slightly more, at 4.5 per cent, compared with the 1952-53 fiscal year. This report was made before the latest blast in the newspapers that the cigarette smoker's health is being impaired. With what seems to be a concerted drive against the cigarette manufacturers this latest story is sure to affect cigarette consumption adversely.

Regardless of the fact that in past years cigarettes were under similar attack, and overcome adverse legislation as well as adverse publicity, the current attack is of an extremely serious nature to cigarette machine manufacturers, distributors and operators.

Cigarette manufacturers are making a number of plans to overcome their drop in sales—the most important being the introduction of king size, filtered, cork, and anything else along these lines. The coin machine outlet for cigarettes must study the conditions in their territories and market immediately. They must be ready to move ahead with whatever the public demands, or their drop in sales can be catastrophic.

Like the manufacturers and operators of music machines, the cigarette vending industry, must evolve some multi-selection vendor, or they will not be able to serve the cigarette buyer. In addition, the machines must be capable of vending regular and king size cigarettes in whatever percentage the public demands.

Tobacco trade journals report that a lot of new king size, filtered, cork, etc., brands are on the way into the market. Lorillard last month introduced a king size Kent in California, and it soon will be seen in all territories. Reynolds, American Tobacco, Liggett & Meyers and Philip Morris are all reported considering the marketing of additional brands. It is felt that the greatest gains this year will be in the consumption of king size, filtered, cork, etc. They feel that these new type cigarettes will have greater health appeal to the smoker.

It is up to the cigarette machine industry to be in step with the changes or they will be left holding empty cash boxes. Cigarette machine manufacturers must be ready to supply the operators with equipment that will vend many brands and several sizes. Operators must study every location (as does the music operator to determine the music tastes of each location). If sales slump off in any of the popular brands, he must be able to use a column for a brand that the customers are asking for. The operator cannot afford to be static any more. He must follow the times, or he'll be left at the post.

California Clippings

Los Angeles

Many operators throughout the area turned out for the showing of the J. H. Keeney "Bikini" and "Century" Bowlers and Electric cigarette vendors on Tuesday and Wednesday June 26th and 27th at the Mithorne Traffic and Market showrooms. D. A. Wallach, district sales manager was present to show all the ops the new machines. Pete Sagan, factory engineer from the Chicago factory, also flew in to be present at the showing. Just before going to press we caught Murray Pierce, C. I. Sadow, L. A. Hendricks and George Mitchell with a first hand demonstration of the "Century" Bowlers by Wallach while Paul Ber¬sha, Joe Dochi, Dick Tuck, Abe Rhein, Barney Smith, and Bob Alexander took advantage of the fine refreshments in the Jean and Dolores Alibi Room. Milli¬nhill's and the Los Angeles Bowler and Machine Company manager was Paul Vogel, R. E. Bringas, J. W. Forbis, Jack Simon, Nick Carter, Dan Gould, Ben Chapman, Jack Fox, Gene Crowley, Al Haunin and Bill Olsen. Hank Tronick and Wane Davis were kept plenty busy signing orders and chatting with the operators.

Many Southern California operators are either now on vacations or planning to take them soon. Andy Provencen and Walter Strohm of the Electro¬matic company buying new games along West Pico to move out on their route. . . . Over at the C. A. Robinson and Company showrooms Charley Robinson and Al Betts will be plenty glad when the vacation period is over with. Their service man Henry Mekes recently took his vacation and went to Catalina Island. Meanwhile Bill McLean is getting all ready to leave as soon as he gets back. They are still waiting for first shipments of United's new gun which has been a closely guarded secret. . . . Robert Smith was seen along the Pico strip this past week. This is the first time we've seen him around since he was appointed sales—man manager a Dari-O-Matic, Inc., several months ago. Aubrey Stemler, regional representative for Eastern Electric, came back to his Los Angeles office after a trip that took him throughout the Northwest. . . . Gary Sinclair, regional Wurlitzer sales manager, stopped by the Paul A. Lay¬man Company enroute to his home in San Francisco. He had just returned from Denver and Salt Lake and reported that business was good everywhere. He went and that the new Wurlitzer "1700" is gaining many favorable comments from ops everywhere. Ed Wilkes and Charley Daniels both agree that things are plenty busy since Jimmy Wilkins and Len Berman left on their vacation. The California Music Merchants Company to chat with the officers of the California Music Merchants Association, Los Angeles Division, during one of their recent meetings. They all agreed that their first Juke Box Party was very successful and they are already making plans for another one which will be held in three months. Everyone came to the conclusion that any future parties should be held closer to the downtown area to make it easier to attend. . . . Robert Bard and Lee Walker recently got in a shipment of new cigarette vendors which they quickly moved out to locations. . . . Barney Smith also recognizes the added profits that can be obtained by adding more machines to his operations. He recently set his first cigarette machines out on key locations. . . . Bill Happel, prexy of Badger Sales Company, an¬nounced that they will be closed on Saturdays during the summer months in order to give their employees an extra long week-end. . . . Lukenhagen's Record¬man was closed over the July 4th week-end until Tuesday, July 6th. Mary and Kay Sollie spent the holidays visiting relatives in Marysville. Hite Morgan of Guild Music and his wife Dorinda dropped by to visit with them recently. Dorinda wrote "The Man Upstairs." Walkin' Charlie Aldrich also came by to visit. Tom Sama, West Coast Representative for AMI, Incorporated, was in town recently conferring with Badger Sales Company execs, and meeting the operators in the area. . . . Missed Lyn Brown again but saw his red truck seoting along the Pico strip.

Ray Powers, prexy of Ray R. Powers Sales Company, announced that he had added two new items which he will handle along with The Nelson Moderniza¬tion Kits and Chrome Pedlar Sets. One is the "Subtitle" coin-operative electric alarm clock for motels which provides a new and profitable field for operators. The other item is an inexpensive safety valve which can be installed in automobiles, trucks or hoisted to filing cabinets and shelves. Powers stated that many route men and collectors are already using the safe and find it the safest. He also turned in for July from Yuma, Arizona, recently to take care of business along the coast. . . . Bill Gordon also trekked in from Brawley. . . . Bill Farow and Phil Calhoun from Bakers¬field, out for the holidays, made a visit to the Just Above Machine House getting a quote for several machines from Long Beach while Noble Craver and Tommy Farrell came into town from down San Diego way. . . . Bill Ketchell and Irv Gayer both came in from San Bernardino to buy equipment and say hello to their many friends.

The fine line-up of artists and operators who turned out for the Juke Box Party which was presented by The California Music Merchants Association, Los Angeles Division, June 21st, shows the interesting program the Association has lined up for all members. Operators can't afford to miss the many advantages that are offered. If you aren't already a member see Gabe Orland at California Music Company or call Ben Chomers at WHELP-1-2982. They will be glad to give you the full details.

www.americanradiohistory.com
Use This Convenient Form For Your Classified Ad

WANT OR FOR SALE

CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad required $1.00. Cash or check must accompany all orders for classified advertising. If cash 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 (54) 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.

START HERE

FIRM.
ADDRESS.
CITY ZONE STATE
TELEPHONE NO.

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX
26 WEST 47TH STREET, NEW YORK 36, N. Y.
CONFIDENCE that your AMI juke box stands out to compel admiration, attention and play in any type of location.

CONFIDENCE that AMI simplicity of mechanical design gives unfaltering performance in the busiest locations.

CONFIDENCE that AMI low maintenance costs leave you higher net profits.

CONFIDENCE that the full year guarantee on every AMI juke box protects you from abnormal repair costs.

CONFIDENCE that you will get more years of profitable use from your AMI equipment.

Originator of the Automatic Selective Juke Box in 1927

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

www.americanradiohistory.com
CONFIDENCE that you can always receive a generous trade-in allowance on any AMI juke box anywhere.

CONFIDENCE that AMI looks ahead to enable you in the future, as it has in the past, to escape the penalty of premature obsolescence.

CONFIDENCE that you, MR. Operator, benefit most from AMI’s more extensive experience in designing, engineering and manufacturing juke boxes of highest quality.

AMI Incorporated

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

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

Ahead Then—Ahead Now
<table>
<thead>
<tr>
<th>Race</th>
<th>Horse</th>
<th>Trainer</th>
<th>Owner</th>
<th>Jockey</th>
<th>Age</th>
<th>Weight</th>
<th>Odds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>3.00</td>
<td>20.00</td>
<td>35.00</td>
<td>4.00</td>
<td>5.00</td>
<td>10.00</td>
<td>15.00</td>
</tr>
<tr>
<td>2nd</td>
<td>3.00</td>
<td>20.00</td>
<td>35.00</td>
<td>4.00</td>
<td>5.00</td>
<td>10.00</td>
<td>15.00</td>
</tr>
<tr>
<td>3rd</td>
<td>3.00</td>
<td>20.00</td>
<td>35.00</td>
<td>4.00</td>
<td>5.00</td>
<td>10.00</td>
<td>15.00</td>
</tr>
</tbody>
</table>

*(The Cash Box)*
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 $ 1,400.25

AMERICAN MFG. CORP.

AM Inco "E-10" Phonograph $ 395.00
AM Inco "E-80" Phonograph 925.00
AM Inco "E-120" Phonograph 1,650.00
W-50 1-40-25 Wall Box 89.50
W-120 5-40-25 Wall Box 99.00
HS-80 Hideaway 775.00
HS-120 Hideaway 875.00
AMIVOX Speaker 27.50

AUTO-PHOTO CO.

Auto-Photo $ 2,545.00

BALLY MFG. CO.

Moon-Ride Hi-Fi $ 995.00
Hi-Fi Champion Bowler (A) 10c a play 755.00
(B) 10c a play—3 plays, 25 725.00
Victory Bowler (A) 10c a play 710.00
(B) 10c a play, 3 plays—25 730.00
The Champion (Mech. Horse) 1,065.00

CHICAGO COIN

Feature Bowler, Single Chute $ 685.00
Feature Bowler, Double Chute 765.00
Star Lite Bowler, Single Chute 665.00
Star Lite Bowler, Double Chute 685.00
Round The World Trainer 1,185.00
Super Frame Bowler, Single Chute 630.00
Super Frame Bowler, Double Chute 655.00
6 Player Super Home Run 615.00

H. C. EVANS & CO.

Holiday (Model 4045) 100 78 rpm $1,050.00
Jubilee (Model 278) 40 Selections 78 rpm 795.00

EXHIBIT SUPPLY

Shooting Gallery $ 595.00
Big Bronco 997.50
El Toro The Bull 997.50
Fawn 1,047.50 Roy Rogers’ Trigger 1,047.50
Ralph Red Nose Reindeer 725.00
Ralph Red Nose Reindeer With Music 725.00
Pet The Rabbit 725.00
Pet The Rabbit With Music 725.00
Two Pet The Rabbit 725.00
Rashide 725.00
Space Patrol 1,047.50
Sea Skate 1,047.50
Vaccum Card Vendor 195.00

GENCO MFG. & SALES CO.

Rifle Gallery $ 625.00
Two Player Basketball 525.00
De Luxe Player Basket-

ball With Match Play 550.00
Supers Two Player Basketball With Match Play and Replay 560.00

D. GOTTLEB & CO.

Dragonette $ 365.50

INTERNATIONAL AUTO. MFG. CORP.

Drive Yourself (new) $ 795.00
Driver NEW Photomat "53 2,100.00
3-D Art Paint, 10-hour model 3-D Art Parade, 6-hour model $ 395.00

J. H. KEENEY & CO., INC.

Electric Cigarette Vendor $ 294.50
Coin Changer Model 304.50
Bill Bowler
Single Chute 630.00
Double Chute 645.00
Century Bowler
Single Chute 670.00
Double Chute 685.00

METEOR MACHINE CORP.

Hooker-Ladder $ 715.50
Black Beauty 765.00
Pony Team 585.00
Flying Surancer 715.00
Hot Rod Racer 715.00
Pony Boy 517.50
Rocket 715.00
Tung-Go (Grip Scale) 149.50

RITETAYE MFG. CO., INC.

"3 Dimensional Theatre" $ 395.00
"3 D Riddle Theatre" $ 395.00

ROCK-OLA MFG. CORP.

Model 1414 "Fireball" 78 RPM Model 1420 "Comet Fireball" Phono, 120 Selections, 45 RPM Only
Model 1440 "Comet Fireball" Playmaster, 120 Selections, 45 RPM Only
Model 1540 "Comet Fireball" Chrome Wall Box, 120 Selections
Model 1608 "Tone-O-Liet" 8" Chandelier Speaker
Model 1611 "Toneette" 8" Wall Speaker with Vol. Control and Transformer Blonde or Mahogany
Model 906, Remote Volume Control

J. P. SEEBURG CORP.

BF-100-G
BF-100-G Wall-O-Matic "100"
MRVC-1 Master Remote Volume Control
CVS-9-8 Wall Speaker Ivory (Teardrop)
CVS-6-4-8 Recessed Speaker
CVS-12-12 Recessed Speaker
PS6-1Z Power Supply
AR14A Auxiliary Remote Amplifier
AVC-1 Automatic Volume Compensator Unit
Ray-O-Lite "Goon Hunt"

UNITED MFG. CO.

Jungle Gun Single Shoot $ 595.00
De Luxe Jungle Gun 615.00
Ace Shuffle Alley Regular Model, 10c Play 710.00
Special Model, 10c Play, 3 for 25c 730.00
Rainbow Shuffle Alley Regular Model, 10c Play 685.00
Special Model, 10c Play, 3 for 25c 705.00
Hawaii 725.00

WILLIAMS MFG. CO.

Screamer $ 364.50
All Star Baseball 665.00
Super Pennant Baseball 589.00
Major League Baseball 640.00
Big League 690.00

THE RUDOLPH WURTLITZER CO.

Model "1700" Phonograph
Model "1600-A" Phonograph
Model "1600-A" Phonograph
Model "1500-A" Phonograph
Model "1600" Phonograph
Model "1600" Phonograph
Model 5112-12 Concealed Speaker Hi-Fi
Model 5112-8" Wall Speaker Hi-Fi
Model 5206 5c-10c-25c Wall Box 3 Wire (180 Selections)
Model 5206 5c-10c-25c Wall Box 6 Wire (40 Selections)
Model 5831 5c-10c-25c Wall Box (10 Selections)
Model 5206 5c-10c-25c Wall Box (10 Selections)
Model 5106 8" Speaker
Model 5110 12" DeLuxe Speaker

That's right! For just 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 Confident 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 VALUES" which allows you to easily, simply and speedily SHOW YOUR ENTIRE BUSINESS EQUIPMENT VALUATION. It's 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!!

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

Gentlemen: It is sure worth $15 a year to get straightened out with my Tax Collector. Enclosed find my check for $15. Start sending me "The Cash Box" immediately.

FIRM NAME
ADDRESS

Individual's Name

CITY

ZONE

STATE

COPYRIGHTED 1954. REPRODUCTION NOT PERMITTED.
<table>
<thead>
<tr>
<th>CITY</th>
<th>NO. 1</th>
<th>NO. 2</th>
<th>NO. 3</th>
<th>NO. 4</th>
<th>NO. 5</th>
<th>NO. 6</th>
<th>NO. 7</th>
<th>NO. 8</th>
<th>NO. 9</th>
<th>NO. 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEVELAND, O.</td>
<td>115</td>
<td>115</td>
<td>115</td>
<td>115</td>
<td>115</td>
<td>115</td>
<td>115</td>
<td>115</td>
<td>115</td>
<td>115</td>
</tr>
<tr>
<td>CHICAGO, ILL.</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
</tr>
<tr>
<td>CINCINNATI, O.</td>
<td>125</td>
<td>125</td>
<td>125</td>
<td>125</td>
<td>125</td>
<td>125</td>
<td>125</td>
<td>125</td>
<td>125</td>
<td>125</td>
</tr>
<tr>
<td>COLUMBUS, O.</td>
<td>130</td>
<td>130</td>
<td>130</td>
<td>130</td>
<td>130</td>
<td>130</td>
<td>130</td>
<td>130</td>
<td>130</td>
<td>130</td>
</tr>
<tr>
<td>CLEVELAND, O.</td>
<td>135</td>
<td>135</td>
<td>135</td>
<td>135</td>
<td>135</td>
<td>135</td>
<td>135</td>
<td>135</td>
<td>135</td>
<td>135</td>
</tr>
<tr>
<td>CLEVELAND, O.</td>
<td>140</td>
<td>140</td>
<td>140</td>
<td>140</td>
<td>140</td>
<td>140</td>
<td>140</td>
<td>140</td>
<td>140</td>
<td>140</td>
</tr>
<tr>
<td>CLEVELAND, O.</td>
<td>145</td>
<td>145</td>
<td>145</td>
<td>145</td>
<td>145</td>
<td>145</td>
<td>145</td>
<td>145</td>
<td>145</td>
<td>145</td>
</tr>
<tr>
<td>CLEVELAND, O.</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
</tr>
<tr>
<td>CLEVELAND, O.</td>
<td>155</td>
<td>155</td>
<td>155</td>
<td>155</td>
<td>155</td>
<td>155</td>
<td>155</td>
<td>155</td>
<td>155</td>
<td>155</td>
</tr>
<tr>
<td>CLEVELAND, O.</td>
<td>160</td>
<td>160</td>
<td>160</td>
<td>160</td>
<td>160</td>
<td>160</td>
<td>160</td>
<td>160</td>
<td>160</td>
<td>160</td>
</tr>
<tr>
<td>CLEVELAND, O.</td>
<td>165</td>
<td>165</td>
<td>165</td>
<td>165</td>
<td>165</td>
<td>165</td>
<td>165</td>
<td>165</td>
<td>165</td>
<td>165</td>
</tr>
</tbody>
</table>

**Notices and Comments**

- Prices quoted for latest model used machines in leading U.S. markets.
- All prices are subject to change without notice.
- Contact local dealers for updated information.
- Orders subject to availability.
NEW DIAMOND DIAGONAL SCORES

- 2 3-IN-LINE
- 4 4-IN-LINE
- 5 5-IN-LINE

All Ball Return Feature

Pineapple Spot Feature

Super-Selection Feature

Permits choice of Extra Ball
4-IN-LINE Scores 5-IN-LINE
Both Super-Cards
Return All Balls

Lite-A-Name Feature
Advancing Scores
Extra Time Feature
Up to 3 Extra Balls per Game

NEW, SPECIAL E-Z SERVICE FEATURES

See Your Distributor Now!

United Manufacturing Company
3401 N. California Avenue, Chicago 13, Illinois
famous IN-LINE features plus new exciting SKILL-ACTION

NOW in-line scoring is more thrilling than ever, earns more money than ever—thanks to the new BUMP-feature. Electrically operated, the new Bally BUMP-mechanism eliminates player-fatigue caused by hand-operated devices—and gives more action and skill-control. Smooth and quiet in operation, BUMP-feature gets immediate extra play and profit. Get in on the ground floor of the 1954 BUMPer boom. Get HI-Fi on location now.

IN-LINE SCORES • CORNER SCORES • ADVANCING SCORES • SELECT-A-SPOT • EXTRA TIME • EXTRA BALLS • SUPER-CARDS • SPOT ROLL-OVERS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois