Dean Martin, Sheree North and Jerry Lewis jump with joy as they hear the reports on their latest Paramount picture, "Living It Up." Dean has plenty more to jump about since his Capitol recording of "Sway" has climbed all the way up on the charts. He follows it with "That's What I Like" which he sings in the movie. Not to be outdone, Jerry also has a new Capitol release, "Candelabra Boogie" and "Please Don't Send Me Down A Baby Brother." As for Sheree North, she doesn't have to sing a note.
ROCK-OLA has Everything You Need...

for each and every location!

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

Model 1438
5 Selections
The original phonograph with 120 selections

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

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

Height 42"
Width 30½"
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ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois
It's said that music is the universal language of man. And nowhere can that better be demonstrated than in the music which America loves and sings.

In the last several months, tune after tune has made its way from Europe and other continents into the hearts of the American public. There have been such songs as "Oh My Papa," "The Happy Wanderer," "The Little Shoemaker," "Anema E Core," and many others.

The basic appeal of music reaches everywhere. During the war and occupation, wherever American troops were stationed, they found music which they could adapt to their own tastes. That ability to appreciate the music of other lands has carried over so that today all sorts of songs can become American hits, songs from Europe, songs from the Orient, songs from Latin America.

What's equally important—and perhaps from the point of view of international relations even more important—is that the reverse holds true. There is hardly a country in the world that you can go to where American music is not being played. There is nowhere that American records are not being distributed. Of course we don't know what's going on behind the Iron Curtain, but we suspect that just as all people who long for freedom must manage to smuggle in somehow the things they love, so, many people enslaved in the world today must somehow manage to get hold of and play an occasional American record. For there's probably no medium that can better give them the hope to fight on and the confidence that victory is inevitable than music.

The proof of the effectiveness of the American recording industry in international relations is shown every time a recording star goes anywhere in the world. Though most of the world's population may never have seen some of our top recording names, their voices have made them household words. Patti Page goes to the Orient and huge crowds turn out to see her. Kay Starr goes to Latin America and she is a sensation. Guy Mitchell prepares a world tour and excitement runs high among record fans everywhere. Nat Cole, Frankie Laine, Johnnie Ray, Al Martino and numerous others visit England and they are wildly welcomed.

These are all American record names. Their reputations have been made through records—and records alone. They are known to the world almost exclusively through the sound they export on their disks.

What better proof is there of the universality of music?

In the music business, we sometimes have a way of depreciating ourselves. We talk about it as a small business compared to the giant of motion pictures and other mediums of entertainment. But that isn't really so as far as influence is concerned. American recording stars have helped to spread the gospel of the American way of life throughout the entire world. And they have done it through the most effective way conceivable—through music, which reaches to the very base of people's feelings and hopes and desires.
LEO SAYS: "M-G-M \nHAS THE BIG \nHITS"

JONI JAMES \nIN A GARDEN \nEVERY \nOF ROSES DAY

THE CASH BOX

PLUS THE NEXT 25 \nJUKE BOX TUNES

The Top Ten Tunes Among \nCountry Disc Jockeys in \nEach of the Next 25 \nWeeks To This Cash Box \nThrough the Country \nCounties.

CODE

BE-1044 (45-1044)—Tommy & \nJune Carter (Capitol)
CA-3160 (45-3160)—Frank Sinatra \n(Decca)
CD-1241 (45-1241)—Johannes Ray \n(Decca)
CD-2912 (9-2912)—Four Aces

THREE COINS IN THE FOUNTAIN \nFOUR ACES

BE-1049 (45-1049)—Sam Moore \n(DE-29126—Ethel Smith
MG-11667 (9-11667)—Dorothy Hawkins

LITTLE THINGS MEAN A LOT

BE-1046 (45-1046)—Helen Forrest \n(CB-10810—Dick Jacobs O

HERNANDO'S HIDEAWAY

BE-1047 (45-1047)—Sam

I UNDERSTAND JUST HOW YOU FEEL

CH-4658 (46-4658)—Jack Ford

THE HAPPY WANDERER

FRANK WEIR

DE-29129 (9-29129)—Grandma

CRAZY 'BOUT YOU, BABY

M-7044 (7044x45)—Crew-Cuts

IF YOU LOVE ME

KAY STARR

BE-1044 (45-1044)—Milton Forrest

GOODNIGHT SWEETHEART, GOODNIGHT

MC-GUIRE SISTERS—SUNNY GALE

WANTED

PERRY COMO

JE-1041 (45-1041)—Perry Como

ISLE OF CAPRI

GAYLORDS

CA-2817 (7-2817)—Duke Ellington

MAKE FRIENDS WITH RECORDS

M-G-M RECORDS

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

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

1. LITTLE THINGS MEAN A LOT... Kitty Kallen (Decca)
2. THREE COINS IN THE FOUNTAIN... Four Aces (Decca)
3. HERNANDO’S HIDEAWAY... Archie Bleyer (Cadence)
4. SH-BOOM... Crew-Cuts (Mercury)
5. THE LITTLE SHOEMAKER... Gaylords (Mercury)
6. THE HAPPY WANDERER... Hugo Winterhalter (RCA Victor)
7. GOODNIGHT SWEETHEART, GOODNIGHT... McGuire Sisters (Coral)
8. I UNDERSTAND... Four Tunes (Jubilee)
9. JOEY... June Valli (RCA Victor)
10. GREEN YEARS... Betty Maddigan (MGM)
11. IN THE CHAPEL IN THE MOONLIGHT... Eddie Fisher (RCA Victor)
12. IN A GARDEN OF ROSES... RCA Victor 20-5757
13. THE HIGH AND THE MIGHTY... RCA Victor
14. IF YOU LOVE ME...
15. SWAY...

Doris Steele, who is producing the new Ted Steele show on WOR-TV, would like all contact men to send her a list of their recordings for programming on "Ted’s Talented Teenies." Recording sessions will be conducted with records whenever possible. . . . Peter Potter, west coast disk jockey, picked Lionel Hampton’s MGM “Jumpin’ With G. H.,” to be played on his local show. Disk was voted a hit by his “Juke Box Jury.”

Pie of the week—Bob E. Lloyd, morning man at WAVZ-New Haven, Conn. Like all disk jockeys, Lloyd dreamed of the day when the radio survey interviewer would call at his home. It finally occurred several days ago—but now Bob is looking forward more anxiously than ever to the next visit. Here’s what happened: Bob and his wife went out for the evening. When they returned, the baby sitter told them they had just missed a visit by a radio survey lady. “But,” said the sitter, “since you weren’t home, she asked me what station I listened to in the morning.” “Well,” said Bob, “what did you tell her?” At that point the call letters the baby sitter repeated were definitely NOT those of WAVZ. Bob now boasts the most honest, most loyal listener, “and I had to pay her, too,” he moaned, … and talking about baby sitters—WWCD-

WASHINGTON, Fred Fiske, a new father of the month, standing, believes that he has the baby sitting problem solved. One of his loyal WWDC listeners came to the rescue. She volunteered to “sit” free of charge for the Fiskes if he would play a request number. Upon receipt of the offer, Fiske broke all records getting the young lady’s record on the turntable. . . . Jo Ann Tolley just completed a one week engagement at the Three Rivers Inn, Syracuse, and visited with local jockeys plugging her latest MGM “So Close” and “All The Time.” Jo Ann saw Charlie Shaw and Denny Baxter (WOLF-Syracuse), Cafe Continental (WHEN-TV) and Bob Jones (WFBC). . . . Irwin Zucker, Sanford Distributing Publicity, was a sight in the Daniel Boone outfit he wore when he accompanied the lush model dressed in a wedding gown slugging the “Seven Brides for Seven Brothers” album. He was a mascot for the “Rose Marie.” What next?

Don Bolby (WDRB-Hartford, Conn.) now conducting a Cash Box Top 20 show every Friday, . . . Hollywood’s Larry Finley, now doing KPFW’s noon to 3:30 stint as well as his 10 p.m. to 4 a.m. remote from Moccaboo, with an assist from George Jay, has been giving an across the board whirl to Larry Raine’s Dot release of “I’m Only Human” . . . Burt and Elaine Beck (Fort Dix, N. J.) having lots of fun playing records for the shut-ins. Burt and Elaine say thanks to Joel Koenig of All-State for all those waxings and hope other distributors will be as kind, ’cause bed ridden GIs get a big kick out of them. . . . Cute announcement sent out by WDOE-Cleveland announcing the addition of “Big Chief” Norman Wain to its staff. Long feather was attached to the card. . . . Barry Kaye (WJAS-Pittsburgh) and Gerri Lang, New York model, were married at the Warwick Hotel, New York, Thursday, July 15. Barry and Gerri met at Grossinger Country Club, New York, July 4, were engaged July 12 and married three days later.

“TONY’S GOT A NEW HIT!!!

BOULEVARD

of NIGHTINGALES”

Tony Martin

RCA Victor 20-5757

WHO SAYS THERE’S A SUMMER SLUMP?
HERE’S ONE THAT’S BUSTIN’ OUT
ALL OVER IN RECORD SALES!

“IF YOU COULD ONLY READ MY MIND”

The Big Ballad with a Boat—By the Lovely Vocal “FIND” of the Year!

NORMA DOUGLAS

GUDEN RECORDS
B E. Y. "AH RI BUNG"

Write
Wire
Phone
Your
Orders
— TODAY!

GUDEN RECORDS
SURE TO THE HITS

1334 LINCOLN-LIBERTY BLDG.
PHILADELPHIA 7, PA.

"It’s What’s in THE CASH BOX That Counts"
MARGARET WHITING

"AN AFFAIR OF THE HEART" (2:08) [Mercury BM-354] Added by a lush Nelson Riddle orchestra, Margaret Whiting tenderly fashions a lovely ballad in her warm voiced manner. Pretty job.

"HOW LONG HAS IT BEEN" (2:39) [Vocalion BM-350] Bernsteins ASCAP—Lombardo, Loeber Another soft romantic piece is delivered with meaning by the skilled thurs. Melody is most appealing.

ROBERT MAXWELL

"MAGIC IS THE MOONLIGHT" (2:33) [CBS BM-330] A fabulous Latin tempo standard in its unique and most pleasing manner.

"TANGO TEARS" (2:21) [Maxwell ASCAP—Maxwell] This deck is a haunting tango item comprised and presented by Bob. The crotcheta in the backdrop supplies the best.

PEREZ PRADO ORCHESTRA

"ST. LOUIS BLUES MAMBO" (1:54) [Handy Bros. BM-340] (Decca 29216) A fabulous and "crazy" instrumental interpretation of a great standard is belted out by Perez Prado and his men. Slow sock piece. Great sound. Great arrangement loaded with counter-American BMU—Poll! The Singing Wanderers debut impressively on Decca with a terrific vocal arrangement of a country tune gone pop. Brilliant first showing that predicts a bright future. Solid Eddie Wilcox arrangements.

"DON'T DROP IT" (2:16) [American BMU—Poll] The Singing Wanderers debut impressively on Decca with a terrific vocal arrangement of a country tune gone pop. Brilliant first showing that predicts a bright future. Solid Eddie Wilcox arrangements.

"ST. LOUIS BLUES MAMBO" (2:05) Added by the Kenkrems and Dick Jacobs' orch. Jack Richarz leads into a cute rhythm version of a hit that is gaining in popularity.

"DESI" [Amy BM—Richards, Marian] The echo effect is employed on this end as the songster rides through a fast moving item.

THE SINGING WANDERERS (Decca 29210; 9-29210)

"DON'T DROP IT!" [Decca 29210; 9-29210] An account of baseball's much publicized Willie Mays is colorfully treated by the cream. Should do exceptional well in blues and pop, especially in New York.

"IT SHALL COME TO PASS" (3:08) [O'Connor & Miller ASCAP] (Rolke, Patrick) The inimitable Four Aces, whose last two platters "Swinging In Paradise" and "Three Coins In The Fountain" have both hit the top spot on the hit parade, now offer a vocal ensembled contender in their latest release. On one side, working with a chorus, the Aces dramatically deliver a penetrating semi-religious tune in the same vein as "I Believe". It's an inspired presentation of an excellent lyric and melody under the title of "It Shall Come To Pass." The boys really sound great. Coupling is the great olde "Dreams" which the quartet eases through in a delightful shuffle rhythm, Jack Pielo's colorful and unusual instrumental backing is very impressive. It's a "pick-me-up." Both sides have the merit to make it "three-in-a-row" for the Aces.

"DREAM" (2:16) [M. H. Golden ASCAP—Mercer]

"THE LIMELIGHTS"

"IF I GIVE MY HEART TO YOU" (2:38) [Miller ASCAP—Crank, Jacobs, Broseker] Film-wax star Monica Lewis gives out an ex- clusion on a sentimental ballad. Tearful delivery.

"WHEN YOU'RE NEAR" (2:39) [Joshua BMU—Genaro, Poffar] Dick Reynolds sets up another fitting backdrop for the throb's dramatic reading of another love tune. Number jumps at mid point.

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"A GIRL WITH A FIGURE LIKE AN HOURGLASS" (2:52) [Columbia 40027; 4-40027]

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RENE TOUZET ORCHESTRA

MAMBO IN BRASS (2:39) [Julio Korn Argentina—Cornellis, Manzi Castillo, Mosilla] This rocking mambo in brass is another in Victor's mambo push program for the week. Sharp beat is great for lovers of the dance.

"FIESTA TROPICAL" (2:39) [Penoria BM—Marquez] Leon Robison takes the lead on this melodious mambo pleaser. Big group interpretation of the Cuban beat.

THE DELTONES (Mosaic 1919)

"NO DARLIN' NO" (2:14) [Taylor BMI—Seaman, Frank] A country-flavored rhythm item is offered by the Del-Tones as M. Miller takes over on the vocal. Ok side.

"LOOKIN' FOR A GAL" (2:33) [Taylor BMI—Seaman, Frank] Another easy going Country type tune makes pleasing listening as dished up by Miller.

BOBBY PAGE & MUSICAL PAGES (Vee 113; 43-113)

"CARCOCA" (2:24) [Ha zms BM—Kahn, Elson, Youmans] Bobby Page and his Musical Pages belt out a jazzy version of a famous Latin favorite. Interesting combination of Jazz and Latin.

"DEEJAY MAMBO" (2:34) [Masques, BMI—Page, Dale, King] More solid mambo material with a good jazz flavor comes over on this original.

CHRIS MARTIN (Doty 55; 45-156)

"I'M CRYING MY HEART OUT FOR YOU" (2:44) [Republic BMU—Mare] The smooth voice of Chris Martin tearfully presents a semi-sentimental love tune in meaningful fashion. Teddy DuFaut's Orch and chorus work well.

"LOVELESS HEART" (2:17) [Karen ASCAP—Pariss, Bark, Capnine] A bonney rhythm novelty is sent across with life and zest by the talented songsters.

"NO DARLIN' NO" (2:14) [Taylor BMI—Seaman, Frank] A country-flavored rhythm item is offered by the Del-Tones as M. Miller takes over on the vocal. Ok side.

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"Cried"

Breaking For A Smash By

PATTI PAGE

MERCURY 70416 • 70416X45

Not 1 But 23 Summer Hits!

The Crew-Cuts

"SH-BOOM"

AND

"I SPOKE TOO SOON"

MERCURY 70404 • 70404X45

The Gaylords

"The Little Shoemaker"

AND

"MECQUE, MECQUE"

MERCURY 70403 • 70403X45

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

**ITALIAN HUCKLE BUCK**
(2:16) [Laurel BMI—Gibson, Alfred]

**JUST LIKE BEFORE**
(2:52) [Bregman, Vocca & Conn ASCAP—Buston, Gallow, Conn]

**IN MY OWN QUIET WAY**
(2:56) [Herb Reit BMI—Barlow, Laverton]

**MAMBO-CHA-CHA-CHA**
(2:43) [RCA Victor—20-5822; 47-5822]

**LOU MONTE**

- The tremendous talent of Lou Monte, which the public recognized when the songster waxed the oldie "Darktown Strutters' Ball" with a punchy Italian and English lyric, shows up again on a sequel to that disc as Lou Beltz per a persuasive Italian—English version of the song, "Huckle Buck." The deck is full of laughs and loaded with spice Hugo Winterhalter's orch.配有 with a soche orking. The deck has a happy-go-lucky air that could make a ream wash. On the lower lid the pianist demonstrates his vocal skills on a ballad as he carresses the lyrics of a lifting love song called "Just Like Before." Keep a close watch on the upper left.

LOUIS JORDAN

- "I DIDN'T KNOW WHAT TIME IT WAS" (2:18) [Chappell ASCAP—Edger, Hart] A lus Nelson Riddle orking is the backing for Louis Jordan's vocal of a beautiful Rodgers and Hart tune. Warm, sincere oring.

- "ONLY YESTERDAY" (3:05) [Sherwin ASCAP—Frisch, Skilta] Another beautiful ballad is softly presented in a Nat Cole manner by the versatile Mr. Jordan.

TONY MARTINEZ QUINTET

- "HOLLYWOOD MAMBO" (2:40) [Mills ASCAP—Martinez] The Tony Martinez Quintet lends its way through an easy mambo with a sharply defined beat. Good dance material.

- "I CAN" (2:45) [Mills ASCAP—Cano] A wilder and more vigorous piece of mambo material is sent across by the crew on this end. Number really moves. "Crazy" rhythm.

VIOLA DIXY

- "GOBY" (2:19) [Lowell BMI—Weinert, Kriegsmann, Salvin, Bernstein] One of pop's high flying ballads is given an impressive cover treatment by the polished voice of Viola Dixy. Multiple voicing effective. Too late to cop honors. Strong showing.

- "EVERY ONE IS SAYING" (2:25) [Lowell BMI—Cohen, God. A direct hit on this one. The sweet voiced, chip rendering another pretty ballad, again using the multi-voice effect. Lovely tune. Thrush has class.

JOHNNY DEE TRIO

- "I SEND YOU FLOWERS" (2:28) [Waters Music—Benjack] A cute novelty item is colorfully treated by the Johnny Dee Trio with Johnny in the vocal spotlight. Catchy samba tempo item.

- "GETHER AROUND" (2:54) [Waters Music—Benjack] On this one, the boys team up on an amusing bit of instrumental ditty. Light and inviting melody.

RED NORVO ORCH.

- "ALL I WANNA DO" (2:30) [Meridian BMI—Perry, Girik] The Novoceders take over in the vocal department as Red Norvo leads his aggregation through bounce novelty. Terrific vibe work by Norvo.

- "'X MARKS THE HITS" (2:45) [Neal Hefti ASCAP—Hefti, Norv] On this end, the orchestra cruises through an instrumental jumper whose title is the slogan of this diskry.

DUKE ELLINGTON

- "IS IT A SIN?" (2:51) [Mills ASCAP—Leopold, Bryan, Carua] Duke Ellington leads his big orchestra through a slow romantic ballad as crooner Jimmy Giions handles the vocal chores.

- "BUNNY HOP MAMBO" (2:25) [Moonlight BMI—Anthony, Aslett] The Duke and his men wend their way through a mambo arrangement of the popular "Bunny Hop."

THE CNOTERS

- "L.A. VAGAS" (2:24) [Kavelin BMI—Coates, Hart, Parke, McNeil] On this end the orchestra cruises through an instrumental jumper whose title is the slogan of this diskry.

JANE RUSSELL


- "PAMPER ME" (1:55) [Studio BMI—Carlston] On this end the chorus is nice, Latin tempi, cutie that makes interesting listening. Best picks up at mid point. Colorful side.

ALAN DALE

- "DO YOU STILL LOVE ME?" (2:41) [RCA Victor—Jordan, Jordan's version is presented with a warm, polished harmony, present a tasteful reading of a sentimental love tune. Jumps up at mid point.

- "THE SONG IS ENDED" (2:20) [Berlin ASCAP—Berlin] The low voice of this song is treated on this end as the boys' rhythm through a famous Berlin oldie. Terrific sound and style.

RAY HENRY ORCIL

- "ZIG ZAG POLKA" [R. Henry] A real wild and fast moving polka is booked across with life by Ray Henry and his men. Disk should do well in the proper locations.

RICHARD HULLS ORCHESTRA

- "WHERE HAVE YOU BEEN LIFE" [R. Henry] An equally wild, rip roaring polka item is presented in a happy-go-lucky fashion by the polkateers. Great music for lovers of the dance.
NEW YORK:
Don Cherry continues his golf winning ways with an 8 under par 200 for his first round in the British Open Golf Tournament at St. Andrews, and can't keep a good man quiet for very long and the proof is in the way Dave Spear's press agent is working on three shifts around the clock with his Bunny Paul "Honey Love" and the new album kit deal. . . Eddie Wictor wrote the arrangements and a selection for the "Swingin' with Billy, Hey, Willis" Wanderers disk on Decca. . . Many people who were delighted when Linnea got up from his table at the Basin Street and sat in with Benny Goodman for a crazy one. . . The latest to open at the Riptide Club in Wildwood, N. J., for ten days on August 6 . . . George Shearing's quintet broke out its house open for its return engagement at the Village Vanguard in short order. . . Mitch Ayres, conductor of the Perry Como Chesterfield TV show, was averaging 105 on the golf course. Last week Mitch qualified in the Long Island Amateur Golf Tournament with a 78. . . Murray Deutsch appears as assistant to Irving Deutsch, general manager of Southern and Peer Music. The Deutsch brothers are look-alikes and it is quite conceivable that A & M will cut one of their songs for that realising who's who. . . Gersh and Wecht moved a 200 W, 57th Street. . . Jack Dunn announces forthcoming engagement to Barbara Cohen, his fiancée, and HARRY JANN, and his new disk at Galace Agency, walked off with the class "C" surf casting championship at Bay Meadows last week in his first try at open class competition. . . Tommy Mays, MGM young man, and New York debut at the Elks Club, 153 N Brooklyn, July 20. . . Morty Craft, Bruce Records, will free lance with Pepe. . . Myers Music recording with high three strong strings. "Rock Around the Clock," Bill Halley,; "Jingle Bells," Billy Haley, ; "Julie Lelebo," ARC Records singer, killed in an auto accident in Chicago, July 25. . . Billy Keto, who wrote and recorded "I Cried," on Coral, elated with returns from Pittsburgh, Cleveland and Detroit.

CHICAGO:
Ed Walker and Al Olrich of Coral Distributors here, hosted cocktail party and buffet supper for Chic deejays and press at Linn Burton's 7/22. Then provided transportation for "Hi-Time SLEEPing here," flicker which features Don Cornell's disk of "Hold My Hand." . . . Cute note from Barbara Bello, telling us all about her "new "hi," the little 8 Year old whom we incident last week, which left her with broken nose and stitched-up leg. . . Mr. and Mrs. Thomas Johnson did hang-up job on his first TV stint on the "Jack Paar show. . . Johnny to be featured weekly, along with Barbara Bello. Meanwhile, "The Mighty," looking mighty like a hit. . . Helen Merrill, newly-signed to the EmArcy label, currently mortaining at the Childe in one of her own's dj's. . . "Over And Over Again," b/w "Let's Drink To Hapiness," marks the debut on the Tiffany label of Capt. Stubby and the Buccaneers. Waxing not with lot of press and reported to be en joying the display. . . Getting national distribution coverage for their Country And Western Department which will feature Bob Allen as well as the Buccaneers, a mention considered breaking in the pop field. . . Tommy Leonetti turned disc jockey this past Satur day, who substituted for Stan Shaw who had no label whatsoever. In the meantime, it is reported that Stan is being wooed by one of Our Town's TV stations. . . Dorothy Shay, currently at the BBC, got a hold of her latest album, "Park Avenue Hillbilly On Broadway." . . Dick Contino drove away at his "Talke and Talked in Chicago this past week. Heard that strictly im punctuous, Mercury's Nick Nolte, who attended Dick's opening, was asked to sing and by so doing, practically tore the house down.

LOS ANGELES:
Everyone is back hard at work again after the NAMA convention. They all hope that by next December, our business will get together and form a convention for the record field exclusively. Why not consider Los Angeles as a possible site for such meetings? We have all the facilities plus a pleasant climate. Original project of the music makers created their own heat wave on their return engagement at the Hollywood Palladium 7/18. Despite the torrid heat wave they attracted the biggest opening night crowd of the year. This highly successful first night brought a record crowd of 5,000 dancers. . . The fabulous Eartha Kitt proved her abilities again as top night club performer as she opened during her engagement at the Troubadour. . . Bill Loose, prominent in music circles, is Eartha's new Composer. . . Billy Danie's opens at this popular Sunset Strip nite spot August 3. . . Sauter-Finegan orchestra continue for another two weeks at the Crescendo in Hollywood along with the weekly stand on the Saturday Night Revue KNBR-TV series with Eddie Albert. . . We hear that Saul H. of Peer Music has returned from a three week trip to London this week for concerts with publishers about two new songs. . . Talk about your London concert! They are being transformed into Cinemascope. . . Edmund Ross off for his five weeks stint at Swingy Sporting Club Monte Carlo. . . Yours truly off to the French Riviera in quest of our next week's column and will bring you next week's news from the Cote d'Azur . . . and if my pocket will allow that I'll go for the following week too.

This Week's Best Selling Pop Singles: (Courtesy "New Musical Express")
1. "Cara Mia" - DAVID WHITEFIELD - MANTOVANI
2. "Little Things Mean A Lot" - KITTIE KALLEN
3. "Secret Love" - DORIS DAY
4. "Idle Gossip" - PERRY COMO
5. "Wanted" - AL MARTINO
6. "Wanted" - PERRY COMO
7. "Such A Night" - JOHNNIE RAY
8. "Happy Wanderer" - PETULA CLARK
9. "Little Shoemaker" - CHILDREN'S CHOIR
10. "I Got So Lonely" - FOUR KNIGHTS

“The Cash Box, Music Page 9 July 31, 1954

"Hi-Time"
ON THE MARKET ONLY 2 WEEKS
Already A National BEST SELLER...

AMERICA'S NO. 1 VOCAL COMBINATION

The Hilltoppers

"IF I DIDN'T CARE"

featuring the great voice of JIMMY SACCA singing

"BETTINA"

The Cash Box, Music

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

**POPULAR**

**EDDIE FISHER**—“BROADWAY CLASSICS” with Hugo Winterhalter and his Orch. RCA Victor 45 EPA 501 (1-EP) List: $1.50

And this is my beloved, lost in loneliness, alone too long: Lazy Afternoon.

Four of the 1953-1954 season’s top Broadway musicals were “Kismet,” “The Girl In Pink Tights,” “By The Beautiful Sea” and “The Golden Apple.” From these hits, Eddie Fisher presents four of the most outstanding tunes, tunes which should thrill both his younger and older admirers. Head shot of the young crooner on the jacket should attract a great deal of attention immediately. Should definitely be one of the top EPs of the coming months.


One of the many outstanding features of the Universal-International flicker “Magnificent Obsession” is the music composed by Frank Skinner. Here is the soundtrack of the flicker is presented by the Universal-International Orchestra under the baton of Joseph Gershenson. The score is outstandingly beautiful. Melodies might be familiar since Mr. Skinner’s score is based on some of the best loved music of Chopin, Beethoven and Johann Strauss. Music is based on one of Chopin’s Nocturnes and two of his popular Etudes; Beethoven’s “Ninth Symphony” and Strauss’ “Vienna Life.” Almost the entire sole will be to people who have seen the flick.


Young at Heart, the Man Upstairs, Until Sunrise, Answer Me, My Love, Oh Baby Mine, I Really Don’t Want to Know, Hey Brother, Four in the Vine, If You Love Me, Eight Capitol hit singles, most of which have appeared in the top ten of the charts this year, are issued in one album by the discjockey. Top tunes such as “Young at Heart,” by Frank Sinatra, “Answer Me, My Love” by Nat “King” Cole and the Four Knights’ “Oh Baby Mine” and the others mentioned above offer the teen-ager an excellent opportunity to pick up eight hit tunes by the original artists at less than half the price of the singles. Should enjoy a healthy sole.

“NOEL COWARD FAVORITES”—Harry Arnold’s Orchestra—Mercury MG 25193 (10” LP) List: $3.00

The Call of Life, Today, Dear Little Cafe, If Love Were All, Zigeuner, I’ll See You Again Was About the Roof. One of the standouts in the field of arts is Noel Coward. His successful plays and music have thrilled millions through the years. On this album, Harry Arnold’s orchestra presents eight of the composer’s best known and most beloved songs. Although “Mad About The Boys,” “Zigeuner” and “I’ll See You Again” are the best known, the others are equally appealing. Soft music for the quiet hours.

**CLASSICAL**

**MENDELSSOHN** “Symphony No. 5 in D Major, Op. 107”

*BEETHOVEN* “Symphony No. 5 in F Major Op. 95”—Decca Records DL 971 (1-12” L.P.) List: $8.85

The Los Angeles Philharmonic Orchestra, conducted by Alfred Wallenstein, Mendelssohn’s Symphony No. 5, better known as the “Reformation Symphony” and of recent years having attained its popularity, is magnificently performed by the Los Angeles Philharmonic Orchestra, conducted by Alfred Wallenstein. The orchestra is touchingly gentle, and dramatically robust in turn as it moves through the symphony written to be performed at the 500th anniversary of the Augsburg Confession. These have been very few recordings of this symphony and record collectors should find this a gratifying purchase. The reverse track, Beethoven’s “Symphony No. 5,” is a more familiar work, although it is one of the lesser heard Beethoven symphonies. All available on Deccan performed by the Berlin Philharmonic Orchestra and leased last week. Both performances are top flight and make valuable addition to any library.

**MOZART** “Symphony No. 40, in G Minor, K. 550”

“Symphony No. 35, in D, K. 385”—RCA Victor Bluebird Classics LBC 100 (1-12” LP) List: $2.88

The London Mozart Players, Harry Blech, conductor. RCA Victor offers a budget priced recording of the famous “Haffner” symphony. With Mozart’s work is enjoyed performed and although it has been recorded and is available through most companies, economy minded buyers will find price of this one an inducement and an opportunity to extend their home libraries. “Haffner” is backed with the lovely Mozart’s No. 40. Als extensively covered but same comments re quality and value apply.

**JAZZ**

**KING OLIVER’S UPTOWN JAZZ**—The Harlem Period of the King of New Orleans—“X” Records (1-10” LP) List: $6.95

Can I Tell You, My Good Man, Say, Sweet Like This, New Orleans Story, Wes Montgomery, I’ve Got That Thing, Hear Me Light Blues #2, Hear Me Light Blues #24, Many have been credited with the development of Louis Armstrong, but Louis says it was none other than King Oliver who was the greatest influence in the arrival of “Ole Satin.” King Oliver took over the title of King when he put down King Buddy Bolden in a street battle of trumpets. The closing down of Storyville in 1919 saw the migration of Oliver to Chicago where he was top man for many years. These recordings were made in 1926 with a group of Harlem musicians when Oliver came to New York and his trumpeting firmly established his mastery of the instrument. For any collector, this album is a must. The chance to hear the great King Oliver as well as own a piece of jazz history is worth the price of admission many times over.

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**it’s a Three Suns hit!**

**MOONLIGHT AND ROSES**

**CRAZY LEGS**

20/47-5768

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

www.americanradiohistory.com
ATTENTION! OPERATORS, DJ's, DEALERS, DISTRIBUTORS—Everybody is whistling and singing to

The Greatest Singing Sensations of the Nation

WITH THE HOTTEST RECORD AT THE NAMM CONVENTION
NOW SKYROCKETING INTO A NATIONAL POP HIT!

WHY SHOULD I LOVE YOU

b/w
FOREVER MINE
with accompaniment
by THE SHYTANS

BRUCE RECORD CO. 1650 Broadway New York 19, N. Y.
South African Disk Looms As London Sleeper

NEW YORK—Every now and then, a record company comes up with a smash single that even its executives didn’t expect to click. Here’s a story behind one such platter.

Some weeks ago, E. R. Lewis, president of London Records in England, sent The London office in the U.S. a sample of a record called “Skokinan” b/w a South African version of the standard “In The Mool.” Attached to the parcel was a handwritten letter, hardly legible, to Harry Kruse in New York. The note and the record were set aside to be attended to at a later date.

A Cleveland Disk jockey Bill Randle played it on the air last Tuesday and the response was instantaneous. Cleveland distro finds themselves flooded with inquiries and they in turn sent orders to New York for a record which was not yet available. London then sent the record to New York disk jockeys where it met with a similar reaction.

Immediately, six thousand records were shipped from England and 20,000 more are expected this week.

All this happened while half the pressing plants in England were closed, and while Walt Maguire, handling national sales, and Harry Goldfarb, branch manager of the New York office, were on vacation.

With the excitement on this disk reaching a fever pitch, it was decided to deciper Mr. Lewis’ letter, and this is what it said: “Enclosed you will find a horrible record. Get it around. Maybe something will happen to it.”

The artists are the Bulawayo Sweet Rhythms Band and their record is reported to have sold over 170,000 in South Africa.

Sales On Essex L.P. Kit Soaring

PHILADELPHIA, PA.—One of the most talked about features to come out of the recent NAMM Convention in Chicago was the L. P. Album kit that Dave Miller, Essex Records, was offering to the retail market.

The kit includes six 12”, P’s, a display stand, five-color coat chrome streamer, and a free EP for each LP in the package. The price of the kit will include the Free EP’s on all orders taken up to August 20.

The Album sleeves were designed to be eye-stoppers in appeal. Using some of the most glamorous and most beautiful models in the field, Miller worked with one of the top commercial photographers in the country and emerged with a product that even the best album cover that should prove invaluable in the over-the-counter sale.

Featured in the first release of “Sensations In Sounds And Moods I Love” are Monty Kelly, Ray Charles Chorus, Eddie Calvert, Ray Martin, Norrie Paramor and Jay White.

Miller, who plans releases of package help but works only four months a year, says the orders at the convention and following return to Philadelphia have been “sensational” and it has been necessary to run his plant on three shifts.

Monty Kelley, Essex A & R director, will work with Miller, supervising all material that goes into the albums.

FRANKLIN, N. C.—The Cash Box is always happy to offer space to the opinion of a member of the music trade. The following is the opinion of A. A. Sternier III, Record Dept. manag- er of Frank’s Radio & Electric Co., in Franklin, N.C., on the trends of the music business.

“After reading two articles in The Cash Box (Artie Shrapel Predicts Revo- lution In Jazz, July 10 and the editorial Vocal Groups, July 17), I can’t help but wonder why no one has looked deeper into the picture and answer the ‘What next?’ question that has arisen. The word ‘predictions’ has finally worn itself out in the music world. It needs to be replaced with ‘progression’ or ‘retrogression’ in our future articles and conversation.

“History, in any form, including musical history, is made by, for, and with the reactions of human beings; and music lovers and performers are human beings. It is a known fact that on many continental sides, it is happening in many ways as (to put it loosely) his- tory progresses. Musical history is no exception for example, it is unlikely that we will have progressed musically in twenty years. It is likely that we will have progressed musically in twenty years. Therefore, it is evident the reaction to new music is not as clear cut as it once was.

“All the ballyhoo about vocal groups breaking into pop, and jazz rearing its distorted head just proves any point. Prior to World War I, Bar- retts, Overshop Quartets were the sleeper that the public’s eye. Following World War I and into the ‘20s, jazz and blues held public appeal. The late 20’s and early 30’s saw ‘sweet an- swing’ rule with many of the ban leaders being known affectionately as a ‘King’ of this or that. Then we had an era of male vocalists followed by the female vocalists (the women always seem to get into the act).”

“However, don’t get me wrong, don’t expect to see ‘My Merry Old Mobile’ and ‘Sweet Rosie O’Grady’ at the Top Ten. I do expect to see top notch harmonizing on new number that will be remembered as long as those mentioned. Jazz too will show at the Show Market. ‘The early 30’s are due to be run through with the musical ‘saucegrinder’.

“No! We are not going back, as a rule, for everything all at once, but do expect a reversion to the sounds of the 20’s.”

Mercury Signs Errol Garner and Joe Liggins

NEW YORK—In line with the pol- icy announced at the inception of the EmArcy label, Mercury subsidiary of building with name as well as new talent, Bob Shad, A & R director, an- nounced the signing of Errol Garner and Joe Liggins.

Both artists have long histories as big record attractions. Garner’s in- dividual piano styling has won him large audiences in both the jazz and pop fields and Mercury’s plans are to so employ his talents. He will be is- sued on both the Mercury and EmArcy labels. This gives the company a total of three stars (and the third, Shad, are building in this direction) who will be issued simultaneously on both Mercury and EmArcy, They are Sarah Vaughan, Dinah Washington and Joe Liggins.

Garner will come into New York from Ontario, Canada, for a three-day session with Shad Dec. 20-22 and the first Mercury release is due in about a week.

Joe Liggins is one of the few R & B artists to go over a million in sales on one recording. Liggins is best known to the trade for his "Honey Dripper" and "Get A Right To Cry" on Exclusive Records and "Pink Champagne" on Specialty. Shad will go out to the coast in a week or ten days to cut Liggins. While in California Shad will also endeavor to set up sessions over the next two months with some of the Hollywood jazz luminaries.

Bruce Hits With Harptones In Pop Market

NEW YORK—Monte Bruce, Bruce Records, who left the NAMM Convention with every indication that his company had come up with a pop hit, now reports that his every hope had been realized as orders and re-orders have been coming in via mail, tele- phone and wire in hit proportions.

The tune, “Why Should I Love You” by the Harptones, originally an R & B hit, has been getting heavy pop Jazzy play and distributors indicate that the demand has been coming from the pop box.

Monte Bruce left last week for an extended trip to visit with dealers, one-stops and operators.

MONTRAIL MEMOS

It is rumored that the Chez Parry is closing on Sunday night for a couple of weeks for renovations and unless some Joie de Vivre is made in this period is settled a new policy could be in- voked when it opens again. Also due to the hassle between the two unions, the Normandy is without a host at the moment.

The Astor Cafe this week is George Faith. . . The one night stand of Lee Brown and his Band of Renown at the Norman this week was July 21st was very successful. Also appearing with him was lovely Jo Az- Green and Larry Greffe.

“It’s What’s In The CASH BOX That Counts”
**Benida Expanding**

Dewey Bergman, president of Benida Records, announced an impressive program of recording expansion and the launching of a rhythm and blues department. The Sugar Tones, vocal group, have been signed for r.e.b. Songstress Dori Brooks has been inked to a long term deal as has baritone Rickey Denell.

Bergman signed the Macy Singers to record Christmas Album. The 90 voice group is nationally famed as the K. H. Macy's department store songsters.

Benida is also going heavy in the Latin rhythms department. Tito Martinez and his Latin American All Stars will wax an album for October release.

Bergman has been informed that the Atlanta Pops Symphony will honor him at a concert in September when they feature his composition "H poverty in Music."

**Savoy Enters Pop**

NEWARK, N.J.—Herman Lubinsky, president of Savoy Records, announced this week that the company will enter the pop field next week when it launches its initial release. The release will feature Jerry Martin with a 23-piece orchestra and a choir of 12 voices. The titles of the tunes were as follows.

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**THE CASH BOX**

**Top Selling Records reported by the Foremost Retail Outlets from Coast to Coast**

**GAITTY MUSIC SHOP**
New York, N. Y.
1. Little Things Mean A Lot (Sh-Boom).
2. Hernando's Hideaway (Bleeker).
4. The Little Shoemaker (Gaylords).
5. The Happy Wanderer (Bleeker).

**MODORNA RECORDS**
Portland, Ore.
1. The Happy Wanderer (Bleeker).
2. The Shoemaker (Sh-Boom).
3. Four Coins In The Fountain (Gaylords).

**GR EELINE RECORDS**

1. The Happy Wanderer (Bleeker).
2. The Shoemaker (Sh-Boom).
3. Four Coins In The Fountain (Gaylords).

**DUCHESSE RECORD SHOP**
Incapacitated Ltd.
1. Crazy 'Bout You, Baby
2. Little Things Mean A Lot (Kitty Kallen).
3. Sh-Boom (Crew-Cuts).
4. You Are My Love (Gaylords).
5. The Shoemaker (Sh-Boom).

**MOSLEY MELODY SHOP**

1. Three Coins In The Fountain (Patti Martin).
2. Little Things Mean A Lot (Shy-Kitty Kallen).
3. If I Be Capable (Mighty)
4. I Understand Just How You Feel (Lilly Duvall). 
5. The Happy Wanderer (Bleeker).

**BRITISH RECORD SHOP**

1. Three Coins In The Fountain (Gaylords).
2. Little Things Mean A Lot (Kitty Kallen).
3. If I Be Capable (Gaylords).
4. I Understand Just How You Feel (Mary Lou Johnson).
5. The Happy Wanderer (Bleeker).

**GRAY MUSIC SHOP**

1. Three Coins In The Fountain (Sh-Boom).
2. Little Things Mean A Lot (Frank Sinatra).
3. If I Be Capable (Sh-Boom).
4. I Understand Just How You Feel (Gaylords).
5. The Happy Wanderer (Bleeker).

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**CALIFORNIA MUSIC CO.**

1. I Wonder Where You Are Tonight (Kitty Kallen).
2. Sh-Boom (Crew-Cuts).
3. The Little Shoemaker (Gaylords).
4. Four Coins In The Fountain (Gaylords).
5. Ten Little Things Mean A Lot (Sh-Boom).

**THE MUSIC BOX**

1. Sh-Boom (Crew-Cuts).
2. The Little Shoemaker (Gaylords).
3. Four Coins In The Fountain (Gaylords).
4. The Happy Wanderer (Bleeker).
5. The Shoemaker (Sh-Boom).

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**THE CASH BOX**

1. Sh-Boom (Crew-Cuts).
2. The Little Shoemaker (Gaylords).
3. Four Coins In The Fountain (Gaylords).
4. The Happy Wanderer (Bleeker).
5. The Shoemaker (Sh-Boom).

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**GREELINE RECORDS**

1. Sh-Boom (Crew-Cuts).
2. The Little Shoemaker (Gaylords).
3. Four Coins In The Fountain (Gaylords).
4. The Happy Wanderer (Bleeker).
5. The Shoemaker (Sh-Boom).

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**CALIFORNIA MUSIC CO.**

1. I Wonder Where You Are Tonight (Kitty Kallen).
2. Sh-Boom (Crew-Cuts).
3. The Little Shoemaker (Gaylords).
4. Four Coins In The Fountain (Gaylords).
5. Ten Little Things Mean A Lot (Sh-Boom).

**THE MUSIC BOX**

1. Sh-Boom (Crew-Cuts).
2. The Little Shoemaker (Gaylords).
3. Four Coins In The Fountain (Gaylords).
4. The Happy Wanderer (Bleeker).
5. The Shoemaker (Sh-Boom).

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**RECORDS FROM THE FOREMOST RETAIL OUTLES FROM COAST TO COAST**

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**THE CASH BOX**

1. Sh-Boom (Crew-Cuts).
2. The Little Shoemaker (Gaylords).
3. Four Coins In The Fountain (Gaylords).
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3. Four Coins In The Fountain (Gaylords).
4. The Happy Wanderer (Bleeker).
5. The Shoemaker (Sh-Boom).
"I'm giving all my love to you"
"Point of no return"

**CASH BOX**
"Excellent Wax Performer...
Wonderful Arrangement..."

**BILLBOARD**
"Miss Scott Does A First Rate Job...Well-Recorded"

**THE BUGS ON POPS!**
STUBBY AND THE BUCCANEERS
"Over and Over"
"OPS WILL LIKE IT" SAYS BILLBOARD-TOP RATING
b/w "LET'S DRINK TO HAPPINESS"

**COMING UP BIG!**
GUY CHERNEY
"With All My Heart"
b/w "CHATTANOOGA, TENNESSEE"

**IT'S WHAT'S IN THE CASH BOX THAT COUNTS**
July 31, 1954

The Cash Box, Music

Best Selling Records
FROM MORE THAN 15,000 RETAIL OUTLETS!

1. I'm a Fool To Care
   CA-2938 (F-2938) — LES PAUL & MARY FORD
   17.1

2. Green Years
   JV-20-2748 (47-2748) — EDDIE FISHER
   My Friend
   11.4

3. The Man I Love
   CA-2768 (F-2768) — TONY RUSSO & FRANKY STARR
   If You Love Me
   14.7

4. Half As Loveable
   CA-2864 (F-2864) — RED DOKIE & THE RED DOKEY SINGERS
   The Girl That Got Away
   14.1

5. My Friend
   L-20192 (9-20192) — FRED WARDING
   He Was Home
   14.0

6. Friend
   L-20193 (9-20193) — RED DOKIE
   Lady From Guadalupe
   13.4

7. Moonlight and Roses
   G-11431 (K-11431) — FRANK PETTY TRIO
   Tick Tack Moments
   1.0

8. It's Back to the Three Suns
   JV-20-5986 (47-5986) — THREE SUNS
   Crazy Legs

9. They Were Doin' The Mambo
   R-12222 (9-12222) — LEE BROWN & LEE GOLDEN
   The Man That Got Away
   13.3

10. That's Where It's At
    E-29202 (9-29202) — T.N. WILLIAMS
    That's The Good Lord Speakin'
   11.0

11. Bobby Wayne
    E-7040 (70-40) — BOBBY WILLIAMS
    A String Of Broken Hearts
   10.0

12. Carnival In Venice
    JV-20-5071 (47-5071) — VAUGHN MONROE & MUSCLE SANDMAN
    7.7

13. Sway
    CA-2918 (F-2918) — RAY MARTIN
    Money Burns A Hole In My Pocket
   11.9

14. The Best Of The Best
    R-61189 (61-189) — EILEEN BARTON & MAMIE COLA
    Theme of the Movieカラー
   10.9

15. Flying High
    I-20-2772 (47-2772) — RON CARROLL
    Swingin' With Harry
   9.7

16. Cinnamon
    CO-42772 (42-42772) — TONY BENNETT
    Take Me Back Again
   8.2

17. Wedding Bells
    O-42406 (42-42406) — LELLI EIGHT
    Spending The Summer In Love
   10.3

18. Here
    1-20-5046 (47-5046) — TONY BENNETT
    That's Where It's At
   10.0

19. Sweetheart
    MG-11709 (11-1709) — FRANK WARREN
    Love Me, Love Me
   1.3
New York:

Atlantic Records boosting eighteen covers of eight current Atlantic records. The tunes are "Lovey Dovey," "I'll Be Seeing You," "That's All," "Talk About Me," "Honey Love," and "6000 Little Girls A Night." ... Herald records zooming again with what appears to be two coming hits. The new Fay Adams release, "Hunts Me To My Heart" and the Five Villows "Come Here To Me" are pressing well.

Music.

Roy Roy.

United Roger.

The Floyd.

Muddy 89098X45.

Two Page.

Good & July. Heart" around Messners John 7.

A attended deejays disk over 7/23 LOS.

feeling one-niters George Diifters Rosen, Evans 32/21.

been giving Evans his first hit, and it's a doozy. Rink a one.

and hitting Thrash records for MGG and is managed by Stan Pat. ... R & B treat ment of the Gillette Caledonc of Sports "Look Sharp Sharp R" out via Maxwell Davis on Almods.

The Mesner's think they have a big one that could pop as well as R & h. Story around is that Almodin will open a New York office to be headed by Eddie Mesner. ... Roger King Mozian and his "Music in Colorama" skirt will be appearing at Convention Hall, Aubury Park, N. J., for two weeks commencing July 80. ... Beulah Swan, Bellherb records, currently at the Flame Club in Detroit. The gal is currently making a bit of a stir with her "Don't Steal My Heart" in St. Louis, Pittsburgh, and Detroit. ... Bobby Shad, Mercury R & B and Jazz A & R, says, "A Pretty Girl I Used to Know" and "Any Day Now," Biddy Johnson; and "Happy Feet," Red Prysock.

Bob Rosen, Seeco Records, announces coast orders. Bob also excited about the response to Marhito's "Relax and Mambo." "

Chicago:

George and Ernie Learner, United Record Distributors, this city, now handling the Rama and Two lines. Now that the Eastern and Southern coasts have definitely "gone mambo," the boys feel that with bands like Joe Loco and Tito Puente they should be able to give the Midwest the mambo craze. Sam Evans phones to tell us his plans are now com pleated for the next Jam With Sam dance to be held at the Madison again on August 7. ... The stars ... The Clevors, Little Walter, Big John Greer and Scandal Slim. ... Joe Brown of the J.O.B. diskery reports he has just signed Earl Pugh as his first spiritual artist. Along with his singing, Earl tells us, he tours various college speeches to hundreds of thousands of students. ... Leo Kolheim happily reports that a flood of orders have been hitting his disk, these past few weeks for disk done by the Maceo Woods Singers. ... Muddy Waters into the Greystone Ballroom, Detroit.

The Clevors shed the big nationwide tour of one-in-fivers 7/28. ... Roy Hamton and the Orioles under the direction of Star Night will be taking the field 7/24, Daddy-O Daytime among the deejays asked to participate. ... "Honey Love," the Drifters really stepping up and breaking for the top spot in The Cash Box! Hot Charts locally as well as nationally. ... Hope Mahalia Jackson will be feeling up to par soon. "

Los Angeles:

Every seat was sold out and many had to be turned away during Gerte Norman's Rhythm and Blues Jubilee 7/17. Some of the nation's top R & B personalities kept the show moving at a fast pace from start to finish. They included:--The Chords, The Robins, The Four Tunes, The Hollywood Flames, Chris Kenwell, and Little Esther. Among the musical groups were, Chuck Higgins band, Joe Liggins and his band, Richard Lewis, Jake Porter, Gale Bernard, Marvin Phillips and T. Bone Walker. ... Leo Mesner announced Alodia has charmed the title of Amos Milburn's "Baby Doll All The Time" to "Baby You Thrill Me" due to the fact that another tune with the same title was recently released on the Embassy Label. ... The Drifters' "First in a Block of Jazz," has been licensed by the Record Club of America. ... The Chokers' "That's All," by the Flour seen really starting to move and breaking for the top spot in The Cash Box! Hot Charts locally as well as nationally. ... Hope Mahalia Jackson will be feeling up to par soon. "

Stars Over Harlem

If for the past week or so you've failed to see the familiar face of this columnist pasting in and out and all about the many uptown hot spots, it's simply that we decided to remain in the "windy city" for a brief spell and to lend a couple of eyes and ears to a few of the good things that happen out Chicago way. And so here goes with a bit of the things they're doing, what's being said and just who's saying it. A letter is the invitation of the very personable Ver rjay record executives Jimmy and Vivian Bracken (she's also a top deejay over at Gary's WGN radio) and the energetic side-kick Leo Kolheim to supervise The Spanie's latest date in the cutting rooms. Baltimore distributor Henry Nathanson gave out with a batch of helpful hints here and there same place, same time. ... United diskery top brass Leonard Allen, Samuel Smith and their busy man be hind the promotions Dave Clark have three big ones blazing away to keep the premises good and lively. The first is Memphis Slim's "Why Me Well," another is Junior Walker and the Winkers' "Lawdy! Lawdy!" closely followed by The 5 C's stellar "Goody Goody" pressing which should soon soar up to one of the top spots on the Chicago charts. ... Spotted Leonard Chess scrambling about like crazy with the latest Jimmy Witherspoon "Turn The Lights Down Low" etching which is one of the hottest ditties currently gracing the airlanes. ... Good to see Paul King and Lee C'dwell, whose Drexel Rec ords' "Let's Talk About The Weather" platter is occupying so many slots on the juke boxes and getting bigger and bigger all the time. ... Paul Gip (he's one of distributor James Marvin's live wires) all worked up about Ruth Brown's "Oh What A Dream" b/w "Don't Freeze On Me" waxing. ... Danny O'hean's "You're Mine" a soothing hunk of wax. ... The Robins' "Bird In Cell Block" jazz number is another hit than a Mexican jumping bean. ... Dynamic United distribra Ernie and George Learner have so many going great guns for them and they're handling each of these tasty hits with the precision and drive of a new Jaguar i wheeler. ... "The 5 Royals' 'What's This?' The Midnighters' 'Work Ain't A Crime,' 'B. J. Company,' 'Cold Feet,' Muddy Waters' 'Just Make Love To Me,' The Vibes 'Doll Face,' The Swallows 'My Baby' and The Stevens Singers' 'Jesus Paid It All' b/w 'I Heard The Voice' pressings are ops and shops' delights. ... Luna Records' "Come To Me Darlin',' a teen-ager sure bet. ... Daddy-O (he makes with the rhymes and soothing cool sounds daily over station WAIT) one of the nicest people to hit the Chicago airlanes. ... Irv Marcus stuck around a few days after the big kick off of the great big way the Five Blind Boys' 'I Wonder, Do You,' The Charleton's 'Step By Step' and to put it in a little extra ring savory toward the direction of Johnny Ace and his latest, fast climbing "Please Forgive Me" platter.
HOWLING WOLF
“EVIL GOIN’ ON”
“BABY HOW LONG”
CHESS 1575

FIVE BLIND BOYS
“I Wonder, Do You”
“All Aboard”
Peacock 1731

FIVE BLIND BOYS
“I Wonder, Do You”
“All Aboard”
Peacock 1731

THE NATION’S RHYTHM & BLUES TOP 15

1. HONEY LOVE
   Drifters (Atlantic 1029)
2. WORK WITH ME ANNIE
   Midnights (Federal 12169)
3. SH-BOOM
   Chords (Cat 104)
4. SEXY WAYS
   Midnights (Federal 12185)
5. SHAKE, RATTLE AND ROLL
   Joe Turner (Atlantic 1026)
6. JUST MAKE LOVE TO ME
   Muddy Waters (Chess 1571)
7. I UNDERSTAND JUST HOW YOU FEEL
   Four Tunes (Jubilee 5132)
8. PLEASE FORGIVE ME
   Johnny Ace (Duke 128)
9. GOODNIGHT SWEETHEART, GOODNIGHT
   Spaniels (Vee-Jay 107)
10. DEAR ONE
    The Scarlets (Red Robin 128)
11. CRY SOME MORE
    “5” Royales (Apollo 454)
12. IF I LOVED YOU
    Roy Hamilton (Epic 9047)
13. Ain’t Cha Got Me Where You Want Me
    Buddy Johnson (Mercury 70377)
14. OH WHAT A DREAM
    Ruth Brown (Atlantic 1026)
15. OH BABY
    Little Walter (Checker 793)

THE CASINO BOX

NEW YORK CITY
1. HONEY LOVE
   Drifters (Atlantic 1029)
2. WORK WITH ME ANNIE
   Midnights (Federal 12169)
3. SH-BOOM
   Chords (Cat 104)
4. WORK WITH ME ANNIE
   Midnights (Federal 12169)
5. DEAR ONE
   The Scarlets (Red Robin 128)
6. I UNDERSTAND JUST HOW YOU FEEL
   Four Tunes (Jubilee 5132)
7. PLEASE FORGIVE ME
   Johnny Ace (Duke 128)
8. GOODNIGHT SWEETHEART, GOODNIGHT
   Spaniels (Vee-Jay 107)
9. OH BABY
    Little Walter (Checker 793)
10. HONEY LOVE
    Drifters (Atlantic 1029)

CHICAGO
1. HONEY LOVE
   Drifters (Atlantic 1029)
2. WORK WITH ME ANNIE
   Midnights (Federal 12169)
3. SH-BOOM
   Chords (Cat 104)
4. WORK WITH ME ANNIE
   Midnights (Federal 12169)
5. AIN’T CHA GOT ME WHERE YOU WANT ME
   Buddy Johnson (Mercury 70377)
6. I UNDERSTAND JUST HOW YOU FEEL
   Four Tunes (Jubilee 5132)
7. PLEASE FORGIVE ME
   Johnny Ace (Duke 128)
8. GOODNIGHT SWEETHEART, GOODNIGHT
   Spaniels (Vee-Jay 107)
9. OH BABY
    Little Walter (Checker 793)
10. HONEY LOVE
    Drifters (Atlantic 1029)

NEW ORLEANS
1. HONEY LOVE
   Drifters (Atlantic 1029)
2. WORK WITH ME ANNIE
   Midnights (Federal 12169)
3. SH-BOOM
   Chords (Cat 104)
4. WORK WITH ME ANNIE
   Midnights (Federal 12169)
5. AIN’T CHA GOT ME WHERE YOU WANT ME
   Buddy Johnson (Mercury 70377)
6. I UNDERSTAND JUST HOW YOU FEEL
   Four Tunes (Jubilee 5132)
7. PLEASE FORGIVE ME
   Johnny Ace (Duke 128)
8. GOODNIGHT SWEETHEART, GOODNIGHT
   Spaniels (Vee-Jay 107)
9. OH BABY
    Little Walter (Checker 793)
10. HONEY LOVE
    Drifters (Atlantic 1029)

SAN FRANCISCO
1. HONEY LOVE
   Drifters (Atlantic 1029)
2. WORK WITH ME ANNIE
   Midnights (Federal 12169)
3. SH-BOOM
   Chords (Cat 104)
4. WORK WITH ME ANNIE
   Midnights (Federal 12169)
5. AIN’T CHA GOT ME WHERE YOU WANT ME
   Buddy Johnson (Mercury 70377)
6. I UNDERSTAND JUST HOW YOU FEEL
   Four Tunes (Jubilee 5132)
7. PLEASE FORGIVE ME
   Johnny Ace (Duke 128)
8. GOODNIGHT SWEETHEART, GOODNIGHT
   Spaniels (Vee-Jay 107)
9. OH BABY
    Little Walter (Checker 793)
10. HONEY LOVE
    Drifters (Atlantic 1029)

NEWARK
1. HONEY LOVE
   Drifters (Atlantic 1029)
2. WORK WITH ME ANNIE
   Midnights (Federal 12169)
3. SH-BOOM
   Chords (Cat 104)
4. WORK WITH ME ANNIE
   Midnights (Federal 12169)
5. AIN’T CHA GOT ME WHERE YOU WANT ME
   Buddy Johnson (Mercury 70377)
6. I UNDERSTAND JUST HOW YOU FEEL
   Four Tunes (Jubilee 5132)
7. PLEASE FORGIVE ME
   Johnny Ace (Duke 128)
8. GOODNIGHT SWEETHEART, GOODNIGHT
   Spaniels (Vee-Jay 107)
9. OH BABY
    Little Walter (Checker 793)
10. HONEY LOVE
    Drifters (Atlantic 1029)

MEMPHIS
1. HONEY LOVE
   Drifters (Atlantic 1029)
2. WORK WITH ME ANNIE
   Midnights (Federal 12169)
3. SH-BOOM
   Chords (Cat 104)
4. WORK WITH ME ANNIE
   Midnights (Federal 12169)
5. AIN’T CHA GOT ME WHERE YOU WANT ME
   Buddy Johnson (Mercury 70377)
6. I UNDERSTAND JUST HOW YOU FEEL
   Four Tunes (Jubilee 5132)
7. PLEASE FORGIVE ME
   Johnny Ace (Duke 128)
8. GOODNIGHT SWEETHEART, GOODNIGHT
   Spaniels (Vee-Jay 107)
9. OH BABY
    Little Walter (Checker 793)
10. HONEY LOVE
    Drifters (Atlantic 1029)

THE BIGGEST HIT
OF THE YEAR!

“HONEY LOVE”
THE DRIFTERS
ATLANTIC 1029

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To
The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans.

The Cash Box, Music
Page 20
July 31, 1954

www.americansahistory.com
Apollo and King In Hassle Over Right To "5" Royales

NEW YORK—A controversy has arisen between Bass Berman, Apollo Records, this city, on one side, and King Records, Cincinnati, O., Sid Nathan and Carl LeBow, on the other, on who has the legal right to the recording performances of the "5" Royales, one of the top name groups in the R&B field.

Bess Berman of Apollo contends that she has the group under existing contract and the hassle will probably be resolved in court action.

We are informed by Chauncey S. Ohman, attorney for Apollo that an order to show cause has been served July 23, returnable July 28, and will be served on the other party next week.

Jack Pearl, general counsel for King Records, contends his clients, King Records, Sid Nathan and Carl LeBow are in the right.

Liken's The Tune

NEW YORK—Charlie Applewhite, one of Deeco's up and coming artists, and juvenile lead of the Milton Berle TV show, takes time out from his busy routine to visit one of the local Wurlitzer distributors. Incidentally, he's listening to his latest release, "You Were Meant For Me" and "Can't Get You Out Of My Mind."

Beard Gets Longer

MOBILE, ALA.—WALA-Mobile deejay Chuck Thompson, who many weeks ago announced his intention of letting his beard grow until someone records his song, "Miss America," is still eying his ever-blooming shrubbery, although he now has a spark of hope that his chin adornment will soon be shorn.

Recently when MGM handleman Art Mooney played Mobile, Art listened to the tune and showed a great interest in its possibility for some future recording session.

Meanwhile—the beard keeps getting longer.

Coming Up In R&B

BABY YOU THRILL ME
Amos Milburn
(Aladdin 3248)

IN THE CHAPEL IN THE MOONLIGHT
Orioles
(Jubilee 5154)

BRAND NEW ... ORDER NOW
"Cry Sometimes"
Swannee Quintet
NASHBROO 546

"Didn't It Rain Children"
Sons Of The South
EXCELLO 2040

"Too Many Keys"
Bobby Prince
EXCELLO 2039

Hits Hit Hit Hit Hits! Hits! Hits! Hits! Hits! Hits! Hits! Hits! Hits! Hits! Hits! Hits!

"SIX SEASONS"
"Don't Say Your Last Goodbye"
Federal 12185

"WORK WITH ME ANNIE"
Federal 12169

EARL BOSTIC
"MAMBOLINO"
"BLUE SKIES"
King 4723

THE FIVE JETS
"I'M STUCK"
"I WANT A WOMAN"
Dunlap 6053

SONNY THOMPSON
"COTTON BALL"
(Deluxe 2-1)

"COME TO ME BABY"
"MY DEAREST DARLING"
Dunlap 6056

DISTRIBUTED BY
King Records
MEDITATION SINGERS
(Specialty 866)

"I'M DETERMINED TO RUN THIS RACE" (2:20) [Martin & Morris BMI—J. Cleveland] The Meditation Singers dish up a shotty spiritual for the effective religious side.

"PROMISE TO ME THERE" (2:12) [Martin & Morris—J. Cleveland] A jubilant sound with tambourines and drum thumps for an exciting...

LINDA LOPEZ & HER MAMBO ORCHESTRA

"CHOP STicks Macko" (2:45) [Arms BMI—Linda Lopez] The famous chop sticks set to mambo rhythm. A happy arrangement for the happy mambo feet.

"DRiME NEGITA" (2:50) [Robbins ASCAP—Ernest L. A. Green] The exciting beat is knocked out with a strong sax and a clarinet hit. The fast growing market will find this good fare.

BILL ROBINSON AND THE QUAILS
(DeLuxe 6537)

"SOMEBODY SOMEWHERE" (2:40) [Bill Robinson, Robinson] Bill Robinson and the Quails dish up a tender romantic ditty with much feeling. Robinson handles the lead with a warm and expressive voice that carries the sax to a tender position. The Quails back the chanter effectively on the poignant etching. Good deck.

"LITTLE BIT OF LOVE" (2:40) [Day & Cee BMI—Henry Glover] The group gets into the swing of things with a lively and soon sockets a rock with an infectious quality. This group has it and could make it with this release.

THE 3 RIFFS
(Pic 0077)

"MY BABY AND A LEMON-N'LIME" (2:45) [McGhee] Here's a timely cutie. Based on the current hot weather, the lads give out with some effective advice. The treatment is done with good effect. Vocal sound effects make you feel just the same rising from a tired walk. These boys have very evidently worked together for some time. A DON'T JUMP OFF THE SIDE (2:45) [Wolfson] A cute cornet bouzer hit. This novelty item is a pop treatment.

LEO STEPHENSON
(Apollo 832)

"LINDSTAD MARKET" (2:50) [Leonard Music BMI—Leo Stephen] A middle tempo calypso lovingly chanted by Leo Stephenson. Gay calypso beat makes this light and fascinating.

"LA COMPARSA" (2:50) [E. B. Marks BMI—Ernesto Leonca, L. Stephenson] The familiar Latin tempo item is given a distinctive interpretation by Stephenson. Good danceable item.

THE CASTELLES
(Grand 105)

"DRY A CUP OF COFFEE" [S stock Music BMI] The Castelles come up with a sentimental item and the lads present it with a tender treatment that makes for a pleasant side. "BABY CAN'T YOU SEE?" (2:40) [La Stock Music BMI] The Castelles rock it out on the reverse and the results are of a more powerful nature. This side has the excitement and potential to move and corral a fair portion of the sales market.

THE HOLLYWOOD FLAMES
(Lucky 306)

"PEGGY" (2:44) [Golden State Music BMI] A pretty romantic lift that is muffled and thereby loses its effectiveness.

"GOOD-LEA" (2:23) [J. R. Music BMI—Al Newell Jarvis] This side moves and the group comes through in top form. Though the mechanical end of the production still seems to lack something.

ANNA MARIE-BLICKY ALLEN AND THE STARDUSTERS
(Flo 1047)

"I'M A FOOL TO CARE" (2:45) [Peer BMI—Dattan] A light romantic item smoothly performed by Anna Marie with Blinky Allen and the Stardusters. Pretty little thing that should appeal to the tender romantics.

"AN ANGEL CRIED" (2:45) [Flair BMI—Maxwell Davis] Another slow tender presentation. Feathery vocalizing of the warm voiced throb makes this a deck that could be presented in both r & b and pop locations.

SWANEE QUINTET
(Nashboro 546)

"CRY SOME TIMES" (2:41) [Excellorac BMI] The Swannee Quintet dishes up an authentic feeling with its shorty reading of the gospel tone. Deck should enjoy strong acceptance in its field.

"IN MY HEART" (2:46) [Excellorac BMI] The flip is a slow instrumental item performed in similar fashion. Group conveys a true spiritual feeling.

BONNIE EVANS
(Lamp 8003)

"LEAVE YOUR LOVE TO ME" (2:39) [Fisher-Singleton] Strong voiced fem shouter knocked out a rhythmic item that should make a good juking number. "GOOD LUCK TO YOU" (2:43) [Lamp-Kirk, Callahan] Bonnie Evans sings out a bouncer with a spiritual flavoring. Deck has appeal.

THE CAT MEN feat. SAM (THE MAN) TAYLOR
(MGM 11791)

"MY REVERIE" (2:24) [Robbins ASCAP] Based on Debusky's "Reverie" The Cat Men swing out this very lovely Debussy item and etch one that should have the kids doing a restrained Lindy. Appealing wax. Sam Taylor on that tenor sax blows it hot.

"SPOONIN'" (2:15) [Mayfair ASCAP—Denniker, Razaf] Another familiar oldie given a stimulating bounce treatment. Taylor front the Cat Men with a sax that pushes up the thermometer. Kids can let go with this deck.
**Music Record Reviews**

**RHYTHM 'N' BLUES REVIEWS**

**THE CASE BOX SLEEPER OF THE WEEK**

**“HAPPY FEET” (2:25)**

[Marjor BMI - Cordy]

**“BLOW YOUR HORN” (2:56)**

[Alison BMI - Benny Green]

**RED FRYSOCK**

(Mercury 70419)

- "Happy Feet" is an appropriate title as any that will ever be found to fit the mood of a song. The quick beat bounce instrumental featuring Red Frysock's driving sax is a brilliantly projected item that will have an audience tapping feet and hopping merrily about a floor.

- Although it's the sax that shines through the ensemble work of the crew the enjoyment of all the band members is evident. The flip, "Blow Your Horn," is a wieldy that leaves you breathless, as it no doubt does Red Frysock. Probably would have you standing on the table at a club but too driving for wax. It should be "Happy Feet" for top sales.

**WALTER LANE TRIO**

(Rainbow 260; 45-260)

**“DRUMAMBO” (2:25)** [Nassoon Music BMI - Lane, Dale] With Billy Dale on the drums and in the spotlight, the Walter Lane Trio belts across a rocking, wild beat mambo item that's sure to have the mambo enthusiasts jumping. Should sell well and help maintain the rising momentum of mambo throughout the country.

**“LOVER’S MAMBO” [Lane] On** this end the Lane on the piano takes the featured spot as the trio belts over another rhythmic mambo with a very attractive melody.

**LOU DONALDSON, CLIFFORD BROWN**

(Blue Note 1622)

**“YOU GO TO MY HEAD” (2:41)** [Cocks, Gillespie] The Lou Donaldson-Clifford Brown horns combine to produce a cool reading of the melodic side. Lou's round and full tone is ear pleasing as he blows an engaging solo sharing the spotlight with the fresh trumpeting of Brown. Backing the two horn luminaries are Elmo Hope, piano; Percy Heath, bass; "Philly" Joe Jones, drums.

**“BROWNIE SPEAK” (2:50)** [Clifford Brown] Clifford Brown takes over the lead for this driving item, penned by Brown and his trumpeting has a spark that keeps the deck filled with life. Platter has an excitement that transcends the wax.

**THE DIZZY GILLESPIE QUINTET**

(Norgran Records 116)

**“HEY PETE” (3:37)** [JATAP - Harding, Gillespie] The inspiring trumpet of Gillespie rides high, wide and fancy on this quick tempo bouncer. Gillespie, one of the leading horns in the biz, combines a showmanship with a talented trumpet that makes for a hit plate.

**“ONE ALONE” (3:00)** [JATAP - Gillespie] A fluid cool Gillespie tone on this middle tempo jump. Like it.

**THE BOY ELDREDGUE QUINTET**

(Clef 89123)

**“WHEN YOUR LOVER HAS GONE” (3:05)** [Remick Music - Swan] This seems to be the day to review trumpets. Another topflight horn is heard on this Clef release. Boy Eldredge's distinctive sound provides an enjoyable three minutes of listening pleasure.

**“I CAN'T GET STARTED” (3:32)** [Chappelle-Gershwin, Duke] Eldredge is cool on this cock and while it is an excellent performance the side is less commercial than "Lover." Supporting Eldredge are Oscar Peterson, piano; Ray Brown, bass; Herb Ellis, guitar; and Alvin Stoller, drums.

**The Cash Box, Music**

**July 31, 1954**

**Flanagan Keeps Packin' 'Em In**

NEW YORK—The Ralph Flanagan Orchestra wound up one of its most successful one-nighters of its career on July 8, a tour which took him through more than fourteen states, concluding with a record-breaking week at Atlantic City's Steel Pier. He has left on another tour through the midwest on the ninth and will return to New York on September 6, when he will open at the Hotel New Yorker for a thirteen-week stint. His New Yorker show will be televised every Saturday night on the ABC network from 8 to 9 P.M.

During his last tour, Flanagan and his men played many of the colleges and universities in the states through which he traveled and drew rave notices at every spot.

The orchestra went into percentage 18 times out of 43 promotions on its tour, taking out from $311.43 to $441.50. Flanagan played for one of the highest paid dates at the University of Florida.

The latest tour got off to a solid start when the band attracted 3,104 people at Herschel Park in Pennsylvania on July 10th.

**Crew Cuts, Elgart, Gale Attract 7800 In Six Days**

**ASBURY PARK, N. J.—Les Elgart, the Crew Cuts and Sunny Gale completed a six-day stint last Saturday at the Convention Hall in Asbury Park, N. J. that attracted more than 7,800 people.** On Saturday night, the artist drew over 3,000 people for the evening.

The Elgart band is being held over to accompany Lou Monte who is the next attraction at the auditorium.

**Haley Returns To Hoffbrau's For Summer**

**NEW YORK—Bill Haley and his Comets will return to the Hoffbrau Cafe in Wildwood, N. J., for a Summer stint starting July 26 and ending September 8th. The group is being brought back to the riotery on the basis of its tremendous showing there last year.**

Haley and his Comets are under an exclusive agency contract with Jolly Joyce and are managed by Lord Jim.

**Sensational MACHITO Release!**

**“RELAX and MAMBO” and “BANANAS”**

**SEECO #4151**

**The Hit of the Convention!**

**“LIZABETH” The Thrillers**

**Watch For The New FAYE ADAMS**

**Jimmy Witherspoon Sings “WHEN THE LIGHTS GO OUT” b/w “BIG DADDY” Checker 798**

**2 R & B HITS on JOSIE**

**“I WONDER WHY” b/w “GLORIA” by THE CADDILLACS JOSIE = 765**

**“DARLING” by THE RAY-O-VACS JOSIE = 763**

**“It’s What’s in THE CASH BOX That Counts”**
NEW YORK—When the Crew-Cuts, Mercury's newest singing sensations, arrived in New York in the wake of the tremendous success of their current hit, "Sh-Boom", they found themselves in demand everywhere. Here we are with them grouped around Ted Steele holding a Cash Box cover which featured the boys. The Crew-Cuts appeared on Ted Steele's "Ted's Talented Teenies" over WOR-TV on which show Ted featured The Cash Box throughout.

Juke Box in 42nd St. Arcade
Featuring Classical Records
Rates New York Times Story

NEW YORK—An unusual juke box was the subject of an article in The New York Times on July 16. It holds only classical selections and is located in the subway arcade of 42 Street and Eighth Avenue. The machine is operated by Charlie Rubinstein.

Ever since the arcade was opened in October of 1955, the phonograph has held only classical records with such exceptions as Count Basie's "Stan Shorshair" and disks by Yma Sumac.

The Times article marveled at the odd location in which it was placed for the kind of selections it held. Surrounded completely with arcade machines and with the roar of the subway as a background, the writer seemed to feel that this was not the spot in which to enjoy classical music—although the attempt was highly commendable.

According to Charlie Rubinstein, it is an excellent location and the classical selections in his machine get plenty of play. After all, people with all sorts of musical tastes—both pop and classical—enjoy playing arcade games. Its pleasures are not limited only to shorthairs.

Charlie should be commended for his enterprise and imagination not to mention his effort to spread higher forms of music to a wider audience.
**FERLIN HUSKEY**

**"Homesick"**

b/w

**"Drunken Driver"**

Capitol 2835

CENTRAL SONGS, INC.

4527 Sunset Blvd.

Hollywood, Calif.

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**NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS**

Every Week In

![Image of THE CASH BOX](https://example.com/image)

**THE CASH BOX**

26 West 47th Street

New York 36, N. Y.

Please enter our subscription for 1 year (52 issues) at $15. Enclosed our Check □ Please Send Us A Bill □

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Individual's Name

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"It's What's in THE CASH BOX That Counts"
Perhaps one of the busiest female vocalists in the Country and Western field these days seems to be Joyce Moore, judging from her road appearances. During the next five or six weeks, Joyce will be making personal appearances in Illinois, Indiana, North Dakota, Minnesota, Pennsylvania, Maryland, New York, Kentucky and Indiana. . . . Hank Snow recently played to some 10,000 fans in Atlanta, Ga., where he appeared at Atlanta Crackers baseball game. . . . Hawkhawkins permanently located in Springfield, Mo., now where he will appear on the Ozark Mountain. 

The Porter Wagener just released from Burgos hospital in Springfield after checking . . . John Meredith of Dick Davis, Texas and Cecilia Horne (Decca) of the Home Sisters were among the visitors backstage at Grand Ole Opry recently. . . . Joly Joe Nixon, 130-A, Pasadena, Calif., guested on Grant Turner's DJ USA Show, Friday, July 10th, . . . Johnnie and Jack and Kitty Wells just concluded personal appearances in Iowa, North Dakota, Minnesota and Pennsylvania. . . . Group's manager, Frankie More has the group booked for Park Dates latter part of this month. After concluding a very successful tour in Texas, Ernest Tubb (Decca) and Hank Snow (RCA Victor) are scheduled for a second tour, packaged and promoted by act's manager, Darrell Arffisman and Oscar Davis. Tour will include New Orleans, Pensacola, Fla., Lousiana, Beaches, Orlando, and Jacksonville. . . . The Stanley Brothers recently drew a very good crowd at Estel Lee's Barn Dance at the Fox Theatre, Pekiley, Ohio; . . . Charley Stewart, scheduled for his first RCA Victor session this month, according to Jamboree Attractions, appeared as guest on the Pee Wee King Saturday night NBC Show from Raleigh, along with Tommy Sands also guested on Vaugh Monroe's Show. Mitchell Torok (Abbott) scheduled for a personal appearance tour in Canada next month, and Ray's Hayride Artist's first trip into Canada, . . . Horace Logan in a recent appearance in Laramie, Wyo., with his latest release, will welcome big lot of their talent back to the show, August 14th the following artists come into the Hayride's famous Louisiana Hayride. These are for Abbott Record Company and Fabro Robinson: Jim Reeves, Maxine and Ed (Decca) for Abbott Record Company and Fabro Robinson: Jim Reeves, Maxine and Ed (Decca) for Abbott.
The Musical Showcase KNOWN TO MILLIONS

Seeburg

Dependable Music Systems since 1902

J. P. Seeburg Corporation
Chicago, Illinois
NEW YORK—Is a “Public Relations Program” necessary? The Coin Machine Industry, it is acknowledged by all, needs a good-will program possibly more than any other industry in existence. The question is—how to do it? It takes both money and work. Here’s what the National Association of Food Chains is doing. It has retained Barley Manning of Theodore R. Sills & Company, New York, to handle the job, and its aim is to increase public understanding of the contribution made by the food industry to a higher standard of living.

Plans were developed by a committee of the association, headed by leading executives of the largest food chain organizations in the nation. The Cash Box would like to see a program of this kind undertaken by the leaders of the coin machine industry—combined of all the various segments.

TRENTON, N. J.—We’ve heard about everything now! There are vendors which sell many products, and we’ve been queried over the years by many firms, inventors, promoters, et al, about the possibilities of producing vending machines to sell practically every item known to man. However, this past week we ran into a new one—selling hard liquor by the drink from a vendor. State Alcoholic Beverage Control Director William Howe Davis of New Jersey, handed down a ruling, with “tongue in cheek,” prohibiting the sale of alcoholic drinks from vending machines. Replying to an inquiry from an Atlantic City tavern owner, Davis commented: “If it’s the custom of ‘bending the bartender’s ear’ that you want to avoid, just hire unsympathetic bartenders but don’t abridge your responsibility as a tavern keeper.” The tavern proprietor had asked whether he could operate a self-service tavern in which drinks would be “dispensed by individual coin slot machines from each original bottle.” Davis informed the tavern owner, “Drinks should be served by the tavern keeper or his employees, and not by an impersonal machine operated at the whim of a patron dropping a coin. I have heard of machines that can levitate, gyrate, formulate, calculate, and almost cogitate, but I have not yet heard of a machine that can say ‘no’ to a minor, or a drunk or any other person who should not be served.”

For some years now this publication has presented a suggestion that there be created a “National Board of Trade” comprised of leaders from all divisions of the industry.

This suggestion was first made during War II when OPA (Office of Price Administration) wanted all divisions of every industry to meet with it and discuss what should be done for each industry.

During those war days this still was one industry. Immediately after the war the industry fell into divided segments.

Now the people engaged in vending machines consider themselves a complete and separate entity. The automatic music people feel the same way. The amusement people have been more flexible, but even in their case there has been friction, with one faction pulling one way and the other the other way.

Yet, regardless of all this, and regardless of the fact that the industry has found it is big enough to support itself in separate units, there is a definite need for a “National Board of Trade.”

The greatest need is for the creation of a ‘code of ethics’ for general operation. This is needed because operators of all types of equipment, regardless of the fact that their associations may not mingle, are definitely friendly to each other.

They have to be. They meet each other into and coming out of the very same retail locations all over America.

Furthermore, it is also a fact that, the majority of operators have very greatly diversified routes of machines.

An operator classifying himself as in the vending machines business, can also be in the automatic music field, as well as in amusements, at the same time. This is not at all unusual today.

Operators have learned that it’s the locations, and not the machines they place in the locations, that are their most important asset.

They will, to maintain a top location, feature all the machines that the location requires, there-by placing themselves in all divisions of the industry at the same time.

Since the operators are, therefore, meeting each other going into and coming out of locations throughout the nation, it would be to their advantage to have a “National Board of Trade” in existence, wherein all divisions of the industry would have a say to help these operators profit, as well as arrange for them to cooperate with each other at the fullest extent possible.

This is not an impossibility. The manufacturers are very friendly. Manufacturers of vending machines have great respect, and many have great friendship, for manufacturers of automatic music equipment and amusements, as well as the other way around.

It shouldn’t take too much arguing, on the part of the peoples who operate and distribute the machines of all the manufacturers, to urge the industry to get together, at least to the extent of a “National Board of Trade.”

The leaders of each division of the industry could sit on such a board. They would then meet with their fellow men in the same spirit as other industries meet to discuss what should be done to help benefit their fields.

Is this too much to ask? Is something that would tax the leaders of each division of the industry to such an extent that they wouldn’t be able to further conduct their business on profitable and enduring bases?

Certainly the creation of a ‘code of ethics’ by the leaders in the field, all meeting together, would be of great value to the entire industry. It would, at the same time, create greater confidence in the future of the industry.

The smaller peoples, who work so hard to earn a decent living in this industry, must look to their leaders to progress and to enjoy a more assured livelihood.

When the leaders of all this industry can see fit to get together and create a “National Board of Trade” they will have jumped the progress of this entire field many, many years ahead.
MOA EXECS GATHER IN CHICAGO

Executive Committee Meeting At Morrison Hotel, July 25 To 29. Important Discussions On Many Subjects, Including Depreciation, Proposed Copyright Legislation, Public Relations Programs, National Tax Council, and Plans For Spring 1955 Convention

CHICAGO—Twenty of the twenty-one member Executive Committee of MOA (Music Operators of America) are gathering in this city at the Hotel Morrison to handle the business affairs of the national music operators association. The meet runs from Sunday, July 25 thru Thursday, July 29.

George A. Miller, national president and business manager, stated this meeting is one of the most important ever held by the executive group.

The purpose of the meeting is to discuss events which have transpired since the MOA Convention early in March with the intention of planning to cope with any national problems which may have arisen; to discuss future plans and programs for the Mutual Benefit of the country's music operators; and to initiate preparations for the 1955 Spring Convention.

Rodney Pantages, Los Angeles, California, will arrive in Chicago with Hirsch de laViez of Washington, D.C. These two men, working as a team, spent considerable time in the nation's capital investigating depreciation methods and schedules for use by music operators to set a standard procedure which will be accepted universally by the government. Pantages and de laViez will report their findings to the executive committee.

George A. Miller and Sidney H. Levine, national legal counselor for MOA, will advise the gathering on the progress of the recent efforts by the proponents of copyright legislation to introduce measures which would extract additional royalties from juke box operators; and to discuss means to meet future attacks of this nature. "The executive committee" stated Miller, "would like to come up with an answer which would eliminate all future proposed legislation, such as the McCarran Bill, the Byrson Bill, the Scott Bill, and others."

Other matters which will be thoroughly gone over are the "national tax council", progress already made and work to be completed; public relations programs; and a discussion on a number of general subjects.

"This meeting is expected to take from three to four full days and most assuredly will go down as one of the most important meetings ever held by the MOA Executive Committee" concluded Miller.

H. B. Gordon, Pres. Abbott Coin Counter Co., Dies

NEW YORK—Henry B. Gordon, president of the Abbott Coin Counter Company, this city, died Monday, July 19, at the age of 82. Abbott has been supplying the coin machine industry for the past 25 years with various types of coin counting equipment and coin wrappers. The firm also made a number of items for banks.

How Many Juke Boxes Have You Donated During This Past Year?

NEW YORK—The Cash Box is compiling statistics of the number of juke boxes donated by members of the industry to Charitable Organizations, Churches, Synagogues, PAL Organizations, Youth Centers, Veteran Hospitals, etc. The coupon below has appeared in The Cash Box during the past month. If you haven't as yet filled it out, please do so now. Your donations, added to all others, can make an imposing total, which when compiled can help you and the entire industry benefit greatly.

The Cash Box
26 W. 47th Street
New York, N. Y.

Gentlemen:

I have donated __________ Juke Boxes during the past year.

These machines went to:

Firm Name ____________________________

(Association Name) ____________________

Address ______________________________

City ______________ State __________

PORTLAND, ORE.—That the juke box is important to juveniles for recreation and pleasure is a well known fact to all in the industry. To impress this fact on the press and others, who use coin operated equipment to further their own cause thru sensationalized news stories tying it up with hoodlums, racketeers, et al, is an important duty of those in our industry.

Pictured above is a photo of an AMI music machine installed in the recreation room of the Cleveland High School, this city, by Judge Wright of Western Distributors, distributors for the phone in this area. Teenagers shown are (1 to r) standing: Carolyn Brown and Ralph Schoenfeld; (1 to r) seated: Jean Shearer, Phyllis Ireland and Patsy Waller.

Let's have more of this!
Every Wurlitzer 1700 HF Phonograph to go on location has topped the Earning totals of the Phonograph it replaced.

ONLY THE FABULOUS HIGH FIDELITY Wurlitzer 1700 HF OFFERS YOU ALL THESE MONEY-MAKING FEATURES

NEW... ALL New—Phonograph
NEW... Carousel Record Changer
NEW... Gorgeous Cabinet Design
NEW... Ultra Simplified Mechanism
NEW... Full High Fidelity Sound
NEW... Color-Styled Selector Panel
NEW... Size for all Locations
NEW... Weight—308 Pounds
NEW... Increased Earning Power

SEE IT, HEAR IT and BUY IT at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
FLASHY-eye-appeal

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

Bally Offers New Public Relations Ad Free To Operators

"Good Fun For Good Neighbors," Bally's first public relations ad, was very well received," said Jones, "and its popularity has prompted Bally to offer a second such type ad free of charge.

The new advertisement emphasizes the low-cost relaxation provided to the public by coin-operated pinball and bowling games. Featured in the illustration is a motherly, middle-aged woman who comments that she is glad that her husband "stops on his way home from work for a friendly glass with the boys and a couple of games of 'pinball' or 'shuffle-bowling.'"

"He only spends a little," she adds, "and a little let-up like that eases the pressure of his day's work. He comes home relaxed and cheerful."

The advertisement, identified as PI-Plate No. 2, is offered, without cost to operators, in one size only—4x6½ inches.

Operators may obtain any number of electrotypes of the complete advertisement by writing Herb Jones in care of Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Ill.

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

5th Annual Field Day Of Recorded Music Service Assn. Gala Affair

CHICAGO — Approximately 600 guests and members attended the 5th Annual Field Day of the Recorded Music Service Association at the Bunker Hill Country Club on Wednesday, July 21.

Ray Cunliffe and Phil Levin, chairman, advised it was the best party held yet and that the attendance was larger than ever.

Following the all-day golf meet, members of the record companies, record distributors, coin machine manufacturers, distributors and operators had an opportunity to get to know all the gala evening banquet and dance.

Dee-Jays Stan Dale, WJJD and John T. W. WAAB and all masters of ceremonies, and introduced various recording artists, among whom were: Tommy Leonard, Capitol; Jean Strang, Dot; Leon Sash and Lee Morgan, and Helen Merrill, EmArcy; Nick Nobel, Gary Mann, Lola Dee, Mercury; Jane Kelly, currently negotiating with a record company; and Russ Grilley, Spin. RCA-Victor's Buddy Morrow accompanied the artists and played for the dancing that followed.

As so often happens at these affairs, the audience became unruly and it was necessary to ask for "quiet and courtesy" several times.

Thirty door prizes were given away, including the grand prize, an air-conditioner, which went to Victor Lucas of Universal Automatic Music.

Once again, this annual affair was termed a tremendous success, and everyone is looking forward to next year.

Gottlieb Shipping New Five-Ball "Daisy May"

CHICAGO—Officials of D. Gottlieb & Company, this city, announced this past week that quantity shipment of its new five-ball game, "Daisy May," is under way.

"We are completely satisfied with the results of the location tests which "Daisy May" has undergone over a three-month period," said Nate Gottlieb. "The game was subjected to intensive and extensive tests as all Gottlieb products are before official release announcement.

"Not only old "Daisy May" pass all mechanical tests with flying colors, but it also came thru excellently as having the definite capability of being a top money-maker."

Alvin Gottlieb of the firm reported, "Initial orders from our distributors are pouring in. Results of the game's three-hour tests have proven to them that they will be distributing a number-one business-maker."

"Full-scale production of "Daisy May" met all our employees upon resumption of work on Monday, July 10, following the two-week vacation shutdown."

"Daisy May" has all the player-appeal features with resetting sequences, advances, replays and extra replays. There are double awards, four Pop Bumpers, four Super-Powered Flippers and multiple-point scoring with a high score of 7 million.

"We know," said Nate and Alvin Gottlieb, "that "Daisy May" will offer to all concerned all that they desire in a five-five-ball game."

Keeney Appoints New Distrib For No. Ala.

CHICAGO — Paul Huesch, general sales manager of J. H. Keeney & Company, Inc., this city, announced this past week that the Birmingham Vending Company, Birmingham, Alabama, has been appointed as exclusive Keeney distributor in Northern Alabama.

This firm, owned and operated by Max and Harry Hurvich, was given this appointment as a direct result of negotiations between N. V. Allbritton, Keeney district sales manager, and Max and Harry Hurvich, according to Huesch.

He continued, "We consider Birmingham Vending Company one of the largest and most respected distributing organizations in the South and look forward to a long and mutually profitable association."

New Exhibit Kiddie Ride Clix On Tests

CHICAGO — Popularity of "Junior Jet," new kiddie ride of Exhibit Supply, this city, was evidenced from the very start of location testing, according to J. A. (Art) Weinand, vice-president and general sales manager.

"Production of 'Junior Jet' began the day it was said to be ready. 'Operators who are initially testing the ride are very, very happy with it."

Their locations where the ride has been placed are being mobbed by parents eager to see little 'Junior' or "Missy" operate the ride unaided. "The ride is designed for the age group from one thru three years and is the first such kiddie ride," Weinand continued. "A toddler can get in and out of the ride unassisted."

"Junior Jet" consists of a jet plane on a revolving base. By operating the lever to his right, the little driver of the jet plane can control its forward and backward motion.

The entire unit has a diameter of 40 inches and weighs 130 pounds.

"What's in THE CASH BOX That Counts"
enticing... intensely exciting!

GOTTLIEB'S
DAISY MAY

...fast repeat play!

here's the features...!

• DOUBLE AWARDS! • 4 POP BUMPERS!
• 4 SUPER-POWERED FLIPPERS! • MULTIPLE POINT SCORING!

resetting sequence from 1 to 6 scores
Advances, 3 Advances lights bottom
Roll-Over for REPLAYS. Additional
Advances awards EXTRA REPLAYS.
A-B-C-D Roll-Overs when made lights
Kick-Out holes for REPLAYS and side
Roll-Overs for SUPER POINT SCORE.
Ball through bottom Roll-Over lights
one of tap Roll-Overs for SPECIAL.

high score to 7 million!

NOW AT YOUR DISTRIBUTOR!

1140-60 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Offers Rental Plan On Operation
Of "Activeaire" Hand Dryer

NEW YORK — Barney (Snugy)
Sugerman, Runyon Sales Company,
national sales representatives for "Ac-
tiveaire," electric hand dryer, reports
that he has been testing a rental plan,
which, together with Eastern coin machine
operators, and it has worked out so
successfully that he has set up a pro-
gram to cooperate with operators
throughout the country along the same
lines.

The basic of the plan is that the
coin machine operator takes the weekly
rental of $1.50 from the location's
end of collection from other coin opera-
ted equipment on the premises.

"The 'Activeaire' dryer is a natural
for operators to place in the same loca-
tions where they have other equip-
ment" stated Sugerman. "The loca-
tions need and want our 'Activeaire',
which provides a much needed serv-

ce in their taverns, bars, restaurants,


drying and sterilizing hands, de-
orodorizes and freshens air, and keeps
the washroom free of bugs, flies, in-
sects, etc. And when the operator
shows the owner that he doesn't have
to spend any of his cash for the service," it's a sure sale. For the ope-

rator, it's an item which, without too
much investment, can bring good
steady profits. He makes the stop any-


ALBANY, N.Y. — Paul F. Taglione,
head of the Albany office of Bilotta
Distributing Corporation, announced
that they moved into their new build-
ing at 1226 Broadway.

The new building is set up to serve
the operators in this area, featuring
a super-modern repair and mainte-
nance department. The entire build-
ing is air-conditioned, with modern
offices and showrooms featuring new
and reconditioned music machines and
amusement equipment.

John Bilotta is president of the Bi-
otta organization which maintains
headquarters in Newark, N. J., and
another branch in Rochester. The firm
distributed the Wurlitzer phonograph
in their territory, as well as amuse-
ment machines for leading manufac-
turers.

Bilotta Distrib. Corp.,
Albany Office, Moves
To New Quarters

Barney Sugerman

Paul F. Taglione

CENTRAL OHIO SPECIALS

United Star 10th Frame 125.00
United Phantom 50.00
United Condolite S.A. 255.00
United Angels S.A. 275.00
Kenny's Player S.A. 150.00
Keno 6 Player S.A. 175.00
Exhibit IconButton 125.00

BINGO GAMES

Surf Clubs, Like New $4.50
Havana $3.50
South Club $3.50
Atlantic City $3.00
Beale City $2.50
Bingo U.S. $9.00

CENTRAL OHIO COIN MACHINE EXCH.
132 S. HIGH ST.
COLUMBUS, OHIO
Capital 4-7254

www.americanradiohistory.com
NEW!

Keeney's CENTURY BOWLER

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

CHANGING VALUES AT THE START OF EVERY FRAME

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

plus DIAMOND NUMBER MATCH FEATURE

Points are scored in various values indicated on the backglass in “changing frames” when player presses button. MATCHING FRAMES may be set of 3 or 10 and 3-4 or 5.

Choice Territories OPEN for DISTRIBUTORS!

See your DISTRIBUTOR

9 foot Playfield on 8 foot Cabinet
8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD

PRICED RIGHT! READY FOR LOCATION!

Williams SUPER PENNANT $335.00
Williams MAJOR LEAGUE (8 player) 499.25
Keeney PENNATIONAL 379.50
Keeney PACEMAKER 271.25
United CASCADE 217.50
Chicoin TRIPLEX 274.50
Chicoin 10th FRAME 145.50
Chicoin NANKY 169.50
Rock-Ola FIREBALL 78 rpm 375.50

WRITE — WIRE — PHONE TODAY!
We are exclusive factory distributors for:
BALLY - WILLIAMS - ROCK-OLA

LAKE CITY AMUSE. CO.
4832 PAYNE AVE., CLEVELAND, O.
(Tel. HE-1-2877)

LINES WANTED

Eastern company with showroom on 10th Avenue, New York City, to display your merchandise and travels 1 man New York State, desires to represent manufacturer of any coin operated machines. Will either act as exclusive representative or manufacturer's agent. Twenty years of coin machine experience.

BOX #150 15¢ THE CASH BOX
56 W. 47th St., N.Y., N.Y.

Appointed For Chi Market Area

CHICAGO — Newman-Krause, this city, has been named by the new Saltel Electric Division of Williams Manufacturing Company, as sales representatives in the Chicago Market Area, including Northern Indiana and Southern Wisconsin.

CONNECTICUT CAPERS

Milton Moore, dean of the New Haven operators, is in high gear these days as his summer locations are getting a big play. Ed Nacekha, Bristol operator, took off from his arduous duties to do some fishing and resting in Maine. . . . Martin Rosa, Waterbury, can't get away for any vacation this summer, as he's busy with his route, and in addition with his flourishing used car business. . . . Bill Gaffney, Norwich, relaxing on his luxurious yacht, cruising the shores of Long Island Sound, . . . Mac Perlman, credit manager of Seaboard-Connecticut, planning a Bermuda vacation any day now.

CHANGING VALUES Exclusive with KEENEN!

Also Keeney's BIKINI BOWLER

Identical to CENTURY BOWLER excepting it has no "Match" feature.
NEW! SENSATIONALLY DIFFERENT!

RIDE WITH WILLIAMS SCREAMO

OPERATE WILLIAMS ALL-STAR 6 PLAYER with TRIPLE MATCH feature!

WILLIAMS MANUFACTURING COMPANY
CREATORS OF DEPENDABLE PLAY APPEAL

NEW SCORING FEATURES:

- Completing any 3 numbers in-line on center card scores one replay.
- Lighting up criss-cross on card with center and 4 corners scores an additional 5 replays.
- Completing entire card 1 to 9 scores an additional 20 replays.
- All 5 balls in Skill Hole scores 1 replay.
- Ball in side kickout pockets and bottom side rollovers when hit, spots number on square.

"SCREAMO" CAPTURES THE CROWDS!
ORDER FROM YOUR DISTRIBUTOR TODAY!

Sander Donates Proceeds To YMCA

DES MOINES, IOWA—Irving Sander, Wurlitzer distrib in Des Moines and Minneapolis, donated proceeds of above Model 1700 to Y.M.C.A. Boy's Home. Sander is member of the tournament committee of Variety Club's 'Hole In One' Golf Tourney in Des Moines. The phonograph was placed on porch of the clubhouse.

Listening to the Wurlitzer are: (1 to r) Mrs. Ira Levy, wife of Variety Club president; Warren Sander, Irv's son, and Sander.

New Protective Cash Box

CHICAGO—A new compact lock box for protecting cash box revenue in all types of coin operated equipment was just been announced by Johnson Fare Box Company, this city, subsidiary of Bowser, Inc.

According to Fred J. Bunt, sales manager, the new box provides an automatic locking device which prevents tampering with revenue accumulating in it, and which can be opened only by an authorized holder of the key.

Johnson Fare Box has been manufacturing locks for the industry for many years.

Suesens Buys Out Harry Poole, Wurlitzer Distrib In Boston

BOSTON, MASS.—Charles Suesens has purchased the interest of his partner, Harry Poole of Poole Distributors, Inc., this city, Wurlitzer phonograph distributors in this area.

A new name for the firm will be made known shortly, according to Suesens.

Poole, in retiring from the distributing company, stated that he will shortly announce his plans, which will keep him connected with the coin machine business.

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

Suesens, who has spent many years in the coin machine industry, is well known and well liked in the New England territory, advised he will continue to serve his operator friends with the same high degree of service he's been getting. At the same time, Suesens announced that Max Polansky remains as general manager, and that he has appointed Burt Thompson as sales manager.
Max and Harry Harvich, Birmingham Vending Co., Birmingham, take on the Keeney line as distributors for Northern Alabama, and are featuring the “Bikini” Bowler and Keeney Cigarette vendor. Barney E. Saxon, Southern Cigarette Service, Birmingham, and his manager Don Hamre, talk over old times with your correspondent. Don, by the way, just back from a vacation at Miami Beach. ... Harry DeBuys, Canteen Service, Birmingham, spending a month at Lake George, N. Y. ... Fred Trover of this company, back from his 2 week vacation at Panama City, Fla., Robert Hare, Music Box, Birmingham, recovering rapidly from an auto accident. Now on the job the last three hours, Hare is trying to make up for the time lost. ... Seen parked in front of F. A. B. Distributing, Birmingham, the trucks of Gus Darabalis of Bessemer and Jimmy James of Gardston. ... Mr. and Mrs. W. B. Loscher, North Alabama Amusement Co., Decatur, mighty proud of their home here, which features a beautiful flower garden and a Patio and Pool. ... Fred Rainey's Drive-In Theatre at his Hatfield Lake Amusement Park, near Athens suffered from a fire which burned down his screen. He then put up a canvas screen, but a storm blew that down. Fred reports good crowds at the lake and his rides are doing well, as are his routes, despite a heat of 106 degrees.

The heat wave has caused more comment along coirnor than anything else. As the temperatures soared, record crowds loaded up the beach resort areas and many of the owners dropped their prices to entice the beach goers. Even they have every had. ... It's often amazing how just one little idea that any operator tries out on his route can be so successful. A few months ago Robert Bard of Bard Distributing Company started featuring the top two songs of all his routes. Al then selected his location owners with a printed sheet showing all the top numbers which were on the machine leaving a space where they could fill in the requests that their customers wanted. He reports that he has gotten more favorable comments on this plan than anything else he has ever tried. It has helped the sales as well. The same time shows each location owner that he's always up to date with all the latest tunes.

Sam Ricklin of California Music Company is surprised and pleasantly pleased over the fact that business is holding up so well in spite of the heat wave. He stated that over the past several years business dropped during the hot summer months but this year it has held up amazingly well. Similar reports are coming in from operators and distributors throughout the area. ... Al and Bruce Cane of Cane Distributing Company report that their July campaign called “Push the Rock month” is running smoothly and breaking all sales records. ... Aubrey Stenler, regional representative for Eastern Electric, took off on the road again this past week as he headed for Nevada. ... Adolph D’Este is now back at work after attending the NABV convention at the Congress Hotel in Chicago July 9-11. He has taken over distribution of the Northwestern vending line which was formerly handled by the pitcher Sales Company. He will soon be located in new offices along West Pico. ... Bill Schrader of Schrader Amusement Co., San Gabriel, is vacationing with his family in San Francisco. Bill’s daughter, Martha Lee, has been spending her vacation working at Badger Sales. ... D. W. Price Corporation is now back in full production on the “Nelson Modernization Kits”. Ray Powers, national sales representative for the kits, has been swamped trying to get all the orders and inquiries. ... The new Williams “Duffy Derby” game is now on display at the Mitchmore Music showrooms. The Lambinger received a lot of good natured kidding from all his fellow Mitchmore employees when he announced that he was getting married July 20th. ... D. Shephard, service man for Patton Music Co., Las Vegas, recently spent several days in the Mitchmore service department learning all about the new machines.

Dave Wallach, field sales representative for J. H. Keeney, made some noteworthy comments recently which should be passed on to the trade. He stated, “One of the big factors in putting over a new game with an operator is to have a factory representative call on him personally and try to help him with his problems”. Wallach starts a new sales program Aug. 1st. He will work directly in the field with the district and saloon carrying samples of games directly to the operator. The new program will start in the Seattle area for one week starting August 1 and in Portland August 9. ... All the crew at Paul A. Laymon Company are busier than ever pinch hitting for their fellow employees who are on vacation. Charley Daniels is now taking a couple of weeks off to stay home and rest up. The call of the rod and reel will probably beckon him to nearby fishing resorts though. Jimmy Wilkes is back on the job after a pleasureous trip East to visit relatives. Ed Wilkes announced that the "dump" action of the new Bally "Hi-Pi" is gaining widespread interest among the ops. ... One of the busiest places along the Pico Strip this past week was the C. A. Robinson & Co. showrooms. The place was jumping with phones ringing, shipments coming in and going out and ops standing around waiting for Charley Robinson or Al Cohn to talk to them. They at long last received their first shipment of United's new "Jungle" gun which received some very favorable comments from all the ops present.

Angeleros are not one to complain about the heat but things got so hot that Phil Robinson, Mac Sanders and Al Cohn had a refrigerator installed in their office. Makes a perfect place to keep that apple cider cool 'eh All! ... Tex Williams recently stopped by Leumen's Record Bar to visit with Mary and Kay Solle and also to put in a personal plug for his latest Decca waxing of "They Were Doing The Lambo". Mary predicts that "Lonesome Road" by the Elliott Bros. and their orchestra on MGM will be a big number. ... A large crowd of operators dropped by the Cohn's offices recently, of which included Mr. & Mrs. Walt Murra from Barstow tracked through the hot desert heat to buy equipment. ... Mr. & Mrs. Charles Ganger came down from Ventura. ... T. H. Lo from El Centro came through the hot Imperial Valley to take care of business along the coast. ... Al Cohn and Jimmy James of Gardston and Cecil Ellison from Lancaster were seen along the boulevard. ... Walt Schinkal, San Diego, and Harry Perrine, Oceanside, came up the coast on business. ... Other visitors included Ed Wilson, Burbank; Jack Neel, Riverside; C. L. Andrews, Santa Ana; Johnny Lantz, South Gate; Irving Gaye, San Bernardino; Walter Hennes, Costa Mesa; Garnet Stevens, Pico; Charley Cabe, Long Beach and "Doc" Dockins, Santa Ana. ... Al Dykes who operates the Coast Merchandising Company at the Marah Air Force Base was also in town.

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

July
25 to 29—MOA, Executive Committee
   Place: Morrison Hotel, Chicago, Ill.
26—Amusement Machine Operators of Baltimore
   Place: Pinleco Hotel, Baltimore, Md.
26—Central States Music Guild
   Place: 805 Main Street, Peoria, Ill.
26—Dallas Music Operators’ Assn.
   Place: Big Pete’s, 5001 Lover’s Lane, Dallas, Tex.
27—Western Massachusetts Music Guild
   Place: Ivy House, Springfield, Mass.
   Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.

Aug.
2—California Music Guild
   Place: 311 Club, 311 Broadway, Oakland, Calif.
3—Arizona Music Guild, Phoenix Chapter
   Place: 1738 West Van Buren, Phoenix, Ariz.
5—Phonograph Merchants’ Assn., Cleveland, Ohio
   Place: Hollenden Hotel, Cleveland, Ohio (General).
5—California Music Guild
   Place: Sacramento Hotel, Sacramento, Calif.
5—Eastern Ohio Phonograph Operators’ Assn.
   Place: Tod Hotel, Youngstown, Ohio (General).
9—Amusement Machine Operators of Baltimore
   Place: Pinleco Hotel, Baltimore, Md.
10—Western Massachusetts Music Guild
    Place: Ivy House, Springfield, Mass.
10—California Music Guild
    Place: Fresno Hotel, Fresno, Calif.
11—California Music Guild
    Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
12—California Music Guild
    Place: U. S. Grant Hotel, San Diego, Calif.
16—Westchester Operators’ Guild, Inc.
    Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
18—New York State Operators’ Guild
    Place: Nelson House, Poughkeepsie, N. Y.
19—Eastern Ohio Phonograph Operators’ Assn.
    Place: 1310 Market Street, Youngstown, Ohio (executive board).

The Cash Box
July 31, 1954

Golf—The Lazy Man’s Way

ROCKFORD, ILL.—Lou Casola. Mid-West Distributing Company, this city, is a man of many parts.

In addition to conducting a highly efficient coin machine business and devoting considerable time to many charitable affairs, Lou finds some time in between to relax a bit. But, the relaxing mustn’t be too strenuous. So when he attended the big day of golf run by the Notre Dame Club, he made sure of his comfort.

Pictured above we see Casola (second from left) riding from hole to hole in his new “golf-mobile.” Others in the picture (I to r) are: Phil Behr; Casola; Harold O’Connor; Dr. A. H. Merman and Robert Joyce.

When You Enter
The Cash Box
“20 YEAR CLUB”

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

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

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

Dear Joe:

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

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

NAME .

FIRM .

ADDRESS .

CITY . . . . . . . . . . . . . . . . . ZONE . . . . . . . . . . . . . STATE .

“It’s What’s in THE CASH BOX That Counts”
DOUBLE YOUR MONEY BACK

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

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

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

Read the first four issues.

If you don’t agree, after going over the first four issues you receive, that The Cash Box is the greatest magazine you’ve ever yet read to help you progress in your business
...send back those first four issues
...get DOUBLE YOUR MONEY BACK for those first four issues...
PLUS...the original $15.00 you sent for the entire year’s subscription!!

YOU CAN’T LOSE!

If anything at all...you can get DOUBLE YOUR MONEY BACK...
...by subscribing to The Cash Box TODAY!!!

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

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

FIRM
ADDRESS
CITY ZONE STATE
SIGNED
**CHICAGO**—A set of master tapes of industrial background music for accompanying eight individual work shifts of eight hours each without repeating a tune, has been completed by RCA Victor and delivered to Magnecord, Inc., a pioneer manufacturer of magnetic tape equipment, it was announced by Wm. L. Dunn, Magnecord president.

This is the second delivery within 60 days to Magnecord of master-taped professional programs from the almost limitless RCA Victor library of planned music. The first delivery, made in mid-May, consisted of lunch, dinner and cocktail music appropriately blended for hotels, restaurants and similar establishments.

Magnecord has been transcriptioning the RCA music, at the rate of five million linear feet monthly, on individual reels of magnetic tape each containing eight hours of continuous music, Dunn said. Additional programs, which are made and blended by Ben Selvin, RCA Victor Music Program Director, will cover such categories as churches and mortuaries, department stores, and offices.

The RCA Victor master tapes of background musical selections are furnished to Magnecord for use with the Magnecord high-fidelity tape music reproducer, an instrument that will automatically play eight hours of pre-recorded music, continuously or intermittently, from a single reel.

Magnecord has U. S. and Canadian distribution rights to the RCA Victor library of recorded music, for commercial lease and non-broadcast purposes, by the terms of an agreement between the two companies announced May 12. Through this exclusive arrangement, Magnecord distributes the music reels on a lease basis.

Magnecord is setting up distributors for its musical background instrument exclusively from the coin machine industry, "Teenie" Roberts, well known in the juke box industry, is head of the coin machine division of this firm.

**Charlie Lussenbrooks has bought out Harry Poole's interest in Poole Distributors (Wucherer). Max Povankly, general manager, remains in the same capacity. Harry Poole will take a vacation before announcing plans for the future. Change in firm name has not yet been made. With change in ownership and acquisition of Burt Thompson, new sales manager, org is acquiring new look. Hot weather pleasing to northern New England ops who were all shook up because cool breezes were keeping crowds away earlier... Vacations thinning ranks of coin men around the Hub... Last report from the beaches says money is tight... Jerry Flatto, Boston Record Distributors, back from week-end at Kitty Kallen and Bud Grandoff's shack in New Jersey. Kitty picked Jerry's one-step as her favorite and Life shot 60 pts of la Kallen at the Hub disk spot for an upcoming story of her life... Harry Walker, Newport, R. I. op, visitor at Boston Record Distributors... Art Sturgess, Hub op, sailing his yacht to Boothbay Harbor up in Maine... Ruth Shapiro, wife of Irving, kiddie ride king, hitting her stride in new record promotion biz—now handling Tony Bennett, Dean Parker, Thelma Baker, Arne Warren in Hub... Tim Sullivan, Bangor, Me. op, won the big 21' Lion tv set, given away by Redd Distributing Co. All ops purchasing at Redd put in a chat for the drawing. New Banner Shuffle Alley by United, Exhibit "Shooting Gally" and Bally's "Hi-Fi" reported big by Bob Jones, Redd sales manager. Anne Hutchins back from celebrating wedding anniversary in New York... Bill Lang, Fairley, Vt. op, visited Si Redd this week and reported music machine biz humming in the Green Mountain state... Vacation period at Trimount Automatic Sales Corp. About 50% of crew on vacation. Trimount's shops busy reconditioning used equipment, Irwin Margold, general manager, reported.

**Airmail Subscription**

The Cash Box $30.

"It's What's in THE CASH BOX That Counts!"
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The Leader Today...
Tomorrow and Always!
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For Details... CONTACT YOUR LOCAL
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CHICAGO

The Cash Box
July 31, 1954

EASTERN FLASHES

WITH the Summer in full bloom, and the sun beating down on the city streets, visiting operators on coinrow were few and far between. Yet, surprisingly enough, activity at the wholesalers was such that both executives and all personnel were going at top speed. A survey of these wholesalers shows that none of the owners and managers can find time to take a summer vacation. The best they can do is long weekends or a day in the middle of the week. Distributors are showing great initiative. If the operators aren't coming to visit their offices, these firms all have their salesmen out contacting them, and on a great many occasions, the heads of the firms go out with their salesmen to visit in the trade.

Wurlitzer execs, Bob Bear, sales manager, A. D. Palmer, advertising and sales promotion manager, and John A. (Mac) McIlhenny, regional rep., in town having a casual summer conference with distributors. In for the get together were Charlie Susens of Boston, Joe Ash of Phila., and of course, Joe Young and Abe Lipsey of Young Distributing, N. Y. . . . Charlie Susens, by the way, bought out Harry Poole's interest in the Boston distributing firm, and will shortly change the name of the company. . . . Al Simon, Albert Simon, Inc., advises that ChiCoin's "Feature Bowler" going good, and that he can't get enough of Genco's "Rifle Gallery" games to meet the demand. Al leaves Wednesday for a long week-end. Long? He'll return the following Wednesday, but, he claims, as long as he leaves in the middle of the week, it's a week-end. He and Mrs. Simon are driving to the Adirondack Mountains to visit their oldest son, Richard, who is at a summer camp. . . . Bob Siffer, Seacoast Distributors, wrestles with his routine problems, while Dave Stern entertains some out of town visitors. . . . Charlie Rubenstein, arcade owner, has been getting considerable newspaper and magazine space lately about his arcade at 42nd St. and 8th Ave. Latest blurb is in the New York Times, Thursday, July 15 issue. The editorial writer took up practically a full column discussing the unusual novelty of a juke box in an arcade playing only operatic and classical works, mentioning the names of the tunes. Rubenstein runs the juke box at a dime a play, and does a long office business, claiming that the machine never stops playing day and night.

Barney (Shugy) Superman, Runyon Sales, excited over the way the ops have taken to "Activaire," the hand dryer he distributes nationally. Shugy presents a program to the operators, which he claims is working out great. The operator leases the dryer to the same location in which he operates his machines, taking $1.00 per week from the location owner's end to take care of the service. Operator and location owner both very happy over the deal.

Irving Kaye, president of the company manufacturing the "Activaire" spent some time with Superman this past week, discussing production, sales, plans, etc. . . . A new wholesaling firm opens this week on coinrow — New York Distributing Co. At the head, an old timer, Charlie Lichtman, and an associate, Abe Waid, also known in the trade. The firm will handle reconditioned music and amusement machines. . . . Murray Kaye, Atlantic-New York Corp., can't find time to take a full vacation, so he takes long week-ends, leaving Thursday night to drive to Monroe, N. Y., where his wife and family are staying for the summer. . . . Ben Linn, Regal Music Co., back managing the route, after being away for a few years handling some other business enterprise for Charlie Bernoff, head of the firm. . . . The problem of Harry and Hymie Koopel, Koopel Distributing, is getting enough used products to fill up, "but we have quite a few orders for considerable numbers of machines, which keeps us hunting continually." . . . Jack Taylor, who has been busy supplying parts and supplies to his arcade customers at this time of the year, reports with surprise and pleasure that orders for machines keep arriving every day which is unusual at this time. . . . Art Libert, an old distributor, sends some time at his 10th Avenue office this week. . . . Phil Gould, Newark, N. J. arcade owner, expects to leave for a month's vacation in August. Phil will fish and boat at Lake George.

THRU THE COIN CHUTE

UPPER MID-WEST MUSINGS

Sam Siegel of the Lieberman Music Company took his wife and his family on a motor trip into Canada and into Winnipeg where Sam used to live years ago. . . . Joanne Christiansen, daughter of Carl Christiansen of the L. S. Vangen Company of Minneapolis took her first views July 9th at the University of St. Scholastica and she is known as Sister Mary Carla, which is the name she chose. . . . Clayton Norberg of Mankato, Minnesota is back on the job now after a rather short vacation and he and his family are vacationing at Yellowstone National Park. Earl is one of the guiding lights of Vendell Company. . . . Recent visitors to the Twin Cities area were: Earl N. Knibbe of Woden, Minnesota; B. F. Kniser of Tracy, Minnesota; William Gummow of Hopkins, Minnesota; John Gale of Minneapolis, Wisconsin; Art Berg of Fairmont, Minnesota; Cab Anderson of Hudson, Wisconsin; Gordon Dunn of Moose Lake, Minnesota; Jim Stansfield of Winona, Minnesota and Fred Kovacan of Moose Lake, Minnesota. . . . The Lieberman Music Company was appointed distributor of Magnecord and a local showing was held on Monday, Tuesday and Wednesday, July 10th, 20th, and 21st.
The fifth annual golf outing and banquet of the Recorded Music Service Association held Wednesday, July 21, at the Banker Hill Country Club in Niles was a big success. Many of the stores, manufacturers and guests who attended the all-day affair were in complete accord in regard to this. Comments ranged from “It was wonderful” to “It’s too bad it’s only one a year.” Old Man Weather did his helpful part by providing a temperature in the mid 80’s during the day and a mild wind near 70 in the evening. This was a decidedly welcome change from the 180-plus mark that afflicted last year’s affair at the Southmore Country Club. The gala program included golf all day, lunch and snacks in the afternoon and dinner with entertainment in the evening. Music for dancing and entertainment was provided by Buddy Morrow and his band. Entertainment was supplied by some of the country’s top recording stars, curiously in the Chi area. Your reporter accompanied Ray Caniffe, RMSA president; Phil Levin, secretary, and Bill Warren of Magnecord around the course.

They were among the many to tee off early in the morning. Phil, looking and feeling chigger after his recent operation, took it easy and went only a few holes. A constant low-70 golfer, he made an excellent putt on the second hole, causing Bill to comment, “Well, at least they didn’t cut out your shooting eye!” Ray was all enthused about this year’s “field day” and remarked, “Every year the weather is perfect for the outdoors.” Among the early birds we saw heading off were Dan Palaggi, Dan Gaines, Frank Padula, Joe Flititi, Tom Viviano and the Mobbil quartet—father Julius and sons Leon, Ed and Howie.

At hand is a card from Howie Freer on vacation in Oregon. Says Howie: “Perfect climate for golf. I’m now playing in the 80’s! Will try deep sea fishing off Depoe Bay. See you all too soon.” In town this past week was R. F. Jones from Idaho. Tommy Thompson, Salt Lake City office man accompanied him... the Gottlieb plant returned to work after a two-week vacation shutdown and immediately started full-scale production on its new “Daizy May” game. It was “full steam ahead” as Alvin Gottlieb reported it. Ray Caniffe was very happy about his recent business in Illinois, Iowa and Indiana and had nice things to tell Charlie Pieri upon his return... Wonder if Paul Huesch will spend all of his two-week vacation cutting the grass around his Skokie home? Just before the Keeney plant vacation shutdown, Paul announced the appointment of Max and Harry Burvich and their Birmingham Vending Company as exclusive Keeney distributors in Northern Alabama.

Mystery and secrecy were the points of order during our visit to the Bally plant. The firm’s officials were very mysterious and all they said was that Bally was getting ready a new pair of bowler games which will include an entirely different and any kind of existing game... George Rozy, A.B. sales mgr., will spend his coming vacation pottering around his new home in Franklin Park. George just returned from a Wisconsin business trip. AB’s production mgr., Henry Schwab, is not telling where or what his vacation will be. “I want to rest up completely and don’t want to be bothered,” says Henry, who will be gone three weeks. “All the energy that I will store up will be expended on the production lines three weeks hence.”

Bob Bear, Wurlitzer sales manager, and A. D. Palmer, ad manager, took advantage of the recent NAMM convention held here at the Palmer House and talks with some of the distributors who were in town for the show. Accompanying them was John Blotia, who represents Wurlitzer phones in Central and Eastern New York State. The state of Wisconsin has drawn many Chicago members of the industry vacation-wise this summer. Dave Gottlieb is taking it easy in Jack Nolen Jr., who is always busy with customers at Logan, is relaxing for a week in the upper portions of the state. Leo Goblet, ABT veep, will be a temporary Wisconsin beginning next week. Harold Schwartz expects to be the latter part of August. Night-time and weekend summer residents at Lake Geneva are Ben Coven and Mel Binks. Both commute by train to and from Chicago. Mel says the fishing is excellent and that he has caught some very fine fish... Jerry Haley pulled longer and is spending two weeks in Northern Minnesota. He’s due back next Monday... The boardwalk at Atlantic City was enhanced for 10 days with the presence of Ed Levin. Now back at his desk, Ed says, “Things are looking all right at ChiCoin.”

A local member of the trade was looking into the near future recently and envisioned nice things regarding the card vending business. Said member saw the possibility and practicality of the vending of scenic cards and folders. Such openers such as the place in Ypsilanti, Michigan, at the railroad stations, Our future-gazing friend may have hit on something. Manufacturers of scenic cards and folders will definitely interested in the vending of both the cards per coin deposited. About 90,000,000 scenic cards and folders are sold each year. The use of vendors would eliminate all handling and an increase of sales due to convenience. There would be no need of waiting for a clerk to make the sale...

Herb Jones advises that the popularity of the “Good Fun for Good Neighbors” advertising campaign prompted Bally to offer a second public relations ad plate for operators to use in local newspapers.

Officials at Coven say the firm is experiencing very good business, both home and foreign. Rumor has it that Mel Binks has something under his hat for the interest of the business. Coven was represented at the RMSA banquet by Ben and Trudy Coven and Carl and Dorothy Christiansen. Bert Davidson came all the way from the Wurlitzer factory. Monty West must be pleased with the performance of the Decutor in the MOW league. Monty is Montana’s leading man.

“The Cash Box” July 31, 1954

Bally IN-LINE GAMES

Bally's new IN-LINE GAMES are a complete departure. These pinball games are set up in A-frame or cube, self-contained units for complete independence from other games. Ideal for new stands, store fronts and bars.

CHICAGO CHATTER (Cont.)
The Cash Box

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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.

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ENCLOSE YOUR CHECK—AIRMAIL TO:

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

CLASSIFIED ADVERTISING SECTION

WANT

WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33 1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th Ave., New York 36, Tel.: Hudson 6-1566.

WANT— Phonograph records made before 1940; any quantity or dealer sells 150 to 200 per brand. Will inspect if required. Some labels wanted are Brunswick, Victor; Vocalion; Paramount; Gemмет; Bluebird: Champion. JACOB S. SCHNEIDER, 123 W. 66th Street, N. Y. C.

WANT—New and used records. Can be up to 6 months old. No quantity too large or small. Write us. We are in the market for all picture disc records. Address: DIXIES RECORD SHOP, 239 West 42nd St., New York 36, N. Y. Tel.: Wisconsin 7-0830.

WANT— Fisher-Cut-Etch tables new and used. Write immediately to O. O. MALLEGG, 400 W. Madison Street, Chicago 6, Ill. Tel.: Franklin 2-1868.

WANT—Distressed merchandise for return privileges. Purple label Capitol, Columbia, Coral, Decca, Victor, Mercury, King—78's and 45's—also L.P.'s. Please quote prices, we pay freight. C & L Music Co., 11 Bayberry Rd., Franklin Square, L. I., N. Y.


WANT—All late model phonographs. Quote best prices. Will pick up within a radius of 30 miles. KOEPPEL DISTRIBUTING Co., 629 Tenth Avenue, New York 19, N. Y.

WANT—Your used or surplus records all speeds, 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blue. We pay freight to REAICON SHOPS, 821 No. Main Street, Providence, R. I. Tel.: Union 1-7500.


WANT—Bright Spots, United Showboat, United Circus, late Gottlieb 5 Ball free play games, Seeburg Model B & C 45's. State quantity, price, and condition in first letter. NOBBRO NOVELTY CO., 538 Bryant St., San Francisco 7, Calif.

WANT—Classified advertising in late Gottlieb, Seeburg, Bally model Free Play games. State quantity, price, and condition in first letter. NOBBRO NOVELTY CO., 538 Bryant St., San Francisco 7, Calif.

WANT—from all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Brooms, fortunes, Pocket Books, cigarettes 25c each, aspirin at 5c each, single hand-whoed newspapers. WITHEAM ENTERPRISES & CO., 2672 Cunningham Avenue, Glen Falls, New York.

WANT—For resale. United & Chicago Coin Bowling Games, Bally Bingo Games, Mills Panorama Peek Shows; Kiddie Rides. State condition and best price in the first letter. STANLEY DISTRIBUTING CO., 123 BROADWAY, TACOMA, WASH. Tel.: BBroadway 3663.

WANT—Bingos, late model Shuffie Alleys. For resale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 Tenth Avenue, New York, N. Y. Tel.: Chieker 4-5100.

WANT—All types of arcade machines and Gottlieb 4 & 6 Flipper Pinball Games in any quantity. Give name, condition, prices wanted and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1423 Spring Garden Street, Philadelphia, PA.

WANT—Frolics and Beach Clubs. Send us your lowest price. H & H Music, 1626—3rd Avenue, Mine, Illinois.

WANT—Tubes: 2051: 2050; 707; 244: 243; 5TV; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay $40 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 No. ELAINE Pl., Chicago, I11.

WANT—For Export. Quantities of the following models: Seeburg M100A; Wurlitzer 1100 and 1250. Telephone collect. DAVIS DISTRIBUTING CORP., 725 Water St., Syracuse, N. Y. Tel.: Syracuse 7-5194.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. 29th St., Miami, Florida.


WANT—Show Beats, Circus, Rodeo and Bright Spots. GOLDEN CATE NOVELTY, 701 Golden Cate Ave., San Francisco 2, Calif. Tel.: Market 3-3967.

WANT—For cash. Seeburg, Wurlitzer, AMI, Rock-Ola phonographs—all models. State makes and best price you want. Also any other coin operated machines you have for sale. Write or wire collect. NEW YORK DISTRIBUTING CO., 626 Tenth Ave., New York, N. Y. Tel.: Circle 6-2144.
FOR SALE — Complete Arcade or single machine. Also Mangle's Lead Shooting Gallery, Closing store, Sept. 25, ARCADE AMUSEMENT CORP., 1145 SIXTH AVE., NEW YORK, N. Y.

FOR SALE — AMI D-80 $495; AMI D-40 $395; AMI E-120 write; Wurlitzer 1500 $550, UNITED DISTRIBUTORS, INC., P.O. BOX 1995, 513 E. CENTRAL, CHICAGO 2, ILL.

FOR SALE — Phonoographs, cleaned A-1 condition, ready for operation. AMI—$800 each; D-40—$1,300 each; Rock-Ola—$1436 Fireball $395; Wurlitzer Hideaways—$1077—$1,015 $845. T. & T. DISTRIBUTING CO., 1663 CENTRAL PKWY., CINCINNATI 14, OHIO. Tel.: Main 8751.

FOR SALE — Finest Bingos, Ice Frolics (almost new) $252; D-40S $330 each; Rock-Ola—$1436 Fireball $395; Wurlitzer Hideaways—$1077. Write for list. W. E. KEENEY MFG. W. PICO BLVD., LOS ANGELES 6, CALIF.


FOR SALE — Brite Bots $75; Brite Spot $95; Spot Line $90, Beach Club, Dade Ranch, and others. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILLINOIS.

FOR SALE — Seeburg M100C $695, COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OHIO CITY, OKLAHOMA.

FOR SALE — Terrific! You may now give prices legally in your bar and tavern locations on shuffle boards. Write now and have the legal kit containing of blackboard, ABC board rulings, posters, chalk and award card. Price of kit $9.95 ea. Operators report 50% to 100% increase in collections. Order a quantity today. Immediate delivery. WEST SIDE, 612 TENTH AVENUE, N. Y. N. Y. Tel.: Circle 6-8464.

FOR SALE — Bingo games; large model Bally and Budy. All A-1 shape, ready for immediate delivery. Write for full details. RELIABLE COIN MACHINE CO., INC., 184 WINDSOR STREET, HARTFORD 5, CONN. Tel.: Gland 9-6556.

FOR SALE — United Imperials, Bally Palm Springs, Dade Ranches, Beach Clubs, and Beauties. One Owner. Ready to ship. GLOBE DISTRIBUTING CO., 1623 NORTH CALIFORNIA AVE., CHICAGO 47, ILL. (Tel.: Affmitage 6-7089) Coin Changers, Counters, and Wrappers.

FOR SALE — Wurlitzer Bar and Wall Boxes — 3020’s $10; 3031’s $5; 2140’s $5, Steppers and Master unit; Deluxe, $174; with stepping stepper. HENRY C. KOBRAUGH & SONS, 51 WARREN ST., GLENS FALLS, NEW YORK.

FOR SALE — Wurlitzer Bar Boxes — 3020’s $10; 3031’s $5; 2140’s $5, Steppers and Master units; Deluxe, $174; with stepping stepper. HENRY C. KOBRAUGH & SONS, 51 WARREN ST., GLENS FALLS, NEW YORK.

FOR SALE — All machines 20% off high CASI BOX prices. Wurlitzer 1015, 1100, 120, Rockola 1422, 1426, AMI Model C Seeburgs 146, 147, 100A. Phone Sterling 7515 or Write: DIXON DISTRIBUTING CORP., P.O. BOX 2660, YOUNGSTOWN, OHIO.

FOR SALE — 1 Seeburg Sieum Unit, perfect condition, $250; 2 Geneo Sky Gunner, brand new; Ajaj Cigarette Machines, brand new, close out; 1 Poolette Table Pool Table $50; 1 Keyney 2-Player Attachment for Shuffleboard. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE NORTH, MINNEAPOLIS, MINN.

FOR SALE — Wurlitzer Bar Boxes 2140’s; Wurlitzer Wall Boxes 3020’s, Steppers and Master units. NORTHERN DISTRIBUTORS, INC., 597 NINTH AVENUE, NEW YORK, N. Y.

FOR SALE — Bear Guns; Geneco Night Fighters; Evans Bat-A-Score; Ex- Security, Ex-Security, Ex-Topper, Ex-Capone; Ex-Chip. Coin Pistol. Take the low Cash Box prices. 1/3 deposit, balance C.O.D. B. E. KRUEGER, R. 13, BOX 361, SAN ANTONIO, TEXAS.

FOR SALE — Capone cleaner for glass, plastic, and chrome, trial size 70c, $3.95 a gallon. Cresson 9-11 NEYT, New York, 9 x 11 sheet 176c. Lubriclean 35c a tube. Look, 3 lb. box, $1. lb, roll $4.35. Rear frames re- nished model 706 & up, $22.50 each. lots of 5, $1.75 each. 1/3 deposit with order. GUEN MACHINERY CO., 1221 CHICAGO AVE., CHICAGO, ILL. Tel.: INDependence 3-2210.

FOR SALE — The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and the glad you paid. More money back if not completely satisfied with purchase. All New stock. Write or call: ALLAN SALES, INC., 937 MARKET ST., WIEFELING W. VA. Tel.: Wiel 5472. I.

FOR SALE — America’s finest reconditioned phonographs and music machines. Every musical item in our re- conditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOT DISTRIBUTING CO., INC. 2616 PURITAN AVENUE, DETROIT 21. MICH. Tel.: University 4-0773.

FOR SALE — Evans Constellation $225; Shoot the Bear $145; Keeney DeLuxe Bowler $125; AMI A, B, C, D and a complete line of United Bingo and Steppers. 2315 OLIVE ST., ST. LOUIS, MISSOURI (Main 1-3511) or 3314 MAIN STREET, KANSAS CITY, MISSOURI (West 5522).

FOR SALE — Keeney High Score League $165.90; Williams DeLuxe Series $167.50; United 6-Way $240. F. T. $149.50; United 6 Way DeLuxe $159.50; Domino $139.50; Spot Lite $119.50. LAKE CITY AMERICAN ENT., INC., 1000 PAYNE AVENUE, CLEVELAND 4, OHIO. Tel.: H-Enderson 1-7577.


FOR SALE — Units — Imperial $825; Royal $825; Classic $825; Cascade & Clover $195; Willia- Deluxe World Series $75; Willis DeLuxe Baseball $195, Want- burg, Carlin, & F. G. C. GAMES CO. 67 SWAGGERT ROAD, SCHENECTADY 2, N.
FOR SALE—Bally Beauty $230; Beach Clubs $345; Dode Ranch $385; Yacht Clubs $225; Ice Ps. $265; Michigan $45; Lake $90; London $15; Atlantic City $175; Union Cabana $175; A.B.C. $40; Union Clover $235; Liberty $205; MICKEY ANDERSON, 314 EAST 11th ST., ERIE, PA. Tel.: 5-7549.

FOR SALE—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalogs. MIKE MUNYES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: Clikeking 4-6626.

FOR SALE—Special! Bally Surf Clubs $465; Ice Ps. $425; Beach Clubs $325; Palm Springs $355; Yacht Clubs $199.50; Union Rios $385; Chicago Coin Super Jet $370; International Ms. Tattoo Cross Race $67.50. NEW ORLEANS NOV- ELTY COMPANY, 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: Canal 3-1810.

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone G. A. ROBINSON & CO., 2301 W. PICK-V-D, LOS ANGELES 6, CALIFORNIA. Tel.: Dünkirk 3-1810.

FOR SALE—Contact us before you buy. We carry all types of coin machines: Centennial, Coin-Tax, Coin-Vend, Coin Vendia distributor for United, Universal, Chicago Coin, Keeny and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Advance Bowlers $395; Gold Cup $365; Triple Score Bowlers $320; Double Match Bowler $270; Frame Match Bowler $220; 10th Frame Special Double In The 5 $215; Name Bowler $210; Super Match $200; 10th Frame Matched Bowler $185; Drum Scoring $165. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

FOR SALE—Close Out! All Games with Formica and Large Print reasonably priced. Offer referred to United Twin, United 4 Player, United 5 Player, Liberty 6 Player, United 6 Player DeLuxe, United Super. Make your own offer on individual games. AMERICAN VENDING COMPANY, 2654 CONEY ISLAND AVE., BROOKLYN 35, NEW YORK. Tel.: DE 2-9620.

FOR SALE—Beauty $295; Chinatown $85; Control Towers $220; Double Header Jockey $200; Fright Irish $35; Frends $220; Harner $60; Yacht Club $265. EL DISTRIBUTING CO., 4910 26th URBAN BRIDGE AVENUE, ST. LOUIS 15, MO.

FOR SALE—Geneo Shuffle Pool, like new $325; Geneo Basketball, like new, write; Chi-Coin Crown Bowler. T scoreboard. Chi-Coin 10th Frame Special, Triple $200; United Olympic S.A. $225; United Cascade, Triple $235; Keeny 6 Player $95. UNICORN MACHINE EXCHANGE, 458 NORTHERN WAY, COLUMBUS 8, OHIO. Tel.: University 6090.

FOR SALE—Bright Lights, A-1 condition, $65; AMI Model C $295; Wurlitzer No. 1428, $95; Wurlitzer 1015 $95: 1128 March 195 $195; 3200 Wall Boxes $18.50; Seeburg W-L-54 $4. H & H MUSIC, 1626 3rd AVE., MOLINE, ILLINOIS.

FOR SALE—United Stars $175; Ominette $140; Firing Hilt $140; Merle Queen $190; Shindig $205; Minstrel Man $379; All Star Basketball $399; Seeburg 100 Wall Boxes and Brackets $90 each. AUTO MACHINE NOVELTY CO., 2429 7th N W., CANTON, OHIO.

FOR SALE—Parts and supplies for Jungle Shuffle, Pin and Telequiz Games. Special! Metal Tool Box of Assorted Hardware. Over 6 lbs. Of Nuts, Bolts, Screw Posts, Switches, Springs, etc. $0 value for $9.99. CHAMPION DISTRIBUTING CO., 3743 W. GRAND, CHICAGO, ILL.

FOR SALE—Large phone and game room equipment for central California. Over 100 Photographs and 150 Bingo type games. Plus Games, Bowlers, etc. BINGO BOX, 26 WEST 47TH STREET, NEW YORK, N. Y.

FOR SALE—Complete line of used photographs, shuffle, pin and telequiz arcades, machines all other equipment. Large stock, well maintained. One letter, wire or phone will convince you. Factory Representative. TANAR DISTRIBUTING, INC., 3401 N. 36th STREET, MIAMI 42, FLA. Tel.: 64-8664.

FOR SALE—We have a large stock of reconditioned Five Balls. One Balls, Bingo, Wheel, Phone, Coca-Cola, WESERIIUS CORPORATION, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: Montana 3000-1.2.

FOR SALE—30 Pop-Sex popcorn Vend- ors, 3 Hawkeyes, reconditioned $25 each; 25c Machine. Scales, counter models $22.50 each. One-half deposit with order. CLEVE- LAND MACHINE CO., 25 NO. CHANGE, INC., 2029 PROSPECT AVE., CLEVELAND, OHIO. Tel.: Tower 1-6715.

FOR SALE—The finest used phono- graphs in all our history now available. Immediate sale. Low prices. Scale, counter models $22.50 each. One-half deposit with order. CLEVE- LAND MACHINE CO., 25 NO. CHANGE, INC., 2029 PROSPECT AVE., CLEVELAND, OHIO. Tel.: Tower 1-6715.

FOR SALE—The finest used phono- graphs in all our history now available. Immediate sale. Low prices. Scale, counter models $22.50 each. One-half deposit with order. CLEVE- LAND MACHINE CO., 25 NO. CHANGE, INC., 2029 PROSPECT AVE., CLEVELAND, OHIO. Tel.: Tower 1-6715.

NOTICE—Are you having trouble keeping Plexiglass clean on your machines? We have a kit — 16 oz. bottle $.85. For distributor and territory, contact MECCA SERVICE CO. 716 N. 19th ST., EAST ST. LOUIS, ILLINOIS.

NOTICE—Live in the Golden West. One of the largest and best equipped routes in the country for sale. Phonos, hinges, etc. Will stand the strictest investigation. Ideal for part- nership of four. Small overhead. Average gross from $11,000 to $16,000 per month. Health condition not required to prove financial responsibility. For further information write THE CASH BOX, 26 WEST 47TH STREET, NEW YORK, N. Y.

NOTICE—Juke Box Operators—Trade used your juke boxes for cigarette machines. We will sell or trade all types cigarette machines (through- out the country). American, Howat- don, Gold Snae and Vendo ice cream machines. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVE., SHREVEPORT, LOUISIANA.

NOTICE—We are exclusive distributors for Cole drink machines and Rock-Ola phonographs for Metrop- olitan New York and New Jersey. Finest trade-ins available, both prod- ucts. Advise us your needs. SEA- COAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N.J., 05201. Or 594 TENTH AVE., NEW YORK, N. Y. (Tel.: BRYant 9-4684).

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

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, J'Adoun 6-2840; The Cash Box, Chicago, IL, D'Earbon 2-0445; The Cash Box, Los Angeles, Calif., WEsther 1-1211.
Operators cut their record costs in half ... doubled their program offerings ... thanks to AMI pioneering and leadership in two-sided record play.

You can always look to AMI for the developments in juke box design and performance that make more money for operators ... year after year.

AMI Incorporated

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

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

“It's What's in THE CASH BOX That Counts”
How To Use "The Confidential Price Lists"

[Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" does not feature the market prices as they are quoted. "The Confidential Price Lists" sets out exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than showing prices for the last known quotations for each equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as far as possible so as to obtain lowest price quoted for the week; Second price listed is highest price quoted.

EXPLANATION

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

SEEBURG

6. Hi-Tone, 9000 '41
7. Hi-Tone, 9000RC '41
8. Hi-Tone, 9000RC, '41, 20 Sel, 78 RPM, with Remote Control
9. Hi-Tone, 9000, '41, 20 Sel, 78 RPM, with Atlantic Control
10. Hi-Tone, 8200, '42, 20 Sel, 78 RPM
11. Hi-Tone, 8200RC, '42, 20 Sel, 78 RPM with Remote Control
12. Hi-Tone, 8200RC, '42, 20 Sel, 78 RPM with Remote Control
13. 1465, '46, Standard, 20 Sel, 78 RPM
14. 1465M, '46, Master with Remote Attachment, 20 Sel, 78 RPM
15. 1475 '47, Standard, 20 Sel, 78 RPM
16. 1475M, '47, Master with Remote Attachment, 20 Sel, 78 RPM
17. 1485 '48, Standard, 20 Sel, 78 RPM
18. 1485M, '48, Master with Remote Attachment, 20 Sel, 78 RPM
19. 1485ML, '48, Light Cabin, Master with Remote Attachment, 10 Sel, 78 RPM

TOTAL NO. TOTAL VALUE

---

PHONOGRAPHs (Cont.)

6. 800, '40, Electric Selector, 24 Sel, 78 RPM
7. 600, '40, Electric Selector, 24 Sel, 78 RPM
8. 700M, '41, Manual Selector, 24 Sel, 78 RPM
9. 700E, '40, Colonial, Electric, Leatherette, Sel, 78 RPM
10. 1400, '43, Colonial, 24 Sel, 78 RPM
11. 1400M, '43, Colonial, 24 Sel, 78 RPM

TOTAL NO. TOTAL VALUE

---

WURLITZER

6. 700M, '40, Colonial, Manual Selector, 24 Sel, 78 RPM
7. 700E, '40, Colonial, Electric, Leatherette, Sel, 78 RPM

TOTAL NO. TOTAL VALUE

---

NUMBER OF EACH MACHINE OWNED

FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES

MANUFACTURERS AND DATE OF GAME'S RELEASE LISTED.

Col. (B) Bally (Eng) — Chicago; (Ge) Genco; (Got) Gottlieb; (Ke) Keesee; (Un) United; (Wm) Williams.
<table>
<thead>
<tr>
<th>PINBALL GAMES (Cont.)</th>
<th>PINBALL GAMES (Cont.)</th>
<th>PINBALL GAMES (Cont.)</th>
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<tr>
<td>1. Happy Go Lucky (Got 3/51)</td>
<td>2. Playland (Ex 8/50)</td>
<td>3. Playtime (Ex 8/49)</td>
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<td>2. Harvest Moon (Got 12/50)</td>
<td>3. Harvest Moon (Got 12/50)</td>
<td>4. Puddin' Head (Ge 10/48)</td>
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<tr>
<td>3. Harvey Time (Wm 5/51)</td>
<td>4. Palm Beach (R 7/50)</td>
<td>5. Pucker Face (Got 9/53)</td>
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<td>4. Harvey W/Ge (Wm 5/51)</td>
<td>5. Palm Beach (R 7/50)</td>
<td>6. Queen of Hearts (Got 11/48)</td>
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<td>5. Harvey W/Ge (Wm 5/51)</td>
<td>6. Paradise (R 7/50)</td>
<td>7. Queenie (Got 11/53)</td>
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**TOTAL NO. TOTAL VALUE**

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**CONFIDENTIAL PRICES**

1. ABT 6 Gun Range (500) $50.00 650.00
2. Boomerang (300) $45.00 450.00
3. Bally Big Inn (300) $45.00 450.00
4. Bally Bowling (200) $40.00 450.00
5. Bally Curve (300) $45.00 450.00
6. Bally Defender (500) $45.00 450.00
7. Bally Eagle Eye (300) $45.00 450.00
8. Bally Heart Hitter (300) $45.00 450.00
9. Bally King (300) $45.00 450.00
10. Bally Lucky Strike (500) $45.00 450.00
11. Bally Rapid Fire (500) $45.00 450.00
12. Bally Sky Battle (300) $45.00 450.00
13. Bally Topper (200) $45.00 450.00
14. Bally Undersea Raider (300) $45.00 450.00
15. Bank Ball (300) $45.00 450.00
16. Champion Hockey (300) $45.00 450.00
Manufacturers New Equipment

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

A.B.T. MFG. CORP.
Challenger (Counter Model Gun) $ 75.00
 Rifles, Sport, 3 and more Guns, plus complete ranges of various types, 1,400.25

AMI, INCORPORATED
AMI "E-20" Phonograph $ 795.00
AMI "E-20" Phonograph 925.00
AMI "E-20" Phonograph 1,050.00
WS-10 5-10-25c Wall Box 89.50
WS-10 5-10-25c Wall Box 99.50
HS-80 Hideaway 775.00
HS-80 Hideaway 875.00

AMIVOX Speaker 27.50

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

BALLY MFG. CO.
Moon-Ride $ 950.00
Hi-Fi Champion Bowler
(A) 10 c a play 755.00
(B) 10 c a play—3 plays, 25c
Victory Bowler
(A) 10 c a play 710.00
(B) 10 c a play, 3 plays—25c 730.00
The Champion (Mech. Horse) 1,065.00

CHICAGO COIN
Feature Bowler, Single Chute $ 685.00
Feature Bowler, Double Chute 705.00
Star Life Bowler, Single Chute 665.00
Star Life 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 9045) 100 Spec, 45 Jubilee (Model 278) 40 Select, 78 rpm $1,050.00 795.00

EXHIBIT SUPPLY
Shooting Gallery $ 595.00
Big Bronze 997.50
El Toro The Bull 997.50
Perdy The Bull 725.00
Roy Rogers' Trigger 1,047.50
Redhead
Redhead The Red Nosed Reindeer 725.00
Redhead The Red Nosed Reindeer—With Music 775.00
Pete The Rabbit 725.00
Pete The Rabbit—With Music 775.00
Pete The Rabbit—With Music 725.00
Pete The Rabbit 725.00
Pete The Rabbit—With Music 775.00
Pete The Rabbit 725.00
Pete The Rabbit 725.00
Pete The Rabbit—With Music 775.00
Sea Slide 1047.50
Ventricular Card Vender 195.00

GENCO MFG. & SALES CO.
Rifle Gallery $ 625.00
Two Player Basketball 525.00
Deluxe Two Player Basketball With Match Play 550.00
Super Two Player Basketball With Match Play and Replay 560.00

D. GOTTLEIB & CO.
Daisy May $ 364.50

INTERNATIONAL MUTO. CORP.
Drive Yourself (new) $ 975.00
3-D Art Parade, 12-inch show model 975.00
3-D Art Parade, 6-inch show model 395.00

J. H. KEENEY & CO., INC.
Electric Cigarette Vendor $ 281.50
Coin Changer Model 304.50
Bikini Bowler Single Chute 630.00
Double Chute 645.00
Century Bowler Single Chute 670.00
Double Chute 685.00

METEOR MACHINE CORP.
Hook-n-Ladder $ 715.50
Black Beauty 756.00
Pony Team 561.00
Flying Saucer 715.00
Hot Rod Racer 715.00
Pony Boy 517.50
Rocket 715.00
Tong-Go (Grip Scale) 149.50

RITEWAY MFG. CO., INC.
"3 Dimensional Theater" $ 395.00
"2 Kiddie Theater" 395.00

ROCK-OLA MFG. CORP.
Model 1436 "Fireball" 78 RPM Model 1438 "Cowboy Fireball" Phone, 120 Selections, 45 RPM Only
Model 1440 "Comet Fireball" Playmaster, 120 Selections, 45 RPM Only
Model 1456 "Comet Fireball" Chrome Wall Box, 120 Selections
Model 1608 "Tone-O-Lier" 8-Chamber Speaker
Model 1611 "Tones" 8 Wall Speaker with Vol. Control and Transformer Blonde or Mahogany
Model 1906, Remote Volume Controls

J. P. SEEBURG CORP.
HP-1064C
1W-1 Wall-O-Matic "100" MVR-1 Master Remote Volume Control
CVT-4-4 — Wall Speaker Ivory (Tedroop)
CVT-6-4 — Recessed Speaker
CVT-5-2 — Recessed Speaker
PS-12 Power Supply
ARM-1 Auxiliary Remote Amplifier
AVCA Automatic Volume Compensator Unit
Ray-O-Lite "Cone Hunt"

UNITED MFG. CO.
Jungle Gun $ 595.00
Single Chute 635.00
Double Chute 645.00
DeLuxe Jungle Gun Single Chute 635.00
Double Chute 655.00
Ace Shuffle Alley Regulator Model, 10c Play Special Model Play, 3 for 25c 730.00
Rainbow Shuffle Alley Model, 10c Play, 3 for 25c 705.00
Hawaii 725.00

WILLIAMS MFG. CO.
Screamo $ 364.50
All Star Baseball 665.00
Super Pennant Baseball 589.50
Major League Baseball 545.00
Big League 609.50

THE RUDOLPH WURLITZER CO.
Model "1700" Phonograph
Model "1600-A" Phonograph
Model "1650-A" Phonograph
Model "1500-A" Phonograph
Model "1660" Phonograph
Model "1650" Phonograph
Model 5112—12" Conco
Speaker Hi-Fi
Model 5112—8" Wall Speaker Hi-Fi
Model 5205 5c-10c-25c Wall Box 3 Wire (10 Selections)
Model 5206 5c-10c-25c Wall Box 4 Wire (48 Selections)
Model 4851 5c-10c-25c Wall Box (10 Selections)
Model 5201 5c-10c-25c Wall Box (10 Selections)
Model 5100 8" Speaker
Model 5110 12" DeLuxe Speaker
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