For the first time in the history of motion pictures, an actual commercial record is being featured in a film with credit given to the artist. The movie is "Susan Slept Here" and the artist is Don Cornell, whose Coral dicking of "Hold My Hand" is played in three different sequences. Above Cornell and Harriet Parsons, producer of the movie, are shown autographing copies of the record at the picture's world premiere.
It's no Puzzle to fit the Rock-Ola Comet 120 selections phonograph into any location!

The Rock-Ola Comet is the world's smallest phonograph with 120 Selections. Its single button, Line-O-Selector, selection assures fast plays and larger profits... its 3-way accessibility is a serviceman's dream... its wide range tone fidelity offers all that the record has.

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE, CHICAGO 51, ILLINOIS
We saw a statement the other day that read as follows:

“One of these days, we will accept the fact that the summer slump is self-imposed... that it's simply another of those popular fallacies like the belief that hats cause baldness, that practice makes perfect, and that the beautiful are dumb. The truth is that 94% of all families are at home during the average summer week.”

How did the psychology of the “summer slump” ever happen? How do intelligent responsible business men let themselves fall into the trap of such a negative approach?

A few years ago in the record business, the summer was murder. Everything stopped. It was universally accepted at that time that records just were not bought during the summer months. But finally some disc jockey officials grew tired of practically closing shop for a couple of months and they decided to promote records all year 'round not just in particular seasons.

The result? Increased sales and summer hits.

But despite the fact that it's been proven over and over again that business can be great in the summer, some people are still not convinced. They still approach the summer with an air of resignation, with the expectation that business must necessarily decline. And it's that attitude, that approach, which contributes the most to any decline which may take place.

It's this feeling that makes record firms hold back with their strong releases till the Fall and makes publishers shy away from promoting the records they do get because of the belief that they can't happen at that time of the year anymore.

There is no reason in the world why records should not sell in the summer. Under vacation circumstances people are more apt to want music, less apt to worry about the cost. In a holiday mood, who worries about whether he ought to spend 85 cents for a record or not?

It's about time that we threw the "summer slump" psychology out the window once and for all, rid ourselves of that type of thinking and approached the summer confident that good records, plenty of promotion and hard work make for hits—just as they do at any other time of the year.

The “summer slump” approach costs the record business untold amounts of dollars every year. It's a very expensive fallacy to hold onto.

Let's not.
EDDIE FISHER'S
LATEST and GREATEST

"It's What's in THE CASH BOX That Counts"
www.americanradiohistory.com
"It's What's in THE CASH BOX That Counts"
IF IT IS NOT ON YOUR BOXES
YOU ARE LOSING MONEY

Peggy King's

BURN 'EM UP *

b/w

THE HOTTENTOT
Columbia 40273

*The hottest thing since Tobacco!
THE TEN RECORDS

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

1. SH-BOOM .......................... Crew-Cuts (Mercury)
2. LITTLE THINGS MEAN A LOT  Kitten Kollen (Decca)
3. THE LITTLE SHOEMAKER .......... Gaylords (Mercury)
4. HERNANDO'S HIDEAWAY .......... Archie Bleyer (Cadence)
5. THREE COINS IN THE FOUNTAIN Four Aces (Decca)
6. IN THE CHAPEL IN THE MOONLIGHT Kitten Kollen (Decca)
7. GOODNIGHT SWEETHEART, GOODNIGHT (McCaine Sisters (Coral)
8. THE HAPPY WANDERER .......... Sunny Gale (RCA Victor)
10. HEY THERE ..................... (LeRoy Holmes (MGM)
11. SWAY ......................... Rosemary Clooney (Columbia)
12. I UNDERSTAND JUST HOW YOU FEEL Archie Bleyer (Columbia)
13. GREEN YEARS ..........................
14. JOEY .......................... Doris Day (Decca)
15. THEY WERE DOIN' THE MAMBO }

"Record Hits," one of Pittsburgh's favorite platter shows, starts its 9th year on WWSW this week. With Art Pallan at the microphone, the program of popular disks preemmed back in 1946 as a half-hour show. It became an immediate hit and the show was extended to three hours the first year. Today it is heard Monday thru Saturday for five hours, 8 o'clock to 8 P.M. Mail brought in a very impressive breifciul detailing the Russ Morgan Disk Jockey show available for thirty minutes, five days a week. Russ will interview personal melodies of glossy records, movies and show business in general. The show is being handled by Lang-Worth Feature Programs, Inc., New York. Eddie Lambert returned to WEAT-Lake Worth, Fla., on August 2. Eddie's "Studio Of Stars," long time favorite with the Palm Beaches audience, will feature show business. "Studio" will add up to a total of 20 hours every week.

* * * *

Pie of the week—Bill Silbert (WMGM-New York) going great with his Palisades show. Big crowds invading the resort to see Silbert and his show every Saturday... Sid Dickler (WEDQ-Pittsburgh, Pa.) emanating from Ralph's Furniture Appliance Store's Record Department just one big beehive of "guests." Show was moved up to 7:10 to 8:45 last Monday through Friday. Sid is moving his offices to new enlarged and more convenient quarters at 900 Webster Avenue... Dick Drury now spinning records at WCSC-Charleston, S. C. Dick says, "Things are really great down here, in spite of the heat. Since coming from WAKR and WEER In Akron and Cleve-

land, O., I've grown to really like this Southern Hospitality."... Bob E. Lloyd (WAVZ-New Haven, Conn.) spent his vacation at home, but that didn't prevent from participating in the old vacation game of sending post cards. All of the WAVZ staff received souvenir postal cards—if New Haven... Tommy Edwards (WERE-Cleveland) can't get over the size of ex-jujitsu Buddy Bier who was in plugging his first wax release on Vito, "It's That Feeling."... Jack DeHaven (WWSW-Pittsburgh, Pa.) sales-

man recently became a proud real estate owner. He and his wife, Gail, pur-

chased a half-acre lot in Montevideo and plan to build the "dream house" sometime next year. ... Jockey Jack, formerly of WMHM-Miami Beach, Fla., returns to his first love, WEER-Atlanta, Ga... Art Preston (WSFO-Sprin-

field, Mass.) back from his vacation and on the job again. Art spent a couple of days in New York making the rounds of the music trade. One of the spots was a visit with Henry Jerome and his ultra band at the Green Room of the Hotel Edison.

* * * *

Don Nelson, formerly program director with the Armed Forces Radio Service, Korea, and recently in radio-television publicity for Army Recruiting in New York City, is now doing part-time announcing on WJNE-Keene, New Hampshire.

"HONEY LOVE"

a rhythm and blues hit!

"RIOT IN CELL BLOCK NUMBER NINE"

a contagious novelty

VICKI YOUNG

with Big Dave

and his orchestra

Capitol Records

no. 2865

"It's What's in the CASH Box That Counts"
JANE MORGAN (Kapp 104; 50-104)

"FAIR WEATHER FRIENDS" (2:14) [Tolton (Coral ASCAP—Morgan, Jerry)]

"I NEED YOU NOW" (2:37) [Miller (ASCAP—Grande, Jacobson)]

"HEAVEN WAS NEVER LIKE THIS" (2:36) [Famous ASCAP—David]

"STOP! (Proceed Without Caution)" (2:52) [Ross Jungkin ASCAP—Tepper (Chromett, Bennett)]

"LOOKING BACK TO SEE" (2:14) [Dandelion BMI—M. Brown, J. Brown] (Joe Lipman and the orch are assisted by the Ray Charles Chorus on a lively ditty that's hitting the big in the Country field. Happy novelty.

THE CASE BOX

THE CASE BOX

The Cash Box, Music
Page 8
August 14, 1954

JERRY MARTIN (Savoy 45-2002; 45-2002)

"YOU NEVER FORGIVE MYSELF" (Citation BMI—Gold, Martin, Mavoy) Savoy Records offers the pop market with a potent two sider by Jerry Martin. This half is a beautiful ballad with an ork that sounds like it just burst from a platter. The other is a medley arrangement. Better side by side.

"WHERE CAN YOU BE?" (Major ASCAP—Herman, Anthony, Gabbett) The Mendelson orch sets up another sumptuous backing for the crooner's feeling delivery of some more top drawer romantic material.

KELLEY NORWOOD ORCHESTRA (Coral 1012; 45-1012)

"BLUE MOON" (2:58) [Robbins ASCAP—Rodgers, Hart] Excellent dance arrangement of a great old favorite is presented by Kelley Norwood and his orchestra. Don Allan sings with the lovely lyrics. Great for hoovers.

"PURPLE MIST" (2:45) [American BMI—Norwood, Garry, Seely] Another good dance arrangement of a pretty melody is offered by the Norwood orch. Allan holds in some more appealing crooning.

JACK HARRIS (Coral 6122; 9-6122)

"SOMETHING'S GOTA BE DONE" (1:54) [Bill-Edgar BMI—Calder] is much in the same vein as this disk oughta give it a good send off. Voice is amazing.

"YOU HAVENT FALLEN IN LOVE" (1:50) [Bill-Edgar BMI—Calder] The young "grooner" offers another cute and melodious ballad; full of warmth and color. Jimmy Clark Quartet assists. Hit possibility. Watch it.

BILL LAWRENCE (Coral 1213; 9-6123)

"IMAGINE WHAT YOU DO TO ME" (2:56) [Fergie BMI—Mendelson, Secon, Spivin] Talented Bill Lawrence, formerly of the Arthur Godfrey Show, hands in a top grade job for this one. Great arrangements through a lovely romantic ballad.

"THAT LINGERING LONGING" (2:58) [Famous ASCAP—Paul, Davis] Dick Jacobs sets up another outstanding backdrop for the crooner's treatment of a subdued Latin tempo ballad. Two pleasing sides.

TONY ALANO (Major 25; 45-25)

"YOU'RE THE SWEETEST THING IN THE WORLD" (2:51) [Von Tiller ASCAP—Morgan, Terry] Tony Alano makes an impressive showing as he shuffles through a delightful boogie love tune. Tony's in good form. Could make noise.

THE CASH BOX

BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleep Of The Week," are those most likely to achieve chart success.

"YOU NEVER FORGIVE MYSELF" (2:52) [Ross Jungkin ASCAP—Tepper (Chromett, Bennett)] A soft mainstream piece, presented in pleasing style by the chorus and orch. Good dance platter with a catchy arrangement.
BUSINESS IS BOOMING AT DOT with These Current Across the Board BEST SELLERS

POPULAR

The Hilltoppers
IF I DIDN'T CARE/BETTINA 15220

The Hilltoppers
SWEETHEART/THE OLD CABARET 15201

Jan Garber
I LOVE YOU BECAUSE/HOW LONG 15208

The Counts
MY DEAR, MY DARLING b/w SHE WON'T SAY YES 1210

Al Lombardy
CROSS YOUR HEART b/w COZY CORNER 15207

Dottie Dillard
COW COW BOOGIE/ON JOHNNY 15203

Johnny Maddox & The Rhythmasters
PEG O'MY HEART b/w TEDDY BEAR BLUES 15169

Rusty Bryant
CASTLE ROCK/ALL NIGHT LONG 15534

Rusty Bryant
PINK CHAMPAGNE/SLOW DRAG 15164

COUNTRY & WESTERN

Mac Wiseman
I SAW YOUR FACE IN THE MOON b/w YOU CAN'T JUDGE A BOOK 1202

Jimmy Newman
CRY CRY DARLING b/w YOU DIDN'T HAVE TO GO 1195

Lonzo & Oscar
CRAY CRAZY 'BOUT YOU BABY b/w GOT IT ON MY MIND 1216

Tommy Jackson
LEAD OUT b/w CHINESE BREAKDOWN 1208

Tommy Jackson
BILL CHIATRAN b/w SUGAR IN THE GOURD 1209

Tommy Jackson
FLOP EARED MULE b/w LIBERTY 12710

Johnny Maddox
GOLDEN SLIPPER b/w 8th OF JANUARY 1218

RHYTHM N'BLUES

The Counts
MY DEAR, MY DARLING b/w SHE WON'T SAY YES 1210

The Counts
SUGAR IN THE GOURD 15164

The Counts
BABY DON'T YOU KNOW b/w FULL OF MISERY b/w SOMEBODY HELP ME OUT 1199

The Fontane Sisters
HAPPY DAYS & LONELY NIGHTS IF I DIDN'T HAVE YOU 15171

ALBUMS

THE HILLTOPPERS
Dep 1006
You Made Up My Mind, Must I Cry Again, I Keep Telling Myself.

THE HILLTOPPERS
Dep 1007
I Can't Be To Myself, If I Were King, I'd Rather Die Young, P. S. I Love You.

THE HILLTOPPERS
Dep 1008
For Keeps, Bouquets & Kisses, I Found Your Letter, Till Then.

THE HILLTOPPERS
Dep 1009
Time Will Tell, There Is No Greater Love, Blue Eyes Crying in The Rain, From the Vine Came the Grape.

JOHNNY MADDOX
Dep 1010
Tippin' In, South of the Border, Peg O' My Heart, Hot Lips.

THE HILLTOPPERS
Dep 1001
Glad, Glad Glad, Mary Ann, Stormy Night, About A Quarter to Nine.

JOHNNY MADDOX
LP 104
Johnny's Blues, Blue Danube, 12th St. Rag, Little Girl, Goodbye Girls, Through, Sweet Lelani, The Money Song, Alice Blue Gown.

THE HILLTOPPERS
LP 105
For Keeps, Bouquets & Kisses, I Found Your Letter, Till Then, Time Will Tell, There Is No Greater Love, Blue Eyes Crying in The Rain, From the Vine Came the Grape.

Dot RECORDS • • • GALLATIN, TENNESSEE • PHONE: 1600

"It's What's in THE CASH BOX That Counts"
THE FOUR BELLS
(4:051; 4:1051)

"SH-BOOM" (2:22) [Brenner BM—Keyes, Foester, McRae, and Ward] Barry Frank works with the Four Bells on a scock version of a country's top seller. Sy Oliver arrangement and orging.

"CRAZY BOUT YOU BABY" (2:32) [Sanborn BM—Barrett, Goodhart] The new rhythmic arrangement on this favorite is changed from the original in an engrossing style.

BILLY DANIELS
(4:741; 4:741 x 45)

"SMILE" (2:50) [Bosque ASCAP—Fourth, Turner, Parsons] Billy Daniels tenderly treats this beautiful romantic tune in his unique and stylized vocal quality. Song sounds like a big one. Chorus assists.

"LOVER'S QUARREL" (2:54) [Roncom ASCAP—Moore, Jr.] This one with a rhythmic jumper that might catch a good share of the coin.

ALAN DEAN
(4:1180; K1180)

"I'M LOOKING FOR SOMEBODY" (2:16) [Acuff BM—Watts, Von, Alan] Dean rides through a rhythmic jumper that might catch a good share of the coin.

"ALL LONG NEW JERSEY SHORE" (Columbus BM—Gor- richan, Richman, Monte) Foster fashions an easy going Waltz Item on this end. Lush strings Item on this end. Lush strings Item on this end. Lush strings Item on this end.

ALAN FOSTER & BEN RIBLE'S ORCH.
(4:301; 4:365)


"BUBBLING OVER" (2:40) [Cromwell ASCAP—Olson, Miller, and Barrett] Mercy Faith comes up with another delightful instrumental novelty that's sure to meet with approval from radio and the lighthearted side.

"SONG FOR SWEETHEARTS" (2:29) [Marvel ASCAP—Bigman, Faith] A "Moulin Rouge" type Faith and Мf is another lovely romantic melody features the warm voice of Betty Cox. Tender tune.

THE FOUTH BELL RECORD CO.
(Supplied by W. C. Handy ASCAP—Handy)

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THE FOUTH BELL RECORD CO.
(Supplied by W. C. Handy ASCAP—Handy)
"SHAKE, RATTLE AND ROLL"

by Bill Haley and his Comets

"ABC BOOGIE"

"It's What's in THE CASH BOX That Counts"
NEW YORK:
Archie Bleyer should be very proud of his Cadence label. The indie has come up with two number one disks within a few months of each other, and that's quite a marketing accomplishment. First there was "Fernando's Hideaway" by Archie himself has made it. Congratulations . . . Larry Spier appears to have found a tremendous talent in Ulpio Minneci who he's signed to a five-year writing contract. Minneci was recently interviewed by an Italian newspaper to cover the UN. . . . Billy Duke and his Dukes have their first Coral release out. It's "I Cried" backed by "Love Ya, Love Ya, Love Ya." . . . Personal manager Eddie White this week negotiated a Decca contract for country artist Mimi Roman . . . Jack Plitsch off to Milwaukee to catch Mrs. Phipps (Karen Chandler) singing at Jimmy Fatso's Supper Club . . . Estelle Moss, lyricist on the Johnny Desmond-Jane Russell record of "How Evermore," used to be the featured singer with Phil Spitalny's orchestra . . . Milton Karle has added China Moses's orchestra to his set-up. The band opens at Birdland Sept. 16 . . . MGM has instituted a campaign of sending monthly program cards to 1500 record librarians at radio stations throughout the country. The program cards carry suggested program hints for popular and folk records. . . . Roger Coleman plays the Thistle Club in Philadelphia this week and the Hotel Century in Cleveland the next. . . . Leslie Distributors have moved to larger quarters in Hartford, Conn. . . . Guy Mitchell continued his successful tour of England with two weeks engagement at the Empire Theater in Glasgow. For the first time in the 26 year history of the show place, it was booked solid for the entire period.

CHICAGO:
Miss letters from Erving Berg of Robbins Music Corp, this city, telling us that Eddie Fisher's "I Need You Now," though just released, is really starting to move. Erwin convinced that this is the next "big hit" for Eddie. . . . Jim Carey started doing dates in Chicago, handsome for the Breakfast Club, ABC network's daily simulcast. . . . Julius La Rosa expected here any day as part of extensive disk hockey tour he is making for the Decca label. Leo Pincus of Pincus Music also hit town with him. . . . Denise Lor, favorite gal of the Gary Moore TV Show, told Chicago a quick visit and was quite pleased to find her Major disking of "If I Give My Heart To You" doing very well. Record enjoying lots of air play round town. . . . Moe Bruce of Atlantic hoping that "Why Should I Love You," b/w "Forever Mine" by the Harp Tones (MGM 11768) starting in the 8/7 issue may go right to the top. Meanwhile, Monte reports, the Harp Tones have gone up to Canada doing those shows they are scheduled for several appearances. Nice to hear from Jim Lowe once again. Jim phoned this office while passing thru the Windy City en route to his home town where he plans to spend a couple of weeks. If things go according to schedule, Jim'll be starting a dj show come fall, he says . . . As we all know, printers' errors are bound to happen once in a while and this past week was one of those times. It is the Crew Cuts' "Sh-Boom" enjoying a hit rather than the Chords'. The printer has since called to apologize profusely and has assured us that there will never be confused again. The Trouser boys have been doing tremendous business at the Chicago Theatre where they are doing five shows daily and six on the weekends. Between this heavy schedule and the demand of dee-jay appearances they're making, they've really been kept quite busy.

LOS ANGELES:
Everyone is glad to welcome maestro Paul Whiteman back into the recording field after singing how new vision of the old standard "Whispering" can sound so modern yet still retain the same old Whiteman style. All agree that it could be a hit all over again. . . . King Records are giving all out on their first release by John and Sandra Steed, titled "Danglin'" b/w "Walking With My Shadow." . . . With the signing of Nat "King" Cole on the Crufters' label, Laurie Loman, Century Records complete a roster of impressive talent. Other pactees on the label are accorded TommyGunna, The Mellow Men, The C-Notes, "Big Jim" Buchanan, Sue Allen, Bob Milano and 8 yr. old child protege Geri Pared. Promotion man Sam Laine informs us that brother Frankie (Laine that is) has been plenty busy filling many pressing engagements, The crooner left for Cleveland 8/8 to appear on the Carl Fisher Memorial Concert "Reflections of an Indian Boy" with Victor Young conducting the Cleveland Symphony Orchestra. Gloria De Haven will follow singer Billy Daniels into the Music Box August 24th. Documentary pianist-arranger Benny Payne are set from Aug. 3rd thru 23rd. . . . Songstress Eartha Kitt left for a limited stand at the Cal-Neva Lodge at Lake Tahoe. Plans are in the making for a new Broadway show in which she will star. . . . Received a short note from The Hi-lo's informing us that they have signed with Shaw Artists' effective immediately. The boys are now appearing at the Tops Restaurant in San Diego. They recently stated to do several TV guest appearances and will record a 16' LP for the Trend label. Bob Robins' first release "It's Love" on the Abbott label is causing quite a stir throughout the area. Local jocks have been giving it lots of support. . . . Joe Ferry celebrated his 50th birthday and 29 years with Decca-Coral 7/28 with a party thrown by Mrs. Ferry at Lucy's Restaurant. Present were Sid Goldberg, Gen'l, Sales Mgr, for Decca N. Y.; Paul Cohen, Decca A & B head; Sonny West, A & R head, along with George Cates, Lawrence Welk, Jimmy Wakely, Gordon Jenkins, Mike Kurtlan, Rex Allen, Mike Ross, George Jay, Georgie Auld, Sam Ricklin and Gabe Orland. Many record librarians and music publishers also attended. Joe was presented with a gold watch.
The Cash Box, Music

THE ORIGINAL MAJAR DISC
TAKING THE NATION BY STORM

Denise Lor

"IF I GIVE MY HEART TO YOU"
MAJAR-27

Order NOW from these Top Distributors

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HIT RECORD DIST. CO.
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MAJAR DISCS
1697 BROADWAY (Circle 6-0081) NEW YORK, N. Y.

Watch for next MAJAR release
featuring TONY ALAMO

"It's What's in THE CASH BOX That Counts"
JUBILEE’S on a SPREE!!

THE FOUR TUNES

"THE GREATEST FEELING IN THE WORLD"

b/w

"LONESOME"

Jubilee No. 5152

getting stronger

"I UNDERSTAND JUST HOW YOU FEEL"

Jubilee No. 5132

***

THE OREGOLES

"IN THE CHAPEL IN THE MOONLIGHT"

Jubilee No. 5154

***

World's Greatest Saxophonist

SIL AUSTIN

"STAGECOACH"

b/w

"VOLLEYBALL"

Jubilee No. 5153

***

PATTI JEROME

"JUST A FRIENDLY HELLO"

b/w

"TOO YOUNG TO DIE"

Jubilee No. 5150

A GREAT NEW HIT

"FRIENDS AND NEIGHBORS"

The Plunkett Family

Essen #361

THE CASH BOX

NEW YORK—The Les Elgart Orch., recently voted Best Up And Coming Orcestra in The Cash Box's Annual Disc Jockey Poll, made its big time debut Monday night (August 2) at the Astor Roof. The first night crowd, which included a large segment of celebrities, desjays, trade press, general press and assorted tastemakers, was reminiscent of the golden dance band days.

Feeling run high that this band could go all the way to reach the pinnacle hit by the great bands in the pre-war days. By virtue of its inviting dalliance, Elgart's aggregation should soon strike heavy pay dirt all along the plush hotel circuit.

The band gets a full modern sound, despite the obvious preference for great old standard tunes. (The Elgart book features such gems as "Heart Of My Heart," "Wedding Bells," "I Don't Want To Set The World On Fire," "Cuddle Up A Little Closer," and the like, all of which the aggregation has already recorded.)

In person, the Elgart band lives up to the promise of its fineDiskings. Elgart himself is a good looking friendly fronten with a good programmin sense. He managed to keep the dance floor crowded at all times with sensational tempos and nostalgic repertoire. Thrus Paul Adams impressed also with a warm style and contributed to the attractive grooming of the band itself. Featured also, was his brother, Larry Elgart, in several bass alto sax solos, similar to the material Larry has recorded for Decca.

In short, this band manages to combine the appeal of several great bands and yet emerges with a very distinct individuality all its own.

Congratulations are also in order for Music Corporation of America, which arranged the booking, and for Elgart's manager, Bill Simon, who brought the band up in a very short period of time.

Elgart remains at the Astor Roof for three weeks, following which he opens at the Steel Pier, Atlantic City on August 25.

Les Elgart's Astor Roof Opening Is Big Time Arrival

HARRY BELAFONTE—"Mark Twain" and Other Folk Favorites—RCA Victor LPM 1022 (10" LP) List: $4.19

MARK TWAIN; MAM PIAZA; JOHN HENRY; YOLC MY CAPTAIN; KALENDA ROCK; THE DRUMMER AND THE COOK; THE FOX; SOLDIER; SOLDIER; THE NEXT BIG RIVER; DELIA; MO MARY; LORD KANDALL.

It's a tough job for an artist to bring across, on wax, the personality that he projects on stage. And there are indeed a very small number who can project on records as well as Harry Belafonte. The folk singer has been growing in popularity, every year, and recently he was the hit of the Broadway success "Almaque." In the near future, he will go into recording the movie version of "Carmen Jones". Why he is so appreciated by the members of this audience following can be seen in this album. His heart and soul go into every tune. A treat for the folk song lover and a must for the Belafonte fans.

THE FOUR FRESHMEN—"Voices In Modern"—Capitol H 522 (10" LP) List: $5.00

CIRCUS, STREET OF DREAMS; AFTER YOU, WE'LL BE TOGETHER AGAIN; MY HEART STOOD STILL; MOOD INDIGO; OVER THE RAINBOW; THE NEARNESS OF YOU; IT'S A MOST UNUSUAL LADY; DON'T AND DON'T; KEN ETTA AND BOB FLANIGAN comprise one of the most talented and versatile small combos in existence today. They collectively play the classics, trumpet, baritone, trombone. And up is all off, they have a fabulous modern vocal style that may best be described as similar to Stan Kenton's instrumental technique. The boys' modern vocal technique comes over superbly as they deliver this great standards. Their fearless and imaginative interpretations give new feeling to these classics. Album is definitely a price. We go for "My Heart Stood Still" in a big way.

JUNE CHRISTY—"Something Cool"—Capitol H 516 (10" LP) List: $3.00

MIDNIGHT SUN; SOMETHING COOL; I SHOULD CARE; LONELY HOUR; IT COLD HAMPERED FOOD; A STRANGER CALLED THE BLUES; I'LL TAKE ROMANCE.

A favorite of all who know and love music is the fascinating voice of the indefatigable June Christy. Her magnificent feeling for a song, and her clever handling of her material, is feeling to the listener is seldom bested. On this album, aided by the Pete Rugolo orchestra, the sparkling sound offers some slick vocalizing on easy moving tunes with a sentimental flair. She's definitely one of the country's top vocalists.

CLASSICAL

"KOUSSEVITZKY PLAY THE DOUBLE BASS"

ROMEO AND JULIET OVERTURE—Tchaikovsky—RCA Victor Red Seal LCT 1145 (1-12" LP) List: $3.75

ANDANTE (SECOND MOVEMENT FROM CONCERTO IN F, MAJOR, Op. 22, KOUSSEVITZKY, VAISE MINORITE; KOUSSEVITZKY, WIGENBERG, Op. 28, No. 5, GUSTAV LAXER, CHANSON TOTRE, OPS. 22; KOUSSEVITZKY; SONATA; LARGO, HENRY ECSI-KOUSSEVITZKY, HONEY, No. 7, BEEHOMEO, ROMEO AND JULIET: OVERTURE.

The rare performances on record of Serge Koussevitzky on the rare Double-Bass is offered herein. These actual recordings were made about 25 years ago but the engineering processes available today bring the recorders to life. It is an experience to listen to the great Koussevitzky manipulate the bass strings and bring forth its extraordinary tonal effects. The LP also offers the Romeo and Juliet Overture by the Boston Symphony Orchestra. The delightful performance is a re-issue originally recorded in 1936.

"PEACOCK VARIATIONS"—Zoltan Kodaly

"MIRACULOUS MANDARIN"—Bela Bartok—Mercury Classics MG 50083 (1-12" LP) List: $7.95

Antal Dorati conducting the Chicago Symphony Orchestra, Mercury presents the beautiful tonal works of two Hungarian contemporaries, Kodaly and Bartok, and the pairing is thirty minutes of colorful and expressive music artfully presented by the Chicago Symphony Orchestra. The tone effects of this strikingly reminiscent of Stravinsky, Story of the Miraculous Mandarin, presented in the colorful line of the group, with Bruch standing out on the drums. Getz picks up the solo about midway and takes it across the line with a magnificent sax reading.

JAZZ

"HOW HI THE FT"—A Buck Clayton Jam Session featuring Woody Herman—Columbia CL 967 (1-12" LP) List: $5.25

How Hi the Fi; Blue Moon; Sentimental Journey; Moten Swing. Follow-up to Buck Clayton's "The Huckle-Buck and Robbins' Nest" is the plate on the old tune "How High The Moon". This song which becomes "How Hi The Ft." Buck is aided on this session with four of the original Basie band and three of the current Basie aggregation, and features Woody Herman, who, according to the notes, just happened along and was invited to sit in. The results of this entirely unrehearsed and unrestricted Jam come off in strong style and are well well. Of definite interest and aid to the listener is the listing of which takes the choruses, George Avakian's notes are extensive and some other companies would do well to follow.

THE DIZZY GILLESPIE-STAT GETZ SEXTET—Norgren Records MG N-2 (1-10" LP) List: $3.85

THIS DON'T MEAN A THING: I LET A SONG GO OUT OF MY HEART, EXACTLY LIKE YOU TALK OF THE TOWN.

Two great talents, Dizzy Gillespie who was such a large influence in the development of modern music, and Stan Getz, one of the modern masters, are featured on the tenor sax, combine horns for a top drawer LP that should please the most exacting listener. Accompanying the six-piece unit is the Nick Petersen Trio (with Ray Brown, Bass; Herb Ellis, Guitar) and Max Roach. All of the tracks on the album is the breakneck trumpet of Gillespie on "It Don't Mean A Thing" backed by the balance of the group with Roach standing out on the drums. Getz picks up the solo about midway and takes it across the line with a magnificent sax reading.

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

Top Selling Records
Reported by the Foremost Retail Outlets
From Coast to Coast

Wallichs Music City
Hollywood, Calif.
1. Sh-Boom (Crew Cut)
2. Little Things (Kitty Kallen)
3. The Little Shoemaker (Gaylords)
4. Hey There (R. Clooney)
5. Hey There (R. Clooney)
6. Little Things (Kitty Kallen)
7. River Of No Return (Tennessee Ernie)
8. If You Love Me (Kay Starr)
9. The High And The Mighty (Les Baxter)
10. The High And The Mighty (Violette Young)

Parker House of Music
Fayetteville, N. C.
1. Little Things (Kitty Kallen)
2. Goin’ To Chicago (Kay Starr)
3. This Ole House (Clooney)
4. In The Chapel In The Moonlight (Kitty Kallen)
5. Hideaway (Baxter)
6. Honey Love (Drifters)
7. Hideaway (Benny)
8. Everyday (Leslie James)
9. Happiness Is A Day (Faye Miller)
10. The Yum Yum Box (Les Baxter)

Variety Record Shop
Lacrosse, Ky.
1. The High And The Mighty (Gaylords)
2. Shake Rattle And Roll (Bobby)
3. Little Things (Kitty Kallen)
4. I Understand Just Now You Feel (Kitty Kallen)
5. Hideaway (Baxter)
6. Hideaway (B. Clooney)
7. Happy Wanderer (Weir)
8. Hideaway (B. Clooney)
9. Hideaway (B. Clooney)
10. Hideaway (B. Clooney)

Greetons Record Music Shop
Marriottsville, N. J.
1. Happy Wanderer (Weir)
2. This Ole House (Gaylords)
3. Happy Wanderer (Weir)
4. The High And The Mighty (Gaylords)
5. The High And The Mighty (B. Clooney)
6. Hideaway (B. Clooney)
7. Hideaway (B. Clooney)
8. Hideaway (B. Clooney)
9. Hideaway (B. Clooney)
10. Hideaway (B. Clooney)

Des Moines, Iowa
1. Sh-Boom (Crew Cut)
2. Sh-Boom (Crew Cut)
3. Crazy ’Bout You Baby (Gaylords)
4. Crazy ’Bout You Baby (Gaylords)
5. Happy Wanderer (Gaylords)
6. Hideaway (Gaylords)
7. Hideaway (Gaylords)
8. Hideaway (Gaylords)
9. Hideaway (Gaylords)
10. Hideaway (Gaylords)

Bill’s “T” Record Shop
Tulsa, Okla.
1. Henderson’s Hideaway (Bayer)
2. Sh-Boom (Crew Cut)
3. Sh-Boom (Crew Cut)
4. Sh-Boom (Crew Cut)
5. Sh-Boom (Crew Cut)
6. Sh-Boom (Crew Cut)
7. Sh-Boom (Crew Cut)
8. Sh-Boom (Crew Cut)
9. Sh-Boom (Crew Cut)
10. Sh-Boom (Crew Cut)

Moses Melody Shop
Little Rock, Ark.
1. Goodnight Sweetheart, Goodnight (Gaylords)
2. The High And The Mighty (Gaylords)
3. The High And The Mighty (Gaylords)
4. Henderson’s Hideaway (Bayer)
5. The High And The Mighty (Gaylords)
6. Sh-Boom (Crew Cut)
7. Sh-Boom (Crew Cut)
8. Sh-Boom (Crew Cut)
9. This Ole House (Gaylords)
10. The Little Shoemaker (Gaylords)

Gioiety Music Shop
New York, N. Y.
1. Henderson’s Hideaway (Bayer)
2. Little Things (Kitty Kallen)
3. Sh-Boom (Crew Cut)
4. The Little Shoemaker (Gaylords)
5. The High And The Mighty (B. Clooney)
6. The High And The Mighty (Gaylords)
7. The High And The Mighty (B. Clooney)
8. The High And The Mighty (B. Clooney)
9. The High And The Mighty (B. Clooney)
10. The High And The Mighty (B. Clooney)

Spruce Record Shop
Scranton, Pa.
1. Little Things (Kitty Kallen)
2. Sh-Boom (Crew Cut)
3. Henderson’s Hideaway (Bayer)
4. The Little Shoemaker (Gaylords)
5. The High And The Mighty (B. Clooney)
6. The Happy Wanderer (Weir)
7. Hideaway (B. Clooney)
8. Golden Goodnight (McGuire Sisters)
9. Golden Goodnight (McGuire Sisters)
10. The Happy Wanderer (Weir)

The Music Box
Spokane, Wash.
1. The Little Shoemaker (Gaylords)
2. The High And The Mighty (B. Clooney)
3. Golden Goodnight (Mcguire Sisters)
4. Golden Goodnight (Mcguire Sisters)
5. Golden Goodnight (Mcguire Sisters)
6. Golden Goodnight (Mcguire Sisters)
7. Golden Goodnight (Mcguire Sisters)
8. Golden Goodnight (Mcguire Sisters)
9. Golden Goodnight (Mcguire Sisters)
10. Golden Goodnight (Mcguire Sisters)

Cox Record Music Shop
Lansing, Mich.
1. Little Things (Kitty Kallen)
2. Three Coins In The Fountain (Fountain)
3. Three Coins In The Fountain (Fountain)
4. Three Coins In The Fountain (Fountain)
5. Three Coins In The Fountain (Fountain)
6. Three Coins In The Fountain (Fountain)
7. Three Coins In The Fountain (Fountain)
8. Three Coins In The Fountain (Fountain)
9. Three Coins In The Fountain (Fountain)
10. Three Coins In The Fountain (Fountain)

Younger’s
Saint Louis, Mo.
1. Little Things (Kitty Kallen)
2. Three Coins In The Fountain (Fountain)
3. Three Coins In The Fountain (Fountain)
4. Three Coins In The Fountain (Fountain)
5. Three Coins In The Fountain (Fountain)
6. Three Coins In The Fountain (Fountain)
7. Three Coins In The Fountain (Fountain)
8. Three Coins In The Fountain (Fountain)
9. Three Coins In The Fountain (Fountain)
10. Three Coins In The Fountain (Fountain)

The Groove Record Shop
Notaro, Va.
1. Money Love (Drifters)
2. Sh-Boom (Crew Cut)
3. Hideaway (Gaylords)
4. Henderson’s Hideaway (Bayer)
5. The Happy Wanderer (Weir)
6. The Happy Wanderer (Weir)
7. The Happy Wanderer (Weir)
8. The Happy Wanderer (Weir)
9. The Happy Wanderer (Weir)
10. The Happy Wanderer (Weir)

Duchess Record Shop
Indianapolis, Ind.
1. Crazy ’Bout You Baby (Gaylords)
2. Sh-Boom (Crew Cut)
3. Sh-Boom (Crew Cut)
4. Sh-Boom (Crew Cut)
5. Sh-Boom (Crew Cut)
6. Sh-Boom (Crew Cut)
7. Sh-Boom (Crew Cut)
8. Sh-Boom (Crew Cut)
9. Sh-Boom (Crew Cut)
10. Sh-Boom (Crew Cut)

Decca 29217 (78 rpm) and 9-29217 (45 rpm)

"It's What's in THE CASH BOX That Counts"
NEW YORK—Jo Ann Tolley, Jubilee recording star, had a smash stand recently at the Steel Pier, Atlantic City, N. J. Jo Ann, whose name is so prominent in the picture of the Steel Pier shown above, is currently plugging her initial Jubilee release, that’s What I Like” and “I Tried Again.”

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE
2. THE PAJAMA GAME
3. SELECTIONS FROM THE GLENN MILLER STORY
4. THE GLENN MILLER STORY
5. MUSIC FOR LOVERS ONLY
6. ROSE MARIE
7. PARDON MY BLOOPER #2
8. 10TH ANNIVERSARY
9. PARDON MY BLOOPER #1
10. THE MUSIC OF Sigmund Romberg

Sincerely, Liberace

Morio Lanza (RCA Victor LM 1837)
Original Cast (Columbia ML 4840)

Glen Miller (RCA Victor LPT 3057)
Sound Track (Decca DL 5519)

Jackie Gleason (Capitol H 352)
Original Cast (MGM E 229)

Kermut Schafer (Jubilee LP 3)

Montovani (London WD 1031)
Liberace (Columbia BL 1001)

“High and the Mighty” Follows Hit Pattern of Other Flic Tunes

NEW YORK—Theme music of moving pictures continue to make news with “The High and The Mighty,” from the Warner Brothers picture of the same name, following the illustrious pattern set by such themes as “Ruby,” “Moulin Rouge,” “High Noon,” “Three Coins In The Fountain,” and many others.

“The High and The Mighty,” published by Remick Music Corp., at this writing has thirteen records on the market, three of them on the Coral label.

There is no question but that A & R heads will be paying close attention to movie themes and tunes in the future in view of the obvious future to the music trade of movie-ties.

Templeton Visits Deejays

NEW YORK—Alec Templeton, whose initial Atlantic Records release, “Big Ben Bounce” and “Ida,” has been coming up strongly, recently made a trip to Cleveland and Pittsburgh where he made a complete tour of the disk jockeys.

Templeton also made a live appearance at Bill Randle’s Record Hop while in Cleveland.

“IT’s WHAT In THE CASH BOX That COUNTS!

Steel Pier
When Detroiter want to see and hear the stars of musicland, they know where to set their dials—to WXYZ's Ed McKenzie. The enclosed picture story explains why. In two days (July 23 & 24) Ed presented 21 top celebrities, on his Friday radio record marathon and his TV Real-Star Party. On Friday, (23rd) McKenzie broadcast his 3-hour radio show direct from the Grand Ballroom of the Sheraton-Cadillac Hotel, scene of the "Star Night" (cocktail) party which hosted 500 Detroitters. The entire cast was presented to WXYZ listeners during the course of the afternoon. The Saturday TV line-up (24th) is typical of the eight starring acts Ed engages each week to perform on his 12:00 noon "Saturday Party" via WXYZ-TV.

This page is a record report listing of the music releases,Top 10 songs, and radio personalities. The report is dated August 14, 1954, and is part of the "The Cash Box, Music" publication. The page contains various sections such as "Regional Record Reports," "Disk Jockeys Regional," and "Regional Record Sales." The report provides a glimpse into the music industry of the time, highlighting popular songs and personalities.
Eddie Fisher To Europe; Marvin Cane And Julie Chester Accompany Him

NEW YORK—Eddie Fisher left last Wednesday, August 4, on the Independence for a European vacation trip and will visit Gibraltar, Portugal, England, France and Italy. Fisher had been spending recent weeks in California but then decided to visit Europe only a short time ago he was entertaining our armed services.

Marvin Cane, general manager of Paxton Music, and Julie Chester, of Mellin Music, are accompanying Eddie on the trip. Cane will also set up publishing deals as well as pick up material in the countries they visit. Milton Blackstone, now in Israel, will meet the boys later in the month in England.

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With the release of "JUKE SAPPHIRE" No. 302 comes the spectacular "LEON" "JUKE SAPPHIRE" No. 302 promoting "MA CHERIE" by JODY LEVINS & HIS BOYS.

Contact: Bill Rittenhouse, 530 No. Rampart St., New Orleans, La.
The Joes Have It

NEW YORK—Joe Lipman, who did the arrangements and handled the orchestral chores on "Joey," and Betty Madigan who sings so aptly on the MGM label are shown being interviewed by Frank Farrell, New York World Telegram and Sun columnist who also conducts the popular program "Lunchen At The Mermaid Room" via WABC from the Park Sheraton Hotel. Farrell is discussing the new Joe Lipman album "Manhattan Serenade.

Bozo, Capitol Tour Europe

NEW YORK—Bozo, the Capitol clown, one of the most famous children characters on record, will set another "first" when he leaves for a tour of European Armed Forces bases on August 16th from Westover Air Base, Massachusetts. The entire tour is under the auspices of the Air Force and will include touring in France, England, Germany, Austria and possibly Italy.

The Air Force has approved appearances of Bozo in post exchange stories where he will appear before the children of Armed Forces personnel based in Europe. In addition, in England and Germany, children in surrounding villages and towns will be invited to see his appearances.

There will be quite a promotion in connection with Bozo's takeoff from Westover Air Force. This past Thursday, Bozo was taken on a tour of inspection by the base command. This was covered by local newspapers and wire service representatives. On August 11th, the Mayor of Springfield, Massachusetts, a city of 200,000 which is adjacent to Westover Field, is taking Bozo on a tour of inspection of Springfield. Seven radio shows and four TV shows have been scheduled in the Westover Field-Springfield area. One radio show is going to conduct a month long Bozo contest incorporating tidbits which Bozo reads each day and which children write in to answer. Prizes will be distributed by local record shops.

The largest children's TV show in the area is conducting a three week color coloring contest in conjunction with the playing of the Bozo record reader kit. The grand prize winner of the TV coloring contest will receive a phone call from Bozo from Europe on the show.

Bozo's jaunt will take approximately one month.

Vaughn Monroe To Star On Own TV Show

NEW YORK—Vaughn Monroe will star in his own fifteen-minute twice-week television program starting Tuesday, August 31. The musical show will be heard 7:30-7:45 P.M. EDT, Tuesdays and Thursdays, over the NBC network for five weeks while the Dinah Shore show, which normally occupies this spot, is on vacation.

Plans are now being formulated to continue the show after the five-week period at another time.

Featured in the cast with the singing star will be Richard Hayman and his orchestra and a vocal group.

Monroe has been creating quite a stir in the music business as a result of his smash-hit recording, "They Were Doin' The Mambo." In recent weeks it has become RCA-Victor's top-selling record.

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Mills Wins Suit On “Tzena, Tzena, Tzena”

NEW YORK—In the lawsuit of Mills Music, Inc. versus Cromwell Music, Inc. on the composition TZENA, TZENA, TZENA, Judge Vincent Leibell of the U. S. Southern District Court on July 29 rendered a decision in favor of Mills Music, Inc. The 78 page decision and findings upheld Isachar Miron, formerly known as Michrovsky, as the original composer of the melody of TZENA, TZENA, TZENA. Judge Leibell ruled that Miron never abandoned his rights in and to the composition. As a result, Cromwell Music, Inc., publisher of the version of the tune containing an English lyric by Gordon Jenkins may no longer continue publication. Attorneys for Cromwell Music, Inc. are studying the technical aspects of the decision, and an immediate appeal is contemplated.

The TZENA, TZENA case has been pending in Federal Court since 1950. Trial took place in February of this year. Decision involves, and carries with it a tremendous amount of copyright law involving the International copyright situation.

SPA Names Oakland

NEW YORK—The Songwriters Protective Association has appointed Ben Oakland chairman of the new West Coast Committee. He replaces Wolfe Gilbert, who had to resign because he was too busy with his ASCAP activities.

Miss Stern of SPA is going to the West Coast soon with the possibility of setting up a new office there.

Many Many Thanks from JIMMIE CRANE & AL JACOBS

(recorded by)

EDDIE FISHER

on RCA VICTOR

Grateful to the following: DJ’s—Operators—Dealers—Distributors—One Stops—and to our Music Publishers, Miller Music Corp. for helping make HITS of our songs.

“I Need You Now”

“I If I Give My Heart To You”

recorded by

DINAH SHORE (RCA Victor)
DENISE LOR (Majestic)
MONICA LEWIS (Capitol)
WRIGHT BROS. (MGM)

recorded by

DORIS DAY (Columbia)
CONNIE BOSWELL (Decca)
BUDDY GRECO (Coral)
LARRY CLINTON ORK with Barry Frank (Bell)

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

This column's comments on the Cha Cha Cha last week brought a letter from Stanley W. Steinhaus of Seeco Records with a more detailed account of the trend in Mambo music. We believe the letter to be of extreme interest to the trade and therefore turn the column over to Stanley, who wants this to be an exchange of ideas and if you have anything constructive to offer we welcome your material and suggestions.

Since the latter part of last year there has been a gradual change in Latin music, particularly the mambo, towards a slower more danceable rhythm, somewhat reminiscent of the Son and Danzon of the early 30's and 40's.

It has been suggested that this new beat is a form of compensation, long awaited in some circles, or a reprieve to the dancers who have been completely overlooked before by the Quick Step. Once and its many many variations. Commercially this slow variety of Latin American imports is not developing as rapidly as the basic mambo originally did, and this is due to the fact, unknown to the public, that its development has been simultaneous both here and in Latin America; however, after almost eight years of undisputed popularity, the mambo is in for a major overhaul. As it is, the mambo, as we know it in New York, has outlived and outdanced all Latin American markets, excepting perhaps, Havana, where it is a tourist attraction. Generally speaking, Latin Americans have reverted to their old familiar standards, bolero, guaracha, bolero-so, etc., and have developed these into the bolero-chacha-chacha, the bolero-mambo, guaracha-chacha-cha and mambo-chacha-cha which are the current favorites. These last two, the mambo-chacha-cha and the guaracha-chacha-cha are the ones that are pushing their way across the border, only to find that "New Rhythm" Cha-Cha-Cha has begun to be heard both here and abroad at the same time, which proves the eagerness for a return to a slower tempo music. Most popular in Havana are the guaracha-chacha-cha and the son-chacha-cha; in New York, reluctant to the change, the mambo-chacha-cha has just begun to force the straight mambo orchestations with little melody. Let us all know as the "standard," to give ground.

To understand the new cha-chacha-cha rhythm, we must go back to one of the first numbers to mention the cha-cha-cha, which was released by the Sonora Matancera in Cuba some time ago, entitled "Laz Muchachitas del Cha Cha Cha." It was released as a typical "guaracha" where the refrain told of some local belles getting together at a dance where they began to "chacharreo," (chatter of gossip). The orchestra, in order to keep from getting lost by the noise of it all, had to change the cadence to follow the cha-cha-cha of the women! Later the selection "Silver Star" (pronounced silver ehster south of the border) of the new rhythm" from the strains of the Son; the Silver Star being the new dance rhythm coming over the horizon, the Cha-Cha-Cha. At the same time that this new trend was gaining momentum in Latin America, the New York dance crowds were trying to last out one full evening of straight mambo dancing, by half-stepping their mambo and slowing the pace. Not so viril nor sensual—just plain tired!

It was not too long before Machito caught on to the Mambo Cha Cha Cha, having, like his angel Casab's leading exponent of the new music, René Hernández. Machito's "Relax and Mambo" invites the dancer to do exactly that—relax and mambo—take 'em easy baby. This number just released should be watched closely, as it marks the first major change by the boys from the small instrumental mambo—Manhattan style.

In Latin America today, only "Oyeme Mama" sung by Bienvenido Granada with the music of and arrangement by René Hernández and his conjunto, presents a definite break from the standard Guaracha and Mambo orchestrations, and it brings back the melody which seemed lost to the strictly instrumental Mambo. The Guaracha-chacha-cha and/or the Mambo-chacha-cha show a tendency towards less high orchestration and styling than either the simple mambo or guaracha.

To help promote the popularity of the Cha Cha Cha in its own right, there has been developed a series of dance steps, particular to this "new rhythm" and unlike anything danced to date. It resembles the "soft shoe" dance in that it does not conform with the "box-step" school, but rather is shuffled with one - one - two-three beat basic step, done in couples, forty-five degrees apart from one another. It is too early to determine whether or not the Cha Cha Cha will remain in our country as a variety of the Mambo, giving it further inroads into American ballrooms, or whether it will, like the samba, the tango and the merengue, become an independent dance with a kick all its own.

One of the big commercial points in its favor is the fact that the mambo-chacha-cha does not need a large orchestra for proper interpretation, and it has the advantage of being picked up by many local combos who are called upon to entertain crowds devoted to the Mambo. Resort areas already are conscious of the Mambo-chacha-cha and it was this same crowd that declared itself for the original mambo several seasons ago.

The Mambo-chacha-cha, to all indications, is nothing more than a slow beat Mambo, although technically speaking it is a rhythm and dance distinct and apart from its forerunner, the simple Mambo. This new Mambo variation would undoubtedly increase the popularity of the mambo, already of a standard in the American ballroom.

"It's What's in THE CASH BOX That Counts"
Bob Cordell Purchases Controlling Interest In Guayden Records

PHILADELPHIA, PA.—The Guayden Record Company, this city, announced today the appointment of Bob Cordell as general manager of the firm effective immediately, Cordell, former Detroit disk jockey and more recently promotion manager for the Cadet Distributing Company of Detroit, has purchased controlling interest in Guayden and assumes complete charge of the label's recording and business activities. New plans for the greater establishment of the company on a national scale, according to Cordell, call for a heavy schedule of recording for early fall release. The label will enter the package goods fields with emphasis on the fall release of several LP's and KPs in the Jazz, Latin-American and Pogo categories. To prepare for this, Guayden has, in the past few weeks, inked several new artists to recording contracts for future sides, Heavy concentration will be made on the waxes of their lovely young singer, Norma Douglas, who debuted on Guayden with her highly successful cutting of the Korean love song "Ah Ri Rung" b/w "If You Could Only Read My Mind" Miss Douglas' new disk—"It's Your Turn Now" and "I'm Still Here Waiting For You"—was placed on the market by Guayden this week. The firm is also readying, for release August 10th, two sides by the new vocal group—The Rhythmists.

Sun's Unusual Country and R & B Pairing Creates Excitement

MEMPHIS, TENN.—Sun Record Company, Inc., this city, announced the signing of Elvis Presley to an exclusive two year recording contract.

Presley's initial record on the Sun label, "That's All Right" and "Blue Moon Of Kentucky" has just been released and reports from key cities already indicate it will be a big seller.

Music Sales Company, Memphis distributor for Sun reportedly has sold over 4,000 copies in the first week.

The disk is an interesting and unusual pairing in that "That's All Right" is an R & B tune and "Blue Moon Of Kentucky" is an out and out country, Sun records the report is being programmed for airplay on all types of programs and operators are spotting the record in all types of locations.

Presley is a newcomer to the entertainment business, Just 19, a recent high school graduate, the artist had never done any professional work before his recording stint for Sun. Since the release of the record, however, he has played a big show date at Overton Park Shell in Memphis, sharing billing with such established artists as Slim Whitman, Billy Walker, and the Louvin Brothers.

"It's What's In The CASH BOX That Counts!"

LOS ANGELES—Photo above was taken at the California Music Company last week when Paul Whiteman visited there to meet the Los Angeles operators. On the left of Whiteman is Sammy Ecklin, owner of the California Music Company, a leading Los Angeles One-Step. On the extreme right end of the picture in Mike Kurlin, Coral Los Angeles Distributor. Of course, Paul Whiteman is pushing his new Coral record "WHISPERING" and "YOU'RE DRIVING ME CRAZY."

ENGLAND'S BIGGEST HIT
Fast Becoming
AMERICA'S BIGGEST HIT
"CARA MIA"
DAVID WHITFIELD
accompanied by MANTOVANI
his orchestra and chorus

"ANSWER ME, MY LOVE"

"THE LITTLE SHOEMAKER"

BOURNE, INC.
136 W. 52nd Street, New York 19

"Pops"
NEW YORK:

Road manager of the Johnny Ace-Willy Mac Thornton package changed hands last week when former Gatemouth Brown-Al Grey road manager Mel Scott took the reigns from veteran Bill Hill. ... Have all you record execs read the offer of Al Silver to aid in the formation of a committee to study the problems of the Record Convention? This is a problem that needs the attention and action. ... Groove has a good two-sider in its Larry Dale etchings of "Please Tell Me" and "You Better Not Hear My Warning". ... Just listened to Cat's "Rock, Moon and Crocus" song about a new group, The Playboys, and if it isn't another "Sh-Bouml" I'll be very surprised. Disc has the beat and drive which have made records r & b and pop. The title, "Tell Me", is strong and catchy. ... Herald Record rolling again with several disks bringing in the wire and long distance telephone calls. Especially hot is the new Faye Adams "Hurts Me To My Heart", Silver announced the signing of Aaron Jones, formerly with the 52nd Street Jones. Jones will perform as a single and a session is being set up. Joe Fritz, blue-hair owner of "Cerebral", had this dream come true when Pepeck let him wax some soft stuff just released. Joe digs rocking blues and connected with the disk and the May 11 release of the Hot Shots will be "Cerebral" backed with "If I Didn't Love You So" represents Joe's first sassy etchings. ... Gatemouth Brown, doing well with his latest hit "O.K. Dokie Stump", had 'em rolling in the aisles around Peacock with the pronunciation of an amusing truth. Said Brown, "I'm learning that R&B blues are colorful. ..."

JAZZ JOTS

Louis Armstrong coming back to Basin Street and man's that news. It's always an exciting event when the "Satchmo" hits town. America's Yankee Doodle Dandy (Louis was born at the turn of the century on July 4) has put his world on notice and he has kept him among the big money makers when so many others have come and gone in this field. So good they're a dollar I can't play in the same town at the same time the Blind Boys are working... .

CHICAGO:

Among the happiest of happy guys 'round our town is Leo Kolheim because of his latest Vee-Jay chucker, "Ain't Times Harlem. Many here call this diskery one of the pinnacles in the biz. Leo Monte Bruce visiting about town claims that Herb Lane's "Torturing Me" is proving itself "very, very promising" in many areas... . Len Chess left for another one of his southern trips. This time Len plans to be away about ten days, Phil Chess, as per usual, takes over the biz and, with shipments speeding up, Phil hasn't even time for phone conversations anymore... . But when sent out a cute wire with lots of play on the word "August" for Roy Hamilton's "Ebb Tide Tread" which is supposed to be hit at the I.W. ... Billy Taylor who closed at the Streamliner on his way to Baltimore. Billy is one of those past acts who, behind a terrific trail of good will, He'll always be welcome to the Windy City. In fact, deposits are already being paid on his opening date. Sometimes he's a goodie; sometimes--the usual... .

There's been lots and lots of talky-talk about town regarding what can be done with the "Hang Ups" and for the moment, but it's rumored that many of the teenagers who are buying the groups would be buying many other R&B stars, too, if the disk promotion was there. Some claim, "A new material band, a group for Shalimar Records, has headlined in this town with its editorial, "Pop Goes The Blues", and point to "Sh-Boom", as well as "Honey Love", and other R&B tunes now creeping "way up in pop charts." Some claim that these disks have been so well organized and have been due to late TV lookers. Feel that powerful daytime radio would help tremendously to get retailers to really stock, disks not just "cautiously" buying "em. Jazz look at Duddy O'Dalio, Marty Fae, Mike Rapphek and Ray Whee, but nowhere near in its own right and even this now split up. Sam Evans has a grand evening show, but also fighting the TV-lookers, these men claim. Same for Mickey Fitchett and Benson and others. Claim is, "A hit maker must come along--and soon, too." As one well known R&B specialist puts it, "Everyone's proceeding with caution instead of daring and showmanship to get R&B to the top--where it's most definitely headed for and, by getting people to buy, will start the entire industry seizing again." What do you think?

LOS ANGELES:

A la sudden transformation into a major R & B market can be credited, in part, to the POP look in the area. Decays like Al Jarvis and Peter Potter quickly caught the trends of the teen-agers and started programming R & B tunes on their shows. The results were so gratifying that many other disks followed. Now it's interesting to note that Ruth Brown's "Oh What A Dream" is sharing equal spins with Patti Page's version. ... Louis Jordan proved that he and his tymba fives are still one of the biggest night club attractions in the business when he played record crowds with Ben Redd & The Four Brothers for two weekend nights in a row. 7/30 to 8/1 and 8/6 to 8/7. Jordan has several engagements lined up here on the Coast and will be in LA for several weeks. ... The new show opening at the Club Oasis 8/13 features Marvin & Johnny, Helen Curry, Marlin Phillips Band and dancer, Hunter Hancock who will emcee the show... . With their pressed plant running on double shifts The Hillaris are back in the swing of things again. Orders are pouring in for "Tee-Kock" by "Cherry Pie" by Marvin & Johnny (Modern), "When My Heart Beats Like A Hammer" by B. B. King (RPM) and tremendous reaction is reported on "Oooh Shoo" by Shirley Gunther and The Queens (Flair). Latter side is an unusual arrangement featuring feminine vocalists, as the qualities, Atlantic's newest pact, Floyd Dixon, appeared at the New Savoy Ballroom over the 7/31 weekend. Jimmy Wilson and his band appeared over the 8/7 weekend. ... Two busy people are Art and Lee Rupe of Specialty Records getting ready for the big event that's due in October, and building a new home, all at the same time. ... Three new releases are now out on the Specialty banner with Guitar Slim, John Lee Hooker and Joe Liggins... . The Santa Monica Ballroom now features "name" R & B attractions each weekend. On hand 7/30 thru 8/1 was Marvin Phillips, Johnny Wright and his band, Shirley Gunther and The Queens and Marvin & Johnny. A special Sunday afternoon matinee was presented with Marvin Phillips, The Platters and Marvin & Johnny. ... Tiny Bradshaw and his band along with The Flairs presented a special terrace dance at the old Riverside Ranch 7/29. ... Looks like The Orioles could have another "Crying in The Chapel" with their latest Jubilee waxing of "In The Chapel In The Moonlight"... . Alhambra Records are now all settled in their new office offices at 1650 Broadway. Leo Mesner informs us that brotfield along with Jesse Stone have been securing new talent for some time now with an unusual quartet that's sensational. He adds that they have some hit material that will be released soon... . Some of the hop R & B artists were recent guests on Dick Hugg's "Hugie Fox" popular KKEK show. In plugging their latest releases were The Chords, The Four Tunes and Els Domino.
I can't hold out any longer
Baker
(Atlantic 1030)
New Orleans

Overs a cup of coffee
Castelles
(Grand 109)
Novel

Say hey, say willie
Treniers
(Epic 9066)
Novel

When my heart beats like a hammer
B. B. King
(RPM 412)
Novel, San Francisco

Why should I love you
Horptones
(Bruce 109)
Detroit

With this ring
Junior Denby
(King 4717)
Novel

Honey love
The Drifters
(Atlantic 1019)

Work with me
Annie
Midnighters
(Federal 12169)

Dear one
The Scarlets
(Red Robin 128)

Shake, rattle and roll
Jim Turner
(Atlantic 1926)

I understand just how you feel
Four Tunes
(Jubilee 5132)

Oh what a dream
Ruth Brown
(Atlantic 1936)

Please forgive me
Joe Turner
(Duke 128)

Sexes ways
Midnighters
(Federal 12185)

Goodnight sweetheart, goodnight
Spanish
(Yes-Joy 107)

Sh-boom
Chords
(Cat 104)

Honey love
Drifters
(Atlantic 1019)

Work with me
Annie
Midnighters
(Federal 12169)

Honey love
The Drifters
(Atlantic 1019)

Shake, rattle and roll
Jim Turner
(Atlantic 1926)

Just make love to me
Muddy Waters
(Chess 1971)

Make her mine
Nat "King" Cole
(Capitol 3083)

Everything I do is wrong
B. B. King
(RPM 4117)

If I loved you
Roy Hamilton
(Epic 1042)

Goodnight sweetheart, goodnight
Spanish
(Yes-Joy 107)

It's what's in the Cash Box that counts
The Top Ten Tunes Noting Merriest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. **HONEY LOVE**
   - The Drifters
   - Atlantic (1029)

2. **SH-BOOM**
   - Chords
   - (Cat 104)

3. **SEXY WAYS**
   - Midnighters
   - Federal (12185)

4. **OH WHAT A DREAM**
   - Ruth Brown
   - Atlantic (1036)

5. **JUST MAKE LOVE TO ME**
   - Muddy Waters
   - Chess (1021)

6. **WORK WITH ME ANNIE**
   - Midnighters
   - Federal (12185)

7. **BLUE SKIES**
   -近视 Bentz
   - (King 4723)

8. **PLEASE FORGIVE ME**
   - Johnny Ace
   - Duke (128)

9. **ANY DAY NOW**
   - Buddy Johnson
   - Mercury (70392)

10. **I UNDERSTAND JUST HOW YOU FEEL**
    - Four Tunes
    - Jubilee (3132)

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**HONEY LOVE**
- Drifters (Atlantic 1029)

**SH-BOOM**
- Chords (Cat 104)

**SEXY WAYS**
- Midnighters (Federal 12185)

**OH WHAT A DREAM**
- Ruth Brown (Atlantic 1036)

**JUST MAKE LOVE TO ME**
- Muddy Waters (Chess 1021)

**WORK WITH ME ANNIE**
- Midnighters (Federal 12185)

**PLEASE FORGIVE ME**
- Johnny Ace (Duke 128)

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"It's What's in THE CASH BOX That Counts"
The Cash Box, Music

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August 14, 1954

The Cash Box in Blues

RHYTHM 'N' BLUES

REVIEW'S

THE CASE BOX

AWARD O' THE WEEK

"I'M GONNA RUN IT DOWN" (2:45) [Fruin BM—Lowman Pauling]
"BEING YOURSELF" (2:27) [Fruin BM—Lowman Pauling]

THE "5" ROYALES

© 1954 THE CASE BOX

A "5" Royales release usually presents the reviewer with a problem as both sides take off. However, we'll stick our necks out on this platter by going all out on the driving "I'm Gonna Run It Down." The lad gives us an accelerated vocal with a bagful of vocal tricks that should get this item moving in short order. Like it lots. The flip deck, "Being Yourself," is a change of pace for the group. The "5" Royales sing the sultry ballad blues with great style. For a fast break from the post, we'll bet on "I'm Gonna Run It Down."

LENNON HARRIS
(March 93)

"BYE, BYE, FARE THEE WELL" (2:40) [Modern—Maxwell Davis] Peppermint Harris sings a middle tempo jump with fair results. Ork fights Peppermint all the way causing the deck to lose its effectiveness.

BLACK CAT BONE" (2:40) [Modern BM—Maxwell Davis] Peppermint comes off better on this familiar bounce riff. Lyrics are potent and Peppermint is in better relation to the orking.

CLARENCE SAMUELS
(Lump 8004)

"CRAZY WITH THE HEAT" (2:15) [Lamp-Samuels] Clarence Samuels sings with an enthusiastic quality that has this item moving. The Samuels vocal lends the tunes the drive and excitement it needs.

"LIFE DON'T MEAN A THING" (2:35) [Lamp-Samuels] Samuels sings a blues ballad with a straight approach. Relaxing bit of wax.

PEPPERMINT HARRIS

EARL FOREST
(Duke 130)

"YOUR KIND OF LOVE" (2:20) [Lion BM—E. Forest] Earl Forest sings a slow bouncer with a romantic lyric. Forest's styling is strong and he delivers powerfully for a good way. The Forest-Gaines team supports it in a good manner.

BOBBY REY
(Flair 2004)

"OH, OHO WEE" (2:30) [Lion BM—E. Forest] Forest walls a slow rhythmical blues made for the southern market with an authentic flavor.

ROSCOE GORDON
(Duke 129)

"THREE CENT LOVE" (3:00) [Lion BM-Gordon] Roscoe Gordon comes back with a slow romantic blues in which he pours out his heart, pleadingly on his letter. He's blue and lonesome and needs her in his arms.

SUNNYLAND SLIM
(JOB 1105)

"WOMAN TROUBLE" (2:22) [Lawn BM—Laundrew] Sunnyland Slim sings out a forceful slow blues tale of his woman woes. Slim puts a load of feeling into his tale and the result is a better than average release.

LARRY DALE
(Groove 45-0029)

"PLEASE TELL ME" (2:29) [Rush Music BM-Dale, Dunbar] Larry Dale sings a strong Southern blues. Larry, backed with a potent guitar, shouts an emotional plea that could attract the buyer in strength.

CRAZY BUMBLE BEE" (2:29) [Berkshire BM-Dale] Dale does another highly effective job on this side. Larry warns his fave he don't want a woman who is always running around. This lad bears watching. He's strong.

BRO. CECIL L. SHAW and the SILVERLIGHT QUARTET

"LIVIN' MY LIFE FOR JESUS" (2:38) [Commodore BM—C. L. Shaw Bro.] Cecil L. Shaw sings the lead of a rhythmic quick beat spiritual with the SilverLight Quartet providing the harmony and answering chorus. A stirring wax.

"HURRY UP, LIL' BOY" (2:34) [Commodore BM—C. L. Shaw] Shaw dishes up a shotty and exciting treatment with the excellent chorus chanting of the SilverLight Quartet.

ELVIS PRESLEY with Scotty and Bill (Sun 209)

"THAT'S ALL RIGHT" (2:45) [Wabash Music BM—Arthur Crudup] Elvis Presley sings a middle tempo bounce southern type blues. His feelful vocal with a more than just a backer-upper bass and guitar support by Scotty and Bill leaves a potent piece of wax. Listening and re-listening convinces one that the deck could make a great deal of noise.

LIL' SON JACKSON

PROF. ALEX BRADFORD (Apollo 289)

"BACK AGES" (2:09) [Bess BM—Bradford] Bradford and the Singers etch a slow tempo religious piece with an easy manner. The blend of male and female voices comes through beautifully.

"TELL THE WORLD ABOUT JESUS" (2:50) [Bess BM—Bradford] The group with Bucky in the lead dish up a rhythmical gospel wax that should please the religious buyer.

LIL' SON JACKSON

(Imperial 445)

"GET HIGH EVERYBODY." (2:05) [Commodore BM—L. Jackson] Lil' Son Jackson incorporates everybody to drink wine to an easy rocking bounce tune. Jackson handles the infectious ditty in an easy and informal manner that pleases.

"LET ME DOWN EASY" (2:35) [Commodore BM—Jackson] Jackson switches to a slow Southern blues in which he pleads with his baby to "let me down easy." Guitar and piano backing sets a simple pace.

LLOYD GLENN

(Aladdin 1237)

"TIPSY" (2:38) [Aladdin-Glenn] Lloyd Glenn's orchestra comes up with a delightful bit of rhythm honey featuring the lilting piano magic of Glenn. Good evergreen.

"SHADOW LAND" (2:32) [Aladdin-Glenn] A similar side with a potent guitar to the forefront.

EDDIE BOYD

(Chess 1573)

"BABY, DON'T YOU CRY" (2:36) [Arc BM-E. Boyd] Eddie Boyd sings out a rocking tempo ditty with the Eddie Boyd appeal. The chanter's styling makes the platter a strong contender for sales.

"MY MORNIN'" (2:55) [Arc BM-Boyd] Boyd pleads with his baby to come home with him. In the Eddie Boyd manner, the orch backing him effectively. Strong jive material.

BROTHER CLAUDE ELY

(King 1375)

"FARTHER ON" (1:55) [Lois BM-Ely] Brother Claude Ely and the Cumberland Four perform a gospel chant recorded at an actual revival meeting. The effect is an ok religious deck.

LITTLE DAVID PLAY ON YOUR HARP" (2:25) [Lois BM-Ely] The flip is a fast moving exalter with The Little David Trio. Biffing out a wild lead with the Cumberland Four answering, Handel's help keep the rhythmic pace.

THE CASH BOX

RHYTHM 'N' BLUES BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk and SLEEPER" Of The Week, are those most likely to achieve popularity.

* "THAT'S ALL RIGHT" Elvis Presley Sun 209
* "YOUR KIND OF LOVE" Earl Forest Duke 130
* "HUSH BABY, DON'T YOU CRY" "CAME HOME THIS MORNING" Eddie Boyd Chess 1573

© 1954 THE CASE BOX
JAMES MOODY and his Band (Progress 100)

"MAMBO WITH MOODY" (2:55) [Quincy Jones] The Moody alto sax front a moving mambo of moderate tempo. Good danceable material that if exposed should receive support. Moody gives the Latin boomer a little something extra with his tidy hornwork.

"THAT MAN OF MINE" (2:51) [Wade, Jones, Newbolt] A moderate fast moving blues flavored boomer with a strong vocal reading by Iona Wade. The band provides a rhythmic backdrop with a strong Moody solo in the break. Gal singer Wade projects a cute quality. Disk could break r & b.

FLIP PHILLIPS and his Orchestra (Clef 89122)

"STARDUST" (3:38) [Mills-Parmalee, Carmichael] Joseph Edward Phillips, who was named "Flip" because of his early wild jump saxing, dishes the Carmichael jazz standard with softness and warmth. The "Flip" lip is in good form on this deck.

"LONG ISLAND BOOGIE" (2:59) [Gatap—Phillips] This is the kind of music that made Flip such a big name with the Jazz at the Philharmonic concerts. Phillips swings a frantic sax with strong support from a boogie piano and crashing cymbals. Top side better listening was all though this deck is a better show number.

THE OSCAR PETERSON TRIO (Clef 89124)

"ANGEL EYES" (2:55) [Bradshaw Music BMI—Dennis, Brent] The Peterson Trio of Peterson, Herb Ellis on guitar and Ray Brown, bass, dish up a slow pretty for the after hours dinner. Sets a relaxing mood.

"UNFORGETTABLE" (3:17) [Bourne ASCAP — Gordon] A similar slow tempo treatment of the standard in the same vein. Both sides could be titled "music to dream by,"

THE PLAYBOYS (Clef 108)

With the Atlantic-Cat proclivity toward groups it is no surprise to see them come up with another new aggregation that has the mark of quality written all over it from the opening bar. The Playboys have, for their initial release, a great beat ditty, "Rock, Moan and Cry," that could be headed for the same market that grabbed "Sh-Boom" to its heart. The group moves with a natural rhythm and harmony that marks this disk "hit." The flip, "Tell Me," is a slow blues handled in top-flight manner by the group and could get a big reaction in the r & b field. A definite strong side, but for quick sales and acceptance we'll go along with "Rock."
**What A Safari!**

**HOLLYWOOD, CALIF.**—One of the most unique and unusual parties was held recently amidst lions, camels, pit bulls, dancing queens, a baby elephant and what-have-you, when Johhnie Ray hosted a cocktail safari at Jean King's radio show。“Lonesome Girl” Shepherd's ranch, to launch the new Coral Records star, the Nilson Twins—Eileen and Elsa—and their first record, “Lion Hunt.” The song was written by Barbara Beller and Leo Newman, who manage the twins, and they are donating a portion of the royalties on sheet music sales to the Girl Scouts of America. “Lion Hunt” is based on a girl scout camp tune.

**Shirley Harmer Gets Own Television Show**

**NEW YORK**—Shirley Harmer, M-G-M disk thrush, will be the star of her own television show every Sunday evening, starting October 3, over the Canadian Broadcasting Company network. She will be sponsored by General Electric.

Shirley will commute to Toronto by plane from New York each week-end. The singer, a native of Canada, has built a strong reputation in the U. S., having appeared regularly on the Dave Garroway TV show and the Paul Whiteman radio-TV programs over ABC network. She will also resume these duties in the fall.

Shirley’s current M-G-M platter looks as big a seller to date. It is “Nobody’s Lonesome For Me,” written by the late Hank Williams. Flip side is, “Venezuela.”

**Original Signs Artists**

**NEW YORK**—Ralph Stein has been appointed musical director and A&R man for Original Records.

The Universal Four, a vocal and instrumental group, has just signed with Original Records. Their first release will be “Bon Voyage” and “Everywhere.” They are currently appearing at the Bamboo Club in Atlantic City.

**ROLLIN’ LOU**

**WHLD—Niagara Falls, N. Y.**

1. I Don’t Want You To Know
2. I Don’t Want You To Know
3. I Really Don’t Want To Know
4. I Don’t Want You To Know
5. I Don’t Want You To Know
6. I Don’t Want You To Know
7. I Don’t Want You To Know
8. I Don’t Want You To Know
9. I Don’t Want You To Know
10. I Don’t Want You To Know

**Tater**

**PETE HUNTER—KXCT—Boynton, Texas**

1. Goodnight Sweetheart, Goodnight,
2. Sweetheart Of Mine
3. I Don’t Want You Anymore
4. I Don’t Want You Anymore
5. I Don’t Want You Anymore
6. I Don’t Want You Anymore
7. I Don’t Want You Anymore
8. I Don’t Want You Anymore
9. I Don’t Want You Anymore
10. I Don’t Want You Anymore
Southern Opens Nashville Office

NASHVILLE, TENN.—Southern Music, one of the country's leading music publishers, opened a Nashville office recently, to further exploit the tremendous wealth of material stemming from this territory. Above are two photos taken at the opening:

Top: Front-Sid Kessel (left), Nashville representative, shaking hands with Columbia promotion man Joe Johnson as Little Jimmie Dickens offers his congratulations. Hal Smith, manager of Ray Price, and Ray Price (rear) look on.

Bottom-Sid Kessel (center) inks Mildred McDonald to a writer's contract as writers Danny Dell (seated) and Buddy Killen watch.

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

1. I DON'T HURT ANYMORE Hank Snow (RCA Victor)
2. EVEN THO Webb Pierce (Decca)
3. ONE BY ONE Kitty Wells & Red Foley (Decca)
4. GOODNIGHT, SWEETHEART, GOODNIGHT Johnnie & Jack (RCA Victor)
5. SPARKLING BROWN EYES Webb Pierce & The Wilburn Brothers (Decca)
6. LOOKING BACK TO SEE J. E. & M. Brown (Fabor)
7. CRY, CRY DARLING G. Hill & J. Tubb (Decca)
8. COURTIN' IN THE RAIN R. Wells & G. Jones (RCA Victor)
9. GO, ROY, GO Carl Smith (Columbia)
10. DON'T DROP IT Terry Fell (X)
11. I GET SO LONELY Johnnie & Jack (RCA Victor)
12. THANK YOU FOR CALLING T. Texas Tyler (Four Star)
13. HONKY TONK GIRL Jimmy Newman (Dot)
14. BACK UP, BUDDY Don Gibson (Dot)
15. WE'VE GONE TOO FAR Buddy Killen (RCA Victor)

Airmail Subscription to The Cash Box $30.

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

www.americanradiohistory.com
Skeeter Bonn who recently had his first release on RCA Victor, and who is a feature of the Midwestern Hayride, WLW-TV, Cincinnati, is all lined up for the upcoming fair season this summer. Concerts are planned for Waukesha, Wis., August 3; Bucyrus, Ohio, August 4; Clarksburg, Ohio, August 5; Paris, Kentucky, August 6, Valpo, Indiana, August 7, and Newark, Ohio, August 15. In addition to his two regular TV stints in Cleveland and Louisville, Pee Wee King adds up a busy schedule, August 9 through 16. Pee Wee is scheduled for a string of Fair Dates in South Dakota and Wisconsin and Michigan.

Jerome Hughley of Radio Station WFUN, Huntsville, Alabama, in Nashville recently for a visit backstage with his friends. Hughley features three hours of Country & Western music a day over WFUN. Plans for the Hank Williams Memorial Day Celebration in Montgomery, September 21, 1954 are underway. Roy Acuff and his Smoky Mountain Boys and Girls will be among the featured attractions, with Acuff's headlining the affair. Red Foley and all the Ozark Jubilee gang are leading their coast-to-coast ABC network debut, August 7 from Springfield, Mo., headquarters for the Ozark Jubilee and Crossroads of Country Music. Ernest Tubb and Hank Snow just returned from a successful tour in a three-way. Jack "Don't Need" Norvin, Johnnie Cash's feature Valpo, Indiana, reported as promoting territory. Cow Boys receiving deejays. Gus Davis, who is recognized for his custom-made Steel Guitars, finds that this backing is the Daland Guitar. Broken down, this is part of Davis' name and part of Garland's name. . . Bob Burrell, promotion man for Capitol Records, in Nashville recently. . . Carl Stuart doing a big job with the C&W disks at WCOP, Boston. . . Jimmy Rook, recently signed Norvin Kelly to a recording contract with Columbia and Sid Kessel, rep for Southern Music, has signed Kelly to a writers contract. Norvin's first release is "Without You" and "I Didn't Want A Home." . . Jack Turner (RCA Victor) heard in the Deep South Jamboree in Montgomery, turns in a great performance on his latest "If I Could Only Win Your Love" and "I'm Gettin' Married Tonight." Bill McDaniel, public relations head for Radio Station WSM, has just returned from a two-week swing around the country with the various deejays. Nice letter from Jim Wilson, "The Old Hillbilly From Tennessee" and he says he's sure glad to see the 45's come in. Jim says he is now receiving 45's from most of the companies, with the exception of the few of his picks. . . Martha Carson is scheduled to play the Circle Kanch August 15th, according to her manager, C. O. Cose. Ray Price is featuring The Cherokee Indians on a string of dance dates throughout Texas territory. Hal Smith, Price's manager, is on the road promoting the dates. Members of the band group include Jimmy Dennis, drums, Jimmy Bigger, electric guitar, Bob Heppner, fiddle, and Kenneth Hayes, fiddle, Barney Annett, piano and Tommy Hill, rhythm guitar and me . . . Carl Smith just returned from two weeks vacation in Florida. Grandpa Jones just returned from successful road tour with all his gang.ustin Minnie Pearl just concluded personal appearance engagement in Odessa, Missouri.

WAX WISE

CHET ATKINS

Speaking of Chet Atkins . . . Chet couples the old with the new. His recent recording "I've Got You" of the "Mister Misery," Louie Inns plays rhythm guitar on the session. As an added attraction, Chet plays the talents of vocalist Red Kirk on the "Mister Misery" tune, and features Red's violin, both single and double track, in a slow, jogging tempo. First rate instrumental bridges by Chet emphasize the Bluegrass sound with which records and radio have extended the appeal if Country Music is brilliantly shown in the case of Chet Atkins and his "Tellin' Guitar." Omeo Wheeler is out with a new disk according to Troy Martin, rep for RCA Victor. Omeo's latest is "Little Mama" and "Love Me Like You Use To Do." Ed Chapman visiting in Nashville on his return to Mobile after a two-week vacation from deejay duties.

Eddie Hill's current recording on RCA Victor is "Whittlin' On A Piece Of Wood" and "Same Old Dream." . . Fred Rose and Wesley Rose, out promoing Acuff-Rose wax, plus contact work with their Hickory Records distribirs. . . Making a terrific breakthrough is Wanda Jackson recording of "You Can't Have My Love." The Decca team is reported to be clicking with the disk in every section. Gray, along with Hank Thompson and his Brazos Valley Boys, has just recently completed another recording in Ogden, Indiana, the boys also took time off for some good fishing. With duets in the spotlight, and emphasis on vocal talent, there's little wonder that Maxine and Jim Edward Brown come to the front again with good reviews on their latest disk, "Hey, Wity Bitzy Me" and "I've Got You." The Louisiana Hayride artists continue to enjoy popularity via their last recording, "Looking Back To See." . . . Johnnie and Jack breaking into the Top Ten with their latest efforts, "Goodnight Sweetheart, Goodnight." Ferlin Husky, who has just completed an extensive road tour, continues to click with his version of "Homesick" and "Drunk Driver" on Capitol. . . Al Terry comes through with winning disk with his recording of "House Of Glass" and "Show Me That You Love Me." Ferlin Husky of the Louisiana Hayride Artists, Red Sovine offers another top recording in his latest . . . "Don't Be The One" and "Don't Drop It." . . . Dee Clark, with its fidelity reports that the Elvis Presley's recording of "That's The Moon of Kentucky" is a three-way smash. Tune is still right and "Blue Moon Of Kentucky." August 14, 1954.

JACK AND JOHNIE SCORE AGAIN

"GOODNIGHT SWEETHEART, GOODNIGHT"

"HONEY I NEED YOU"

RCA Victor 20/47-5775

Featured on GRAND OLE OPRY
WSM-TV

Exclusive Mgt.
FRANKIE MORE
631 MURFREESBORO ROAD
PHONE 6-2215
NASHVILLE, TENN.

"IT'S WHAT'S IN THE CASH BOX, THAT COUNTS!"
SEEBURG FIRST AGAIN!

with Two Great New Musical Advancements

1. FULL-SPECTRUM HIGH FIDELITY
Now listening pleasure you never dreamed possible. If it's on the record, the new Select-O-Matic "100" will play it.

2. OMNI-DIRECTIONAL SOUND
Omni-directional sound means music in all directions. It's possible because the new Select-O-Matic "100" has the most advanced electro-acoustical system ever offered to the coin-operated music industry.

See the next issue of this magazine for complete details... MEANWHILE

SEE YOUR SEEBURG DISTRIBUTOR

America's finest and most complete music systems

www.americanradiohistory.com
NEW YORK—As most of our readers, in addition to traveling here and there in their cars socially or in business for vacation, we thought we'd reproduce an item which appeared in "Man's World," a house organ for a local printer. "Don't Become A Statistic," the article reads: "The American motorist is a man of many parts. He's many things to many men. To the cop he's a pain in the neck. To some pedant he's a bit more. To his fellow-motorist he's a /s#:1/. But to the little man behind a big pile of ledgers who keeps the traffic records, he's an accident statistic. The year 1953 saw more than two million of these statistics wind up as victims in tragic automobile accidents. This is the worst accident toll ever recorded in our nation's history. But there are two shocking sidelights of this record of destruction. Most of these awful statistics were being compiled without the average American realizing what was happening. Secondly, the majority of these crashes could have been prevented had someone used a little common sense. Reports showed that more than 38,900 people were killed and 2,140,000 were injured in 1953. The lessons that could have been learned by the 38,900 killed in your town by generally continued to be ignored. Excessive speed was the most dangerous killer of all, a fact that should have been realized by the thinking American. This heavy foot on the gas pedal killed 13,376 persons and injured more than 600,000. And what's even more surprising, three out of four of these accidents occurred to passenger cars driving in clear weather on dry roads, with 90 per cent of the vehicles traveling straight ahead. It pays to be doubly cautious over the week-end. Week-end crashes accounted for 15,800 dead and 800,000 hurt during the year. Some 41 per cent of the 60,000 pedestrians and 36 per cent of the injuries happened on Saturday and Sunday. In all this dread nightmare of death and injured, there was but one bright note. Pedestrians were treated more carefully than in many years before. Still, one fall—jay-walking—accounted for some 8,600 casualties. Authorities say there's no pat advice to give you to keep you alive, but if you observe speed laws, slow down to below these restrictions in bad weather and, above all, show a little courtesy to the other fellow, perhaps this record would not be quite so high next year. Otherwise it may be you who winds up as a statistic in the 1954 or 1955 tabulation of dead and injured."

There has been much comment and many questions regarding the advertisement of ASCAP (American Society of Composers, Authors and Publishers) in which this organization reported that the General Federation of Women's Clubs, with a reputed membership of 5,500,000, has agreed with ASCAP that the present copyright laws should be modernized.

This would mean that ASCAP's members would then be able to use double-taxed royalty-tribute from the juke box owners of the nation, for it is well known just which paragraph in the copyright laws ASCAP wants "modernized".

At this meeting, the women representatives present were supposed to be speaking for their individual organizations, as well as voting for what they personally believed the memberships of their individual organizations would sanction.

This does not mean that all the women who comprise each one of the segments of the General Federation of Women's Clubs are going to agree that the nation's juke box owners should be double-taxed for featuring recordings that have had pressed onto them the copyrighted tunes of ASCAP members.

Perhaps if the women who represented the individual groups were to be given all the facts, as were Congressmen and Senators given the facts in Washington these past years, they might instantly switch their votes.

This was entirely a one-way story. Both sides of the argument weren't heard. The women who attended this conclusive, hearing, but one side of the story, seemed to have sympathized with those who spoke to them.

They certainly weren't told how ASCAP would use this vote as propaganda to try to drill its way into the juke box industry in an effort to get double-taxed money.

Now many music operators ask, "What can we do to combat this sort of thing?"

There is only one way to combat this sort of propaganda: Each one of the nation's music operators must set as his own "Public Relations Bureau".

No business man can blame ASCAP's members for fighting all these years to try and get the nation's juke box owners to pay them double taxes. ASCAP, and other such organizations, are striving to obtain many, many millions of dollars each year from the juke box industry.

This is no different than any operator trying for the same number of years to take away a good spot from some other operator. And to keep on trying, year after year to grab the spot, regardless of the difficulties.

The nation's music operators must therefore realize that they have to continually pay the money grabbing beasts of the mighty, and extremely wealthy, copyright opponents.

The one and only way that the music operator can do this is to act as a "Public Relations Bureau" of and in himself.

He, too, must speak before the women's clubs in his community. He must tell them the truth. He must present the actual facts. He must spread the word among all the business men with whom he comes in contact as well as to the fraternal and other organizations to which he belongs. He must get the public in his own community solidly behind him.

The average music operator is a local business man. A local tax payer. A local man who has developed a business. It is his responsibility to help his family, and his community. From his business all in his community prosper, directly and indirectly.

It is up to him, as a businessman, to combat the treacheries not being employed by ASCAP as exemplified in this last advertisement of this organization.

It must be indelibly impressed on the minds of one and all with whom the music operator is in contact, that he is already paying the members of ASCAP, and the members of other such similar organizations, royalty-tribute. This royalty-tribute is already added on top of the price the music operator pays for the records he purchases by the recording manufacturers.

This royalty-tribute goes to the music composers, authors and publishers who are the members of ASCAP. These are the people who actually are ASCAP. ASCAP is reported to be a collective collection agency composed of, and for the complete benefit of its members, who are these very same music publishers, composers and authors.

Each one of these are individually receiving royalty from each record produced by any record manufacturer using their copyrighted tunes and featured in any juke box in the nation.

ASCAP, and other such organizations, wanting additional double-taxed royalty-tribute for the very same tune are just like a music composer, author or publisher, who is already receiving royalty from a certain tune, saying:

"My name is Jones. Sure you are paying Jones royalty indirectly through the record manufacturer when you buy records featuring my tune. But you are not paying me royalty again for the record featuring this very same tune when I change my name to ASCAP."

In short, should ASCAP be granted royalty directly, and ASCAP is the people who comprise ASCAP, the music publishers, composers and authors, then what is to prevent such other similar organizations from also demanding this very same sort of double tax royalty, while admitting that their individual members already receive royalty directly from the record manufacturers for the very same tune they want to doubletax?

Among such similar organizations ASCAP, in its advertisement, lists the following: Author's League of America, Broadcast Music, Inc., Music Publishers Protective Association, Songwriters Protective Association, and others.

What would happen to America's juke box industry if all these organizations were to obtain double-taxed royalties?

It is the hope of all leaders in the industry that the nation's music operators will instantly recognize the facts. That they will help to combat this latest effort against them and their industry by each music operator making of himself an individual "Public Relations Bureau".
Coinbiz Reports Indicate '54's Third Quarter Well on Way to Equal '53. Foresee Fine Fall Season With New Equip't Sales at Peak.

**Factory Distrib Meetings Keep Chicago Buzzing**

**Third Quarter Biz Sizzles Ahead**

CHICAGO—Business reports for the first two quarters of the year, from the majority of territories throughout the country, indicate, at the very most, very little loss, as compared to the similar boom '53 periods, was approximately 5 percent on an overall average.

In many instances, reports indicated that business was on an even level with '53 and, in certain cases, was even better than the first two quarters of '53. But, overall, business was indicated to be approximately 5 percent below that of '53.

The majority of the nation’s operators are of the belief that the third quarter, July, August and September, 1954, should prove better than the first two quarters of the year and, possibly, even surpass '503's third quarter in some instances.

The third quarter of 1954 started off with sizzling heat and drought in a great many sections of the nation. In some areas this continues to be the case. But on an average, regardless of the heat and drought, the coinbiz has continued to enjoy better play action. This is attributed, in a great many instances, to the new products which were introduced throughout the second and, during the first month of the third quarter.

Usually July and August, the heavy vacation months, have shown some play action loss. But ever since the end of World War II operators have taken advantage of the growing numbers of outdoor locations. For these past years many have learned that business in July and August can be just as lucrative as during the cooler months of the year. Of course the by now seasons are still considered to be the first and fourth quarters.

From all indications it is believed that the third quarter of '54, regardless of the heat and drought, will be better than that of '53. This is due, of course, to the higher prices for the new types of machines now being manufactured and sold.

As far as quantity is concerned, all are more or less agreed that sales do not equal 1953 in numbers of machines, although the trend this company is following, even numbers of machines sold come very close to '53 sales which, most naturally, brings about greater dollar and cents business.

It is very doubtful whether, even as the years go on, the industry will again see the sort of volume sales which the past does, for example, prior to World War II.

Some believe that volume could reach that of former years if lower priced machines were manufactured which might entice new blood to enter into the business.

Others feel that the present pace is very satisfying. That maintenance of present manufacturing and sales volume will keep those engaged in the industry in a healthy condition and better able to carry on ahead for the years to come.

It is also extremely doubtful whether the industry will again see products at much lowered prices, regardless of the finest type of manufacturing efficiency, due to continuously increasing labor and materials costs.

As manufacturers have pointed out, the financial requisite for the production of even the simplest products in the case of many, has increased with the cost of new equipment. They now have to spend more money to produce the necessary components.

Such initial production costs can, very easily, deter even the hardiest and most powerfully financed firms. And with the final production of the product to be considered, multiplying this initial cost against increased prices for materials and labor, gives some small idea why the cost of new equipment will continue to remain high and, therefore, continue to be operated by the professional operators whose investments are, today, extremely great in the equipment which they feature.

Per esume, then, as some coinbiz analysts claim, much of this is the reason for the continued better business which the average professional operator is enjoying, all things being considered, and compared to the conditions in those in other industries.

**CHICAGO—This city was kept busily buzzing all this past week as the Board of Directors for this organization which plans to unite all the music operators under this one banner. (The Coinbiz, August 9).**

Roy Small, Conciliatory and Public Relations Council for this new organization, acted in a professional manner in conjunction to all automatic phonograph operators.

"You should take part in the selection and election of officers and board members," Roy Small said. "You and the other members, make the final decisions by a majority vote."

He also added, "We are confident that all music operators will soon be united under the Music Operators' banner with great enthusiasm."

All in this city were looking forward to this meeting this past week and, for the first time, may decide the entire future of this organization. All are optimistically certain that United Music Operators of Michigan will be the answer to the needs of all concerned.

Deaf & Dumb Dancing To Music of Donated Phonos

Btatledboro, Va.—Hal L. March, one of New England's foremost operators, advises that he's donated a number of machines to churches, Boys' Home, Girls' Home, Recreation Centers and High Schools this past year, but "the one that really did the most good was given to the Deaf and Dumb School."

July relates it was necessary to set the speaker so that the sound emanated from the floor, and the dancers kept time with the vibrations of the sound. Conclusions, Hal, on a job well done!
NEW FULL HIGH FIDELITY SOUND

Takes the Mask Off the Music

and Tempts the Ear with Live Performance Realism... and it's Ear-Appeal that Promotes Continuous Play

WURLITZER HIGH FIDELITY SOUND SYSTEM OFFERS

MORE speaker capacity than any other coin operated phonograph.

PLUS Wurlitzer's exclusive Zenith Cobra Stylus and built-in volume level control.

Wurlitzer 1700HF

OFFERS YOU ALL THESE MONEY-MAKING FEATURES

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

SEE IT, HEAR IT and BUY IT at your WURLITZER DISTRIBUTOR

The Rudolph Wurlitzer Company • North Tonawanda, New York
Established 1856
CHICAGO—After national sales meetings at the Drake Hotel here on August 3 and 4, the distributors of J. P. Seeburg Corporation rushed back to their offices to arrange for showings of Seeburg’s new 100 selection Hi-Fi automatic phonograph, beginning Sunday, August 8 and continuing for a week to ten days after that date.

Distributors were tremendously enthused, after attending the sales meetings here, and many optimistically stated that they believed they were going to enjoy one of the greatest sales years in their business careers.

All who came to see the new Seeburg 100 selection Hi-Fi phone claim that this is the most outstanding and most advanced automatic music instrument yet presented to the industry.

Features on this new Seeburg 100 selection Hi-Fi automatic phonograph are reported to be a complete departure, in many respects, from what has formerly been seen in the field.

Seeburg distributors reported, the styling of the cabinet is so outstandingly attractive that this new 100 selection Hi-Fi automatic phonograph will bring about a tremendous demand from locations.

The Seeburg distributors who did not hold their showing this past Sunday (August 8) will hold showings of this new phonograph for the next week to ten days which will give every music operator an opportunity to inspect the machine and go over the new features with his Seeburg distributor.

Seeburg distributors reported: “taking all the new features into consideration, plus the well known Seeburg programming method which correctly merchandises the music this phonograph sells, and adding to this the attractiveness and impressiveness of the new cabinet, the nation’s music operators are being offered the most progressive and outstanding development in automatic musical instruments ever conceived.”

AMERICAN RADIO HISTORICAL SOCIETY

CHICAGO—Enthusiasm and optimism ran high among the distributors who attended the national sales meeting at D. Gottlieb & Company, this city, this past week, August 4.

“Now is the time,” one of these noted distributors stated, “when we can truly state that we all enjoyed ourselves at an open meeting.

“We not only were able to interject our own thoughts and beliefs in this meeting, but, what is even more important, our suggestions were taken under serious consideration.

“We all believe, now that the meeting is over, we can completely depend on D. Gottlieb & Company for cooperation of the highest order.”

Such remarks were forthcoming from every one of the noted distributors, many of whom traveled a great distance, to attend the national sales meeting held by D. Gottlieb & Company.


After a tour thru the factory to see the new equipment which Dave Gottlieb has placed into effect for more efficient and speedier production, the meeting was called to order early in the afternoon.

Open discussion was held among all in attendance. Dave Gottlieb and Budd Weinberg represented D. Gottlieb & Company and, along with the distributors present, discussed a sales program for the balance of the year and into the year of 1955. All gave their opinions and also voted their approval of plans as suggested by David Gottlieb.

After this there was a discussion concerning better and more thorough testing methods for all new machines. Many suggestions were offered. Many were accepted. But, on the average, the new methods offered in this discussion met with the approval of all concerned.

In conclusion came the statement of David Gottlieb. He said:

“There is no doubt any longer that we are in this industry, like all industries, must call together our distributing organization at regular intervals to discuss openly with them the best and most assured methods for profitably servicing our business.

“The coin machine distributors,” he said, “are, today, among the most re- apposite people in our industry. We must take all their wishes into consideration. It has always been, and will continue to be, the policy of our company to abide by the sound, logical and outstanding desires of our distributing organization, so as to assure them the finest type of cooperation possible in meeting their complete needs at all times.”

The entire distributing organization enjoyed a grand banquet at the famed Chez Paree here the evening after this meeting.

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CHICAGO—A new addition to the phonograph line of Rock-Ola Manufacturing Corporation, this city, was introduced this past week during the firm’s first week of private prevue showings.

The prevue and accompanying “open house” will continue this week and will end on Monday, August 16. Rock-Ola distributors from all over the country have been invited to the factory for the prevue.

“We are indeed happy to present a new addition to the Rock-Ola phonograph family,” said J. Raymond Bacon, vice-president, “which will help complete a fine line.

“At present,” Bacon continued, “we are not releasing any information as to the model number and its features. However, this will be forthcoming as soon as all of our distributors have had the opportunity to see the new addition.”

Following their visit to the Rock-Ola plant, the firm’s distributors will hold their own private showings in their areas.


Firm’s Distribrs Will Hold Own Private Prevue Showings

J. RAYMOND BACON

AMERICAN RADIO HISTORICAL SOCIETY

BRUSSELS, BELGIUM—Frans Simons, head of the firm of Simons & zoom, with offices in Antwerp, is shown above in the display booth at the recent Fair in Brussels, where AMI’s model “E” phonos were exhibited. The firm represents AMI in this area.

At the present time, Simons is exhibiting the AMI “E” at the International Fair at Luxembourg.
Bally Distributors Hold Bowler Showings And Service School Sessions

CHICAGO—This past week found Bally distributors holding showings for their operator customers of Bally's new Jet and Rocket Bowlers.

In Columbia, South Carolina, T. B. Holiday & Company, with Bally engineer Paul Calamari on hand, held a Service School as well as showing.

Reports from the firm, as well as from Calamari, were to the effect that this was one of the most outstanding showings ever held in South Carolina.

Johnny Rosenberg, Bally engineer, traveled to Milwaukee, Wisconsin, to be with Sam Cooper of Faster Distributing Company. This firm held a showing of the new Bally bowlers on August 5.

This showing, too, both Sam Cooper and Johnny Rosenberg reported, was one of the greatest yet held in this state.

Both men believe that the new Bally Jet Bowler and Bally Rocket Bowler are going to prove most outstanding in Wisconsin.

Bill O'Donnell, assistant general sales manager of Bally Manufacturing Company, along with Bob Breither, Bally electrical engineer, flew to San Francisco, California, where they attended the big showing at E. F. Jones Company in that city.

The reports hadn't as yet been received from this showing, it is believed by all at Bally that this showing, too, should prove most successful, and that the Jet and Rocket Bowlers are sure to win great acclaim from the northern California operators.

Jack Nelson, general sales manager of Bally, stated, "There is no doubt that the new and revolutionary feature which enhances both our Jet and Rocket Bowlers and which has already won great acclaim from operators, assures the trade that both bowlers will be leading the way in the months to come."

New ‘Drivemobile’ May Be Best Machine Ever Produced By Mutoscope

LONG ISLAND CITY, N. Y.—"The new 'Drivemobile' is developing into the most successful amusement machine we ever produced," says Bill Rabkin, president of International Mutoscope Corporation. "We are now shipping another big run to operators and distributors to meet the constantly rising demand."

"The success and popularity of 'Drivemobile' in chain stores and similar locations is extraordinary," Rabkin adds. "The game attracts adults as much as children and people ride it time and again because of the fun it provides."

Bally Service School Scheduled For 3 East Distrubs

NEW YORK—Ben Becker, eastern regional representative for Bally Manufacturing Company, advised that Bally Service School Sessions for operators in New York, New Jersey and Pennsylvania have been set up for the coming week.

Becker, together with Bally engineers, will welcome operators at Runyon Sales Company, New York City, on Monday and Tuesday, August 18 and 19; at Runyon Sales Company, Newark, N.J., on Wednesday and Thursday, August 18 and 19; and at Scott-Crossey, Philadelphia, Pa., on Friday, August 20.

These sessions are to acquaint operators on mechanical matters pertaining to all Bally games, most recent being the bowlers, "Jet" and "Rocket Bowlers," and the in-line game "1-E-11." All these distributors offices will open for the sessions at 10 A.M. and will run thru till every customer is taken care of, both mechanically and socially.

Nebraska Music Ops Assn. To Meet Sept. 11 & 12

OMAHA, NEBR.—Howard N. Ellis, secretary-treasurer of the Nebraska Automatic Phonograph Operators Association, Inc., with headquarters in this city, advised this past week that this statewide organization will hold its next quarterly meeting in Scottsbluff, Nebraska.

This will be the first time that this organization has met in the city of Scottsbluff. George Milburn of Scottsbluff will act as host to the state's music operators. The meeting will be held at the Hotel Lincoln on September 11 and 12.

In conjunction with this meeting, and continuing the public relations program on which Nebraska's operators have agreed, a free phonograph will be donated to the "Youth Center" in Scottsbluff. The "Youth Center" is sponsored by the local Y.M.C.A.

Ellis believes that because all Nebraska's music ops want to hear what happened at the big MOA Board of Directors' meeting in Chicago on July 26, 27 and 28, and, furthermore, since all are interested in bringing about the strongest possible organization, that this quarterly meeting in Scottsbluff will probably be the best attended than any held in some time.

"It's What's in THE CASH BOX that Counts"
"It's what's in THE CASH BOX that counts"—or

COLLECTIONS . . .

SHMOLECTIONS . . .

AS LONG AS THEY'RE GOOD!

A well known distributor grabbed hold of our coat lapel, the very first day we arrived from Florida, and said:

"Hope you had a good time. Hope you rested well. Hope you enjoyed. You're going to hear some crying about collections. But don't worry about nothing."

Knowing this distributor to be a very keen, astute, intelligent and discerning businessman, we believed him.

Later, as we strolled along coinrow we expected, each and every minute, that someone would grab hold of our arm, or bang us on the back, or stop us, and start us out with the nose and arm, continually:

"So you came back, did you? So you went on a vacation, did you? So you enjoyed, huh? Well, kiddo, everything ain't milk and honey. The honeymoon's over.

"In fact, if you are aware of the fact, the facts ain't so good. So, if you wanna write about something, write about operators. Hear me, kiddo?"

But our coat lapel wasn't grabbed. We weren't banged on the back in that very affectionate greetings fashion. No one even questioned our right to enjoy a vacation.

No one stuck his face into our face and, with cold eyes looking into our innocent orbs, ominously stating:

"Things ain't good, pardner."

That began to worry us. We knew that our very good, keen, astute, discerning and intelligent distributor friend wouldn't be kidding us. This guy's too smart.

So we took the ball by the horns. We grabbed the lapel on the coat of the nearest operator we met. The only reason this operator was wearing a coat was because the distributor's place we were then in had air-conditioning turned on with such force that the girls who worked in the place, having come to work in sheer summer dresses, were actually shaking like crazy because of the cold.

We asked this operator: "So how's things?"

"So right quick he answered back, 'Screwin' somethin's fine.'"

We didn't believe him. How could this operator know better than such a well known and outstanding distributor?

Suddenly he turned around and asked us: "Why do you ask?"

We told him, honestly and sincerely, "Because a certain very well known distributor told us things were getting rough. And that the operators were crying again."

He smirked at us, and he asked, "So why don't you check and see what the distributor is telling you before you go make with cracks like this?"

"Being fearless, as well as honest, we stated right out loud the name of the distributor. Victoriously we asked, "So?"

"So this operator answered, "So?"

"If you would have checked deeper, you would learn that the line this distributor has got to sell us isn't too good. And what do you want us to tell him? That things are good? And he should sell us his stickers?"

"But," we said, "listen here," we said, "this distributor is nobody's fool. He knows this business. So don't tell me that things ain't tough and operators ain't crying around?"

"So this here operator answered, "Tough, hah? So I am crying? Is anyone crying around here?"

"Sure, buddy," he told, "you'll always find guys crying. That's life. As long as you'll live there'll be guys crying.

"Always," he continued, "there's more poor guys than there's rich guys, and you interjected here with this very sage remark, "Ain't it the truth?"

Disregarding our interruption he continued, "So there are operators, who if you put them in a spot where you personally put five million people dying to enjoy some kind of coin operated entertainment, they won't know what to do."

"Tell first thing you know," this operator claims, "these guys are crying that 'times are bad.

"Why are they bad? Only because these guys don't know what the horsehead's play. Please to point it out to them, would you?"

"Because they don't dig deep enough to learn what their customers want."

"Because they aren't shown them and they haven't got the right kind of merchandise to begin with."

"Because they always missing the right kind of coin-play-action, 10c play, they should be getting in the first place."

"Tell those guys something," he asked in conclusion.

Anyway, what we tried to say in the first place, was that things are supposed to be tough. At least that's what we were told the moment we returned from our vacation. If you don't want to, you don't have to pay any attention to the above. That's just an average, hard working operator, splurging off.

Besides, that kind of operator who just keeps on punching, smiling and working hard. Keeps on thinking hard about what the players would enjoy most in his locations. Then gives them the finest of the bestest.

Maybe you, too, will talk like this operator if you, too, will work hard like this operator, and keep on punching and smiling and giving the patrons of your locations the most of the bestest.

ChiCoin's Softball Team
Ties For First Place

CHICAGO—Executives and personnel of ChiCoin Machine Company, this city, are beamimg with pride at the success of their softball team.

One of the strongest teams in the Northwest Side Industrial League, Chicago Coin completed the first round of a "round robin" schedule, finishing in a tie for first place—necessitating a play-off. The team covered itself with glory, the going down to defeat by the powerful Belvideres, representing the Zionist Radio Corporation, in the first round play-off.

Manager Jim Morris and Captain Al Peters of the ChiCoin team are confident that their boys, after having finished in the number 2 spot, can come in 1st in the second round of the schedule.

Additional laurels were bestowed on the team by the Northwest Side Industrial League, who selected Chicago Coin to represent them in the play-offs for the city championship, which will be held in Grant Park on August 10 and 12.

Williams Introduces
"Daffy Derby"

CHICAGO—Sam Stern, executive vice-president and general manager, Williams Manufacturing Company, this city, announced the release of "Daffy Derby" a comedy amusement racing game with radically different scoring principles.

The game features the "race track" atmosphere as horses actually gallop across the back, spurred on by two self-contained Midget Playfields. The player's horse is selected on a mystery basis at the start of each game but a ball through the top center lanes changes his selection. Thumper bumpers and rollerball buttons build up the score and advance the horses across the back box.

All six horses cross finish line in any order left down left top roller to score replays. Selected home across the finish line first scores one replay. All additional horses across finish line light up corresponding numbered rollerball buttons to score replays when the words "Daffy" and "Derby" light up. "Daffy" and "Derby" are two self-contained midget playfields, with each having a captive rollerball lane. Captive roller lanes shoot "Daffy" ball in Daffy section. Two roller lanes in Derby section. One roller lane, when hit, shoots "cap-"-tive ball in both playfields. Making "Daffy" or "Derby" advances the "Special Bonus" which builds up game-to-game until scored. The winning horse is not decided until final section of last ball. The game is available with five or ten cent coin chutes.

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Keeney Plant Ends Vacations With Bowler Production Boost

CHICAGO—"Biggest thrill I've had in a long time," stated Paul Huesch, general sales manager of J. H. Keeney & Company, Inc., this city, "was on my return to the factory, after our vacation period, to find cabinets waiting, components and parts ready, and, what's most important, my desk simply swamped with orders for both Binkin Bowler and our Century Bowler."

Huesch also reported, "We are going into the biggest production schedule we have ever put thru on our bowlers. This is due to the flock of orders which came into offices while we were all away on our vacations, and especially, due to the fact that our suppliers kept their word and had cabinets, components and materials on hand for us on our reopening of our factory on Monday morning.

"This past week was one of the busiest the Keeney plant has ever known in all the many years this firm has been engaged in the industry. From far and wide phone calls continued to jam the telephone board of the firm as orders poured in ready for the factory. It was closed for vacation time.

"At the same time," executives of the Keeney factory reported, "our employees returned with renewed enthusiasm and got right to the job to turn out what will be the biggest production we have yet thru on bowlers in the history of the Keeney plant."

Omaha Phono Ops Plan Association

OMAHA, NEB.—Over 50% of the operators in this city met at the Hill Hotel for the purpose forming a local operators' association, according to Howard N. Ellis, secretary and treasurer of the Nebraska Automatic Phonograph Operators Association, Inc.

"The group spent three hours of constructive informal discussion around the table, going over different phases of the business.

"It was agreed," Ellis continued, "that it was well worth the time. "All the ops seem to be realizing more and more how much better it is to get together like good businessmen.

"Another meeting is planned for the end of this month at the same place.

"The state group will meet in September at Scottsbluffs, Neb.

"It's What's in THE CASH BOX That Counts"
**Famous IN-LINE SCORE Features**

**WHEN BUMP IS LIT**

**PLUS**

**PLAYER MAY PRESS BUMP-BUTTONS**

**TO BUMP OR JIGGLE PLAYFIELD**

Lit number indicates number of bumps allowed

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

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**TENNESSEE TOPICS**

Albert “Cut Worm” Pierce, Paris, Tenn., may be the newly elected Circuit Court Clerk in Henry Country, but in his heart he is still a coinman. Charlie Eaker, who purchased the Pierce route, says Pierce is a daily visitor at the P. N. Amusement Company and has been a big help on many occasions. . . . J. W. Biggers, Clarksville, has been on vacation in the East for the past two weeks and sent cards to his boys from Coney Island, where he is having the time of his life. . . . H. Weller of Ideal Amusement, Jackson, is planning a trip to Florida with his family. . . . Leroy Phillips back from a two-week vacation in Hot Springs, Ark., brought back a bottle of Mountain Valley Mineral Water with which he’s been kidding the fellows. . . . Clarence Camp, Memphis, is the busiest man in Tennessee. One of his life’s dreams is about to be realized as Camp is working hard to have his race track opened by August 26. With Camp away from the office much of the time, his office is doing a swell job keeping things rolling. C. V. McDowell, parts manager, and Parker Henderson sales and office manager, both busy all the time. Operators seen buying, were Jack Barlow, O. J. Bartschi and Mac McQuilten. . . . Over at S & M Amuse ment Company every one trying to catch up because of vacations. Allen Dixon plans to visit Chicago on his vacation with Earl Montgomery. They will visit the Keene factory with enthusiastic reports on the sale of the Keene “Bikin Bowler.”

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**EARN MORE MONEY WITH Bally Hi-Fi**

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**Heinie Roberts Named VP For Magnecord**

H. T. (Heinie) ROBERTS

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**PREDICED RIGHT! READY FOR LOCATION!**

**BOWLERS**

United SUPER 595.00
United CASCADE 373.00
Skeezy CARNIVAL 399.00
Kenny FACIENZA 271.50
**SPECIALS**

Williams SUPER PENNANTS $315.00
Williams MAJOR LEAGUE $300.00
Rock-Om FIREBALL 76 $290.00
WRITE — WIRE — PHONE TODAY!

We are exclusive factory distributors for:

**BALLY — WILLIAMS — ROCK-OLA**

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**Applications For Cig Vendors In Chicago**

**Being Processed**

CHICAGO—City Collector William T. Prendergast announced last week that applications for installation of cigarette vending machines at 60 Chic ago addresses were being processed in his office.

The city council on June 30 legalized the limited use of the machines in industrial, commercial and mercantile establishments, limiting the locations to those not frequented by the general public. (The Cash Box, July 10 issue).

Each machine is subject to a registra tion fee of $5. An annual license fee of $15 is also in effect for each location using the cigarette machines, with as many as 10 machines per mitted at one location on this license. Cigarette vending machines have not been In use in Chicago since 1887.

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**Wurlitzer Sales & Profits Up For 1st Quarter**

**It’s What’s IN THE CASH That Counts**
Bob Franklin, Southern Amusement Co., Little Rock, taking it easy for the first three weeks since his appendicitis operation. However he and two mechanics have been fussing about his Jacobs Airplane... Rod McKnight, Hill Amusement, Little Rock, making his office in the air-conditioned poolroom...

B. reports the season's business has been good... John Lima stayed in his conditioned home with his beautiful 13-year-old spits. Says it's the only time to duck the heat... Robert Kirsch reports business good despite the extreme hot weather... Jimmy Wilson and Haskell Pearson had to come just the shop to show boss, C. H. Holmes, their phenomenal catch. One croppie weighed six pounds... Ran into R. L. Cool, salesman at Southern Amusement, making a sales pitch to Foster Music, Pine Bluff... Chester Baker in Hot Springs looking for a new route. He just can't settle down, having been all over the U.S. since selling his business... Gay Jones, One Nine Music Company, Pine Bluff, taking care of the routes while beamum Vernon Ward is vacationing... Finally caught up with Earl Eby, Pine Bluff Music Co. He's been so busy I haven't been able to see Earl in two years... C. E. Wilcox, new owner of Baker Music, was in Hot Springs for a few days... E. J. Stanley, Baker Music, took a week off to go fishing... Lewis Galloway of Galloway Novelty, Pine Bluff, tearing down and rebuilding 75 peanut vendors. Galloway is his penny slab rejector mounted on all his vendors, a device he perfected a few years ago. He is now working on something else... H. B. McCord, Baker Music service manager, has started a cigarette vending operation, the AMC Distributing Co., on the side. He has obtained some nice locations in the few months of operation... Phil Marks, Hot Springs, at the water cooler. Says he weather is so hot he can't stay away from the ice-water... Earl Gill, Gill Amusement, Hot Springs, all worked up over the local election... D. H. Faull, Mull Amusement Company, Hot Springs, also in an electioneering mood. He's en-put off his vacation for a while, when he will go to Chicago to visit with some mother.

Frank Mencuri Joins Minthorne Music Company

LOS ANGELES, CALIF.—Jean and Dolores Mencuri of Minthorne Music Company, this city, advised this past week that Frank Mencuri, formerly of Exhibit Supply and Chicago Coin Machine Company, had joined their organization.

Mencuri was with Exhibit Supply of Chicago, Illinois for almost eight years. He served in the capacity of sales manager for this firm.

This past year or so he was with Chicago Coin Machine Company, also of Chicago, and served this firm in the capacity of traveling sales manager.

Both Jean and Dolores Minthorne feel that the acquisition of Frank Mencuri will add tremendously to their well known distributing organization here.

Both also believe that Mencuri's 16 years of experience in the field will prove invaluable to the operators in this area and that he will be able to serve Minthorne customers with great efficiency and outstanding capability. Further details as to the exact nature of Frank Mencuri's position with the Minthorne organization will be forthcoming in the very near future.

In the meantime, Mencuri is now on hand at the offices of Minthorne Music Company here, to greet all of his old friends as well as all the operators in this area.

"It's What's in THE CASH BOX That Counts!"
In keeping with our promise to MOA (Music Operators of America)

Have You A Better Name for the Automatic Phonograph than "Juke Box"?

Suggested Names Already Received:

- "Music Vendor"
- "Musiere"
- "Joymaker"
- "Pleasurizer"
- "Trola"
- "Automatic Music Vendor"
- "King Box"
- "J. B."
- "Show Boat"
- "Music Fountain"
- "Entertainer"
- "Music Box"
- "Music Machine"
- "Music Delight"
- "Public Music Maker"

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"
Dave Bond, proy of Trimount Automatic Sales Corp., and Irwin Marzold, general manager, on vacation trips... Jerry Flatto, Boston Record Distributors, rescued seven persons from a capsized sail boat in the Thames River, Groton, Conn. Jerry had taken his 16-foot speed boat to the Thames for a week-end... Visitors at Boston Record Distributors this week included our Bob Peno, Greenfield, Mass.; Harry Walker, Newport, R. I.; Larry Liberty, Rumford, Me.; Ray Shea, Worcester, Mass.; and George Keener, Raleigh, Me.; Bob Jones, sales manager Redd Distributing Co., welcomed his parents from Chicago this week. Mr. Jones, Sr. has retired and they will live with Bob in Burlington. Mr. Redd says Mutoscope’s “Drivermobile,” for which firm he is exclusive distributor in N. E., is packing them in at Liggett’s drug store location in downtown Boston. One visiting Redd this week were Carl Hill, Springfield, Mass; Martin Oliver, Modern Music Co., Portland, Me.; Jimmy Westcott, Beverly; and Henry Levine, Milton. Bob Jones says Bally’s United’s bowlers going big guns through the territory... Ed Ravreby, World Fair, says public relations is badly needed in the business today. Advocates setting up of a national public relations board for the coin industry that would step right in and straighten things out when a bad local situation develops. Ed, who has been a veteran in the business for more than 30 years, is ready to spark-plug any venture in behalf of the coin machine biz, and is anxious to hear from others. Big birthday party for Ed’s pretty daughter, Ruth Mae, who has been running the office at World Fair. Dave Baker, Melo-Tone Music, Arlington, ran big kiddie party at Canobie Lake, North Salem, N. H., Sunday, Aug. 8, and Ed Ravreby furnished 15 kiddie rides for the event... One visiting World Fair this week included Harry Siegel, Boston; Sol Hurwitz, Neptune Music, Lynn; Ray Fain, Framingham, Al Sharpe, Naples, Me.; and Ernest Gromander, Ernie’s Music Co., Bristol, Conn.


Successful Dime Play Operator Offers Information To Nation’s Music Operators In Paid Advertisement

GLENS FALLS, N. Y.—Those music machine operators who have tried dime play are the best exponents and boosters of this type of operation. One well-known mid-west operator has commented “if, for any reason, I am forced to go back to nickel play on my jacks boxes, I’ll go out of business.” Another, in an advertisement in The Cash Box 12th Anniversary Issue, stated “Thank God for Dime Play.”

One of the most intelligent of the country’s operators, Henry C. Kohnbach, this city, not only has found dime play the answer, but in his paid advertising space in the classified department, offers to assist other music operators thru the country.

Kohnbach’s ad reads: “FOR SALE—For nothing—information as to how we established 10c play on jacks boxes in our route and what effect it has had on our revenue.” Henry’s address is 51 Warren Street, Glen Falls, N. Y.
EXHIBIT

GUNS

The Leader Today...
Tomorrow and Always!

THE BEST OF THEM ALL is
SHOOTING GALLERY

EXHIBIT SUPPLY

4218 W. LAKE ST.  VA 6-3100

CHICAGO

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CHICAGO

"It's What's in THE CASH BOX That Counts"
Our town buzz-buzz-buzzing all week long as distrabs gathered here from all over the U.S.A. to attend sales meetings at J. P. Seeburg Corp., D. Gottlieb & Co. Inc., and Bally Mfg. Corp. They were impressed as the fun continued to be heard and seen all around the house, with great majority very optimistic about future of business. Most of the belief that this forthcoming fall season will be "one of the best in recent history. And, since they all claim biz has held up remarkably well..." The nite spots wereSIMPLE. One book was "The Pimp Room Found Never Before Grand - One of Bill Nemeroff of Sacramento, Ray Snodgrass of Albuquerque and Bill Cissie Gersh of the Cash Box."

Jack Nelson telling of the marvelous reception the firm's new products getting from all the many, many visitors to the big Bally plant. Also exchanging freely on their "jet" and "rocket" distrabs.

Ralph. Paul Haebsch returned to the Keeny factory this past week after the two months he was gone. He found his desk simply swamped with mail. "What thrill," Paul reported, "when I opened the letters and found so many orders for our Bowlers" Now the Keeny plant working on its biggest production run ever, as of this week, and Bill Connolly, sales manager, and Hal Breiter, Bally electrical engineer, flew to R. F. Jones's big showbig in San Francisco.

Harry Schwartz of Atlas Music on his vacation to Chicago. Asked what was the best part of his trip... "real "is long." He was quickly followed by Herb Stern with him for a two weeks motor trip up to Canada and that most thoroughly and thrillingly enjoyed the sights.

Jack Nelson telling of the marvelous reception the firm's new products getting from all the many, many visitors to the big Bally plant. Also exchanging freely on their "jet" and "rocket" distrabs.

For the next coming week at the Chez Panisse, Georgia (The C) Jenkins of Bally hosting a table of people among whom were Chris Christopher of Baltimore, where and whenever,... And just alongside this table, that of Bill and Lucy Deschel hosting a grand bunch of people. All happy and enjoying themselves to the fullest extent.

"Yes, plenty happy days and even happier nights round Our Town all this past week..." Nice note from Howard N. Ellis advising how pleased he was with MOA’s Board meetings here and also that Nebraska phono ops will meet in Sestobuff on September 11 and 12 with some grand reports planned for these music men... Harry Stern of Williams into town on his long and busy road trip. Tells he has been to note with many ops that the associations are urging their members to get rid of even 5 year old machines. This in keeping with The Cash Box’s crusade against the old, wornout, marred, scarred, dirty and dingy clunkers. Harry also advised that he took Mrs. Stern with him for a two weeks motor trip up to Canada and that most thoroughly and thrillingly enjoyed the sights.

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

ARCADE EQUIPMENT
NEW
"EMPIRE" RECONDITIONED

UNITED JUNO GUN
GENCO RIFLE GALLERY
GENCO 2 PL BASKET BALL
GENCO 4 PL BASKET BALL
AUTO-PHOTO
PITCHING PRACTICE
MIGHTY MIKE
AIR BALL
AIR HOCKEY
SET SHOT BASKETBALL
GOLF 3-7355
CHI. 6 PL HOME RUN
EXH. SHOOTING GALLERY

SUPER 118 8th AVENUE MIAMI, FLORIDA
(PHONE: 3-7355)

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

Flash Eye-appeal

FLASHY
EYE-APPEAL
SOUND EFFECTS
POSITIVELY SAFE
ADJUSTABLE TONE PITCH

Bally's Moon-Ride
Fuselage Spins Round and Round
Cockpit Swings Back and Forth, Up and Down

"Flying Saucer" Fuselages Spins Round and Round
Cockpit Swings Back and Forth, Up and Down

An age veritable of the ultimate, giant, bulky and in the big city popula-Moon Ride gets universal attention in between, gets上报 after day after day all week and weeks. But bigger, bigger publicity ever came culled along with it. Get your part of the Moon Ride man-Moon Ride do your likewise new location.

"It's what's in THE CASH BOX That Counts"
With the heat wave finally over ops are pleased to find that collections are steadily increasing again after a slight slump. ... Walt Hemple, president of The California Music Merchants Association, Los Angeles Division, wishes to extend an invitation to all operators in the area to attend their next meeting at the Biltmore Hotel, Tues., August 15th at 8:00 pm. George A. Miller will give a report on the national MOA Board of Directors meeting which was held in Chicago. He will discuss such topics as:—Nat'l. Tax Council; ASCAP legislation; National Uniform Depreciation Schedule; Public Relations program etc. ... Adolph D’Este has opened new offices and showroom at 2815 W. Pico Blvd., and now has the exclusive So. Calif. distributor for the Northwestern line of small vendors. ... Charley Robinson and Al Bettleman report tremendous re-action on United’s new “Jungle” Gun. They are now anxiously waiting for the “Deluxe Jungle” Gun with the match feature.

Received a phone call from Tom Sams, regional sales representative for AMI, reporting that business has been great up around the San Francisco area. Tom also tells us that he’s getting married in Tacoma August 14th. His lucky bride will be Jean Jansen. The couple will honeymoon in Northern California before moving to San Mateo where they will make their home. Everyone from coinrow sends their congratulations to you Tom and we all wish you the best of luck and every happiness. ... Sam Ricklin, proxy of California Music Company, usually doesn’t get too excited about new record releases but when he heard the due of Laurie Loman’s forthcoming Century Records release he really flipped. He quickly tagged it a hit all the way. Sam has been rather short handed with vacations and all. Betty Blakeney recently spent several days taking it easy at Lake Arrowhead. ... Ray Powers, proxy of Ray R. Powers Sales Co., recently returned from a jaunt through San Francisco, Portland, Tacoma and Reno. On the trip with him was Nels Nelson. The two have been setting up distribution on the Nelson Modernization Kit which converts Seeberg 100-A’s to 45 RPM. Response on these kits has been so tremendous that the full production facilities of D. W. Price Corporation has been running on two shifts in order to meet the demand. D. W. Price, head of the firm, announced that this overtime production still barely fills the initial orders and samples and a new building is now under construction in order to expand their facilities. ... Harold Chapman is now back on the job again at Nelsab Sales Co. after spending a month in eldorado and reserves. ... Ed Waider has been taking over the helm as general manager of Minthorne Music while Hank Tronick was on vacation. The Minthornes have been going ahead with their expansion program and have a big announcement that will be disclosed in a few weeks. Frank Mencuri, former sales manager for Chicago Coin, has now joined the sales force at Minthorne Music Company. He brings with him over fifteen years of experience in the coin machine industry. Mencuri will now reside with his family here in Southern California. ... Al and Bruce Cane of Cane Distributing-Corporation announce that their July campaign of “Push The Rock month” was a tremendous success and that operator acceptance of the new Rock-Ola “Comets” is increasing throughout Southern California day by day.

Ambrey Stenler, West Coast representative for Eastern Electric, announces that the new “Vendalarm” is being very well received by operators of all types of machines operated equipment. This unit provides a low cost burglar alarm system for both new and used machines which can be installed in only 15 minutes. ... Paul A. Laymon, congenial head of Paul A. Laymon Company, recently returned from a Worritler distributors meeting in Dallas. He says those tall Texas tales about the lone star state hasn’t influenced him one bit. He’s plenty glad to get back to California again where it’s, at least, a little cooler than those hot Texas temperatures that hit 107 degrees. Fisherman, Charley Daniels, returned to the Laymon establishment all full of tall fish tales about the big one that got away after spending his vacation at nearby mountain resorts. Everyone is anxiously awaiting first shipments of the new daily “Jet Bowler”. ... Mr. and Mrs. Gene Bybee and daughter from San Antonio, Texas passed thru LA on their vacation and visited with Paul and Lucile Laymon. ... Lyn Brown now has such a busy schedule working his route that he can’t even make out Exhibit’s “Shooting Gallery” movie that the only time you can catch him in his office is early in the morning. ... Glad to see Attie Stein up and around again after a painful hassle with his ulcers. ... Caught Tom Thomas with the Los Angeles Alpha Music Company buying records and joining in the fun and thists with Ben Chemers, business mgr. of the Calif. Music Merchants Assoc., LA Division. ... We wish to welcome Al Rufo into LA’s operating family. ... Mary and Ray Soile have solved the problem of how to work hard yet stay cool by having a portable air conditioning unit installed down at Leuchtman’s Record Bar.

It’s always nice to see the ladies along the boulevard and this past week the fair sex seemed to invade West Pico as many ops brought their wives to the strip. The trio were Mrs. C. G. Pumphey, Pomona; Mrs. and Mrs. G. Pumphey, Pomona; Mr. and Mrs. Charlie Grunder, Oxnard; and Mr. and Mrs. Toller from Blythe. ... Lou Lorang drove in from Yuma, Arizona to take care of business with Bob Butcher also from Yuma. ... Tommy Felkins from Victorville, was seen visiting here and there. ... W. H. McNeil, Trona, was seen coming in for the first time in several months. ... Other out of towners were S. L. Griffin, Pomona; Carl Thomasen, Delano; Johnny Lantz, South Gate and Walt Tatum of the Nareth Music Co., Anaheim. ... S. W. Rockebarm and Irv Gayner both drove down from San Bernardino. ... F. E. Peterson and Kenneth Wolf from San Diego were seen mauling the rounds along coinrow.

OUTSTANDING MECHANICS AND ENGINEERS HAVE ADVISED THE CASH BOX THAT THEY WILL, VERY HAPPILY, COOPERATE TO HELP ANY AND ALL OPERATORS SOLVE MECHANICAL PROBLEMS OF ALL KINDS.

IF YOU ARE BEING AGGRAVATED BY A MECHANICAL PROBLEM, WRITE TODAY GIVING FULL DETAILS, ENCLOSE SKETCH IF NECESSARY, AND THE CASH BOX WILL PRESENT IT FOR QUICK SOLUTION TO THE INDUSTRY’S OUTSTANDING MECHANICS AND ENGINEERS.

ADDRESS YOUR LETTER TO

THE CASH BOX
26 WEST 47TH STREET
NEW YORK 36, N. Y.
WANT—Show Boats, Circus, Rodeo and Bright Spots. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.

WANT—For cash. Seeburg, Wurlitzer, AMI, Rock-Ola phonographs—all models. State makes and best price you want. Also any other coin operated machines you have for sale. Write or wire collect. NEW YORK DISTRIBUTING CO., 626 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-2144.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Bromos, fortunes, Pocket Books, cigarettes 25¢ each, aspirins, 5¢ each, single handbills, newspapers. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.

WANT—For resale. United & Chicago Coin Bowling Games; Bally Bingo Games; Mills Panorama Peek Shows; Kiddie Rides. State complete model, quantity held accepted at 2-7060. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: Chickering 4-5100.

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

WANT—Bingo, late model Shuffle Alleys. For Re-sale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: Chickering 4-5100.

WANT—For Export. Quantities of the following models: Seeburg M100A; Wurlitzer 1100 and 1250, Telephone call: DAVIS DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N. Y. Tel.: Syracuse 75-519.

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

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. W. 29th St., MIAMI, FLORIDA.
FOR SALE—For nothing—information as to how we established 10 cent play. Investigate boxes on our route and what effect it has had on box business. Lewis C. Knox.

LAUCH & SONS, 51 WARREN ST., GLENS FALLS, N. Y.

FOR SALE—Bally Surf Clubs, $845; Ice Frolics $795; (used a few days). Palm Springs $395; Palm Beach $165; United Mexicos $465; Rod-o-Real, Los Angeles $75; Williams Army & Navy $95; Wild West Gun, in perfect shape, $99.50; Chicago Coin Super Jet Kiddie Ride, used very little, $250. NEW ORLINES NOVELTY CO., 111 MAGAZINE STREED, NEW ORLEANS, LOUISIANA. Tel: Canal 832.

FOR SALE—Close Out—all Games with Formica and Large Waco—no reason to offer refused. United Twin, United 4 Player, United 5 Player, United 6 Player, United 6 Player Deluxe, United Super. Make your own offer on individual games. AMERICAN VENDING COMPANY, 2701 TENTH AV. NEW YORK CITY. Tel: BROOKLYN 35, NEW YORK. Tel: DEwey 2-9662.

FOR SALE—Beauty $295; Chintown $240; Club Tour $50; Double Action $255; Disk Jockey $85; Fighting Irish $35; Frolics $320; Hayburner $60; Yacht Club $265. BEEL DISTRIBUTING CO., 4190 N. FREDENBURG AVENUE, ST. LOUIS, 15.

FOR SALE—Bally Beauty $280; Beach Clubs $345; Dude Ranch $385; Yacht Clubs $165; Atlantic City $175; United Cabana $175; A.B.C. $40; United Clover Boulé $175; Liberty $205; MICKEY ANDERSON, 314 EAST 11th ST., ERIE, PA. Tel: 5-7519.

FOR SALE—Complete Arcades or single machines. We have the largest new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog. MIKE MUNVEY, 577 TENTH AVENUE, NEW YORK, N. Y. Tel: Clixiering 4-8828.

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FOR SALE—Advance Bowlers $895; Crown Bowlers $895; Trico Single, Trico Single Bowlers $330; Crown Bowlers $295; Double Score Bowlers $280; 10th Frame Special Double In The 5th $235; Name Bowler $210; Super Matched $200; 10th Frame Matched Bowler $165; Drum Scoring $165. MONROE COIN MACHINE EXCHANGE, INC., 4235 PAYNE AVE., CLEVELAND 14, OHIO. Tel: Superior 1-4600.

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FOR SALE—Bright Lights, A-1 condition, $65; AMI Model C $295; Wurlitzer 1100 $195; Wurlitzer 1015 $95; 1428 Marie Gle $195; 3020 Wall Boxes $185; Seeburg WI-L56 $4; H & H MUSIC, 1626 3rd AVE., Moline, ILLINOIS.

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FOR SALE—August clearance on United Bowlers: Regular $65; Deluxe $75; Super $110; 10th Frame Manhattan $160; Cascade $195; Olympic $215; Royal $295. All prices include thorough reconditioning and crating. King sized Jumbo Pins installed $125. Extra 1/3 deposit. SHELDON SALES, INC., 881 MAIN STREET, BUF- FALO 3, N. Y.

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