Against a backdrop of the “Arabian Nights” scenery, Lauritz Melchior, who stars in the Decca “Arabian Nights” cast album, tries out a high note for size, while Guy Lombardo, turbanned for the occasion, makes like a bandleader. Lombardo’s own album of “Arabian Nights” tunes is also on Decca. The musical extravaganza, produced by Lombardo and his brothers, Carmen and Lebert, is currently packing ‘em into the Jones Beach Marine Theater in Long Island, N. Y.
Simplifies Service ... Saves You Money

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

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

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

The amazing Carousel Record Changer is one of many new developments that make the Wurlitzer 1700HF the greatest phonograph of all time!

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

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Established 1856
Mambo Comes Of Age

Mambo music has had a spectacular career in the United States. Starting in the resort centers, where its Latin rhythm first caught the fancy of vacationers, the mambo has now spread to every section of the country, is being danced from border to border, and has become accepted as one of the standard dances we enjoy.

And this week, the mambo reached a new peak. With the opening of Perez Prado's orchestra at the Waldorf-Astoria, the dance really came of age, recognized in the pinnacle of all night spots.

Mambo has not only been important as a dance, but the music that accompanies it has had many consequences in the record and music businesses.

Mambo has created new record stars.

Mambo has sustained several independent record firms.

Mambo has been responsible for a resurgence of the craze for Latin American tempos in our everyday music.

There are many lessons to be learned from the popularity of the mambo. The most important is the theme we emphasized last week, i.e., music has no boundaries. Exciting rhythms are not held back by borders, countries or even hemispheres. They spread all over and are adaptable to each nation's individual needs.

The lesson as far as the music business is concerned is that a new dance brings into its wake new music, new composers, new stars. This probably was true even when the mambo was new. And certainly in modern times, almost every new dance you can think of has brought to the forefront new stars and new music. Think of the charleston, the black bottom, the big apple, the tango, the rhumba and so many others. Each has left its mark on our music business and each has done only good for it.

Newness in itself may not be enough, but there is no doubt that a different approach which catches the public's attention, stimulates the entire industry. That is exactly what has happened with the mambo. Once a very specialized type of music, played only in specialized areas by orchestras completely devoted to it, today the mambo permeates the entire music industry. It is played everywhere, by all types of orchestras and has filtered its way into many phases of our popular music.

As we said, the mambo reached a new milestone last week. We hope that it will reach many more peaks in the months to come.
RCA VICTOR'S No. 1 BEST SELLER

VAUGHN MONROE

UP THERE WITH A BIG NEW HIT

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

Direction: MARSHARD MUS

Press Relations: MARVIN DRAGER
FOUR WEEKS IN A ROW

THEY DOIN' MAMBO

A "New Orthophonic" High Fidelity recording

b/w Mister Sandman
20/47-5767

"It's What's in THE CASH BOX That Counts"
Decca Launches 20th Anniversary Tie-Up With Huge Merchandising Program; Bing Crosby Treasure Chest Album Is Highlight

NEW YORK — Sydney Goldberg, national sales head of Decca Records, demonstrated to the trade press last week that will be the highlight features of Decca's merchandising program which is being tied up with the diskery's 20th anniversary program.

Using color slides, Goldberg gave a visual history of the diskery going back to August 1934 when Decca began. He brought out the fact that it was just about that time that the juke box changed from the non-selective type to the machine that plays the music you want to hear at the time you want to hear it and that it was the influence of the juke box which helped in the growth of the diskery.

Highlighting some of the achievements of Decca, Goldberg pointed out Decca's influence in the popularizing of albums, having initiated show tunes by Hildegardr; he also pointed with pride to the inauguration of the children's series by Frank Luther.

Highlight of the 20th anniversary will be the Treasure Chest of Song, depicting the life of Crosby in five 12" LPs and 17 EPs packaged in a beautifully designed chest with each record packaged in a vinyl case. Bing has chosen 80 songs which take 4½ hours of play and he makes a commentary before each number. The tunes Bing redid have Buddy Cole on the piano.

The rest of the program will include 30 albums featuring Decca talent plus singles.

All Decca salesmen will carry a demo of these albums with a special demo of the Crosby album in a seven-minute side.

Decca is planning a huge promotion in connection with this 20th anniversary program. All mailings from the diskery will carry 20th anniversary imprints. Decca will give out award certificates to each dealer and operator who has done business with the firm for 20 years. In addition the diskery has enlisted the services of a leading public relations man, Ed Weiner, for magazine and newspaper coverage. It is expected furthermore that during August and September there will be network radio and TV days highlighting Decca's anniversary.

Kitty Party

CHICAGO—Eartha Kitt, sultry RCA Victor recording star, takes time out to stage a private birthday party for Monty, a one-year-old lion cub at the Animal Kingdom, pet shop on Chicago's north side. To the accompaniment of an RCA 45 player, Eartha sings her latest hit, "Mink Shmink," to lure Monty toward his first birthday cake. "Kitty" is hilarious at Monty's birthday table manners.

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"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 Kellen (Decca)
2. HERNANDO'S Hideaway
   Archie Bleyer (Cadence)
3. SH-BOOM
   (Gaylords (Mercury))
4. THE LITTLE SHOEMAKER
   Hugo Winterhalter (RCA Victor)
5. THREE COINS IN THE FOUNTAIN
   Four Aces (Decca)
6. THE HAPPY WANDERER
   Frank Weir (London)
7. I UNDERSTAND JUST HOW YOU FEEL
   Four Tunes (Jubilee)
8. IN THE CHAPEL IN THE MOONLIGHT
   Kitty Kellen (Decca)
9. GOODNIGHT, SWEETHEART,
   McGuire Sisters (Coral)
   GOODNIGHT
   Sunny Gale (RCA Victor)
10. JOEY
    Betty Madigan (MGM)
11. HEY THERE
    THE HIGH AND THE MIGHTY.
    13) IF YOU LOVE ME.
    14) GREEN YEARS.
    15) SWAY.

45 hassles between the jockeys and companies still waxing hot and heavy.

... Nick Nickson (WBBF-Rochester, N.Y.) in his third week of doubling as the
10. Professor of the 956 Club, 3:30 to 5:55 PM daily, and the morning show
11. "Sunrise Serenade," Nick is spinning 92 sides a day, six days a week. ... Tiny
12. Marille (WAVZ-New Haven, Conn.) in New York last week. ... Still hearing
13. from the jockeys about the 12th Anniversary yearbook. Robin Bonneau (WXXL-
14. Concord, N. H.) says "A handy 176 pages. I'll be quoting from and using all
15. year 'round. Thanx and congratulations."

---

Pie of the week—Brad Lacey (WTSI-Hanover, N. H.) deliberately introduces a song each day with
16. the wrong title and calls upon the listeners to identify the mistake. What makes this unusual, says Brad, is
17. that there are no prizes. ... Fredrick Saul Berlin, son of WWSW-Pittsburgh, Pa. salesman Sid Berlin, cel-
18. ebrated his Bar Mitzvah Saturday, July 24. Grandparents, former Pittsburghers Mr. and Mrs. Nathan Ber-
19. lin, who now reside in L.A., came on for the important event, ... WWDC-Washington Fred Flase has a new
20. fan club organized in College Park and Riverdale, Maryland. The club now has 79 teen-age members. ...
21. Bud Davies (KLW-Detroit, Mich.) came up with this gimmick to pull in listener response. Bud asked his
22. audience to count the number of footsteps on the Johnny Desmond record of "The High and The Mighty." The
23. station was flooded with 1100 cards and letters. "There are 25 steps," says Bob. ... Paul E. X. Brown
24. will spend his two week vacation away from the mike at WERD-Atlanta, Ga., in New York City and Atlantic City. Paul is a national officer in the Shriner
25. s and the colorful organization will be holding its 15th convention in the resort city. During Brown's stay in New York August 7 to 11 he will stop at the
26. Hotel Theresa at Harlem, ... Hank Elliott has now joined the staff of WORL-
27. Boston. Hank was with WMEX for the past seven years. Hank, who will fill
28. the position of News & Sports Director at WORL, which post was vacated by
29. Art Hume, will substitute for Boston's popular D.J.'s Norm Prescott, Alan
30. Dury, and Stan Richards through their vacation schedule.

---

Just prior to Jerry Kay (WTIX-New Orleans, La.) leaving for Miami to wed, his fans held a watermelon party, with Jerry the guest of honor. The party ended with a ritual of washing Jerry's face with watermelon. All had a good time although Jerry is still combing watermelon seeds out of his hair. ... Wes Hopkins (WTTM-Trenton, N. J.), now conducts regular meetings of
31. "Sittin' Stillin' and Rockin' Club" every morning. Any listener with a rocking chair can join, and according to Wes, practically everyone and his grandmother
32. has joined up for the morning rest and relaxation period.

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

**DISK OF THE WEEK**

**"YOU'RE DRIVING ME CRAZY"** (1:43)

[Donaldson ASCAP—Bregman, Vocero & Conn]

**PAUL WHITEMAN**

(Coral 61228; 9-61228)

- Paul Whiteman has re-recorded two of his hits from the Twenties and has come up with a disc that's a smash. The two sides are "Whispering" and "You're Driving Me Crazy" and both have tremendous modern appeal. On "Whispering," Bill Ridgely plays the slide whistle and it brings memories of times long since past. "You're Driving Me Crazy" gets its own working over which makes for some great listening. It's interesting to note that even though these arrangements are modernized, they would be recognized as Paul Whiteman disks by almost anyone. Both sides of this record are going to make plenty of dough for ope.

**"WHISPERING"** (1:53)

[Schonberger, Coburn, Rose; ASCAP—Miller Music]

**PAUL WHITEMAN**

(Coral 61228; 9-61228)

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**"I'M NO GONNA SAY"** (2:54)

[BMI Vincent Music]

**RONNIE GAYLORD**

(Mercury 70425; 70425)

- Ronnie Gaylord continues to turn out good commercial records. His current one has two likely songs, either one of which could break through. They are titled "I'm No Gonna Say" and "Don't You Forget About Me." The first is a takeoff on an Italian accent routine which comes off very well. The second is a ballad with an old Italian feeling although it is a new song. On both sides Ronnie gets a choral backing and fine instrumental backing. He has two potential hits here.

**"WHY SHOULD I LOVE YOU"** (2:32)

[Barlow ASCAP—Rogers Music]

**THE HARPtones**

(Bruce 109; 45-109)

- The Harptones come smashing through with a record that is already breaking wide open. Titled "Why Should I Love You," this side sends this new group to the head of the class. It's a rhythmic ballad which the boys handle with an infectious vitality which should soon have the entire country singing it. Reverse side is less suited to everyday play but that shouldn't mean anything as far as the record is concerned since it is the top side all the way. "Why Should I Love You" has to make its mark in the music field. Be sure to get with it fast.

**GUY LOMBARDO ORCH.**

(Deco 29215; 9-29215)

- "IT'S GREAT TO BE ALIVE" (2:18) [Shapiro, Bernstein ASCAP—Lombardo, Leeb] From his musical extravaganza "Arabian Nights" comes this Guy Lombardo instrumental of a pretty liltler offered in the usual danceable tempo. Chorus vocals.

- "MARRY THE ONE YOU LOVE" (2:53) [Shapiro, Bernstein ASCAP—Lombardo, Leeb] Kenny Gardner and the chorus send up a pleasing vocal on another tune from the same musical. Guy and orchestra supply a fitting backing again.

**SAUTER-FINEGAN ORCH.**

(RCA Victor 20-5826; 47-5826)

- "OF THEE I SING" (2:58) [Harms ASCAP—Ira & George Gershwin] The fabulous Sauter-Finegan sound comes over in fascinating fashion as the 47-5826 takes through a "charged up" arrangement of a great George Gershwin hit.

- "PALE MOON" (2:55) [Forster ASCAP—Glick, Logan] Another belter, here offered in an effective Sauter-Finegan arrangement set to an Indian beat. Voices chant in the background.

**LES BROWN ORCH.**

(Coral 61222; 9-61222)

- "THEY WERE DOING THE MAMBO" (2:57) [Mayfair BMI—Burke, Raye] Les Brown and the boys serve up a solid mambo backing for Butch Stone's novelty vocal on one of the country's up and coming hits. Terrific charts.

- "THE MAN THAT GOT AWAY" (2:59) [Starr ASCAP—Arlen, Gershwin] Jo Ann Greer takes the vocal spotlight on a dramatic bluesy item from the oldie "A Star Is Born." Tune is also building for a hit.

**JOHNNY DESMONT, EILEEN BARTON**

(Coral 61227; 9-61227)

- "A WIFE" (2:50) [Speir ASCAP—Tobias, Simon] Johnny Desmont offers a sequel to his hit disc "Woman" as he now sings about a wife with Eileen Barton. Lati- tin tempo. Cute lyrics.

- "A HUSBAND" (2:48) [Speir ASCAP—Tobias, Simon] Eileen Barton gets even as she makes Johnny listen to her definition of a husband. Melody is the same. Married folks oughta get a kick out of this coupling.

**FELICIA SANDERS**

(Columbia 04275; 4-04275)

- "DON'T STAY AWAY TOO LONG" (2:15) [Geo. Pincus ASCAP—David, Saxon] A very pretty backing showcases the lovely voice of Felicia Sanders to best advantage as she tenderly sings a pretty sentiment which is well backed with multiple voice technique.

- "MY LOVE BELONGS TO YOU" (2:54) [Speir ASCAP—Lasky, Schottz] An unusual backing aids the song—stress on this dramatic love story treated with a great deal of meaning—expressive reading.
the most excitingly different record ever made

SKOKIAAN

BULAI AND
**THE TOP HATTERS**
(Cadence 1242; 45-1242)


**"IT SHOULD'VE BEEN ME"** [Progressive BMI—King Curtis] A recent big hit in the rhythm & blues field is given an imaginative treatment by the boys. Revisions between choruses very amusing. Clever side.

**MULCAYS**
(Coral 6122; 9-61221)

**"Caravan"** (2:20) [American Academy ASCAP—Mills, Ellington, Tizol] A terrific standard is amusingly rendered by the thrilling electric harmonica styling of the Mulcays who bow on the Coral label with this release. Great early performance that could click immediately.


**JACK PLEIS ORCHESTRA**
(Decca 29227; 9-29227)

**"Caribbean Breeze"** (2:56) [Fiesta ASCAP—Trujillo, Lame] A saucy hot jazz number by the Pleis orks, shows off the mellow voice of Johnny Amoresco as he croons one of England's biggest tunes. Choral support excellent.

**"Lonesome Polecat"** (2:55) [Robbins ASCAP—De Paul, Mercier] Pleis orks offer a terrific arrangement for the Fred Brooks vocal on one of the back hills numbers from the movie "Seven Brides for Seven Brothers."

**CHIL REYES**
(Capitol 2078; F-2878)

**"Dee Gee Mambo"** [Beecroft BMI—May] Reyes displays his usual ability to get a record across as he leads the boys through a dixieland commercial mambo number.


**"Tennessee" Ernie FO**
(Capitol 2076; F-2876)

**"Eins, Zwei, Drei"** [Robbins ASCAP—Swiss] A real lively "cornts with a polka air is color is brought by the deep voice of com. Ernie Ford. Billy May and Stu Fowley lead.

**"Losing You"** (2:38) [ASCAP—Kaye] A tempo for Ernie's sly style of a touching air.

**JACK GOLD & 4 ESQUIRES**
(Cadence 1242; 45-1242)


**THE COMMANDERS**
(Decca 29209; 9-29209)

**"The March of the Commanders"** (2:39) [Castle Music—Hoff] One of the country's great new bands, the Commanders, rides through a super speed jump okling of a clever new piece of material. Solid arrangement. Great stuff.

**"Lazy Mood"** [BMI—Thomas] Another fascinating bit of arranging can be heard on this slow swing Number by the boys. Crew is great. Should be one of the top bands, in time.

**KAY PENTON**
(Mercury 70418; 70418 x 45)

**"Let's You My Love"** (2:37) [Traditional ASCAP—Skyler] The inviting, ...jazz style of the Kay Penton Orchestra. She leads the boys through this new and meaningful number, with a liltying, ...jazz style of the Kay Penton Orchestra. She leads the boys through this new and meaningful number, with a liltying, bouncy work on the piano by Mr. Wally Harris.

**LEE**
(4X-0035)

**"In the Organ Played Wildlight"** (2:11) [Santley—Wallace, Campbell, Con- serv Roberts Lee bounces this novelty number away the boys and the Harold Moneymaker's rhythm section.

**"I Love and Tender"** (2:10) [Montclare BMI—Dehr, Miller] On this [almost] live recording another novelty with a good country number, the Bozartn orks round out the side.

**CO MAMBO ORCH**
(879; F-2879)

**"Mambo Mambo"** (2:25) [Gold ASCAP—May, Almenden] Lay conducts the Rico Mambo band through a laboratory piece in a style that should have its appeal. Arrangement.

not 1... not 2... but 3 TERRIFIC VERSIONS OF A NEW SMASH!

FRANK CHACKSFIELD
Smile
backed by
PIPER IN THE HEATHER
1487 & 45-1487

LITA ROZA
Smile
backed by
LOVE IS A BEAUTIFUL STRANGER
1488 & 45-1488

DAVID WHITFIELD
Smile
backed by
DANCE, GYPSY, DANCE
1494 & 45-1494

LONDON ffrr

"It's What's in THE CASH BOX That Counts"
First pictures of Lou Monte doing the “Italian Huckle Buck”!

Lou Monte
ITALIAN HUCKLE BUCK

1. Chooch!...that tarantella
ma cucina bella
peila la fojallena

2. va gimalu Huckle Buck
va gimalu Huckle Buck

3. tis new new ze va gumba
tu zee out luck

4. la bousha new pok a enda
la bousha new pok a eora
ma now di stan mya
gay tu zee forta engord

5. ti mova new pok a e
ti mova new pok a la

6. mo ta bara tacuma lie va
Ta Barata Uma si fa lu
Huckle Buck

NEW YORK:
Mambo came to New York with a bang last week as RCA Victor’s Perez Prado opened at the Starlight Roof of the Waldorf-Astoria. It was a gala evening and the turnout proved that there are enough mambo enthusiasts in New York to fill the largest rooms. . . . Paul Whiteman’s recording of “Whispering” and “You’re Driving Me Crazy” on the Coral label is really taking off. Looks like Whiteman is going to be a recording star. . . . Don Owens has his own ASCAP firm with offices at 1525 Broadway. . . . George Thompson, who has been handling the Buddy Morrow band on a temporary basis, has no longer connected with Morrow. Chandler is the first artist to be set as guest star for the new half-hour Guy Lombardo TV film series which will be syndicated this fall. Negotiations are under way for the tour to do eight of them. She will also be a busy one with her new role. . . . Bob Anthony has signed a seven-year pact with MCA.

Mary Mayo is due to leave for Hollywood late in August for movie talks. . . . Jon and Sandra Steele signed with Decca. . . . Syd Sargent signed with King Records. . . . Dean Adkins was one of the delights at Basin Street in the engagement she just completed. . . . Benny Goodman, Catcher her recording of “Paradise” on Atlantic.

CHICAGO:
Despite the poor acoustics, Star Night, held Saturday, 7/24, Soldier’s Field, this city, was a tremendous success, with a reported attendance of over 60,000. Another star lineup brought some of the finest groups to Our Town, such as Perry Como; Patti Page; Nat “King” Cole; Julie London; Sarah Vaughan; Roy Hamilton; Four Lads; Jill Corey; The Four Aces; Lou De Long; Bobby Brand; and the orchestra of Archie Bleyer, Ralph Marterie and Ray Anthony, as well as Mitchell Ayres and the Ray Charles Choir, Chicago glee, Josh Brady; Linda Burton; Stan Kale; Daddy-D-Giule; Saxie Dowell; Art Helyer; Red Ruster; Eddie Hubbard; Jim Lonsberry; Sid McCoy; Bob Porter; Mike Randolph; Fred Reynolds; Sue Simon; Jay Trompeter; and Milwaukee DJ Paul Bartell handled the chores. With Howard Miller acting as special master of ceremonies. . . . Heartiest congratulations to Mr. and Mrs. Perry Como on the birth of their second son 7/24. Baby, weighing in at 6 lbs., will be named Keith Brian. . . . Barney is Midwest Record Promotion Manager for Lark “X”. . . . Danny Kaye in town for 48 hours or so, visiting many jockeys promoting his Decca version of the title tune from “Knock on Wood”. . . . Bob Cole, face lance promotion, drops in to report his work in the city for two weeks. Combination bit and transition, Bob claims. . . . Been hearing some good reports regarding Pat Morrissey’s performances at Miami’s new La Vista. . . . Gal also has a new disk on the market, titled, “That’s What I Like”. . . . The Crew Cuts, currently touring the city, have been back with many clubs since leaving town. . . . Ferris has had a truly phenomenal rise to fame. For it wasn’t long ago that they hit Chicago for the first time with their initial Mercury date, and now they’re in a big way. . . . Now also in the top ten. What makes their success so much easier is the fact that these are four, the finest boys, currently enjoying their third successive hit, The Four Aces, four years ago, into the very same theatre 8/20. . . . Decades Al Chapman and Ray “Lucky” James, have been busy at work planning an all-skyway boy for their new album. . . . Incidentally, this marks some sort of record for the Chicago, as this is the Aces’ third engagement at the theater in less than 12 months.

LOS ANGELES:
Many of today’s song hits have been launched by the motion picture industry and you can watch for more to follow. The music world is anxiously awaiting the new Warner Bros. picture “You Are My Heart” starring Frank Sinatra which they have just started to shoot. . . . The Jones Boys could have a hit with their new & G waxing of “The Song Is Ended”. These talented lads appear on the radio show and tour with Kay Starr on all night club engagements. . . . Century Records are now all settled in plush new penthouse offices at 701 Beverly Blvd. Allen R. Blum has been added to the firm as business administrator. They recently signed a new group called The C-Noters whose first vocal offering of “Las Vegas” is “Never Dream Without Me Baby” looks like it could start the group well on their way to the top. . . . Singer Ann McCormick augments the new revue which opened at Charley Far’s Super Club 7/20 in which Dave Berry, impressionist, stars. . . . Sophie Tucker, the darling of the night club circuit who has been around to entertain audiences with her spine tingling repertoire for decades, bowed in recently at Miro’s. . . . The St. Louis Municipal Opera is paging Benay Venuta for a starring role in “No, No, Nanette” after she finishes her engagement in “Hazel Flagg” at the Dallas State Fair. She plans to sign a new record contract soon. . . . Howard Lang with recording King of Vito DeOro’s company and Eddy Baer are on a six week tour of discjockey and distributors plugging Buddy’s latest waxing of “It’s That Feeling” of “Too Much Competition”. . . . Lawrence Welk and his Champagne Music Makers leave for an engagement Sept. 15th thru 25th at the Corn Palace in Mitchell, South Dakota. Welk originally established an attendance record at the Palace which was broken in 1952 by Guy Lombardo. He is returning to set a new record. . . . Capitol Records is releasing its third version of “In The Chapel In The Moonlight.” This time it’s by the Four Knights.

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

FRANK SINATRA

SYLVIA SIMS

FOUR ACES
ABSOLUTELY SPECTACULAR!

THE NEW HIT FROM SOUTH AFRICA

'SKOKIAAN'

* "SKOKIAAN" IS A SOUTH AFRICAN DRINK PREPARED BY THE ZULU TRIBES.

RALPH MARTERIE

AND HIS ORCHESTRA

FEATURING THE ALTO SAXOPHONE

NOW SHIPPING! Contact Your Mercury Distributor

MERCURY RECORD NO. 70432 • 70432X45
I'm wild about this riviera weather and the scenario that goes with it. I venture to say it's every bit as lovely as Miami. Judging from the number of Americans here, I can't be too wrong. To make one feel more at home, the Croisette-radio station beams music and commercials at you all day until Christmas. And the hotel is really the opening of the season. Judging from the International cast of entertainers, whose names are posted all along the Cote d'Azur, and the cream of International Society, Elsa Maxwell's party (if she were to give one) would have to be held in a place as big as Grand Central Station. A few of us were at the Sporting Club in Monte Carlo we saw the gala night of Gala Nights. This was in all of the Croisette and was patronized by The Prince of Monaco. Unfortunately, the sky radio we listened to Alme Borelli and his band. Also the opening of Emadino Nos (who's repertoire was old standards) and Charles Tremet's well loved "Que Cela." The French have no answer. It ended with wonderful display of fire works coming from the sea. Same evening at Cannes is the Peppermint Casino. Another gala night. And the opening of the new niter called "Le Room." Let us not forget that attraction was U.S.A.'s June Richmond, who's been making her name in Paris and Cannes. ...Celebrities I spotted in the last few days included All the Whirlers, Whitley, Wilson, Fleming and boxing promoter Jack Sonobello. Naturally the french stars are here en masse. Ready to open on Wednesday is French chanteuse Little Joan and Gilbert Becaud, the younger son, Mouloudji, Georges Gaurey, and author-composer Francis Loundon. Two of the musical shows running in Paris at the moment, J.P. and Xavier Cugat on Friday was quite an event. Yes folks! The Mambo is here! What more does one want to know how to dance it. That goes for the Bamboo. Several stars, Stanis and Rumba are passe. You either do the Mambo or the Baion or you stay off the floor. The rather funny thing about all the part of the world is that with very few exceptions the music you hear is mostly American. Either from the bands, the radio or the juke boxes. ...The record business is booming here and with the introduction of the Capitol label on a larger scale. Incidentally, the Coral label here too but yet most of the other big labels are well to the fore. It may be for a moment from this Riviera edition I'll just add a line to say that it's great to hear of the American visitor to the American Riviera (I mean my very good friend Jane Morgan) has been long last doing it on a big American label.

**Music Box**

1. **Giacchy Music Shop**
   - New York, N.Y.
   - 1. "Henderson's Hideaway (B.B. King) (Four Ac's)
   - 2. A Man About You (Capitol)
   - 3. Three Coins in the Fountains (Four Ac's)
   - 4. "The High And The Mighty " (LeRoy) (Hollywood)
   - 5. The Happy Wanderer (Wea)
   - 6. [Song Title Not Provided]
   - 7. Cuts (Featuring)

2. **Ben Brown Music**
   - Los Angeles, Mass.
   - 1. "Henderson's Hideaway (B.B. King) (Four Ac's)
   - 2. The High And The Mighty " (LeRoy) (Hollywood)
   - 3. Sh-Boom (The Chords)
   - 4. In the Chapel (Sheba)
   - 5. Five Little Things Mean A Lot (Cuts)
   - 6. Sh-Boom (Crew Cut)
   - 7. River Of No Return (Wea)
   - 8. The Happy Wanderer (Wea)
   - 9. Steam Heat (Patti)

3. **Ginsberg Music Co.**
   - Roswell, N.M.
   - 1. Three Cains (Four Ac's)
   - 2. Henderson's Hideaway (B.B. King) (Four Ac's)
   - 3. Hey There (R. Clooney)
   - 4. I Shot The Sh-Boom (Skeeter Davis)
   - 5. Little Things Mean A Lot (Cuts)
   - 6. Sh-Boom (Crew Cut)
   - 7. River Of No Return (Wea)
   - 8. The Happy Wanderer (Wea)
   - 9. Steam Heat (Patti)

4. **Music Box**
   - Cambridge, Mass.
   - 1. "Henderson's Hideaway (B.B. King) (Four Ac's)
   - 2. I Shot The Sh-Boom (Skeeter Davis) (Four Ac's)
   - 3. In The Chapel (Sheba)
   - 4. Five Little Things Mean A Lot (Cuts)
   - 5. Sh-Boom (Crew Cut)
   - 6. River Of No Return (Wea)
   - 7. The Happy Wanderer (Wea)
   - 8. Steam Heat (Patti)
   - 9. Joey (Benny Goodman's)

5. **Ferguson's Record Shop**
   - Memphis, Tenn.
   - 1. "Henderson's Hideaway (B.B. King) (Four Ac's)
   - 2. I Shot The Sh-Boom (Skeeter Davis) (Four Ac's)
   - 3. Henderson's Hideaway (B.B. King) (Four Ac's)
   - 4. Five Little Things Mean A Lot (Cuts)
   - 5. Sh-Boom (Crew Cut)
   - 6. River Of No Return (Wea)
   - 7. The Happy Wanderer (Wea)
   - 8. Steam Heat (Patti)
   - 9. Goodnight Sweetheart (Bill Haley)
   - 10. In The Chapel (Sheba)

6. **Katz Record Center**
   - 1. "The High And The Mighty " (LeRoy) (Hollywood)
   - 2. Goodnight Sweetheart (Bill Haley)
   - 3. The Happy Wanderer (Wea)
   - 4. Five Little Things Mean A Lot (Cuts)
   - 5. Sh-Boom (Crew Cut)
   - 6. River Of No Return (Wea)
   - 7. The Happy Wanderer (Wea)
   - 8. I Shot The Sh-Boom (Skeeter Davis)
   - 9. Little Things (Kitty Kallen)
   - 10. A Fool To Care (Paul & Ford)

7. **Music Sales-Tiedmack**
   - Hollywood, Calif.
   - 1. Sh-Boom (Crew Cut)
   - 2. I Shot The Sh-Boom (Skeeter Davis) (Four Ac's)
   - 3. Henderson's Hideaway (B.B. King) (Four Ac's)
   - 4. Happy Things (Kitty Kallen) (Four Ac's)
   - 5. Hey There (R. Clooney)
   - 6. The Little Sh-Boom (Cuts)
   - 7. I Shot The Sh-Boom (Skeeter Davis)
   - 8. The Happy Wanderer (Wea)
   - 9. Little Things (Kitty Kallen)
   - 10. A Fool To Care (Paul & Ford)

8. **Rodio Doctors**
   - Rochester, N.Y.
   - 1. Sh-Boom (Crew Cut)
   - 2. I Shot The Sh-Boom (Skeeter Davis) (Four Ac's)
   - 3. Henderson's Hideaway (B.B. King) (Four Ac's)
   - 4. Money Burns A Hole In My Pocket (Sheba)
   - 5. The High And The Mighty " (LeRoy) (Hollywood)
   - 6. Five Little Things Mean A Lot (Cuts)
   - 7. I Shot The Sh-Boom (Skeeter Davis)
   - 8. The Happy Wanderer (Wea)
   - 9. Little Things (Kitty Kallen)
   - 10. A Fool To Care (Paul & Ford)

9. **Lyric News and Record Shop**
   - Hollywood, Calif.
   - 1. Sh-Boom (Crew Cut)
   - 2. "The High And The Mighty " (LeRoy) (Hollywood)
   - 3. Little Things (Kitty Kallen) (Four Ac's)
   - 4. Henderson's Hideaway (B.B. King) (Four Ac's)
   - 5. "The High And The Mighty " (Victor Young)
   - 6. Five Little Things Mean A Lot (Cuts)
   - 7. Sh-Boom (Crew Cut)
   - 8. A Fool To Care (Paul & Ford)
   - 9. Henderson's Hideaway (B.B. King) (Four Ac's)
   - 10. I Shot The Sh-Boom (Skeeter Davis) (Four Ac's)

10. **The JONES Boys**
    - "The Song Is Ended"
    - 1. Sh-Boom (Crew Cut)
    - 2. I Shot The Sh-Boom (Skeeter Davis) (Four Ac's)
    - 3. Henderson's Hideaway (B.B. King) (Four Ac's)
    - 4. The High And The Mighty (LeRoy) (Hollywood)
    - 5. Five Little Things Mean A Lot (Cuts)
    - 6. Sh-Boom (Crew Cut)
    - 7. Henderson's Hideaway (B.B. King) (Four Ac's)
    - 8. The Happy Wanderer (Wea)
    - 9. Little Things (Kitty Kallen)
    - 10. A Fool To Care (Paul & Ford)
**POPULAR**

"SWING EASY!"—Frank Sinatra—Capitol Records H 528; (1-16) List: $3.00

Just one of those things, I'm gonna sit right down and write myself crazy; wrap your troubles in dreams; taking a chance on love creepers; get happy; all of me.

Fabulous Frank Sinatra swings again with some oldies to delight his fans. Frank is singing and swinging with the "in" big band that has fascinated the pop market, the jazz faithful who find in Frank or crooners, whose jazz phrasing he has just about everything. The resurgence of popularity that finds Frank at an almost all-time high this album should be one of Capitol's biggest full numbers. Capitol is sure to profit with the record that is extra that should be the only choice on the bandwagon, dealers. This one is gonna be one of your biggest sellers.

"I LOVE"—Essex Records ESLP-102; 108; 104; 105; 106; 107; (Ea 1-10" L. P.). List: $3.00

Here's a series we've been hearing has caused a slight sensation in the "I Love" set all in the vein of music to list relax to, to talk to. The series features the golden trumpet of Eddie Miller, the baritone of George Wein, the clarinet of Al Tatum, Ray Martin and his Concert Orchestra; Monty Kelly an orchestra and Chorus. The music on each album is lush, beautiful and well presented. The mechanical reproduction is fine, a high-fidelity and the sleeves are sensational eye-stopping five-colored laminated, feature beauteous models in sensual poses, stimulating, yet in go.

Jackie Gleason presents "Music, Martinis, and Memories"—W506 (1-12" L. P.). List: $3.05

Once in a while, I can't get started, I got it bad and that ain't never coming; I LUV YOU; unforgettable; how high the moon; I'll be seeing you; the nearer you are; shangri-las; somebody loves me; time on my hands, my idea, that a Jackie Gleason knows what the public wants is evident by the sales on his previous albums. The music is lush and the strings are embossed by the round, full, and pleasing trumpet tones of Bobby Hackett. For ear," these albums are easy to listen to andarchanging from one to another is the ultimate. For those jangled nerves, the Gleason treatment is effective and easy to take than a bit of pills and a doctor's fee cheaper. Will be a big sales booster for the dealer.

**JAZZ**

"L'IMIMITABLE DON BYAS ET SES RHYTHMES"—Norgran Rec N-127 (1-10" L. P.). List: $3.85

Laura; somebody loves me; old folks; riviera blues; smoke gets in your eyes; cover the waterfront; talk of the town; a pretty girl is like a me.

Don Byas was American, and who made a fair reputation with his at. Basie and Andy Kirk aggregations, had to leave these shores to see his jazz reputation. Byas, who has been in France for years, has been accepted by France as a native. He has created a style all his own offers a series of eloquent treatments on both sides that should an American fans much pleasure. Recordings were made in France.

**BIG BAND JAZZ OF THE '20's**—Jean Goldkette and His Orchestra—Records LVA-3017 (1-10""); List: $3.85

Jean Goldkette, one of the most successful, commercially, bands of showcases just about as "all stars" an outfit as one can manage to put it together Goldkette, whose band was a semi-symphonic-jazz band offered top of that period good pay and the opportunity to play with a fair run freedom. As a result we find such names as the immortal Bix Beiderboney and Jimmy Dorsey; Frank Trumbauer; the great jazz violin, uild; Eddie Lang, guitar; and the talented Ray Biskin on the piano, with the jazz band's item.

**ART TATUM**—Cliff Records MG C-612; MG C-613; MG C-614; MG C-618; List: $4.85 each (each album 1-12" L. P.)

Superlatives have always stretched a reality into fancy but in Tatum's case it is deserved. Norman Granz deserves a credit for recording the Tatum tough for posterity. Under the circumstances that permit the pianistic marvel free reign unhampered by the three rules of 78 singles under which restrictions Tatum recorded in the thirties. The condensing of five albums into one review make it impose the tunes recorded, but suffice it to say that you buy one album, the delectable Tatum artistry promises you the prospect of delightful moments.

**CLASSICAL**


A delicate and lovely work on which the piano playing of Menahem pressler is standouts. Its quiet and lacy air is preserved throughout. A rare sealed piece that should meet with a limited sale.

"It's What's in 1}
below are reprinted exactly as submitted by leading disk jockeys throughout the
r the week ending July 31 without any changes on the part of THE CASH BOX.

Art Hellyer—Chicago, Ill.
I'm (Crew Cut) Things Mean A Lot (Jimmie Morales) Betty Madison
High And The Mighty (Johnny Desmond)
love and Tender Care (Bill Carey)
Oh, My Veins (Lawrence)

ill Silbert—New York, N. Y.

ight Sweetheart, Tonight (McGuire Sisters) Her Mine (Carl)
ighing's Got To Be Done (Jack Morris) My Heart To You (Dennis & Lawren
t Absent (J. Roberts)
In That Old Awe (Warren)
Yondee Small and The Mighty (Lonely Holmes) use (Clay Davis Jr.)

y Schreiner—Richmond, Va.

our Calling (Joe Stanford) You're Too Bad (Billie Holiday)
'bout You Baby (Jacks)
Jules (R. Celeber)
In (Crew Cut) night Sweetheart, midnight (McGuire Sisters) Limp (Nortuns)
Robert, Is That Your Name? (James)
Wide Open (James)

high And The Mighty (Lonely Holmes) Gossamer (Alicia)
Things Mean A Lot (Kiyana)

Doing The Mambo (Ruby Wayne) Los Paul & Mary Ford

Alatan Berg—Los Angeles, Calif.

Harbor Just How You Like It (Four Tunes)
Buddy's Hideaway (Clyde) Colors (Four Acres) Make My Mind (Gaylords)

Ed Meath—Rochester, N. Y.

Colin (Four Acres) Things Mean A Lot (Kenn Tidwell)
Jerist Just How You Like It (Jane Yally)
Madison (Billie Madison) Hope You Like It (Billie Madison)
Night Sweetheart, Midnight (McGuire Sisters) And His Hideaway (Arbour Bleyer)
Little Shooomer (Gaylords)
Oppenheimer (R. Clarence)
very Girl (Every Day) (Jehuah Ray)

Bob Martin—Denver, Colo.

On (Crew Cuts) Things Mean A Lot (Kenn Tidwell)
Born A Hole In My Heart (Dean Martin) A Man Apart (J. Connor)
There (Sonny Davis Jr.) He's Going (Gaylords)

Mary Forchold—Orlando, Flo.

And The Mighty (Lonely Holmes)

Barry Kaye—KQV—Pittsburgh, Pa.

Moonlight And Roses (Bob) (Sammy Kaye)
Moonlight (Gaylords)


Sh-Boom (Crew Cuts) (Gaylords)


Moonlight (Gaylords)

Hugh Cherry—WMKA—Nashville, Tenn.

Cinderella (Gaylords)

John Gale—WGRG—Louisville, Ky.

Cinderella (Gaylords)

Jack Downey—WGTH—Hartford, Conn.

Cinderella (Gaylords)

Mike Watson—WNOR—Norfolk, Va.

Hernandez's Hideaway (Beverly)

Dick Gilbert—KTYL—Phoenix, Ariz.

Hernandez's Hideaway (Beverly)

Harry Nigao—WJBY—New Orleans, La.

Doin' A Night (Eddie Fisher)

Dick Gilbert—KTYL—Phoenix, Ariz.

There Never Was A Night So Beautiful (Perry Como)

Harry Nigao—WJBY—New Orleans, La.

Three Coins (Four Acres)

Dick Gilbert—KTYL—Phoenix, Ariz.

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Harry Nigao—WJBY—New Orleans, La.

Three Coins (Four Acres)
Capitol Unveils Fall Line At Annual Dealer Meeting

Elgar Booked For Astor Roof

NEW YORK—The new, fast-selling Les Elgart, regarded by many as the key spark in the current dance band revival movement, makes its Main Stem debut Monday, August 2, at The (Les) Astor Roof Hotel, Astor, N.Y. The booking, announced on very short notice, points up the way this dance crew has skyrocketed in the four months during which they have been playing dates. (Actually the first Elgart records were issued last November.)

Elgart follows Sammy Kaye into the slot, and is in for the balance of the season. Featured with the orchestra will be Lee's sax-playing brother Larry Elgart (who records for Decca himself) and several Paula Adamson vocalists.

Elgart just completed a two week stint at Convention Hall, Asbury Park and Saturday night (21) played a one nighter at Hershey Park, Pa., favorite band spot in the East. The Elgart band, just voted the Number 1 Up-and-Coming Orchestra in "The Cash Box" A. R. E. Poll, was booked by Music Corporation of America, The Elgarts are managed by music publisher Bill Simon.

Carlos Thompson Hits With "No One But You"

NEW YORK—After an intensified drive of promotion on recordings by several other artists, it now appears that the romantic new ballad, "No One But You," may make the grade via the M-G-M recording of Carlos Thompson.

Evidently the Thompson record is the one the public wants. Thompson sings the tune, in the "Flesh and the Flesh," and has caused a large following of fans to force M-G-M Records to release the rendition as a sound-track single.

Originally, M-G-M Records included the Thompson performance in an extensive dance band campaign, with three other songs in the package. The public, however, demanded it, and finally won out. Result: sales are mounting each day on Thompson's "No One But You" and the song now has its best chances of moving into the hit ranks.

Pat Morrissy Clix At Miami's New La Vien Rose

MIAMI, Fla.—Pat Morrissy, Decca Records star, is packing in night clubs at the new La Vien Rose here with her great vocal style.

Being the town where Pat got her start as a top flight club singer, she believes that her chichi club here at the new La Vien Rose can be termed "a homecoming" for her.

Juke box ops, disk jockeys and dealers have been invited nicely to drop in to hear Pat render her forthcoming Decca disk, "That's What I Like." Reports are to the effect that La Vien Rose is booked for a total one on the way.
New York, N. Y.

1. Little Things Mean A Lot (Kallen)
2. Hernando’s Hideaway (Bleyer, Sammy)
3. Three Coins In The Fountain (Four Aces)
4. The Little Shoemaker (Gaylords)
5. In The Chapel In The Moonlight (Kitty Kallen)
6. The Happy Wanderer (Ford)
7. Hey There (R. Clooney)
8. Don’t Drop It (Gaylords)
9. In A Garden Of My Own (Gaylords)

Chicago, III.

1. Sh-Boom (Crew-cut)
2. Three Coins In The Fountain (Four Aces)
3. Little Things Mean A Lot (Kallen)
4. Hernando’s Hideaway (Bleyer, Sammy)
5. The Little Shoemaker (Gaylords)
6. The Happy Wanderer (Gaylords)
7. Hey There (R. Clooney)
8. I Like Music (Kathy Kallen)
9. I Want You For My Baby (Kathy Kallen)

Baltimore, Md.

1. Little Coins In The Fountain (Dean Shoemaker & Frank Hohn)
2. Nickels In The Fountain (Gaylords)
3. Little Coins In The Fountain (Four Aces)
4. Goodnight Sweetheart (Kitty Kallen)
5. The Little Shoemaker (Gaylords)
6. The Happy Wanderer (Gaylords)
7. Hey, There R. Clooney
8. I Love Music (Kathy Kallen)
9. I Want You For My Baby (Kathy Kallen)

Portland, Ore.

1. Little Things Mean A Lot (Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Little Things Mean A Lot (Kallen)
4. I’m A Fool To Care (Ford)
5. You’re The One I Love (Doo-Wop)
6. I’m A Fool To Care (Ford)
7. I’m A Fool To Care (Ford)

New Orleans, La

1. Little Coins In The Fountain (Dean Shoemaker & Frank Hohn)
2. Nickels In The Fountain (Gaylords)
3. Three Coins In The Fountain (Four Aces)
4. I’m A Fool To Care (Ford)
5. I’m A Fool To Care (Ford)
6. I’m A Fool To Care (Ford)

Omaha, Neb.

1. Little Coins In The Fountain (Dean Shoemaker & Frank Hohn)
2. Nickels In The Fountain (Gaylords)
3. Little Coins In The Fountain (Four Aces)
4. Stickin’ With You (Kitty Kallen)
5. Don’t Drop It (Gaylords)
6. Sh-Boom (Crew-Cut)

Louisville, Ky.

1. Little Things Mean A Lot (Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Little Things Mean A Lot (Kallen)
4. I’m A Fool To Care (Ford)
5. I’m A Fool To Care (Ford)
6. I’m A Fool To Care (Ford)

Shreveport, La.

1. Little Things Mean A Lot (Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Hernando’s Hideaway (Bleyer, Sammy)
4. The Little Shoemaker (Gaylords)
5. The Happy Wanderer (Gaylords)
6. In The Chapel In The Moonlight (Kitty Kallen)
7. I Want You For My Baby (Kathy Kallen)

San Francisco, Calif.

1. Little Things Mean A Lot (Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Hernando’s Hideaway (Bleyer, Sammy)
4. The Little Shoemaker (Gaylords)
5. The Happy Wanderer (Gaylords)
6. If You Love Me (Kay Starr)
7. I Want You For My Baby (Kathy Kallen)

Miami, Fla.

1. Little Things Mean A Lot (Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Hernando’s Hideaway (Bleyer, Sammy)
4. The Little Shoemaker (Gaylords)
5. The Happy Wanderer (Gaylords)
6. If You Love Me (Kay Starr)
7. I Want You For My Baby (Kathy Kallen)

Dallas, Tex.

1. Little Things Mean A Lot (Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Hernando’s Hideaway (Bleyer, Sammy)
4. The Little Shoemaker (Gaylords)
5. The Happy Wanderer (Gaylords)
6. If You Love Me (Kay Starr)
7. I Want You For My Baby (Kathy Kallen)

Fabor Robinson’s Show Draw Record Crowds

LOS ANGELES, Calif.—Received a telegram from Jack and Sunny smiley managers of the Rogue Valley Ballroom, Medford, Oregon, notifying the following event on Wednesday, January 16th. The show is presented by the Columbia’s Steak and Smoke, hosted by Tony Mars, and tickets are available at the Door, or through the box office at 11146 paid tickets, Tuesday, July 20th and a return engagement has been set by popular demand for Sunday July 31st. It is a reported that the above mentioned event will be held in the The Biltmore Hotel, Los Angeles.

Similar reports have come in from the San Joaquin Valley and Northern California to the tremendous success of this event.

The package includes Jim Reeves, Glen Wimbly, Jim Edwards and Maxine Brown, Alvedon and Sandy & the Shakers, Barton Brothers and Jerry Rowley. All these artists are under the management of the Abbott and Fabrer labels. The group continues on through Oregon, Washington, Idaho, Utah and back to the Louisiana Hayride in Shreveport April 14th.
Record Exec Backs "Cash Box" On NAMM Blast

NEW YORK—When the music trade drugged its weary bodies back to their respective hometowns from the recent NAMM Convention in Chicago it was filled with dismay and disgust at the treatment accorded them by the NAMM officials. Others embittered, were nevertheless resigned as they were given no more—no less than they had grown to expect from the NAMM, having been through the same ordeal in previous years.

Awaiting the homecoming record company executives was the then current issue of The Cash Box. An editorial greeted them with headline in screaming red that asked, "Had Enough?"

Phone calls poured in congratulating The Cash Box on its lucid and hard hitting editorial. Among them was one from Al Silver of Herald Records, who said: "Once again, as has happened in the past, the record industry witnessed another fiasco.

"I cannot, for the life of me, see where the record manufacturers or distributors fit into this picture year after year, being treated as total strangers and having to put up with the mid-July Chicago heat and not accomplishing a thing.

"This year I heard more complaints from the record men than ever before. They all had the same gripe. The sentiments were—"Why can't we have our own convention, or better still, why can't we have ours in conjunction with the MOA, which is an affiliate industry.

"Everyone griped and voiced an opinion but nobody had the initiative to do anything about it, and since returning from Chicago, I've been giving it real serious thought.

"I may be sticking my neck out and maybe biting off more than I can chew, but I'm so whipped-up on the subject that I would like to tackle this problem.

"I don't think I can do it alone, but if I could get the aid of a few men in the record industry who feel as I do about the situation, I think it could be the beginning of a strong record association and meaningful conventions.

"Many record men suggested that our conventions could be held in November in Miami Beach, where beautiful rooms at the finest hotels can be had for as little as $7.00 per day, some hotels including two meals.

"This was one of many suggestions and it shows that most of the record men are thinking about it, but as I said before, nobody will take the bull by the horns.

"I don't consider myself an organizer and this will be my first attempt. However, if a few men who feel as I do, will contact me with the thought of organizing a committee to set the wheels in motion, I think it could be the end of the NAMM fiascos and the beginning of a tight record organization, where we could meet, discuss our business, and sell records."

NEW YORK—In a promotion stunt hyping the MGM flick "Seven Brides for Seven Brothers," Sol Handler, MGM Records National Promotion Head and Irwin Zucker, promotion man for Sanford Distributors, New York MGM distributes, dressed a lovely young model in a bridal outfit and had her visit the leading jockeys and retail stores in the Gotham.

Accompanying the pretty bride was Zucker, dressed as a backwoodsman, complete with chin foliage in keeping with the theme of the picture. Seen above from top to bottom, left hand column, are Ted Husing (WMGM); Bob and Ray (WINS) Irwin and Noble Sissle (WMGM) radio City Music Shop; Colony Record Shop. Center column, top to bottom, Irwin, and The Cash Box staffmen Bob Austin, Norman Orleek and Martin Ostrow; Ted Steele (WOR-TV); Tin Pan Alley Record Shop; Ted Streater (WABD-TV); and Max Cole (WOR. Right hand column, top to bottom, Jack Lacey (WINS); Jack Laddell (NBC); Murray Kaufman (WMCA); Mort Lindsey (WABC) and the Gaiety Music Shop.

Capitol's Dave Cavanaugh Tours Country

NEW YORK—Mr. and Mrs. Frank Walker, vice president of MGM Records, are the proud grandparents of a 7 pound, 12 ounce granddaughter, Susan Marie, who was born on July 24 at the Sinai Hospital, Baltimore, Maryland.

The mother of the child is the former Grace Holder of New York City, and the father is John Walker, who is an instructor in the Army School of Intelligence at the Fort Holabird, Maryland. The grandparents reside in little Neck, Long Island.

The Cash Box, Music Page 20 August 7, 1954

"It's What's in THE CASH BOX That Counts"
NEW YORK: "Sh-Boom" hits the number one spot in pops sales in the nation with the Chordettes on Cat sharing a healthy portion of the pop sales with the Creevants on Mercury. The Chordette version is also near the top in R & B national sales and will not doubt grab off that coveted spot in a very short time. The Abramoons, Ehregeon, Wesner trio can't get very excited about "Sh-Boom" not making number one in R & B yet coming in a "star attraction from New York City." "Honey Love" by the Drifters. In addition the Ruth Brown version of "Oh What A Dream" is scooting along at just a speed and it looks like La Brown is back on top. Man! such wealth! ... And to show the trade that the same artist can appear as a sales factor, Murray Adams on Herald plunges in with an evergreen "Hurt's Me To My Heart" that's flooding Mceors, Silas, Angel and Braverman with orders and re-orders ... Herald's "De" Willows "Baby, Come A Little Closer" is building to a hit. Joe Cohen at Essex Records in Newark disclose that Herb Shotkin of Grand Records, Philly, is shooting off fifteen with a number called "Roll A Cup Of Coffee" by the Castelles. ... Ditto Root Records with "I Like It Way" by The Spades and LaVern Telles us he's remastered "Fat Back and Greens," taking off the last couple of seconds of talk, and the tune is making big noises in Philly with the dance sets. ... Memorial Stanners getting together an R & B spiritual show for two or three days at the Tanglewood Music Festival. Stanners, taking advantage of the upsurge of interest in R & B tunes by the pop audience felt it would be of mutual interest and benefit to fit Negro folk music into the Festival program. Dates have not as yet been set. Stanners was also an instrumental factor in the highly successful Newport Jazz Festival last week. ... Atlantic's subsidiary "Cat" issues its second set of releases next week with the Floyd Dixon with "Moonshine" and "Roll, Baby, Roll," Millie Bosson with "Rollin' Song," and "Grand Piano and Daisies" and The Playboys with "Tell Me" and "Rock, Man and Cry." ... Allan "Honeydew" Freed in town this week. ... Herman Lubinsky, sitting pretty on his Hot Shots "Blue Hours" and "You Were My Love," Luther Bond, getting ready for another big one as he sets up a session with Varetta Dillard. ... What & f & b fem exes was dancing at the Perez Prado Waldorf Astoria opening — and isn't that traiitura? ...

**JAZZ JOTS**

Benny Goodman still knockin' um dead at Basin Street. ... Dig the Art Tatum Clef series. Norman Granz has released five albums of 12" L.P.s that are out of this world. ... "X" Vault Series continue to please. The latest, "Jean Goldkette and Orchestra," "King Oliver's Uptown Jazz" and "Harlen In The Twenties" continue in the excellent vein of the originals. For historical value, musically and storywise, these releases are invaluable. I'm holding on to the complete set for my collection of "Grand Jazz at the Philharmonic" will start its tour in Hartford on September 17 and will be in Carnegie Hall, New York the following night, and then to the States and two weeks in Japan, with a layover of one day at Honolulu on October 29. Troupe consists of such stars as Ella Fitzgerald, Dizzy Gillespie, Roy Eldridge, Flip Phillips, Charlie Parker, Louis Hebron, Buddy Rich, Oscar Peterson, Herb Ellis and Ray Brown. ...

**CHICAGO**

According to plans as of now, the Trianon Ballroom, on August 13, will be the scene of a huge show direct from the Chicago area. Some of the groups that have been confirmed thus far are, Roy Hamilton, Faye Adams, The Drifters, Big Maybelle, Rusty Bryant, The Singing Counts, The Spaniels, and Erskine Hawkins and his Orch. With more to come. ... Speaking of the Trianon, Sam Evans phoned this office this am and told us that in addition to dances which he promotes at the Madison Rink, as of September 17, he'll bring the stars in for two nights and hold one show at the Madison Rink as in the past but in addition, he'll hold a dance at the Trianon, the following nine. Credit this Evans boy with some clever as well as profitable ideas. ... Leo Kolbem reports orders really starting to roll in on Vee-Jay's latest, " Ain't Times Hard" b/w "School Days On My Mind," by Floyd (Dark Road) Jones. In fact, Leo claims he's been working nights to handle the output of disks. This in addition to the tremendous amount of business Vee-Jay reported to be doing with their spirituals. One number in particular, "Will I Ever Be Unhappy," popular with the Negro trade, is being requested by a number of people such as, "Seeker" Artist on this one, Singing Sammy Lewis. ... Gene Nobels, one of Nashville's top R&B deejays, visiting the Winyly City this week. And readily admitting he's scoring a good part of his time at Arlington Park Hummmu. ... Phil and Len Chess all smile as they tell us about their current moneymakers, "When The Lights Go Out!" by Jimmy Witherspoon as well as Howlin' Wolf's latest, "Evil Going On". ... Muddy Waters reportedly passed what was considered to be the Chicago area's record on one of the thirteens announced that in a couple weeks, he'll be bringing in a "star attraction from New York City." ... Gene Krupa and RCA-Victor Jazz singer, Barbara Carroll and her Trio, opened 7/29 at the new Blue Note. With Krupa's huge following swarming the "Note" giving rapt attention to Gene whom many consider the 'King of the Drums.'

**THE SPANIELS**

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

Here we are soaring among the eloads and over the skies of Chicago, the city that gave us many happy moments in some of the most enjoyable show places of the world, in the company of some of the most talented and pleasant personalities currently active in this thing called show business. . . . Accepted the invitation of veteran platter-chatter man Al Benson to make the hot spots. Rounded out the whole deal at Club De Lisa where we witnessed the fast stepping revue starring one of our favorite comedians, Allen Drew, along with the whirling exciting rhythms of Red Saunders, one of the greatest little musical aggregations in the land. . . . Personable Larry Wynn interrupted his pace setting schedule to make all the arrangements for us to dig the ter-fie layout of one of the grandest guys in radio smiling Jack Cooper. . . . While we're on the subject of the jocks who make the big things happen for the men of the wax works, think this would be a good place to mention McKe Fitzhugh, who spins 'em 'twice daily from the window of his groovy little record shop located in the shadows of the famed Regal Theatre. . . . The Scarlets "Dear One" doing nice things out westward. . . . Into the Chess slicing rooms once again moves Willie Malon and the results should be terrific. . . . Ditto Howling Wolf same studio, different tick-tack of the clock. . . . We're only in the air a few hours before we land at La Guardia. Then moments later home, unpacked and once again patrolling the pathways of Harlem's record row where we spot Lee Magid plugging away and away at the jocks with the wonderful new Decca pressing featuring Lee's exciting Singing Wanderers. . . . WOV's latest platter party from the Palm Cafe which stars Jack Walker and vocal lovely Georgia Carr recently played host and hostess to another maker of the good sounds Chris Conners. . . . Tommy "Dr. Jive" Smalls (he's the dynamo of the WRL air-lanes) big third anniversary celebration a real lulu. Cash Box staffmen join together in wishing many more of the same to personable Tommy. . . . Here's a scoop. This week Levy "Flip" Hanford prexy of the newly formed Chariot and After Hours diskers and de-jay writer Joel Turnero swing open the doors to one of the nation's most unique, well stocked, well equipped record retail shops. Negotiations are already near completion for Joel to broadcast his groovy show, spotlighting "Sure-Shots" from Cash Box, from the window of this ultra modern little shop which sits directly on the corner of 125th Street and 7th Avenue.

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

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**Coming Up In R&B**

**ANY DAY NOW**
Ella & Buddy Johnson
(Mercury 70421)
New York

**COME TO ME DARLIN'**
The Crystals
(Luna 10-101)
Newark

**THAT'S ALL RIGHT**
Elvis Presley
(Sun 209)
Memphis

**TICK TOCK**
Marvin & Johnny
(Modern 933)
Los Angeles

**YOU CAN'T HAVE TWO**
Dinah Washington
(Mercury 70392)
St. Louis
THE MARTIN SINGERS

(RPM 413)

"IN MY HOME OVER THERE" (2:45) [Modern BMI—Martin]
A simple but sincerely portrayed religious item with a piano backing. Heartful and inspiring.

"DON'T WONDER ABOUT HIM" (2:47) [Modern BMI—Martin]
This side is a fast moving number on the shouter side. Excitement builds.

ORIGINAL FIVE BLIND BOYS

(Peacock 1731)

"I WONDER, DO YOU?" (2:55) [Modern BMI—Archie Brownlee]
Archie Brownlee, singing the lead for the best selling group, sings a slow melodic inspirational piece. Very touching job that should show strong in the sales figures.

"ALL ABOARD" (2:40) [Lion BMI—Percy Perkins]
Brownlee shares the lead with Percy Perkins on this side. A slow number appealing and exciting.

ROY BROWN

(King 4731)

"GAL FROM KOKOMO" (2:37) [Lois BMI—Brown]
Roy sings a zestful cheer about his big fat gal from Kokomo, wine and whiskey. Brown belts and bounces on this wild item that has an infectious appeal. Could be the strongest Brown issue in a long time.

"AIN'T IT A SHAME" (2:18) [Jay & Cee BMI—Glover]
Brown sings a slow plaintive blues on the reverse deck and Brown again does a strong vocal projection.

LA CILE WATKINS

(Juguar 3006)

"YOU LEFT ME LONELY" (2:46) [Charrill BMI—Bell, Watkins La Cile]
Watkins has an unusual style. She emotes with much feeling and good voice as she sings the sad romantic ditty. Backing the thrash are the Volunters. Side becomes more appealing with each play.

"SO DISAPPOINTED WITH LOVE" (2:46) [Charrill BMI—Bell, Watkins] Miss Watkins is tenderly etched on this slow weeper and the gal comes through with flying colors. Both sides have pop as well as r & b appeal.

THE SKY LIGHT SINGERS

(Lamp 9002)

"CERTAINLY LORD" (2:45) [Lamp Music]
The new label comes up with a good quality product in its first religous release. Group has a good sound and comes through with excitement. Should meet with a good reception.

"LORD HAVE MERCY" (2:38) [Lamp Music]
Similar comments on a slow gospel side. Group is good.

BUDDY LUCAS

(Grove 4G-0030)

"NO DICE" (2:40) [Dash BMI—Buddy Lucas]
Buddy Lucas and his sax perform a slow bounce instrumental with lots of listening appeal.

"HIGH LOW JACK" (2:44) [Sylvia Music BMI—Buddy Lucas]
Buddy Lucas chants a rhythmic middle tempo jump with cute lyrics. A happy bouncer.

HAROLD CONNER

(Peacock 1635)

"I'M FEELIN' SO BAD" (2:34) [Lion BMI—Conner]
Harold Conner sings his woes. His baby left him and he's feeling really low down. He promises to ask no questions if she'll only return. Conner, who does a smooth R&B inspired by the Phineus Newborn, Sr., orchestra.

"COME BACK, COME BACK" (2:25) [Lion BMI—Taylor]
Conner Socks it out on this quick beat bouncer. He energetically chants the bouncy item with a vitamin packed treatment. This side has potential.

SAUNDERS KING

(Flair 1045)

"QUIT HANGIN' AROUND ME" (2:45) [Flair BMI—King]
Saunders Kings says "Forget it, I Used to Want you, but you didn't want me. I'm through." A middle tempo ditty handled smoothly by the vocalist. Brightest spot on the record is the hooky sax chord.

"LONG LONG TIME" (2:43) [Flair BMI—King]
The better side. Tune has more color and emotional projection. Ork has a good sound and should have a bigger portion of the wax. Vocalist handles his choral in good style.

THE "5" WILLOWS

(Herald 433)

"BABY, COME A LITTLE CLOSER" (2:35) [Angel Music BMI—Martin Davis, Steele, Wright, J. Martin] Youngsters, who hit with their first release on Allen Records, appear to have a real strong one on their new label. The Willows rock after and she doesn't have ditty and the effect is a cuddly one. A goodie that should be heard from.

"LAY YOUR HEAD ON MY BUILDER" (2:56) [Monument Music BMI—Watts, Kelley] The group dishes up a slow blues with a strong presentation. However the upper deck seems to have it for commercial strength.

BABY DREAMS

(MGM K11790)

"HOLD THE LIGHT FOR ME" (2:25) [Robert Mellin BMI—Thomas]
Baby Dee sings a romantic plea with that "Shake A Hand" kick. The thrash sings the tune in a restrained and soft manner.

"DON'T LIVE LIKE THAT NO MORE" (2:19) [Sylvia Music BMI—Thomas, Kirkland] The flip is a middle tempo rocker which the chantress socks out with more zest. The gal sings her's worth running after and she doesn't have to take it from her chantin' man.
MAMBOMANIA

With the rising growth of mambo music throughout the hinterland as well as the big cities we feel it is a necessity as well as an aid to the trade to conduct a column in which only the mambo happenings are reported. So that theule box operator, disk jockey and dealer may be kept on his toes re new releases and newsworthiness chatter we suggest all record companies keep this column informed of its latest activities. George Goldner, Tico Records, is reediting a concert package of some other known names in the Mambo field including Joe Loco, Machito, Facundo Rivera Quintet, Carlos Ramirez and championship mambo bands.

The group will tour coast to coast in the fall, Mercury Artists Agency is lining up the talent. Dee-Jay Bob "Pedro" Harris, who conducts the popular "Rhumba-Mambo" show on WVNJ, has started a Mamboinfick club. Claims to have received 10,000 applications in the past few weeks. Frank Amarau, salesmanager of RCA Victor's International Department, really pitched this month with five Mambo releases distributed through RCA's "pop" distribution set-up. Artists involved in the Mambo kick were Perez Prado, Noro Morales, Al Horne, Tito Rodriguez and Tony Martinez.

The mambo mania is well under way about Cha Cha with relation to Mambo and it has been explained to us. Technically, Cha Cha is a slower Latin tempo with a much slower start, which makes it different and better. However, as we Americans know it, Cha Cha is just a slow tempo mambo. To further break it down, as defined for the American market although the Cubans have entirely different meanings, the Guachacha is a very fast Mambo usually for the expert mambo dancer, the Mambo is a moderate tempo and the Cha Cha is a slow tempo Mambo for the more conservative and slower mambo dancer.

An example of the Cha Cha is on the market currently in Seeco's "Relax and Mambo" and his Afro Cubans. The advent of the Cha Cha will open the mambo field to the vast army of American dancers who have not been lifted by the mambo much for them. Fiesta Records, Jose Morani, reports he's getting sets of jockey spins on his new "Caribou" by Jose Curbelo and the Three Bars version of "Rocking The Mambo" by Ed Heller, Rainbow Records, talking "hit." Ed's current exclusive is "Trini" Jones Willard's "Walter Lane Trio." Major's are eyeing the current mambo trend with an eye to increased issues for this market. Success of the Vaughn Monroe "They Were Dancing Mambo." Vic and the Capitol release by Duke Ellington, "Bunny Hop Mambo," only the beginning. Before the year is out the smash success "Mambolina" on King gets a rapid follow-up release "Mambo Bostique." Perez Prado's opening at New York's Waldorf-Astoria Starlight Roof sets precedents for the first time a mambo orchestra ever headlined this plush show spot...

...to see Leo Jorgensen's "Ravel's Bolero In Mambo." The disk man is doing well but has his new "Carioca" by Jose Curbelo and the Three Bars version of "Rocking The Mambo" by Ed Heller, Rainbow Records, talking "hit." Ed's current exclusive is "Trini" Jones Willard's "Walter Lane Trio." Major's are eyeing the current mambo trend with an eye to increased issues for this market. Success of the Vaughn Monroe "They Were Dancing Mambo." Vic and the Capitol release by Duke Ellington, "Bunny Hop Mambo," only the beginning. Before the year is out the smash success "Mambolina" on King gets a rapid follow-up release "Mambo Bostique." Perez Prado's opening at New York's Waldorf-Astoria Starlight Roof sets precedents for the first time a mambo orchestra ever headlined this plush show spot.

BILL TAYLOR TRIO (Prestige ASCAP—RCA)

"NICE WORK IF YOU CAN GET IT" (2:48) [Gerahmin] The oldie tune plus the nimble fingering of Billy Taylor make this an easy listen to plate. Billy is backed by the angle cymbal beating of Charlie Smith, drums; and Earl May, bass. Taylor brings the best out any item.

"IT'S THE LITTLE THINGS THAT MEAN SO MUCH" (2:48) [Adamson, Wilson] Another Taylor showpiece of slow tempo, Taylor plays a commercial piano on this side.

THE LESTER YOUNG QUINTET

"BUMMING AT THE WOODSIDE" (3:50) [Bregman, Veeco & Conn ASCAP—Basie] Lester Young, whose sound on the sax has been initiated by every young saxophonist, bows wild with the Basie hopper for release. Young and Jess Davis are Joe Drake, trumpet; GildoMahones, Piano, Gene Kamu, bass; Connie Kay, drums. Young gets off a small trumpet hit that lends color to the deck.

"WILLOW WEEP FOR ME" (5:06) [Broune ASCAP-Rosell] It's all Les Young on this slow pretty, the tenor saxist drifts through the ditty in melty fashion.

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"Kitty Wells"

Singing...

"ONE BY ONE"

**Decca 29065**

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**Bill Thornton**

KXLW—Walnut Ridge, Ark.
1. Even the (Wells/Pierce) (Red Foley)
2. Sparkling Brown Eyes (Pierce & William Bros.)
3. You Can't Have My Love (Jackson & Gray)
4. One by One (Wells & Folley)
5. I Got So Lonely (Jackson & Gray)
6. Looking Back to See (J. E. & M. Brown)
7. Don't Drop It (Terry Get) (Webb & Wide)
8. I Don't Hurt Anyone (Sparkling Brown Eyes) (William Bros.)
9. As One (Jackson & Gray)
10. The Wedding Bell (Jackson & Gray)

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**Carl Stuart**

WCOF—Baton, Miss.
1. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
2. I'll Be There (Wells & Folley)
3. One by One (Wells & Folley)
4. In the Chapel In The Moonlight (Red Foley)
5. A Place for Girls Like You (Jackson & Gray)
6. You Really Don't Want to Leave (Jackson & Gray)
7. I Really Don't Want to Leave (Jackson & Gray)
8. You Better Not Do That (Jackson & Gray)
9. Don't You Mention Me Anymore (Sparkling Brown Eyes) (Red Foley)
10. My Heart And I (Jackson & Gray)

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**Mack Sanders**

KFEL—Winches, Kan.
1. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
2. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
3. I'm Not Concerned (Sparkling Brown Eyes) (Red Foley)
4. I'm Not Concerned (Sparkling Brown Eyes) (Red Foley)
5. Slowly (Sparkling Brown Eyes) (Red Foley)
6. Your Love Affair (Jackson & Gray)
7. Backward, Turn Backward (Jackson & Gray)
8. Sparkling Brown Eyes (Jackson & Gray)

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**R. M. Smith**

WNLC—Richmond, Va.
1. A Place for Girls Like You (Jackson & Gray)
2. We've Gone Too Far (Jackson & Gray)
3. You Can't Have My Love (Jackson & Gray)
4. Vegetable Love (Spice Papen)
5. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
6. Much Too Young to Die (Sparkling Brown Eyes) (Red Foley)
7. Thank You for Calling (Jackson & Gray)
8. A Place for Girls Like You (Jackson & Gray)
9. I'll Have You (Jackson & Gray)
10. We've Gone Too Far (Jackson & Gray)

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**Jim Wilson**

WHOQ—Orlando, Florida
1. My Everything (Jackson & Gray)
2. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
3. Out Behind the Barn (Jackson & Gray)
4. Cry, Cry, Darling (Newman)
5. Honey (Jackson & Gray)
6. Leave Me (Jackson & Gray)
7. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
8. I'll Have You (Jackson & Gray)
9. I Got So Lonely (Jackson & Gray)

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**Clarence Kneeland**

WERI—Wichita, Kan.
1. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
2. I'll Be There (Wells & Folley)
3. One by One (Wells & Folley)
4. I Got So Lonely (Jackson & Gray)
5. Dancing Country Style (Jackson & Gray)
6. Rocky Top Girls (Jackson & Gray)
7. Miss Sally Rose (Jackson & Gray)
8. Secret Love (Jackson & Gray)
9. It's Looking Back to See (Jackson & Gray)
10. Rose Marie (Jackson & Gray)

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**Sleepy Head Clip**

KASM—Albany, Minn.
1. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
2. I'll Be There (Wells & Folley)
3. One by One (Wells & Folley)
4. I Got So Lonely (Jackson & Gray)
5. Dancing Country Style (Jackson & Gray)
6. Rocky Top Girls (Jackson & Gray)
7. Mountain Moonlight (Jackson & Gray)
8. Secret Love (Jackson & Gray)
9. It's Looking Back to See (Jackson & Gray)
10. Rose Marie (Jackson & Gray)

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**Johnny Rion**

KSTL—St. Louis, Mo.
1. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
2. I'll Be There (Wells & Folley)
3. One by One (Wells & Folley)
4. I Got So Lonely (Jackson & Gray)
5. Dancing Country Style (Jackson & Gray)
6. Rocky Top Girls (Jackson & Gray)
7. Mountain Moonlight (Jackson & Gray)
8. Secret Love (Jackson & Gray)
9. It's Looking Back to See (Jackson & Gray)
10. Rose Marie (Jackson & Gray)

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**Douglas Smith**

WFLS—Roanoke, Va.
1. If You Saw Her Through My Eyes (Terry Get) (Red Foley)
2. Goodnight sweetheart, Goodnight (Jackson & Gray)
3. Prettiest Thing (Jackson & Gray)
4. Much Too Young to Die (Jackson & Gray)
5. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)
6. I'll Be There (Wells & Folley)
7. I Got So Lonely (Jackson & Gray)
8. Dancing Country Style (Jackson & Gray)
9. Rocky Top Girls (Jackson & Gray)
10. I Don't Hurt Anyone (Sparkling Brown Eyes) (Red Foley)

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**Double Your Play with these 2 Winners!**

**Red Foley**

**Kitty Wells**

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

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**August 7, 1954**
NEW YORK—Roger Coleman, Decca singing discovery, is shown here on "Strike It Rich" with M. C. Warren Hall. He was on the program as a Helping Hand guest for Basil G. Bragdon, Route 3, Lancaster, South Carolina. He won $240 for Bragdon, who will use the money to set up a leather goods business.

**Silbert Smashes Palisades Record With La Rosa As His Guest**

NEW YORK—Bill Silbert’s summer show from Palisades Amusement Park over WMGM every Monday night from 8:00 to 10:00 P.M. is entitled "Let's Have a Jamboree" broadcast from the outdoor balcony of the park. The police had to be called out to restore order when La Rosa came in with Silbert.

Since the program’s inception on June 21st Silbert has interviewed virtually every top-ranking recording artist. The program has become a sort of outdoor Palasde Theatre rendezvous where one can see and hear the best-sounding names on the top labels of the land. The stars are interviewed by Silbert and then sing their favorite songs with musical accompaniment by Joel Herron and the WMGM Orchestra.

Hal Friedman, one of the industry’s most knowledgeable producer-directors, is in charge of the Bill Silbert Monday night programs and the show’s co-ordinator is Charlotte Lord. Sam Dunn, widely-known for his scripting of the "American-Jewish Caravan of Stars" on WMGM, also does the writing assignment for the Palisades Amusement Park program.

To date, the program has featured such names as Monica Lewis, Capitol; Richard Hayes, Mercury; Karen Chandler, Coral; Jill Corey, Columbia; Alan Dale, Coral; Lou Monte, RCA Victor; Mary Small, Epic; Bill Darnell, Label X; Bill Heyer, Epic; Tony Arden, Columbia; Jetty Vale, Columbia; Bob Carroll, Decca; Betty Cox, Bob Manning, Capitol; Art Lund, Coral; Bob Stewart, MGM; Charlie Applewhite, Decca; Buddy Greco, Coral; Shirley Harmer, MGM; Fran Warren, MGM; Pat Terry, Jubilee; Julius La Rosa, Cadence; Richard Hayman, Mercury; Roger Coleman, Decca; Chris Conner, Bethlehem; Sandy Solo, Derby; Betty Reilly, Capitol; Bill Lawrence, Coral; Tommy Mars, MGM; Alan Dean, MGM; Helene Dixon and Jerry Winters.

Silbert’s hold on the teen-agers of the metropolitan area appears to be enormous. Approximately 8,000 members of his "Saints and Spinners Club" joined the more than 30,000 other patrons of the park during the La Rosa incident at Palisades to establish a new and most impressive outdoor amusement park attendance record. According to Irving Rosenthal, co-owner of the park, it was an extraordinary performance and one that he will always remember. "We’ve played to large crowds but nothing like the one that night when Silbert placed La Rosa in front of the WMGM mike."

**Favorite Magazine**

CHICAGO—During his visit to Chicago a couple of months ago, Lou Monte was snapped reading his favorite magazine. Lou looks like he has another RCA Victor hit in "Italian Rocket Back".
SMITH BROTHERS

“I’m Saved”

Capitol © 2881

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Mc Cormick Bros.

[Hickey 1013]

“RED HEAT BOOGIE” (2:25) [Acap-Rose BMI — L. Louvin, C. Louvin] The polished vocal and string stylings of the McCormick Brothers and the added effect of a horn celery to a boogie beat all combine for a happy money-making side.

“BANJO TWIST” (1:12) [Acap-Rose BMI — McCormick, Clark] Lower portion of a fast moving instrumental that the boys work top in drawer fashion. Two dandy platters for the boxes.

SUNNY BURNS

“WALTZING WITH SIN” (2:37) [Starrite BMI — S. Burns, R. Hayen] Sunny Burns has a strong chance to break through in a big way as he vocals a middle tempo weeper in a grade “A” fashion. A standout job.

“A WOMAN WHO LOOKING FOR A MAN” (2:12) [Starrite BMI — R. Hayen] Bottom deck is an amusing ditty that Burns renders in light-hearted manner. The Western Cherokee lends tantalizing support on both ends.

MERLE KILGORE

[Imperial 825]


“WHAT MAKES ME LOVE YOU” (2:24) [Commodore BMI — Kilgore, Fowler] The flip half of a moderate beat romantic lament emotionally portrayed by the artist. Two winning sides.

JOHNNY RAIZER'S

GRAND CANYON BOYS

(Old Timer 7003)

“DUKE BOX RAG” (2:38) [Emerson R&B] It's strictly instrumentally as Johnny Balmer’s Grand Canyon Boys deck out an easy-on-the-ears, quick beat ditty. Pleasant listening.

“METRO POLKA” (2:38) [G. Tauchn] The under half features some more delectable instrumental work by the boys on a deck that should do well in the right locations. Two lively sides.

JIM HALL

(“X” 0038)

“SWAMI-MOCHILAH” (2:15) [Sheraton BMI — J. Hall, J. Stetson] Hall comes up with a refreshing hit of material as he delivers a fast paced ditzy in gay style. Poppy vocal and instrumental support.

“I'M MISSIN' MY HEART” (2:20) [Sheraton BMI — J. Hall] On the bottom deck Hall warmly waxes a moderate beat, tearful item. Two effective platters that should garner a heap of coin.
Tommy Sands (RCA Victor) back in Houston after a five-thousand mile swing of personal appearances. While on tour, Tommy visited with many of the top deejays around the country, among them Connie B. Gay, Edie J. Brown and Sally Star. Tommy also did a guest shot with Vaughn Monroe while in Birmingham, Alabama, and was scheduled on Grinder's NBC Radio in Nashville, where he appeared at the Broiler Festival, there was a record crowd of 14,000. Darrell Glenn, and father-manager, Artie Glenn back at home in Detroit, has just returned from a Ga. trip, and Darrell's newest RCA Victor release, which is receiving excellent reports all over. Margie Dickens of the singing Dickens Sisters announces it's a boy and mother and son are doing fine. Slim Whitman (Imperial) visited in his home town of Tampa, Florida, recently. Good friend, Jim Wilson, editor for the International Country Music Association, reports that the Oklahoma Wranglers are playing two weeks in Webb City in St. Petersburg, Jim also says that Artisy Tubbs, KNOE-TV, has been on the road, recently, and that Artisy has a new release out that is one of his best to date. August 5-8 finds Stuart Henshaw touring through California. The Red Foley Show, The Ozark Jubilee, Springfield, Mo., is reported sold out already, after having played to packed house on the opening night. Smokey Warren promoting personal appearance tour in Canada for Rusty Starr and his Ramblers this coming September. Bill Lowery and wife recently moved into their new home. Bill holds a local record title for WGST in Atlanta, and heads up Lowery Music Publishing. The WFFA Shindig in Dallas just recently finished its run, and Darrell Glenn and Oscar slotted for work on twenty-six television series due to begin this month. Formerly with major publishing for the past seven years are Marty Robbins, Chet Atkins, Goldie Hill, String Bean, Tommy Warren, Velma Williams and Grandpa Jones.

Oscar (Mercury) from down in Birmingham, Alabama in Nashville recently. Dan Baker, Atlanta, Ga., promotor and friend, Boots Woodall in Nashville recently on with new release that is set on Grinder's NBC Radio. Artie Duff in Nashville and did guest spot on Opry, and shot on Ernest Tubb Midnight Jamboree. Carl Smith and June Carter taking two personal appearances tours in Florida is Valley Publisher, Jack Comer, Hal Lone Pine and Betty Cody currently appearing on WPLN Nashville with daily broadcasts. The McCormick Brothers (WHYN, St. Clair City, Mich.), are on their first major release over WSM, Hal Smith, manager of Ray Price setting up tour time for Price, Hank Snow and Ernest Tubb to play promotional dates. Artists just completed dates in Orlando, Tampa, Daytona Beach, Jacksonville and Miami, Florida. Hank and Oscar Davis handled promotion. George T. Popkins, WXGL-Richmond, Va., tells us that Hank Thompson and The Braggs release a song that was recorded by a capacity crew recently at the State Fair Grounds. Don Law, Columbia records, has signed 17 year-old, Bobby Hamilton to a major label deal. Bobby, formerly with WKDR-Newberry, S. C., now Ass't. Mgr. at WOIC-Columbia, S. C. Henry Tuck, WREV-Beaufort, N. C. received recently by being invited to be on a special release to be played over Nashville's WSM. Clay Egger, WOLK-Lima, Ohio plans to release a new square dance series, with his band, on a major label in the near future.

Wake County, West Virginia is now on the Mutual Broadcasting System every Saturday night, 8:30 to 9:00 p.m., on the "Magic Valee Jamboree."
there's only one
Select-o-matic
MECHANISM

and only
SEEBURG HAS IT!
America's finest and most complete music systems
NEW YORK—We read with great interest Bill Gersh's report on the meeting of MOA's Executive Board in Chicago this week (see this report in this issue). It is reassuring to note that MOA has decided to take action on many national problems confronting the operators. One of the subjects discussed and voted on was to concentrate upon the public relations program of contributing machines to worthy organizations. In the last several issues of The Cash Box, a coupon has been appearing, asking operators to note the number of machines destroyed in the last year. The figure should be staggering, and well worth publicizing. However, many members of the industry who have corresponded with us, haven't sent in this information. Please send us this information—it'll go far in impressing upon the general public and political figures, the wonderful work being done by the industry.

LONDON, ENGLAND—600 delegates at a meeting of the international Congress of Gerontology (the scientific study of the phenomena of old age) concluded that "length of life is not a true test of whether a person is aged." The principal conclusions drawn from many controversial papers on the subject were that the old usually were not old in their own estimation and were sometimes not old in the estimation of younger persons. In other words, age cannot be measured by the person's length of life. It's like the lyrics of that recent Sinatra hit record "Young at Heart." The coin machine industry fortunately has a preponderance of its members who will never get old.

DETROIT, MICH.—While it's acknowledged that there's not the same amount of money in circulation as there was a year or two ago, and that Detroit, the motor manufacturing city, has had ups and downs in employment, the following report is highly interesting and encouraging. The Ford Motor Company, reported this week, that its total hourly payroll for the first six months of 1954 was $334,971,214, highest in the 51 year history of the firm. This is nearly 8 percent higher than for the first six months of last year. During even by far six month period an average of 132,730 Ford hourly employees worked an average of 41.6 hours a week.

Many columnists returning from their summer vacations report to The Cash Box that they came across "some of the ugliest, dirtiest, wornout, old 'clunkers'" (phonos, games and vendors), that they have ever seen.

This is in keeping with the crusade started by this publication after a survey it conducted in October, 1953, to determine how many old, wornout, prewar machines were still blocking off locations throughout the U. S. A.

It was found, on an extremely conservative estimate, that there still were over 165,000 wornout, screechy, scratchy, marred, scarred, tone-dead, prewar juke boxes blocking off locations all over the nation. A great many of these locations could be developed into top spots.

It was practically impossible to get an estimate of the number of wornout old games of all types that were still on locations. And just as difficult to get an estimate on the number of old, prewar, wornout vending machines as yet blocking off locations for customers.

But the very conservative figure of 165,000 old, wornout, screechy, scratchy, marred, scarred, tone-dead, prewar juke boxes still blocking off locations in the U. S. A. actually shocked many of the people engaged in the industry.

After the first few editorials appeared in this publication pointing out what harm these ugly and horrible machines were causing the industry, leaders strongly backed The Cash Box in its efforts to help remove these wornout, dirty, marred, scarred, tone-dead, playdead machines from the field.

Not until this past month did this crusade come to a head as many of the peoples engaged in this industry went away on their annual summer vacations and found, as they traveled to the vacation spots of their choice, machines that were even worse than what had been reported in The Cash Box' editorials, on locations in towns, villages, cities, roadside stands, noted resorts, and hotels, and almost everywhere they visited.

A cry went up from these peoples who suddenly realized that what The Cash Box had been reporting right along was the unvarnished truth. These machines were bringing scorn and shame down on all engaged in the industry. These machines were one of the major causes for much of the adverse publicity.

Scratchy, screechy sounding juke boxes, filthy, marred, scarred and actually unplayable games were being featured in locations where any but the people for whom they were intended would play them.

The manufacturers and the nation's distributors instantly realized what The Cash Box' campaigns to eradicate these machines from the industry would mean to general business in this field.

Distributors are all in the process of attempting to get these machines off locations. They are offering trade-in deals of such tempting character that the operators who still feature such horrible equipment will want to trade them in and forever get rid of them.

Leading operators everywhere also report on the fact that, as one of these men stated:

"There is no doubt The Cash Box is 100 percent right, especially after this last trip I just made. We simply must get rid of these prewar, ugly, dirty machines.

"These are the 'clunkers,'" he continued. "Hat not only bring scorn and shame upon the heads of the operators who own them, and also close territories, but also bring scorn and shame on the heads of everyone engaged in this industry.

"I've worked hard," he reported. "To have my business considered a decent and upstanding venture in my community. I certainly don't want the people who patronize my machines to ever hear or see such horrible equipment and, thereby, lose respect for me and my business."

The need is clear to all in the field. Especially when any upstanding business man in this industry sees a dirty, wornout, tone-dead, playdead, marred, scarred, screechy, scratchy machine with penciled titles pasted onto the glass, featuring only ten selections in the photo, and sometimes four balls or three balls and, once in a while, five playable balls in a game, and realizes that a great deal of the adverse publicity comes from this type of equipment.

It is the sincere hope of all the upstanding peoples in this business, especially those who have written The Cash Box, that all will heed the warning given the trade and join in this crusade to help eliminate these dirty, ugly, horrible, wornout machines from blocking off so many locations and, in return, bring greater respect and understanding to this industry, long before a public relations program can be undertaken by the members of this trade.
MOA BOARD MEET GREATEST YET

Largest Attendance at Any MOA Board of Directors Meeting. All Impressed with Morrison Hotel Accommodations for 1955 National Convention. Members Stirred to Greater Efforts in Public Relations. Discussions Range Over All Facets of Music Biz. Will Continue to Strongly Oppose ASCAP and Other Such Organizations. Approve Efforts to Put Thru Four Year Depreciation Plan and National Tax Council as Originated and Proposed by The Cash Box. Urge Continued Donations of Free Phonos to Help Combat Juvenile Delinquency Nationwide.

George A. Miller Given Big Ovation
Bill Gersh Speaks at Meetings on Monday and Tuesday. Agrees on MOA Use of THE CASH BOX Copyrighted Editorials.

CHICAGO — "The greatest Board of Directors meeting ever held," is the way MOA's Board members termed the three days of meetings held at the Morrison Hotel here this past week, Monday, Tuesday and Wednesday, July 26, 27 and 28.

Most enthused of all was George A. Miller, national president and business manager of Music Operators of America.

Miller said, "Not only did we have complete attendance, but, what was even more impressive, this was the most enthusiastic and businesslike gathering we have yet held. It was just simply great."

Present were: George A. Miller, president from Oakland, Calif.; Ray Cunliffe, treasurer, as well as Phil Levin from Chiego; Joe Sills from Oakland, Calif.; Al Shaffner of East St. Louis, Ill.; J. Harry Snodgrass of Albuquerque, N.M., treasurer of MOA; Clinton S. Pierce of Brohead, Wis.; first vice-president; Hirsh de LaVie of Washington, D.C., vice-president; Rodney Panige of Los Angeles, Calif.


The press did not attend the business meetings, Bill Gersh, publisher of The Cash Box, was asked to speak to the assembled Board of Directors and MOA officers on Monday morning. He urged that all present be able to bring back a message of true importance to the memberships of their local organizations.

On Tuesday morning, George A. Miller phoned Bill Gersh and asked him to read a forthcoming editorial. After the reading, Hirsh de LaVie arose and asked that Bill Gersh write a speech for all operators. Sidney H. Levine asked The Cash Box to release its copyright so that MOA would have permission to use the editorial.

MOA's Board of Directors and officers were taken on a tour of the newly renovated Morrison Hotel and were tremendously impressed with the accommodations offered by this hostelry for the forthcoming 1955 National convention. MOA's Board of officers are dickering with the Morrison Hotel for a March or April date for the 1955 convention.

The entire assemblage has been stirred to greatly increased efforts as far as public relations are concerned. Continued and increased donations of free juke boxes were urged in an effort to curb juvenile delinquency nationally. All agreed to this proposal. Local music operators' associations will be asked to increase their efforts in this direction.

A long discussion was held regarding the "Four Year Depreciation Plan" which was originated and proposed by The Cash Box some years ago. The Board of Directors learned that Rodney Panigan of ASCAP was the first to have visited with top officials of the Treasury Department in Washington on July 23 and had favorably discussed this with these men. Letters are being prepared by MOA and will be sent to the Treasury Department officials in this regard.

Also up for extended discussion was a "National Tax Council," which is also an original proposal of The Cash Box of many years' standing. It was favorably received by those present. A very marvelous, and most complete report in this regard, was prepared and introduced by George A. Miller. Continued drive to obtain 100 percent membership from among the nation's independent music operators was also acted upon by the MOA Board of Directors. Many plans were proposed in this regard.

At present, it was reported, MOA has well over 65% of the music operators as members of its organization. The general belief is that this will be increased to approximately 85% before the year is finished.

Much other business was also transacted.

Ray Cunliffe, treasurer of MOA, and president of the Recorded Music Service Association of Chicago, urged that The Cash Box and all the MOA membership seek a new name to replace "Jube box." His proposal, which he has already copyrighted, is "Music Vendor." The Cash Box agreed to co-operate and place on advertisements for all the trade to act upon in this regard.

Most impressive was the luncheon meeting with the Phonograph Manufacturing Association on Wednesday. All are agreed that the manufacturers are not only working closely with MOA but are endeavoring in every way possible to help the entire automatic phonograph industry to progress in every way possible.

Everyone who attended the three days of meetings here reported that they would be able to return with encouraging and progressive statements for their organizations and all would work hard on building up a public relations program, especially in view of what ASCAP was doing.

Continued, strong opposition to ASCAP and such similar organizations was voted due to the advertisement of ASCAP, wherein ASCAP reported that it had obtained the cooperation of the American Federation of Women's Clubs and the 5,500,000 women members of these clubs to tax automatic music equipment.

A plan to make every operator a public relations bureau in himself was offered and the editorial, which was read in this regard, won a grand ovation from the complete assemblage.

William Blatt of Miami, Florida, reported on the methods used by his organization in donation of free phonos as well as the continued servicing of the units. This won much approval from all present.

Chicago, once again, won all laurels for maintenance of music-machines it had donated to the city's worthy institutions. Other plans to follow along the lines of the Chicago music association and will step up donations to help curb delinquency.

After the three days meetings were completed, the statement of George A. Miller probably crystallizes all statements made.

He said: "These were the finest business meetings I've ever attended in this industry."
Rock-Ola Holds 3 Weeks Open House Prevue Showing

Weeks Of August 2, 9 and 16 Set By Firm For Private Showing To Distributors

CHICAGO — David C. Rockola, president of Rock-Ola Manufacturing Corporation, this city, will be on hand to greet his distributors each week for the next three weeks, August 2, 9 and 16, when private prevue showings will be held at the Rock-Ola factory in conjunction with "open house" for the same three weeks.

As far as whatever the firm will be showing is concerned, there is a complete blackout as to official news in this regard.

As can be expected rumors are flying all about the town. Some of the firm's distributors are already here waiting for the time when they can visit with executives at the Rock-Ola plant.

Much enthusiasm has already been aroused, according to Rock-Ola executives, and distributors of the firm have indicated that they will be on hand at the appointed time.

As one of the firm's executives stated this past week, "This is entirely a private prevue showing for our distributors only. We are not giving out any official information regarding our new product nor are we, as yet, inviting anyone but our distributors to view it."

Due to the fact that some of the Rock-Ola distribs were in Chicago for the MOA meet, and others vacationing here, they visited the factory and got a prior look. Among them were Joe Abraham, Lake City Amusement Co., Cleveland, O.; Leo Dixon and Jack Mulligan, Dixon Distributors, Youngstown, O., and Harry Snodgrass, Border-Sunshine Novelty, Albuquerque, N.M.

Meeting On July 26 Attended By 60 Ops Elect Temporary Officers. Next Meet Set For Aug. 7. Expect From 80% To 100% Of All Area Ops

DETROIT, MICH.—In response to invitations, both written and oral, urging the formation of a new music association, or the reactivation of the original United Music Operators of Michigan, which enjoyed a most favorable reputation, approximately 60 operators met on Monday, July 26, at the Veteran’s Memorial building, this city.

Among those in attendance there was great enthusiasm for the revival of the United Music Operators of Michigan, all feeling that for the first time in ten years, the organization can provide benefits for the good of the individual operator as well as the entire coin machine industry in this city.

Operators voted for temporary officers. Those chosen were: Ed Carlson, president; Harry Norton, secretary; and Frank Allsiet, treasurer.

It was recommended by the group that Roy Small be asked to act as consultant for the new association, which will be done at the next meeting.

August 9, Monday night, was chosen for the next meeting, which will take place, once again, at the Veteran’s Memorial building for Operators are acquainting the entire operating fraternity of about 120 firms in the area of the meeting place, and it is expected that between 80 percent to 100 percent of them will be present. At that time the operators will vote on matters of importance in the way of consolidating the new organization so that in the very near future, the body can act on regular association business.

It is predicted that the meeting will be well attended by those in attendance to dissolve the other association which had been receiving so much adverse publicity.

Two New Shuffle Bowlers Introduced By Bally

Pick-up; giant pins; formian playfield; hinged playfield, pin-boud and doors; adjustable for 5 or 10 frames; last frame feature permitting the player to keep shooting as long as strikes are thrown.

“Rocket-Bowler” has all the features described, but the triple match feature. Both games are 8 ft. by 2 ft.

Prior to going into production, Bally made exhaustive location tests, which Nelson said proved the new “Speed-O-Meter” innovation to be exceptionally attractive to the players. Both games are now available all Bally distributors and ready for immediate delivery, advised Nelson.

Former Coinman Doing Big With Golf Driving Range

NEWARK, N. J.—Dave Taub, former coinman in this city and now owner of the Crescent Golf Fairways, Union, N. J., was the subject of an article in the Newark Evening News, this week.

Taub advised that the driving range is doing exceptionally fine, and that many of his Jersey coinman friends are consistently sharpening their wood shots, as well as say “hello.”

“Let’s Play Golf in the Winter!”
Minthorne Holds Keeney Showing

Vendo Exec Honored

United Mfg. Co. Starts New Series Of “Service Schools”

CHICAGO—A new series of “Service Schools” was initiated by United Manufacturing Company, this city, officials of the firm announced this past week.

United’s trio of engineers and traveling representatives, Johnny Casala, Ken Sheldon and Al Tholke, are now getting the new “Service Schools” under way after having spent the early part of last week in conference with the firm’s executives.

The career of Casala and Sheldon during the new series will include Hartford, Conn.; New York, N. Y.; Newark, N. J.; Baltimore, Md.; Philadelphia, Pa., and Pittsburgh, Pa.

Tholke is to conduct schools in St. Louis, Mo.; Kansas City, Mo.; Evansville, Ind.; Louisville, Ky.; Cincinnati, O.; Indianapolis, Ind., and Columbus, O.

“United’s “Service Schools” program has been a tremendous success,” said Bill De Selm, general sales manager. “We are continuing these schools as a service to all operators.

“We have received many comments,” De Selm concluded, “from operators themselves and distributing firms where the schools have been held, praising the helpful program in general and the thorough and efficient work of Johnny Casala, Ken Sheldon and Al Tholke in particular.

United at this time is producing several types of amusement machines, at which Casala, Sheldon and Tholke are equally expert. The machines being shipped are in the “Shuffle” and “Gun” categories.

Los Angeles, Calif.—Soon after being appointed exclusive distributors for the products of J. H. Keeney & Company, Minthorne Music Company, this city, held a two day showing of the manufacturer’s bowling games and cigarette vendors which was attended by operators throughout Southern California.

Pictured above (l to r) are: Pete Sagan, Keeney factory engineer; Dave Wallich, Keeney regional sales representative; Hank Tronick and Wayne Davis of the Minthorne company.

As can be noted from the picture, Minthorne also distributes the Seeburg phone in this area.
In keeping with our promise to MOA (Music Operators of America)

Have You A
Better Name
for the Automatic
Phonograph than

"Juke Box"?

Bill Gersh
THE CASH BOX
32 WEST RANDOLPH ST.
CHICAGO 1, ILLINOIS

I suggest we call the automatic phonographs of this industry

Signed

FIRM

ADDRESS

CITY ZONE STATE

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

Keeney's CENTURY BOWLER

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

CHANGING VALUES
AT THE START OF EVERY FRAME

Scoring values of Strikes—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.

6 PLAYERS
for BIGGER PROFITS

PLEXIGLASS PROTECTED
ROLLOVERS

CHOICE TERRITORIES
OPEN FOR DISTRIBUTORS!

9 foot Playfield
on 8 foot Cabinet

8 foot Playfield
on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE
FORMICA PLAYFIELD

SEE YOUR DISTRIBUTOR

NOTICE!

On the recommendation of our Public Relations Committee, the name of our organization: MUSIC GUILD OF NEBRASKA has been returned to our former name:
NEBRASKA AUTOMATIC PHONOGRAPH OPERATORS ASSOCIATION
1430 SOUTH 13th STREET, OMAHA, NEBRASKA (Tel.: AT-6768)

William Newport, Tae Aumouement, on a two-week vacation. Mrs. Mary Nasser will take her's when Bill returns. . . . We understand that the very versatile Al Young of the Bob Shop is responsible for the words and music of "Crying In The Morning" and "Woman Trouble" on Imperial records by Guitar Slim... Nick Carbajal, Crown Novelty Co., proud over the acquisition of the Keeney cigarette and bowler line. Machines now on display in their showrooms. Nick also reports he's sending quite a few Bingo games out... Coinmen taking advantage of the real fishing and hot weather to get out. Reports from Frankie King and Eli Lucas are that the fish are biting by the hundreds in sizes from 4 to 6½ lbs. Who could ask for more? . . . Understand that there is quite a bit of bass fishing in the Gulf of Mexico where the fish jump up and you net the particular size you desire... Buddy Brand of Airline Cigarette Service off to Grand Isle for the week-end to join in the Tarpon Rodeo. . . . Ruby Young harry at work after enjoying a week with her folks in Des Moines, la. . . . Jimmy Bell looking well and rested after his Dallas trip. . . . John Wayne Rogers, from our neighboring state of Mississippi, joins the mechanical staff of Airline Cigarette Service. . . . Albert Huffine, Coin Machine Service, has air-conditioned his office—but can't find time to sit down and enjoy it, he's so busy... Sam Trindico, Noveco, la., in for the day, buying records for his route... Paul Ricard, Crown Novelty Co., motoring to Canada with his family. . . . Operators in town this past week were: George Rosse, Baton Rouge; Buck Moore, Alexandria; McCann of Biloxi, Miss.; John Evans, Gulfport; and Emil Kall, McComb, Miss.

Op Posts Polaroid Pics of Patrons On Phonograph

LYNN, MASS.—Max Pohransky, general manager of Saukas Distributing Company, Boston, reports that one of his Wurlitzer phone operators, Soul Hurwitz, Neptune Music Company, this city, has a most unique method of promoting extra play on his music machines.

Hurwitz, using a Polaroid camera, takes pictures of people on location, and within a few minutes, posts them on the inside dome of the phone. "Everyone wants to see if they or their friends are in the photos, and there is always heavy traffic around the machine" states Soul.
FOREIGN BUYERS!
We Have for Immediate Delivery
Reconditioned International
• MUSIC
• GAMES
• KIDDIE RIDES

We stock the most complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and other Music Machines, also the finest line of reconditioned Pin Games, Arcade Equipment, Shuffle Alleys and Kiddie Rides.

CABLE US FOR SPECIAL PRICE LISTS.
Parts and Service Manual Available.

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA 35, PA. (Tel. 87-7713)

The Cash Box
Page 38
August 7, 1954

N. O. L. KENTUCKY

PADUCAH: The city's newest operator, Gene Vasseur, talks things over with one of the oldest operators here, W. R. (Raymond) Cramer, owner of G. V. Amusement Co. Gene has made a lot of friends in the short time he's been in the business. . . . Biz in the "Atomic City" of Paducah looks good. . . . A. B. Long, Long Amusement Co., out hustling on the route. . . . T. O. Thomas is away on a two-week vacation, leaving his son Ward to handle the coin biz as well as the appliance line. . . . Elgie Overstreet, in between shots on a pool table, commented that everything was fine with him.

OWENSBORO: Sam Ruby, Star Television Co., has come a long way since his discharge from the Army. His routes are in A-1 condition, his television distributing business good, but he only wants to talk about his oil wells. Reports that he's just brought in his fourth good day, and is he exited? . . . J. W. (Smitty) Smith, Owensboro Amusement Co., building one of the largest Motel Courts in and around Owensboro.

HOPKINSVILLE: Norman V. Roton, owner of Pete Woods Music Co., received a letter from bossman, Pete Woods, which he sent out from Rome, Italy, where he states he's having a time of his life. He advised he's going to Africa before returning home. Boys here asking why, as it's just as hot here. . . . W. T. Whit, Whit Music Co., reports business good for him.

BOWLING GREEN: Sam Miller reports music holding up despite the heat, and that his record shop, Favorite Music Shop, shows good sales. . . . Joseph C. Rubold, Cigarette Service, advises summer sales holding up good. . . . R. C. Braheur busy working on a new device for his games route. . . . H. E. Lowe, operator and restaurateur, kept quite busy between the two businesses. . . . Ran into Elmo Pinkerton, operator at Big Springs, Tex., who with his wife and daughter, Patty, vacationing here, . . . Bud Strickley, Amusement Co., out of the office all day, until closing time. His pals accused him of purposely staying on at air-conditioned location in order to avoid the 104 degree temperature.

LOUISVILLE: Walter W. Waldman, S. L. Stiebel Co., reports business so good the Stiebel factory is behind on his orders. However, selling plenty of used pieces. States he's planning on a big sales program when the summer is over. Walter had vacationed this year in New York. G. M. Happle, salesman, off on his vacation this week, and Clarence Dearmond, foreman of the shop, takes his next week. . . . Ran into Bernard Homan of B & B and Kyle Gatrot, who operates at the Fort Knox base, and returned from a trip thru the Rock-Of-A. . . . Gilm Brawnson, salesmen, just returned from a sales trip thru Eastern Kentucky. . . . B. W. Jacobs, Co-Op Dist. Co., gets into a huddle with Lloyd Cruse, roadman, who just returned from a trip thru his territory with plenty of orders for the new Wurlitzer phone. Servicemen Joe Fitzgerald, J. R. (Rob) Hight and Mike Hight talk about their impending vacations. . . . The Wurlitzer gang at Southern Automatic Music Co., busy with their many chores, advise that the AMI phons and their games going good.

BOSTON, Mass.—Charles Suessens buying out the interests of Harry Poole, Poole Distributing Company, this city, (The Cash Box, July 31 issue) it was decided that it was necessary to change the name of the firm. The new name under which this Wurlitzer phone distributing Company will be known is Suessens Distributing Company.

"It's What's in THE CASH BOX That Counts"
Supreme Presents New Gun

Wm. Blatt Returns To Manufacturing With “Bull’s Eye” After 8 Year Lapse

Many of these machines are still on locations throughout the country.
Regarding this first product, after eight years, Blatt stated, “We have been developing our gun for a long time now.
Others were present in the meantime, but we continued along with our experiments and tests until we believed we had the gun that would help every single operator to enjoy greater income.

“Bull’s Eye” is the first gun in coin machine history, he claims, “which actually shoots bullets. The bullets hit the moving targets and the thrill is the greatest the players could ever enjoy.”

Blatt reports that production is already well under way here, and from all indications, the firm will be backed for weeks to meet orders taken from first samples shipped.

“After that”, Blatt said, “we shall be able to fill orders much faster than at present and we will, you can assure one and all, send out the finest gun of its kind yet seen on the market.

“We have put our ‘Bull’s Eye’ gun thru every possible test for months and we know what it can earn, as well as having learned how beautifully it stands up under the roughest, toughest kind of continuous play.”

Blatt also reported that his “Bull’s Eye” gun is “surprisingly low priced”.
He also stated that the bullets used are not the powder-explosive type out that only the head pellet of the bullet itself is shot from the gun.

“In short”, he concluded, “we are giving the operators an entirely new, different and better gun. One that will meet complete approval while earning extra runs on all locations.”

Mutoscope Appoints Redd Distrib. Co.
For New England


“Drive'mobile” is an exciting amusement machine with appeal for both adults and children. It provides the player tests of skill, reflexes and grades performance. The machine permits competitive play and plenty of action.

The appointment of Redd Distributing Company is one of many already made in line with a program to set up distributors in every section in the nation.

With the continued demand for our photocellular product, we are increasing our production capacity. Our new equipment will enable us to keep up with the growing demand for this important product.

ACTIVEAIRE ELECTRIC TOWEL

Nation’s Best
- Drys and sterilizes
- Keeps washing bar free of bugs, flies, insects, etc.
- G. E. ozone lamp deodorizes and
- And many other useful features
DISTRIBUTORS—SET ON THE BANDWAGON
Earn extra profits. Wonderful opportunity for you and your operators. Every location a 100% prospect.
Phone—Wire—Write For Details Today!

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

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

W. M. BLATT

MIAMI, FLA.—After an eight year lapse, William Blatt of Supreme, this city, has returned to the manufacturing fold with the presentation of the new bullet-shooting “Bull’s Eye” gun.
EXHIBIT GUNS

The Leader Today...

Tomorrow and Always!

THE BEST OF THEM ALL
is SHOOTING GALLERY

EASTERN FLASHES

One of the difficult problems affecting everyone during these hot summer days is to keep one's mind on work, and away from a cool swim in the ocean or pool, fishing, boating, golf, tennis, and for some of the younger people, even soft balls. All the same, operations were completed early in the summer, even they've accepted the fact, and in many instances, have taken vacations themselves. Well, there's only a month or so to go—stock up all your energy for a busy 10 months.

Ben Lin, back on the job at Charlie Bernoff's Regal Music, after a few years away from the coin machine biz, has been the blessing of Charlie, visits the wholesalers on coinow. A most welcome guest, Lou Rosenberg, president of the games, got things under way, devoting time to the York Outdoor of the Ft. Hamilton army base and hospital. Ben Palantrant, representing APCO, Inc., in Boston, spends a few days in the big city on biz.

Barney (Shagy) Segerman, Banyun Sales Co., displays Willie Blatt's (Super) "Bull's Eye" gun in his showrooms, and reports operators enthused over its play action and appeal, as well as its low price.

Mrs. Gertrude Brown and Miss Cheryl Wessel, our housing section's the w.i.y.,9m's, offer the usual supplies. "It's too hot" complains the usually non-complaining Mrs. Brown, but "business good." Al Simon, Albert Simon, Inc., returns to the office from his week's visit at his son's (Richard) camp in the Adirondacks. Finds everything in good shape under the eyes of Al D'Illillio and Dave Lowy, who took in the neighborhood's best of the local stock during his absence. Nat Cohen will be in to spend with his son, Gary, who returns August 3, from Scott Field, where he studied electronics under the Army. Gary, after a 30-day leave, will return orders to rep at at sale and air force base, where he'll be employed as a mechanic.

Nat's other son, Ted, now in the armed forces in Europe, should be returning home any day now, his two-year stint about over. All Young Men Distributing (Wurzel-Lieber) will be vacationing next week, with the exception of Joe Young and Henry Slavis, who'll be on premises to take care of ops. Abe Lipisky will use the time to spiff up his new home, Dick Scott will spend his vacation at the bench with his family and Ed Malaby will be relaxing at the Waldemere Hotel in the Catskill Mts.

Ben Matlin, Newark, N.J. music op, drops in to see Shuggy at Runyon and introduces Jerry Martin, his protege, recording for Savory Records. Ben claims the boy has a "tendent of the music empyrean" record. Barney Schlaug, president of the music employees union, off for a two-week vacation in Maine. Hymie Koepel, Koepel Distributing Co., finishing up a week's vacation in N.Y. On his way back, Hymie will stop off at Parkville, N.Y. to visit his daughter, Gilda, who is a counselor at a kid's camp. Harry leaves for a week immediately upon Hymie's return, and he, too, will spend the time at Lake George, too, will spend the time at Lake George, too, will spend the time at Lake George, too, will spend the time at Lake George, too, will spend... Our next caller is from New York, N.Y. looking forward to his vacation in a few weeks. Ray Herts, collection for El Kay Music, died this week at the age of 56. We understand that Bob Jacobs bought the music route of Sol Perlman, well known to us, here, with his own Brooklyn music op and "hit maker," off to Grossinger's in the Catskill Mts., for several weeks. Herman Rabinovitz sold his music route to Abe and Leinne Block.

Vacation schedule at Mike Munves set, we understand, with Mike and Rose Munves leaving next week, and George Fleckenstein, office manager, leaving the week following. Didn't get a chance to get together with Meyer Porbach of Atlantic-New York Corp (Seeburg distributors) as he was busy with several ops.

NEW ENGLAND NIBBLES

More hot weather sending ops to the bench spots and the country. Jerry Flatto, Boston Record Distributors, towed Buddy Bser around town for disc jockey promos on the ch-champ's disc, "Too Much Competition" (Vite Israel's jive at Jerry's this week included ops Laver, Olav, Harry, Crane, Me.; Al Dolin of the Cape cranberry boys; Ames Brothers, who are appearing at Salisbury Beach Frolics; and Eddie Heller, Rainbow Records, N.Y., Eddie promised to send a Seaboard Music (Harry, Crane, Me.) and (Vito, Crane, Me.) in the Hub). One of the most interesting is Poole's interest in Music Distributors, who is receiving congrats from ops. From now on, it will be known as Seaboard Distributors, Inc. (Wurzler-Cole-Spals). Charlie is sole owner and will also operate Juke Box Haven, one-step next door to firm's headquarters. Big gains reported by Charlie in introducing a soft drink machine in commercial and industrial locations in the area. Stanley Gannies, Cole-Spals from Chicago visited this week. Also Jim Hunter, assistant to the company, arrived here from Columbia records, who will head up Brownie Poole's four-month vacation. Ops visiting Seaboard Distributors, Inc., are George, H. Macon, D. Peput, A. Fright, L. Venter, G. Thrall, R. Thompson, R. Martino, P. Moore, C. B. Aldrich, S. May, C. H. Hamlin, A. Trambetti, V. H. W., George, H. McPhail, S. L. Wood, B. C. W., G. McDade, E. J., Mr. & Mrs. Whitaker, Lynn; Charlie Pappas and George Mitchell, Boston Ed Ravvely, World Fair, on trip to upstate New York. Dick Mandell, sales manager, on trip through western Mass. Visiting World Fair this week were Dave Baker, M.O.O-Tone Music, Arlington; and Martin Oliver, Portland, Me. Dick Mitchell and wife back from vacation at Bar Harbor, Me. Dick, operator of Dick's Distributing Co., second oldest one-operated in the country, reports his better this summer by some 25% over last season. Visiting at Dick's this week were ops Louis Zedman, Portsmouth, N.H. and Don Reed, Plymouth. Cape ops report his in the resort area very good this season. At Si Redd's, Eileen Sheehan, head bookkeeper back from New Brunswick vacation. Bob Jones, sales manager, back from western Mass. trip in which he found widespread enthusiasm for Bally's "Hi-Fi" and United's "Banner" ally. Ray Kennedy, office manager, Redd Distributing Co., on vacation trip to Kentucky, Indiana and Illinois during which he will visit son in the Air Corps. Ops seen at Redd's this week included Tom Libby, Haverhill, Mass., and Bee Borders, Springfield, Vt.

"It's What's in THE CASH BOX That Counts"
only the ROCK-OLA COMET 120... is so SMALL in SIZE—less than 30 inches wide is so SIMPLE to PLAY—with single button line-o-selector programming is so SIMPLE to SERVICE—with 3-way service accessibility, top, front and back has SUPERB TONE FIDELITY—with Rock-Ola wide-range tone system "SENDS" the customer and brings STUPENDOUS PROFITS to you

Send to 11, 13th St., H. Hay, 34th St. at Superior Distribution Today!

ROCK-OLA MANUFACTURING CORPORATION 900 North Kiely Avenue Chicago 56, Illinois

The MOA Board of Directors meeting, which took place last week at the Morrison Hotel, was reported to be the greatest ever held. Pertinent discussion of national problems, future plans, and program priorities, were topics of concern to all members present. This meeting drew an attendance of over 100 members, twice the total for the past three months. Matters pertaining to deprecation, copyright legislation, national programs, and the economy were discussed at length. The meeting was considered a complete success, due to the interest and participation of all members present. It was the best attended of any MOA Board of Directors meetings.

Most significant: Willie (Little Napoleon) Blunt of Miami, Fl., flew in to attend the meeting. But flew out Tuesday afternoon in order to get home and prepare for his vacation. He and his charming wife, Sybil, left Miami on Thursday morning for Montego Bay, three days before the business after an eight-year absence. Supreme’s new “Bull’s Eye Gun” article was sighted by a number of legislators at moving targets. Ray Cohen, president of the Recorded Music Service Association of Chicago, has come up with the suggestion that a new and better name be obtained for the much maligned words, “take home tape.” Ray suggested that the name be changed to “tape.”

The Cash Box ran full page features each week asking for new names for guitars and photos, nothing ever came of it. But Ray urged us to try again. The one thing all must watch out for, when suggesting a new name, is that it should not sound too highfalutin’. This could be worse than the old name. It would make one and all sound stupid and could be the cause of much laughter and jokes. Ray, himself, suggests (and has copyrighted) “music-vendor.” . . . Phil Levin now freezing fine once again after serious illness. Phil, as you remember, ran into a number of golfers on a course and was loaded back to a ruptured appendix. Now in the pink, Phil attended each day’s MOA meetings.

Jack Mulligan of Sharon, Pa., also off the sick list and feeling very fine after a restful vacation. . . . George Miller, MOA national president and business manager, given a tremendous ovation by his listeners for his unerring efforts in behalf of the organization. . . . Sidney Levine, MOA’s national legal counselor, attended with minutes from all the hearings. . . . Our present membership has doubled. Group of the first two days of the convention received much praise for his constructive talk. . . . Les Noottoch came up seeking answers to many of his management problems. . . . J. Harry Snodgrass is in charge of the Pantages, Saya’s business in Atchison, P.N., is going like great guns. Rodney, along with Hirsh de LaViez, spent quite a bit of time in Washington. . . . A number of the more intimate officials of the Treasury Department were favorably impressed with the four-year deprecation plan. Both Rodney and Hirsh really talked up the plan. MOA’s acceptance of this plan certainly thrills The Cash Box. This is another upbuilding proposal of The Cash Box to be put into effect. The National Steinberg of Newark, N.J., looking healthier and huskier. Main interest, Dick says, is once again getting okay for people to dance to joke boxes . . . Bill Hiltz’s shoot out Delphos, Ohio, talking about fishing.

During lunch recess, Tuesday of this past week, a group of MOA men were seen excitedly whispering in the lobby at the Morrison. Like any reporter with a nose for news we quickly became curious. That we might possibly be missing the big story of the year which it, seemed, was surefire due to the amount of whispering and actions of all kinds by the group. Well, we’re a slacker, and got our good ear side over to the gang. Then learned that the whispering and pointing was concerned with how the boys could get 12 more tickets to the crucial White Sox-Yankees game that evening at Comiskey Park. . . . Jimmy Tolleson of Hartford, Conn., was one of the most interested listeners. He firmly believes that everything discussed by MOA Board and decided is of vital interest to all. For instance, the Guild of Nebraska, has been changed to “Nebraska Automatic Photographic Operators Association.” Harry Birzla was pleased with what good will the ops in Montana are creating by doing free photos. This is doing wonders in helping to combat juvenile delinquency. . . . Larry Marvin and Norm Gekoff both of which are in the running for the membership.

Hirsh de LaViez has never yet missed bringing a gag along with him every time he comes to our town. His latest, the not new, was so well performed by himself that everybody who had to do with it had to laugh. The gag is that so innocent expression while digging down into his pants pocket, “Have you change for a small bill?” The natural reaction is for anyone to start looking over his change. Then, when he got all the change out and is content away to see how much he has, Hirsh produces one of those miniature size dollar bills. And the laughter goes under way . . . Joe Silla, Oakland, California, and his wife drove in. This couple is beloved by all ops. Especially Mrs. Silla for her marvelous Italian cooking. She visited her many friends here while Joe attended the meetings. They will be breaking in a new car by driving it back to Oakland. Naturally anyone visiting Oakland will want to enjoy a famous Mrs. Silla meal. That includes Bill Gersh . . . MOA members were conducted on a tour of the Morrison by the hotel’s assistant manager. All were very much impressed by the wonderful facilities which will be available for the 1956 MOA convention.

Quite a few Seeburg dealers, as well as Gottlieb distributors, seen about our town. Some of the boys came in earlier than expected. Just to look things over. And with the heat that struck the middle of last week, there’s one thing sure. If these men phoned home they could have stated, “Having a hot time and looking for change to pay for gas.” They had no trouble finding good conduct by so stating . . . Herb Jones showing us the playing features of Bally’s new “Jet-Bowler” and Jack Nelson reaching in his pocket for a dime so we could play it. The new bowler, along with its sister, “Rocket-Bowler,” employs a “Control Shot-Spot” which electronically detects the ball’s location and in which the various speeds result in different strike-swap scoring possibilities . . . A private preview showing for Rock-Ola's distributors is set for the weeks of Aug. 9 and 16 at the factory . . . Jim Culea just returned from his vacation. Wonder how many times Art Welden gets down to Long Branch this summer? They’re saying that Bill De Selm is tickled pink about shooting a 43 for nine holes the other Saturday . . . Any day now Nate Feinstein will be heading out for a well-earned vacation.

On Monday of this past week, George Kozy received 20 phone calls by noonetime. “Everybody wants everything the week before vacation,” remarked George. Mr. and Mrs. Walter Tratsh are holding down the fort during ABT’s two-week vacationtime shutdown. Their canine companion, Waldmann, is also keeping an eye open at the plant. . . . Ed Hall is all smiles when he shows all the lovely pictures taken at the Convention. Nate and Irene Gottlieb spent week up in the cool north woods . . . A. D. Palmer, Wurlitzer ad and sales promotion boss, has sent out a cute promotion folder entitled “It’s a Little Darlin” the Wurlitzer 1700HF . . . “Our store has been increased by 50%,” says Charles (Jimmy) Johnson . . . Ed Levin looking like a million bucks and as busy as ever at his desk . . . United’s traveling reps, Johnny Casela, Ken Shelton and Al Thoeker were full of that old vinegar as they headed out last week for another service school junket. . . . “Going like mad” is the way Ralph Shepheld puts it when asked about production at Genco. . . . Empire has Howie Fong back in its confines. It was a short three weeks, wasn’t it, Howie? . . . A gent with a lot of baseball savvy is cordial Vince Shay.

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Now more than ever
what the coin machines industry reads is the
coin machine industry's affair. And "The Cash
Box" is America's best
read coin machines
magazine. It gets to
the heart of the coin
machines industry.

SEND YOUR CHECK FOR $15 TODAY FOR A
FULL YEAR'S (52 WEEKS) SUBSCRIPTION TO
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Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of “Special (548) Subscription”: You are entitled to a free classified ad in each week’s issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

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

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WANT OR FOR SALE

CHECK OFF WHICH YOU DESIRE

WANT

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

WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33 1/3 R.P.M) in quantity. Write or phone. Frank Galgano Dist. 66th Street, Box 43, 10th Ave., New York 36, Tel.: Juskon 6-4568.

WANT—Phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 126 W. 66th STREET, N. Y. C.

WANT—New and used records. Can be up to 6 months old. No quantity too large or too small. Write us list. We pay freight. DIXIE RECORD SHOP, 250 WEST 42nd ST., NEW YORK 36, N. Y. Tel.: Wisconsin 7-0830.

WANT—Fischer Cut-En tables new and used. Write immediately to: O. O. MALLEGG, 400 W. MADISON STREET, CHICAGO 6, ILL. Tel.: Franklin 2-4668.

WANT—Distressed merchandise for return privileges. Purple label Captola, Columbia, Coral, Decca, Victor, Mercury, King—78's and 45's—also LP's. Please quote prices, we pay freight. G & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y.

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

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

WANT—A. M. L. 40, 50, 120 selection equipment—Phono, Hideaways, Steppers, Wall Boxes, Bar Brackets, Seeburg 100 A & B, Scala, Arcade equipment, 1c and 5c Vendors, Bally Futurities, 1933 Pin Games. Write stating condition, number, model, and price. THE ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.
CLASSIFIED ADVERTISING SECTION

FOR SALE—Beauty $295; Chinatown $85; Control Towers $35; Double Action $25; Disk Jockey $85; Fighting Irish $35; Frolics $230; Haybars $175; Mickey Clubs $265. REEL DISTRIBUTION CORPORATION, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: Clinton 2-9820.

FOR SALE—Bally Beauty $200; Beach Clubs $345; Dude Ranch $345; Yacht Clubs $225; Frolics $185; AMI $175; Unified Cabras $175; A.B.C. $40; Unified Clover Builders $215; Liberty $205. MICKEY ANDERSON, 314 EAST 11TH ST., ERIE, PA. Tel.: 7-5749.

FOR SALE—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. All parts and supplies available for new and illustrated catalog. MIKE MUNYES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: Chickerling 4-6820.

FOR SALE—Special Bally Surf Clubs $465; Ice Frolics $425; Beach Clubs $345; Palm Springs $295; Yacht Clubs $199.50; Ring Wire AVE, Chicago Coin Super Jet $370; International Mutoscope Cross Country Race $67.50; NEW ORLEANS NOVEL- ETTY COMPANY, 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: Canal 3-8181.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1646.

FOR SALE—Advance Bowlers $395; Gold Cup $365; Triple Score Bowlers $330; Crown Bowlers $295; Double Score Bowlers $280; 10th Frame Special Double In The 5th $255; Name Bowler $210; Super Matched $205; 10th Frame Matched Bowler $165; 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 Formies and Large Pins. No reasonable offer refused. United Tech, Chicago Coin, Keeney and Bally, Player, Universal and Player, United Deluxe, United Super. Make your own offer on individual games. AMERICAN VENDING COMPANY, 2634 CRANE AVENUE, BROOKLYN 55, NEW YORK. Tel.: DEwey 2-9602.


FOR SALE—Genco Shuffle Pool, like new $325; Genco Basketball, like new $225; Coin Carnival Tri-Mark $300; Gold Coin 10th Frame Special, Triple $200; United Olym- pic S.A. $285; United Cascade, Triple $225; Keyney 6 Player $95. UNIVERSITY Coin MACHINE EX- CHANGE, 858 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: Uni- versity 6900.

FOR SALE—Bright Lights, A-1 condition, $65; AMI Model C $295; Wurlitzer 1100 $195; Wurlitzer 1015 $95; 1428 Magic Cle $195; 3020 Wall Boxes $18.50; Seeburg W-14 $4; H & H MUSIC, 1626 3rd AVE., MOLINE, ILLINOIS.

FOR SALE—United Stars $175; Quintette $140; Flying High $140; Marble Queen $195; Shindig $205; Minstrel Man $90; Mermaid $90; All Star Basketball $39; Seeburg 100 Wall Boxes and Brackets $35; Coin Spring, Vending Co., STARK NOVELTY CO., 2429 7th N. W., CANTON, OHIO.

FOR SALE—Parts and supplies for Jakes, Shuffle, Pin and Telequin Games. Special! Metal Tool Box of Assorted Hardware. Two sets of Nuts, Bolts, Screws, Brackets, Switches, Springs, etc. $10 value for $2.49. Wm. Harmsen, bin- go, CO., 3743 W. GRAND, CHI- CAGO, ILL.

FOR SALE—Large phono and game room phonographs. Over 100 Phonographs and 150 Bingo type games. Seynun, Emsmax, Seeburg, Brunswick, Wurlitzer, Hammond. N. Y. Tel.: 64-4864.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally, TATAR DISTRIBUTING, INC., 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

FOR SALE—We have a large stock of reconditioned Five Balls. One Balls, Bingo and Phonographs. Vendo, WESTERHUS CORPORATION, 3726 KESSEN AVENUE, CINCIN- NATI, OHIO. Tel.: Maple 5000-1-2.

FOR SALE—30 Pop-Sec Popcorn Vend- ers, 3 Hawkeyes, reconditioned $25.50 each. 25 Memory Athletic Scales, counter models $22.50 each. One-half deposit with order, CLEAR-ION PAYMENT AD- EXCHANGE, INC., 2029 PROSPECT AVE., CLEVELAND, OHIO. Tel.: Tower 6-7175.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you wish before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAU- KEE, WIS. Tel.: West 3-5224.

FOR SALE—Wurlitzer 1089's $75; 1015's $85; AMI-D40 $350; See- burg 46 $35; 47 $45; 485ML $135; Rock-Ola 1429 $135; 1424 $45; Seeburg 2WS-156 Wall Boxes $16.50. CENTURY DISTRIBUTORS, INC., 1221-23 MAIN ST., BUFFALO 9, N. Y.

FOR SALE—22nd Anniversary Sale. United.—Imperial Shuffle Alley 750001. Flyer $39.50. Showa $422.22; Tahiti $222.22; Wurlitzer 1015 $42.22; Wurlitzer 1100 $142.22. WESTERN DISTRIBUTORS, 1226 SOUTHWEST 16TH AVE., PORTLAND, OREGON, TEL: ATwater 7565.

FOR SALE—July clearance on United Bowlers: Regular $65; De- Las $75; Super $110; 10th Frame Manhattan $160; Cascade $195; Olympic $245; Royal $295. All prices include thorough reconditioning and cleaning. King sized Jumbo Stands $12.95 exist. Send 1/3 deposit. SHELDON SALES, INC., 881 MAIN STREET, BIFF- FALO 3, N. Y.

FOR SALE—Reconditioned phonos—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. BUDFOX COMPANY, 93 TENTH AVE., NEW YORK, N. Y. or 221 FREELINGHUYSEN AVE., NEWARK, N. J.

FOR SALE—United's Red Hot Jungle Gun. Large stock Bingo Games—priced to sell fast. DAN STEWART COMPANY, 140 EAST 2nd SOUTH, SALT LAKE CITY, UTAH. Tel.: 22-2473.

FOR SALE—Arcade-R. C. $20; Knockout $15; Just '21' $10; Bright Lights $100; Spot-Lite $110. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE.—Look! Phonograph needles at distributors prices. Buy direct from manufacturer. Quality Phonograph Needle Inc. Stocking distributors now selling direct to dealers and operators at full distributors discount. Ship anywhere. QUALITY NEEDLE COM- PANY, 3747 W. CHICAGO AVE., CHICAGO 51, ILLINOIS. Tel.: Sacramento 2-5650.

MISCELLANEOUS

NOTICE—$3 telephone numbers are available to you: THE CASH BOX, NEW YORK CITY, JUDSON 6-2640; THE CASH BOX, CHICAGO, IL, DEARBORN 2-0045; THE CASH BOX, Los Angeles, Calif., WEBSTER 1-1211.

NOTICE—Are you having trouble keeping Plexiglass clean on your juke boxes? One Merite does the job —16 oz. bottle $8.55. For distributor price and territory, contact MECCA SER- VICE, 208-210 E. 26TH ST., EAST ST. LOUIS, ILLINOIS.

NOTICE—Live in the Golden West. One of the largest and best equipped routes in the country for the sale of phonographs. Will stand the strictest investigation. Ideal for partner- ship of four. Small overhead. Average gross from $14,000 to $16,000 per month. Health reason for selling. Prospective purchaser 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 your used juke boxes for cigarette machines. We will sell or trade all types cigarette machines (thorough- ly reconditioned), Rowe milk vend- ors, Cold Snack 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 Metropoli- tan New York and New Jersey. Finest trade-ins available, both pro- ducts. Advise us your needs. SEA- COAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. or EAST 75-2008; 504 TENTH AVE., NEW YORK, N. Y. (Tel.: BRYant 9-6868).

NOTICE—Louisiana & Mississippi Operators — your authorized AMI phonograph distributor is DIXIE COIN MACH. CO. 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.
Whatever the age, height, weight or sex, it takes the right kind of “E”quipment to make them eager to PLAY!

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

AMI Incorporated

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

Licensee: Jensen Music Automates—building the INA-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"

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

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices for the same equipment. Like any careful reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Coin 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," retaining the same price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain model worth $100.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quality, and condition of equipment must be taken into consideration. (5% in commission paid by outstanding firms having a reputation for shipping completely reconditioned machines, will be offered at lower prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" report each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

**FOREIGN BUYERS:** To cover cost of packing, crating, shipping, etc., figure an additional $30 to $50 on Pin games — $45 to $70 on Phonographs.

**EXPLANATION**

1. Prices UP and DOWN
2. Prices UP and DOWN
3. Prices UP and DOWN
4. No quotes last 2 to 4 Weeks
5. No quotes last 5 Weeks or Longer
6. Machines Just Added
7. No change from Last week

### ROCK-OLA

**Listed Alphabetically**

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### WURLITZER

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### Manufacturers and game's release listed:

- **(B) Bally**
- **(C) Chicago**
- **(E) Exhibit**
- **(G) Genco**
- **(G) Gottlieb**
- **(K) Kasemey**
- **(U) Unit**

### Copyrigheted

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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...
Rifle Sport, 3 and 4 more Guns, plus complete ranges of variou...

AMI, INCORPORATED
AMI "X-40" Photophone ...
AMI "X-50" Photophone...

AUTO-PHOTO CO.
Auto-Photo

BALLY MFG. CO.
Moon-Ride
HiFi

CHICAGO COIN
Feature Bally, Single Chute...
Feature Bally, Double Chute...

EXHIBIT SUPPLY
Shooting Gallery

GECO MFG. & SALES CO.
Rifle Gallery

INTERNATIONAL MUTO, CORP.
Drive Yourself (new Drivemobile)

J. H. KEELER & CO., INC.
Electric Cigarette Vendor...

LAKEWAY MFG. CO., INC.
3 "Dimensional Theatre"...

METER MACHINE CORP.
Hook 'n' Ladder

ROCK-OLA MFG. CORP.
Model 1436 "Fireball"...

SUNSET MFG. CO.
Bally Coin, 5c-10c-25c Wall...

UNIFIED MFG. CO.
Jungle Gun

WILLIAMS MFG. CO.
Screemo

THE WURDITZ MUFFLER CORP.
Model "1900" Photophone

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**SHUFFLE GAMES**

Pineapple
- Donkey Kong
- Pac-Man
- Ms. Pac-Man
- Galaga

**AMERICAN MUSCLE**

- C-60 (5/65) Track Pacer
- C-60 (5/66) Track Pacer
- C-60 (5/67) Track Pacer
- C-60 (5/68) Track Pacer
- C-60 (5/69) Track Pacer
- C-60 (5/70) Track Pacer
- C-60 (5/71) Track Pacer
- C-60 (5/72) Track Pacer
- C-60 (5/73) Track Pacer
- C-60 (5/74) Track Pacer

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REGULATION 1 TO 9 AND 20-30 SCORING

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JUNGLE GUN
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Lit number indicates number of bumps allowed

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