The McGuire Sisters wave "Goodnight, Sweetheart, Goodnight" to Bob Thiele, A&R head of Coral Records, who was responsible for the girls' recording of that hit tune. The song, which came out of the rhythm and blues field, has been in The Cash Box Top Ten for several weeks and is still going strong. As a result, the McGuire Sisters are now established recording stars, adding further strength to Coral's rapidly expanding roster.
NEVER UNDERESTIMATE
THE POWER OF THIS LADY . . .

I HAVE TO TELL YOU
From the Fabulous Broadway Musical
"FANNY"
Words and Music by HAROLD ROME

Dinah Shore

NEVER UNDERESTIMATE
(The Power Of A Lady In Love)

“New Orthophonic” High Fidelity Recordings
American Music Becomes National Rather Than Regional

For many years now, The Cash Box has suggested, advocated and described proper programming procedures for juke box operators. We have done it so often and with such intensity, that today almost all operators who know their business have a proper conception of commercial programming material. They know that in any one location there are many different types of customers who want to hear many different types of music. There is no longer a location in which only one kind of record can be played. American tastes are becoming more and more integrated so that almost everyone who is exposed to music has a variety of tastes. That lesson has been learned by juke box operators. And proudly we feel that The Cash Box has had a great deal to do with it.

But it seems not yet to have been learned by retail dealers.

Today the musical picture is changing so fast that any retailer who doesn't keep up with the latest developments is losing an untold amount of sales.

The change that is taking place is an acceleration of the rate at which American music is becoming national rather than regional.

The juke box, the radio, television and the movies have all contributed to this process. And the end result is that rhythm and blues music no longer is limited to what used to be considered a rhythm and blues audience. Folk music is no longer limited to a regional audience. And pop music is popular all over the nation. A hit tune is a hit in every state, in every corner of the country.

The meaning of all this is that people are fast recognizing that the tastes of other people in other regions is as valid as their own. And with an open mind, they are learning to appreciate qualities which they never could see before.

As we said this has become most noticeable in the recent popularity of R&B music among pop audiences. Today many of our hit tunes are taken from that field just as many pop records are in top positions in R&B regions.

The implications for the music business in this tendency are tremendous. For a whole new area of appreciation is being opened up. It means that there will be a greater freedom in the writing of songs. There will be records that will appeal to a much wider segment of the population and therefore will be able to sell in much larger quantities. And finally it means that American tastes are becoming broader, embracing the music of all America rather than just part of it.

Retail record stores in many areas still have this great lesson to learn. For the most part, juke box operators already know it. The sooner the storekeepers know it, the sooner they will be doing their part to spread American culture in the fullest sense of the word and the sooner they will be expanding their own possibilities for greater business and greater profits.
By the time you read this column, Glenn Wills, president of Capitol Records, will have returned to Hollywood after an eight-week tour of the Continent. London was his last call in his five-thousand mile trip and he will be back on the ground breaking of the new Capitol home in Hollywood. We understand that the opening will be attended by at least five hundred celebrities from the film and record world.

Many arrivals this week from all over the world. Arrived from Paris is number one disc jockey Jacques Dell, himself and his wife on a two day visit prior to his departure with his band for an extensive tour of Canada. Visit. Also arriving this week is publication again Irwin Dash who now represents Burling and Felstein Music in the U. S. From France, again comes Irene Bids who has the lead in the English production of Cole Porter's "Can Can". Also in it will be Canadian Edmund Hookerize and our own Alfred Marks. MCA's London office tells us that the Four Aces are scheduled to appear in this country shortly. They have had several big records over here and their "Three Coins" is still going strong. Another big Ruth Hamilton. Arriving this week for a vaudeville tour is MGM's Howard Keel.

What a jump in the best selling disks for Don Cornell; from number ten last week to number five this week. Nice going for Don. And who knew that the day might come where a star of the type of that coveted Palladium bill before long. When Frankie Laine arrives at London airport this week, he will be met by hundreds of fans who have arranged to go to the airport in London itself. All will have pictures. Expect him to sign everyone of them.

Record company FC-10 and production plenty of ink in your pen!... Ted Heath starts his Palladium Swing Session again and as usual S. O. R. notices are at the box office... Saw Doris Day's first film and production this week. A brand new Buck, and he is proud.

Sorry to hear Peggy Lee's intended to visit these shores has had to be postponed. Hope it won't be for long though. We'd like to hear her in person... Geraldine has been invited to join the committee in charge of the forthcoming sponsored TV and will advise on the entertainment suitable for the British public... Lou Frager has celebrated twenty-one years of broadcasting at the Hammersmith Palladium. He has been the "Great Feeling" for many years. Big talk going on about a tune called "Small Talk". I believe it's coming your way Sunny Cox. And if I may say so, it's another "Lullaby of Birdland". So get busy, boy...

This week's Best Selling Pop Singles: (Courtesy "New Musical Express")
1. "Little Things Mean A Lot" - MUSKRAT RAMBLE
2. "Three Coins In The Fountain" - FRANK SINATRA
3. "Cara Mia" - WHITEFIELD & MANTOVANI
4. "My Friend" - FRANKIE LAINE
5. "Hold My Hand" - DON CORBELL
6. "Smile" - NAT "KING" COLE
7. "Black Hills Of Dakota" - DORIS DAY
8. "Wanted" - AL MARTINO
9. "The Messenger" - FERRY COMO
10. "Secret Love" - DORIS DAY

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

**DISK JOCKEYS PLAYED MOST THIS WEEK**

**PLUSE THE NEXT FIVE**

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

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Hey There</td>
<td>Rosemary Clooney (Columbia)</td>
<td>Crewcuts (Mercury)</td>
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<tr>
<td>Sh-Boom</td>
<td></td>
<td>Ralph Marterie (Mercury)</td>
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<td>Skokiaan</td>
<td></td>
<td>Four Lads (Columbia)</td>
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<tr>
<td>The High And The Mighty</td>
<td></td>
<td>Bulawayo Band (London)</td>
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<tr>
<td>If I Give My Heart To You</td>
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<td>Les Baxter (Capitol)</td>
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<td>In The Chapel In The Moonlight</td>
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<td>LeRoy Holmes (MGM)</td>
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<tr>
<td>The Little Shoemaker</td>
<td></td>
<td>Victor Young (Decca)</td>
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<tr>
<td>They Were Doin' The Mambo</td>
<td></td>
<td>Dennis Lar (Major)</td>
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<tr>
<td>I Need You Now</td>
<td></td>
<td>Connie Boswell (Decca)</td>
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<tr>
<td>Little Things Mean A Lot</td>
<td></td>
<td>Doris Day (Columbia)</td>
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<tr>
<td>Hold My Hand</td>
<td>Kitty Kallen (Decca)</td>
<td>Gaylords (Mercury)</td>
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<tr>
<td>10</td>
<td>Vaughan Monroe (RCA Victor)</td>
<td>Eddie Fisher (RCA Victor)</td>
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<td></td>
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<td>Kitty Kallen (Decca)</td>
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**Steve Evans (KAFF-Petaluma, Calif.) writes, “Isn’t that pie on page 10 of September 4 issue a Navy ‘Hellcat’ fighter? That would make LeRoy Holmes either Navy or Marine.” Yes, right, Steve. It was a Navy “Hellcat” fighter and LeRoy was a Navy man….**

**Pie of the week—Donn Tibbetts, well known radio disk jockey is making the switch to television. Tibbetts has joined the staff of WMUR-TV, Channel 9, VHF, New Hampshire’s only TV outlet. Tibbetts is now in the process of notifying his many friends in the music biz of his new post. WMUR-TV will air the Don Tibbetts TV Show coverage north into Maine and south into Boston. The TV-JJ stint is believed to be the first in New England. Tibbetts’ video record spinning will debut sometime in October. Donn is the president of the American Society of Disk Jockeys….**

**Joe Lipman’s record of “Manhattan Serenade” is being used by Ted Steele as his theme on his special TV teenage show over WOR-TV in New York….**

**Linn Dawson (WLAB-Athens, Tenn.) in town showing the tapes to his wife….**

**New address just received from Tom Finn (ex-WKMH-Dearborn, Mich.) in Peter Tom, Finn, U.S. 525469-1, 143 Armst, Stn., 3rd Q.M. Rn., N.H.…..**

**3rd Armst Div., Ft. Knox, Ky. Tom’d like to hear from old buddies in the music biz…..**

**WTTM-Trenton, N. J., co-sponsoring an exhibit of original Cowboy and western prints at this year’s New Jersey State Fair opening on September 26….**

**Nick Kenny, New York Daily Mirror columnist, extended congrats to Henry Tuck (WIRE-Reidsville, N. C.) mentioning that he regarded Tuck as North Carolina’s leading DJ….**

**WHA-Fapspool, Va., recently changed ownership, has instituted a completely new policy and has brought in a new staff. Program director Lee Leonard will program the station’s music, news and sports features. Chuck Bibby will be the human alarm clock from 7:30-9:30 a.m.; Bill Stell, a favorite Virginia hillbilly DJ for twenty years, will run the original Mailbag Program from 10 to 12 a.m.; Lee Leonard will fill the 1 to 5 p.m. spot with pop music, etc.; Joe Lowenthal is the night man, running a request pop show from 8:30 to 10:30; Steve Hood will handle news and general staff work and John Sadler, new general manager will handle the sports and the Reapwell High School football games. Lee Leonard asks all record companies and promotion men to get in touch with him….**

**Tom Josephson, “Your DJ, T.A.,” who has been with WTOP in Toledo, O., for over 24 years, is leaving on September 19 for Michigan State College where he will major in speech….**

---

**THE CARIBOU**

**FRANK PETTY TRIO**

**Mr. Pogo**

**SUNDAY**

mGM 11802 78 rpm + 11804 45 rpm

**ALAN LOGAN**

**CORONET DANCE**

**THE CARIBOU**

mGM 11806 78 rpm + 11807 45 rpm

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**MGM RECORDS**

**THE GREATEST NAME IN ENTERTAINMENT**

**731 SEVENTH AVE., NEW YORK 19, N.Y.**

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**NEW ALBUMS**

**AN EVENING WITH THE GEORGE SHEARING QUINNET**

**BILL ECKSTINE**

**THE HIGH AND THE MIGHTY**

**Cecilia**

**THAT WAS MY HEART YOU HEARD**

**BILLY ECKSTINE**

**GIMMY GIBSON**

**THE GREATEST NAME IN ENTERTAINMENT**

**731 SEVENTH AVE., NEW YORK 19, N.Y.**

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**MAKE FRIENDS WITH RECORDS**

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**"It's What's in THE CASH BOX That Counts"**
TONY MARTINEZ QUINTET (RCA Victor 20-5797, 47-5797)

“BERNIE’S TUNE” (2:45) [Skyview BMI—Miller] The exciting Tony Martinebs Quintet sends across an exciting mambo instrumental with a load of kick. Bond has a terrific sound.

“CUCUSA” (2:20) [Mills ASCAP—Martineb] On this end the boys let loose on a mambo penned by the leader. Group has a smooth manner of delivery. Work well together.

THE COMMANDERS (Decca 29246; 9-29246)

“THE TOUCH” (2:45) [Duchess BMI—Wiener] The Commanders, fast raving band, do a top grade instrumentation on a sultry item from a big Julian letter. Exciting material and delivery.

“MR. POGO” (2:30) [Rockbury ASCAP—DiNapoli, Feller] The rhythm and a good arrangement that the kids’ll love. Great dance stuff.

BILL DANIEL ("X"-0054: 4X-0054)

“THE HOOK” (2:49) [Sheldon BMI—Gamer, Klein] Bill Daniel gets a top grade assist and arrangement from the Sid Bass ork as he belts out a bouncy novelty that could catch fast. Chorus good too.

“WHERE CAN YOU BE?” (2:45) [Manor ASCAP—Gabl, Herman] The wah-wah comes across convincingly on this romantic item. Pretty job.

CARMEN MCRAE (Verse 101)

“TIP TOE GENTLY” (2:31) [Thornewood BMI — Girard, Mathews] The Mat Mathews Quintet assist Carmen McRae as the rhythm rhythms through a good jumper that could make the grade. Terrific voice and arrangement.

OLD DEVIL MOON” (2:36) [DaSilva, Brown & Henderson ASCAP—Harburg, Lane] The velvet-toned songstress shows her skill with an old song as she fashions a great favorite to a Latin beat. Exciting.

LEO DIAMOND (RCA Victor 20-5852; 47-5852)

“LITTLE ONE YOU’RE TOO MUCH” (2:17) [Lero BMI—Diamond] The versatile harmonies of Leo Diamond colorfully treats a pleasing ditty with a good beat and an interesting sound.

“WATERFALL” (2:53) [Hill & Range BMI—Stevens] Harry Gelber’s ork again offers a fitting assist for the virtuoso’s presentation of a pretty melody set against the sound effects of a waterfall. Very pretty.

MUCH” A terrific strong Tony toned could as arrangement (Venus LEON GARMEN 29246; Martinez]—The perfect show through a good instrumental that the kids’ll love. Great dance stuff.

TO THE NATION (2:30) [Rockbury ASCAP—DiNapoli, Feller] The rhythm and a good arrangement that the kids’ll love. Great dance stuff.

REVELAIRES— JEANNEETE FRANKLIN (Burgundy 105; 45-105)

“CRAZY DOCTOR” (2:30) [Cordell BMI—Sutton] A terrific novelty is given a top grade reading by the Revelaires assisted by the Glee Club chorus. Real “crazy” bouncer that could catch fast.

“IT’S A MIRACLE” (2:46) [Cordell BMI—Sutton] Jeannette Franklin takes the spotlight against the setting of the group’s voices as she sings a lovely ballad. Fascinating voice that’s different and commercial.

RICO TURCHETTI (RCA Victor 20-5846, 47-5846)

“THERE’S A SMALL HOTEL” (5:08) [Clappell ASCAP—Rogers, Hart] Rico Turcetti creates interesting effects with his steel guitar as he presents a beautiful Rodgers and Hart oldie.

“THAT DA DA STRAIN” (2:25) [Pickwick ASCAP—Doval, Meek] The guitarist dishes up some lively novelty material on this end. Cute sound that could catch on.

THE CHORDETTES (Cedric 1247; 45-1247)

“I DON’T WANT TO SEE YOU CRYIN’” (2:14) [Mayfair ASCAP—Jones, West] A cute new rhythm item with a strong beat is fashioned by the Chordettes. Number jumps up at mid point. John Valentine plays the spoons in backdrop.

“MR. SANDMAN” (2:25) [E. H. Morris ASCAP—Ballard] Archie Bleyer conducts the ork and plays the knees as the girls harmonize beauti- fully on a peppy little bounce ditty. Catchy arrangement and tune.

JIMMY BOYD (Columbia 40024, 4-40204)

“THE LITTLE WHITE DUCK” (2:50) [General ASCAP—Barrows, Zaritzky] Paul Westorn accompanies Jimmy Boyd on a clever tale about a little white duck. Happy novelty that the kids’ll love too.

“LITTLE SIR ECHO” (2:30) [Brown, Voco & Com ASCAP—Smith, Pears, Girard, Marsala] A popular oldie is pleasingly presented by the lad. Echo effects are, of course, heard throughout.

VICTOR YOUNG ORCH. (Decca 29226; 9-29226)

“SMILE” (2:30) [Bourne ASCAP—Chaplin, Turner, Parsons] A fast-moving number with a one spot is beautifully covered by the Singing Strings of Victor Young. Beautiful job that’ll get a fair share of the coin.

“THE REAR WINDOW THEME” (Paramount ASCAP—Waxman, Kern] Another beautiful movie theme, this one from “Rear Window,” is lushly fashioned by the orchestra. Ray Turner handles the piano superbly on both ends.

RICHARD HAYMAN (BMI 70445; 70445 x 45)

“THE TOUCH” (2:30) [Duchess BMI—Gibby] From the Italian flacker “Touche Pas Au Grasb” comes this exciting instrumental blues which Richard Hayman presents impressively with his harmonica. Truly fascinating side.

“MR. POGO” (2:25) [Rockbury ASCAP—DiNapoli, Feller] The ork bounces through a catch instru- mental—this is attractive fashion on this side. Dick center ever great on the harmonica section. Good dance stuff.

LAWRENCE DUCHOW ORCH. (Potte 2001; 65-2001)

“JUST ANOTHER POLKA” [Loesner, De Lugg] Lawrence Duchow’s and Del Reeves debut on the Potter label with a lively, popular polka novelty. George Telo handles the vocals and produces the kind of impersonations of other top polka orbs. Should go great in right spots. “Juke Box Sat. Night” of all.

“SWEDISH POLKA” —[Alfen, Faith] The popular “Swedish Boppsy” is presented polka form by the crew. Delightful material color- fully treated.

AL LOMBARDY (Dot 15227; 15-15227)

“IN A LITTLE SPANISH TOWN” (2:51) [Leo Feist ASCAP—Lewis, Young, Way] A favorite oldie that’s on the comeback trail is treated to a big band mambo arrange- ment by Al Lombardy’s ork. Terrible delivery.

“FLYING HOME” (2:25) —[Goodman, Hampton, Robin] Lomb- hardy’s clarinet leads the boys through the Hampton great, “Flying Home.” A fast moving delight that the listen- ers will love.

MANTOVANI ORCH. (London 1332; 1332)

“SPEAKEASY” (2:30) [Harms ASCAP—Geneal, Murphy, Si- mon] Mantovani offers a big produc- tion arrangement of a popular boleto. Built in excitement as number progres- ses. Thrilling drive.

NEW HITS IN THE MAKING

• This Week's Best Buys

OOF SHOO (Flair, BMI)—Crewcuts
—Mercury 70443
While still holding down the No. 1 spot on the national retail and juke charts with their "Sh-Boom," the Crewcuts are pushing their latest release up the lists with impressive speed. Territories that rated the disk good or strong in its first week included Boston, New York, Philadelphia, Pittsburgh, Cleveland, Chicago, St. Louis, Durham and Los Angeles. Flip is "Do Me Good, Baby." (Mercury, BMI). A previous Billboard "Spotlight" pick.

DAVID CARROLL
"In An Old Spanish Town"
AND
"Bumpity Bump"
MERCURY 70444 • 70444X45

Dinah Washington
"I Don't Hurt Anymore"
AND
"DREAM"
MERCURY 70439 • 70439X45

The Carlisles
"HONEY LOVE"
AND
"FEMALE HERCULES"
MERCURY 70435 • 70435X45

RUSTY DRAPER
"Muskrat Ramble"
AND
"The Magic Circle"
MERCURY 70446 • 70446X45

JOE LIGGENS
"Yeah, Yeah, Yeah"
AND
"They Were Doin' The Mambo"
MERCURY 70440 • 70440X45

The Gaylords
"Veni, Vidi Vici"
AND
"A Kiss To Call My Own"
MERCURY 70427 • 70427X45

A WONDERFUL NEW POP HIT BY
ERROL GARNER
"MISTY"
COUPLED WITH
"Exactly Like You"
MERCURY 70442 • 70442X45

www.americanradiohistory.com
LES BROWN ORCH. (Coral 61232; 9-61233)

"CARAVAN" (4:29) [American Academy ASCAP—Tuxedo, Ellington, Mills] Coral issues as a single, the Les Brown version of a great oldie as it was recorded at Les' Hollywood Palladium concert last Sept. Part of an album, Great Instrumental. Kind of long for jubes; but big sales potential.

LET A SONG GO OUT OF MY HEART" (4:42) [Mills ASCAP—Ellington, Redmond, Mills, Nemo] A pretty reading of a soft, slow oldie from same concert.

LU ANN SIMMS
(Columbia 40297; 9-40297)


"YOU CAN'T MEASURE MY LOVE" (2:58) [Fordy BML—Reid, Coleman] On this end, the sweet, voiced songstress cruises through a tender love tune. Easy, pleasant listening.

RENE TOUZET ORCH. (MGM 1316; K-3116)

"CRAZY RHYTHM" (2:40) [Harms ASCAP—Meyer, Kahn, Caesar] A sensational bongo backing gives this Latin special excitement from this jazz-mambo version of a big oldie by Rene Touzet and the boys.

"NICOLASA (Chu-Cha)" (3:14) [Peer International BMI—Dinarte] The band offers a good vocal and instrumentation on a cha-cha, the fast rising new dance-take-off on the mambo.

MARGARET WHITING
(Capitol 2913; F-2913)

"ALL THERE IS AND THEN SOME" (2:37) [Frank ASCAP—Barcarolier] A cute and catchy novelty loaded with life and color is belted out at a fast pace by Margaret Whiting with Nelson Riddle in the backdrop. Cute lyrics. Could hit.

"CAN THIS BE LOVE" (2:23) [Mills ASCAP—Sherrill, Moody] From the dix "Frooch From Paris" comes this pretty ballad performed with expression by the sweet voiced thrush.

CHRIS CONNOR
(Republic 1067; R-1067)

"LULLARY OF BIRDLAND" (2:20) [Patricia BMI—Bsxings] The wonderful voice of Chris Connor comes over exceptionally well as she fashions a current clicker. Ellis Larkins' trio assists capably. Solid job.

"TRY A LITTLE TENDERNESS" (2:30) [Robinob ASCAP—Connolly, Wood, Campbell] The through lines an ultrasmooth job on a wonderful oldie. Real relaxing stuff. Chris rates with the best.

TONY ALAMO
(Capitol 131; K-131)

"IF THE SUN WOULD SHINE OVER ME" (2:45) [Porgie BMI—Reid, Coleman] A tender ballad sung by Tony Alamo. Excellent job.

CRAIG STAPLETON ORCH. (London 1492; 45-1492)

"AYA" (2:41) [Pickwick ASCAP—Salvador] Cyril Stapleton's twenty-eight-piece orchestra elides through a pretty, lush instrumentation of a bluesy piece of mood music. Sax solo is impressive.


JERRY JEROME
(Decca 31815; K-1183)

"IN A LITTLE SPANISH TOWN" [Wayne, Lewis, Young] Jerry Jerome and his orchestra bounces over the notes of an old favorite that seems to be coming back to life. Catchy instrumentation.

"HONEY" [Simms, Gillespie, Whiting] The boys dial up another old favorite in their light and pleasing manner. Sax work is delightful.

SAMMY DAVIS, JR.
(Decca 59200; 9-59200)

"ONE OF THE WORLD'S GREATEST SINGERS IS SAMMY DAVIS, JR. He is one of the most sought after performers in the country today. Sammy conquered another medium when he hit with his fabulous waxing of 'Hey, There.' Which is currently riding high on the charts. As a follow-up to "Take Me Out to the Ball Game" singing role, Decca changes the pace and issues a new platter on which Sammy enlists his fabulous talent as an impersonator. The tune is the hit of a few years ago "Because Of You." On this side he features Nat Cole, Tony Bennett, Mel Torme, Bill Kenny, Billy Eckstine, Vaughn Monroe and Frankie Laine. Flip is the same tune as prominent movie stars would present it. It features Cagney, Stewart, Cary Grant, Bobbly Byromore, Edward G. Rob- inson, Dean Martin and Nelson, Lewis. A great novelty coupling. Top half could be a real smash.

EILEEN BARTON
(Capitol 84247; 45-84247)

"I HAVE TO TELL YOU" (2:56) [Chappell ASCAP—Rome] Jack Piles sets up a lush and beautiful backing for Eileen Barton's tender treatment of a wonderful romantic number. Number is set against a Latin rhythm.

"AND THEN" (2:55) [Harman ASCAP—Huddleston, Stock] The theme comes through with another romantic item in a lush and inviting manner. Warm delivery with some echo gimmicks.

GENE WINSKIW & HARMONY BELLS ORK. (Decca 3180; 45-3180)

"WEDDING MARCH POLKA" (2:50) [Winskiew] A lively polka ditty is presented in full color by Gene Winskiew and his Harmony Bells ork. Happy bouncing is the tender treatment of this popular polka item.

"JUMPING OBEREK" (2:42) [Winskiew] An oberek with the same liveliness is offered by the crew. Fitting for specific locations.

JOE MARINE
(Decca 29257; 9-29257)

"PANDANGO" (2:58) [Mills ASCAP—Perkins] With the aid of the Joe Marine orchestra, Joe Marine vocally an exciting Spanish item. Pretty melody.

"CARA CARA, BELLA BELLA" (2:18) [Samson ASCAP—Carter, Johnson] For Dancers Only. A tune with a warm instrumentals accompaniment is warbled by the crooner. Sings to a baby. Tender.

BABS GONZALES
(Curt 1001; 45-1001)

"FLYING HOME" (2:57) [Regent BMI—Hampton, Goodman] Babs Gonzales and his boys let loose on a great Hampton standard. Babs sings on this waxing made at a performance in Paris. Nipper.

"FOR DANCERS ONLY" (2:45) [Leeds ASCAP—Olive] The "cool" star gets "hot" and takes off on another popular piece. Real solid beat. Also waxed in Paris.

JAMES "DEACON" WARE
(Stage 105)

"O00-O0" [Ware BMI—Ware] An amusing novelty is presented in a happy-go-lucky manner by James "Deacon" Ware. Instrumental trio as- sists. Cute talk-sing item that could wind up a good share of coin.

"I CRIED FOR YOU" [Miller BMI—Arnheim, Fried, Layman] A wonderful oldie is given a unique vocal treatment by the artist and his clever comedy style.

RAY ANTHONY
(Capitol 2936; F-2936)

"WEST OF ZANZIBAR" (2:16) [Leeds ASCAP]—A clever novelty is sent across in commercial fashion by Ray Anthony and a great sounding vocal crew. Cute item that could make a good share of coin.

"TTS A WOMAN'S WORLD" (2:02) [Robinson ASCAP] A shuffle rhythm ballad is smoothly treated by the chorus and arr. Pretty tune and delivery.

HAL THOMAS & CALIFORNIANS
(Trend 83; 45-83)

"CARAVAN" (2:40) [Mills ASCAP—Ellington, Tizol] Hal Thomas and his Calli Emaini belts out a beastly version of the classic "Cara- van." A real rocking instrumental with Dick Nelson handling the trumpet solo in stellar fashion. Should do well.

NEW YORK—Tommy and Jimmy Dorsey dropped in to welcome their old friend Lionel Hampton and his Orchestra to Basin Street on Broadway where Hamp is set for two weeks. Hamp is guesting on the Dorsey's TV program this Saturday—and the Dorsey's have their band at the Statler Hotel. Hamp follows the Basin Street run with a repeat four month concert tour of Europe, North Africa and the Far East.

**Fellow Musicians**

NEW YORK—Irwin Dash left last week for England and the Continent to acquire material for his Burlington and Felsted Music Publishing firms, publishing subsidiary of London Records in this country and British Decca in England.

Dash will meet with Maurice Rosenblum, Decca's Swiss representative, and have him hunt for European material suitable for publication here in the U.S.

One of the reasons for Dash's move to scout new tunes on the continent is the tremendous success such songs have attained in this country in the past year.

Dash Takes Off For England

**Richard Maltby ork**

ST. LOUIS BLUES MAMBO

"78" X-0042  "45" 4X-0042

**Norman Petty Trio**

MOOD INDIGO

"78" X-0040  "45" X-0040

Terry Fell

DON'T DROP IT

"78" X-0010  "45" X-0010

**Top 10 Best Selling Pop Albums**

1. THE STUDENT PRINCE  Mario Lanza (RCA Victor LM 1837; ERB 1337)
2. MUSIC, MARTINIS AND MEMORIES  Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
3. THE PAJAMA GAME  Original Cast (Columbia ML 4840; A 1098)
4. SEVEN BRIDES FOR SEVEN BROTHERS  Original Cast (MGM E 244; X 244)
5. SWING EASY  Frank Sinatra (Capitol H 528; EAP 1, 2-528)
6. SELECTIONS FROM THE GLENN MILLER STORY  Glenn Miller (RCA Victor LPT 3057; EPBT 3057)
7. MUSIC FOR LOVERS ONLY  Jackie Gleason (Capitol H 352; EBF 352)
8. PARDON MY BLOOPER #2  Kermit Schafer (Jubilee LP 3; EP 5012)
9. THE GLENN MILLER STORY  Sound Track (Decca DL 5519; ED 2124-S)
10. PARDON MY BLOOPER #1  Kermit Schafer (Jubilee LP 2; EP 5011)

**Breaking into all the Charts!**

**COMING UP**

**Helen Grayco**

OOP-SHOOP

TEACH ME TONIGHT

"78" X-0051  "45" X-0051

**Russ Carlyle**

IN A LITTLE SPANISH TOWN

IT WAS NICE KNOWING YOU

"78" X-0055  "45" X-0055

**Pearl Eddy**

THAT'S WHAT A HEART IS FOR

DEVIL LIPS

"78" X-0043  "45" X-0043

**"X" RECORDS MARK THE HITS!**

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

www.americanradiohistory.com
NEW YORK:

Eddie Fisher off to the coast to do the Colgate Comedy Hour and then right back here for his own shows and his out of Georgia. The Colgate show will have quite a lineup with Patti Page, Rocky Marciano, Louis Armstrong and Gordon Jenkins among others. . . . The youngest contact man in the history of the business went to work last week. He's 6 year old David Friedlander, son of Mercury's Rodney Friedlander. Of course he's working on a Mercury disk, Dinah Washington's "Dream." . . . Frankie Adams, president of Sapphire Records, who left Philadelphia about two years ago to go to New Orleans, has come up with one in Mike Lala's "Papa Does The Mambo." Adams is turning out records in pop, r&b, and Jazz. . . . The Rover Boys on Coral are a promising new group. Their first sides are "Show Me" and "We Love You." . . . Richard Hayman. whose band is featured on the Vaughn Monroe TV show, has written his first orchestral composition, "No Strings A". . . . Sammy Kaye's forthcoming tour of the nation's colleges will uncover the prettiest co-ed handlelinder in the country. The girl selected at each college will be invited to compete in a national elimination with the winner receiving a trip to New York.

CHICAGO:

Mercury's Nick Nobile, whose "Right Or Wrong" is getting lots of air play, opened 9/18 at the Club Hollywood here. Mercury excus in predicting a bright future for this handsome young Chicago lad with the very fine voice. . . . Charlie McGregor of A.R.C. and Bourse Music Corp., in town visiting at least this past week with what Charlie termed, "an armful of hits." . . . Janet Brace now making her home in the Windy City, as she begins a 15-week stint as vocalist on the Pom Dütwe TT Show, . . . Received a card from Larry Green, formerly Decca promotion man in Chicago. Larry advises he has a definite seat on the West Coast, which is actualh on his home, and is currently handling promotion for a record called The Shores, who record for Capitol. . . . Ray Ludke tells us that Gary Crosby is due in our town for a three-day stay, beginning 9/23. Gary, together with Decca's Mike Connors and Bill Morrow, producer of the Crosby radio show, will promote his "Get My Eyes On You," b/w "Mambo In The Moonlight," which is getting good reaction around the country. . . . Hear tell 'twas quite a shindig in Mil- waukee the past Sunday, honoring "Coffeehead" Larsen's 5th Anniversary with WEMP. Friends came from around to pay tribute to this grand guy. Ernie Roth writes to say that after three years as Don Cornell's road manager, he felt he wanted 'to get off the road' and is now doing publicity and promotion for Radio Station WCAE, Pittsburgh. . . . Quite an array of talent gathered for the Michigan State Fair, Detroit, 9/8 thru 9/13. Among the performers were Nat "King" Cole; Patti Page; The Four Aces; The Four Lads; Georgie Shaw; Bing, Paul; Billy Ward & The Dominoes; The Triniere's, and many others. . . . Hadley Chapman, Vice-President and General Manager of A-Victor Dist. Corp., formerly in charge of the Chicago branch office, has now moved to the West Coast and takes over the Los Angeles branch. Ned Corbett, Vice-President and General Manager, formerly of the Detroit office has taken over the Chicago office.

LOS ANGELES:

Ground breaking ceremonies of Capitol's revolutionary new circular building; Sept. 27th will be highlighted by a banquet and testimonial dinner for Glenn Wallach's which will be co-sponsored by the Hollywood Chamber of Commerce and Ad Club. The day has been named Glenn Wallich Day. All of Capitol's top artists, who are available, will be present. Dean Martin has been appointed emcee for the event. A parade thru downtown Hollywood streets will climax the occasion. Local deejays plan to give added meaning to the festivities by spinning Capitol 45's thru the parade. . . . Woody Herman and his orchestra have returned home again after a successful cross-country and European tour. Herman celebrated his 18th an- niversary as a band leader when he opened at the Holly- wood Palladium Sept. 14th for a two week engagement. As an added attraction Tico Robbins and orchestra will play for two-week ends in addition to the Herman crew. This double bill will be a great attraction for mambo enthusiasts. . . . Decca has taken over the sound track from the 26th Century picture "picture of an Egyptian" with Alfred Newman. They have also signed Newman to an exclusive pact. . . . The new Frankie Laine-Connie Haines TV show was previewed at a special luncheon at the trade and press at the Statler Hotel 9/13. The half hour 26 wk show, will hit the airstream locally over KTTV Sept. 9th. Laine left 9/15 for a European tour of Paris, Scotland and England. Our London correspondent reports that last week's Cash Box that the Royal Command Performance at The London Pall-adium Sept. 14th will include a top U.S. star. It's our bet this will be none other than Mr. Franki Laine himself, Marcel Stellman, please verify!! Capitol's Blue's warbler Vicki Young leaves for Honolulu Oct. 1st for a 19 day engagement. . . . Tony Bennett was in The Statler Hotel 9/10 for his first engagement on the West Coast. . . . KLAB's "Big 5" Charity Show drew a capacity crowd at the Hollywood Bowl 9/10. Star lineup of talent included Bob Hope, Loretta Young, Jo Hayard Mann, The Robins, Tennessee Ernie, Peggy Lee, Tony Martin, Danny Thomas, Peggy King, The Modernaires with Paula Kelley, Billy Eckstine, Beryl Davis, The Tony Martinez Band with The Ramon Talavera Dancers and Paul Weston's Orchestra.

The Cash Box, Music

September 25, 1954

"It's What's in THE CASH BOX That Counts"
Ralph Flanagan
At The New Yorker

NEW YORK—The Ralph Flanagan Orchestra re-opened the New York-er’s Terrace Room last Wednesday night.

Playing the music that has made it one of the top dance orchestras in the country, the Flanagan impressed with its Glenn Miller styling. The dancing was easy and plentiful throughout the evening.

During showtime, Flanagan featured numbers that he had recorded with both on records and on the floor.

His new girl trio, The Rhymettes, do a good job of singing although they seemed somewhat nervous on opening night and were a little awkward getting on and off the floor. However, once the minor kinks are worked out, they should be a very effective combo.

The band was outfitted well and the lighted music stands lent themselves to a spectacular finale in which the combination of exciting music and flashing lights left you with the feeling of having witnessed a spectacle.

Tommy & Jimmy Dorsey
At The Cafe Rouge

NEW YORK—In spite of Hurricane Edna’s attempt to hit the heart of this city, and in spite of a driving rain, the Fabulous Dorsey’s, Tommy and Jimmy, jammed the Cafe Rouge at the Hotel Statler, this city, for their opening Friday, Sept. 10. Youngsters who never had the pleasure of hearing the two brothers work together, packed the large dance floor along with the older set which remembers T.D. and J.D. from their fabulous jazz days. The music is tops as far as bands go.

Featuring the ace trumpeting of Lee Castle, and the polished vocalizing of pretty blonde Lynn Roberts and crooner Bill Raymond, the show was made up of great standards which Tommy and Jimmy made famous back in the day of bands, and a healthy dose of today’s top tunes. The Dorsey’s hand-within-a-band offered some penetrating Dixieland that really had the house jumping.

The band, which usually keeps the volume low for the sophisticated room, went on the air for a 15 minute segment (CBS Radio). In order to come through clear on the airwaves, it had to double the volume. Tommy asked the audience to bear with the band during this louder portion. But from the Looks of the dance floor, the folks were wild about the big sound. It brought back memories of the tremendous jam sessions that Jimmy’s and Tommy’s bands were remembered for back in the late thirties and early forties.

Sensational entertainment for only a $1.50 cover.

Lionel Hampton
At Basin Street

NEW YORK—Lionel Hampton returned to the Basin Street for the second time in a few short months and the faithful found reason to cheer as the slightly built vibrapher burled a barrel of nervous energy perpetually bouncing about the stage.

Most of the attending opening nighters were obviously old Hampton rooters who knew his repertory almost as well as Hampton did. The younger and newer fans filled the balcony-bar to an enthusiastic capacity. The Hampton aggregation performed their sweet-sounding jazz with an excitement that brought down the house, and the applause, as Hamp told the crowd, “Gassed us”.

Jack Teagarden rounded out the show with roughly a thirty minute quintet of Dixieland. The Teagarden group played the favorites, Jack voicing several of his well known records.

Chico O’Farrill
At Birdland

NEW YORK—Birdland went Latin with the Eastern launching of the Chico O’Farrill band. Chico, no typo in the music biz, having arranged books for Benny Goodman, Stan Kenton, Miguelito Valdes, Machito and Nere Morales, and featured recording artists on several Norgran Albums, formed his band only five or six months ago on the coast where he played the El Combre until his present engagement. O’Farrill flashed a winning personality, an inspired and precise band and an exciting book. The band has a distinct sound of its own that might be described as sweet Latin in the modern idiom. With the tremendous upsurge in Mambo acceptance by the American public, O’Farrill has taken the first step of what could be the start of a successful career.

“Hayride” in New York

NEW YORK—Country music hit the big city in a big way this week when “Hayride” premiered at the 48th Street Theatre.

The country folk musical, sponsored by Barron Howard and Jack Stone, featured the hoedown and hollers of such names as Sunshine Sue, Cousin Joe Maphis & Rosie and Lester Flatt, Roy Acuff, the Foggy Mountain Boys, and a host of others.

“Hayride”, for the past eight years, has played the WBWA Theatre in Richmond, Va., as the “Old Dominion Barn Dance”. The CBS radio network carried the show every Saturday night.

Research Craft Company

Producers of the Finest Custom Record Pressings That Quality Materials and Intelligent Skill Can Offer Any Type of Phonograph Record in Shellac • Flex • Vinylite

1037 N. Vermont St. • Los Angeles 36, Calif. • Hollywood 5-6128

“T.M.O.C.” in New York

NEW YORK—Retailers who’ve been doing a bang-up job with MGM’s “Tough Guys” have seen another top selling movie soundtrack disc from the company as “Brigadoon” opened in the Radio City Music Hall in New York last week.

Starring Gene Kelly, Cyd Charisse and Van Johnson, the film is a delightful screen presentation of the Alan Jay Lerner-Frederick Lowe stage musical which took this city by storm some years back.

Although such warm and beautiful tunes as “There But For You Go I”, “My Mother’s Wedding Day”, and “Come To Me, Bend To Me”, were omitted from the flick, the disc now still has a powerful record package topped by Gene Kelly’s “Almost Like Being In Love”. It’s another “Sinning In The Rain” classic for the star. Cyd Charisse is excellent on “Waitin’ For My Dearly” and the outstanding ensemble number is the gay “I’ll Go In, Pickin’ and With Bonnie Jean”.

The imaginative musical fantasy, easy going and not overly shocking at any point, is brought to life by the fabulous Wedding Day procession. Stereophonic Sound fills the theatre with the ringing of the hundreds of organ and orchestra of songs and the thrilling bellow created by a group of bag pipes, all of which should be quite exciting on wax.

Although the visual portion of “Brigadoon” is not on a par with “Seven Brides”, the music is most palatable and should sell a heap in its album form.

Attention Operators and Record Buyers!

A new label is born! And on its first release, in less than 7 weeks, it has sold over 13,000 in the state of Wisconsin alone. Yes, it’s none other than the former RCA Victor mono-record, now exclusively at POTTER RECORDS, Potter, Wisconsin.

LAWRENCE DUCHOW and his RED RAVENS

The hit song of the season . . .
POTTER RECORD #1001
"JUST ANOTHER POLKA"
by
"SWEDISH POLKA"
This is the "Juke Box Sat. Night" song in polkas . . . imitating all the national orch. leaders—Yankovic, Whipple John, Pecan; Romy Goss; Six Fat Dutchmen. It's terrific—stupendous.

POTTER #1002
"WHEN MY BLUE MOON TURNS GOLD" by
"HOME, HOME WHY GO HOME"
VOCALS GENE TETO

NEW RELEASES—SEP. 1 POTTER #1003
"LITTLE SHOE MAKER POLKA" by
"JIMMY CRACK CORN" VOCALS GENE TETO

POTTER #1004
"SAXOPHONE WALTZ" by
"I GET A KICK OUT OF CORN" VOCALS LAWRENCE DUCHOW

The Cash Box, Music Page 11 September 25, 1954
Mambomania

The Mambo, making a big splash in all walks of life, has also hyped the recording and theatrical agency business according to Leonard Green, president of Mercury, the largest booking agency for Latin-American artists in the United States. Green, whose agency was the first to deal in the Latin-American market, has added three more booking agents to his Mambo department which is headed by Charles Green. The figures released by Green show that Machete's demand for Latin-American bands and acts has jumped up to 150%. Nor is the mambo a purely local trend. Mercury bookings include spots from the Palladium Ballroom and Hotel Madrid in New York to the Covey Club in Montreal, Canada, and in Las Vegas to places like Albuquerque, N.Mex., Los Angeles, Ca., and Indiana Harbor, Indiana. With an outstanding list of talent on the Mercury roster, Green reports that artists like RCA Victor's Perez Prado, Tito Rodriguez, Tico Record's Tito Puente, Soco's Machito, Fiesta's Jose Cuba and RCA Victor's Facundo Rivero and Pedro's book offices are flooded with requests. In season with the demand also for Mercury artists acts also including Miguelito Valdes, Ralph Font, La Playa Sextet, Endo Reyes, Al Romero, Pepito Lopez and Cesar Concepcion. However, because of the over-demand and undersupply of Latin-American artists, due to the big mambo upsurge, they require a 25% more take for Latin-American orchestra musicians. Green, who has developed his array of artists over the last ten years when he opened Mercury Latin agency, now considered the foremost in the mambo field on Latin-American music by the recording and nightlife industry, was recently called in to supply the talent for the biggest Mambo show ever presented, "Mambo USA," which kicks off a 56 city tour across the country October 22nd at Carole's Club in New York City. The mambo audience didn't hear of Mambo a short time ago they are certainly being inundated with the Latin tempo "Whiter Thou Goest." These recordings of such popular artists as Vaughn Monroe (not really mambo except in title), Perry Como, Johnnie Ray, Gary Crosby, Richard Maltry, and others. Just the other evening we caught Perry Como doing his "Papa Loves Mambo" with a production number. Although the dancers were hardly mambo experts, the vast audience that Perry commanded was doing the necessary indoctrination and it should help build a really big mambo market. - Dick "Beverly" Sugar (KWKV-N. Y.)

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

Walt Disney's "20,000 Leagues Under the Sea" - RCA Victor 10714 (50 L.P.)

The exciting Walt Disney film, "20,000 Leagues Under The Sea," is adapted for records by Martin Weldon with such excellent results, that dealers will probably place their largest selling kiddie albums. The album is in story-book form with color cartoons of the participating players. Alongside each cartoon is the record on the cover, which can be followed by the older children who can read. A suspenseful presentation of the John Verme classic. Interesting cover should attract a great many parents.

Soundtrack

Betty Hutton - "Satin and Spurs" Capitol L. 547 (10 L.P.)

Uncoo-dry-day; Wildcat Smathers; Satins and Spurs; The Little Rock Roll; The Baby Face Menace; Italian Night; Back Home; You're So Right For Me.

On Sunday, September 12, 1954, TV entered a new era. Producer: Max Lieb- man. A new musical written especially for TV, to be shown only once, and never to be shown live. The show highlighted the debut of Betty Hutton. Although this "spectacular" opened many doors for the entire TV industry, it had as much to do with the viewing commands and Ray Livingston who got spectacular. This album features the entire score and cast exactly as it was heard on TV. Should have a fair appeal even though some 50 million people are supposed to have seen it.
Strange Things Are Happening To "Not As A Stranger"

NEW YORK—The music business is referred to by many as the most wild and woolley industry of them all. Here's a situation that should attract many followers to this field of thought.

Some time ago, the late Morton Thompson wrote a novel called "Not As A Stranger." The sensational novel met with tremendous public acceptance with the result being that it hit the number one spot on the best seller list.

Stanley Kramer, noted Hollywood producer, bought the rights to the novel and is producing the film which starts shooting next week. Kramer commissioned Dimitri Tiomkin and Ned Washington to pen the music for "Not As A Stranger." However, they won't be the only "Not As A Stranger" authors. Tony Bennett has recorded a version of a tune with the same title published by Ben Bolm and written by Abner E. Wolfe. The McGuire Sisters have recently recorded a different "Not As A Stranger" (unpublished at this writing) composed by Linda Roberts and Andrew Elowe. The tune is copyright and cleared through ASCAP.

Out in California, there is a Guild Music Company that has still another "Not As A Stranger" written by Dorinda Morgan and cleared through ASCAP.

It has also been rumored that Capitol Records is going to record a tune with same title. Maybe it's the same one as the above and maybe it isn't. It's really an unusual situation that could cause some interesting effects. Let your imagination wander.

Can you imagine what would happen if two "Stranger" songs hit? Disk jockeys will play "Not As A Stranger"-"A" and "Not As A Stranger"-"B." This should be interesting.

The EKKO DOUBLE
Two complete numbers on 1 7/8 rpm side
Longest: 1:22
Shortest: 1:13
by JACK MARSHALL
EK.105-106

THE EKKO RECORDS
4949 HOLLYWOOD BLVD., HOLLYWOOD, CAL.
RIAA Commends Victor’s “Gruve-Gard”

NEW YORK—Following the meeting held by RCA Victor on September 5, 1954, for the purpose of introducing the new “Gruve-Gard” long-playing protective device to the record industry, John Griffin, Executive Secretary of the Record Industry Association of America, stated:

“The management of the RCA Victor Record Division should certainly be congratulated on the accomplishments of its engineering department in developing a practical means for protecting the delicate playing surfaces of long-playing records.

“Of equal and most significant importance is the decision of RCA Victor to make this engineering achievement available for use by all other record manufacturers on a royalty-free basis.

“The Record Industry Association of America was organized three years ago for the principal purpose of fostering in harmonious and appropriate ways the growth of the phonograph record industry, and it seems to me that this fair and far-sighted decision on the part of RCA Victor is a model example of effective cooperation on the part of a leading member of our Association.”

Siegel Makes Deal With Italian Publisher

NEW YORK—Paul Siegel, prexy of Symphony Music Publishing House of downtown Manhattan and Holmwood has consummated a deal with Organization Musicales Nazionali Italiano of Italy, whereby he has been given the power of attorney to represent, sign contracts etc., with publishers in the United States and Canada for the placement of Organization’s tunes with American and Canadian publishers and for the placement of U. S. tunes with the Italian firm.

Giuseppe Mauro, President of Organization, Musicales, a holding company for seven Italian music publishers, Herbert Nazional, Film Melodica, Ambrosia, Soronfilm, Riciolone, Chiappo, and Le Chat Diable, has signed the contract.

Organization is the largest music picture publisher in Italy with popular and standard tunes numbering in the thousands.

The company has established a bank account at National City Bank in New York whereby U. S. publishers will be given the amount of their foreign currency earnings.

U. S. publishers whose tunes are accepted by Siegel, will receive advance payments from American publishers that guarantees for recording by major record companies.

Calder Joins Forgie Music

NEW YORK—Al Calder has joined the staff at Forgie Music as promotion director, the position he held when he worked for Johnny Farrow. About four weeks ago Calder left the Veronique and AVAS Music Publishing Companies. Prior to this, he spent several years handling national publicity and record promotion for many top artists. Just recently he obtained a Mercury recording contract for singer Tommy Phillips and had the artist cut several sides on the King label.
Contest

Coral to De-emphasize Xmas Disks

NEW YORK—With the exception of two records, one by Teresa Brewer and another by the McGuire Sisters, Coral will not release any Christmas records this year.

The diskety's execa sum up this move in just a few words. The gamble of making a Christmas tune a hit in just one month is too great.

But, there are the following reasons:

1) Some years back, dealers used to stock-covering Xmas disks as early as September. But now they won't stock a yuletide disk until it gets air play.

2) It can't get much air play since a large percentage of the country's deejays won't spin an Xmas disk until the Thanksgiving holidays.

3) A ballot, which takes loads of play to make it a hit, doesn't stand a chance in just four weeks.

4) All good Xmas hit possibilities have to be novelties and these have to be cut by herbsteats so that they can get a fast start.

Since Christmas is a big record buying season, the disketry will concentrate on making top hits out of its pop material issued prior to the big season.

Spartron of Canada Resumes Production

LONDON, ONT., CANADA—G. A. Holmes, president of Spartron of Canada, Ltd., has announced that resumption of phonograph production by that company will begin immediately.

Under the newly-established label, "Spartron Records," the company will make available to the Canadian market a selection of the best-sellers and standards from several U.S. companies as well as some new Canadian talent. The catalog will cover all types of popular—Popular, Folk & Western, Rhythm & Blues, Semi-Classical and Classical.

Coast-to-coast distribution will be handled by independent distributors in Western Canada and Newfoundland, with Factory Sales Branches in Toronto and Montreal handling the provinces of Ontario and Quebec.

The Spartron Records Division of the company will be headed by Rupert Hunter, managing director and Harold Pounds, merchandise manager. Both men held similar positions with Spartron during the past 14 years when the company was engaged in manufacturing and distributing for a major U.S. record company.

Mack Clark Joins Indigo

NEW YORK—Charlie Barnet, in a move to reactiviate his Indigo Music Publishing firm (BMI), has asked to get his new AH Music Pubbery (ASCAP) off to a good start, has signed Mack Clark as general professional manager of the two firms.

Mack, brother of the late Buddy Clark, was for a number of years with Paramount Music and Martin Black Music.

Clark will seek new recordings of songs in the Indigo catalog and search for new material to be published under the ASCAP and BMI firms.

Song from the Caine Mutiny

I Can't Believe That You're In Love With Me

By Scott Richardson and Carl Quigley

Mills Music, Inc.

Recorded On All Major Labels

Lowell Music Corp.

1219 Broadway New York, N. Y.

"Watch For The Greatest Record"

By Tom Edwards

"I Have That Kind of Heart"

RCA Victor

Release Date Sept. 26

Great Sales Are Happening In Both Pop and R&B on the Original The Harptones

Why Do I Love You

Brice 109

Bruce Record Co.

106 Broadway

New York, N. Y.

"It's What's in THE CASH BOX That Counts!"
NEW YORK—The first step in its previously announced expansion program was taken by Audiodex Records this week. The label which has been in operation for one and a half years, has just acquired four masters by a male quartet called the Hurricanes, featuring Bob Guye.

The Hurricanes are the first outside talent signed by Audiodex, prior releases having featured the talents of Dorothy Collins and Raymond Scott exclusively.

Leonard Wolf, who negotiated the deal, signed the group on options and feels certain they will be a top name in the record world very soon.

First disk, "I Keep Crying" backed with "Teardrops," is being released with an elaborate promotion campaign planned for its launching.

PHILADELPHIA, PA.—On hand for Philadelphia deejays Grady and Hurst's Norristown store opening are the Burgess of Norristown; singer Vinee Carson; Percy Faith; host Joe Grady; and Herb Goldstein, local Columbia promotion manager. About 200 teenagers were present to mark the occasion.
That’s right! The Cash Box will give you DOUBLE YOUR MONEY BACK if you don’t agree that The Cash Box is the finest publication for you in all the history of the coin operated machines industry!

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

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

Read the first four issues.

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

YOU CAN’T LOSE!

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

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

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

FIRM

ADDRESS

CITY ZONE STATE

SIGNED

“lt’s What’s in THE CASH BOX That Counts”
Admirers

NEW BEDFORD, MASS. — Disk jockey Chris Clark (right) of WBBSM drops in backstage to see singer Kitty Kallen and takes one of her many teen-age admirers along during Kitty's one-night appearance at Lincoln Park in New Bedford, Mass. This was one engagement in a series of one-nighters which Kitty has just completed.

Network Show For Crosby Album

NEW YORK — In a spectacular promotion for the new Bing Crosby album, ABC will devote two hours to playing the album's numbers on Sunday September 26 from 6 to 8 P. M. Albert Shavel will go out over the entire network at that key broadcasting time.

In addition to playing the records, there will be live guests in the studio who have previously been associated with Crosby during his career. As of now the following have been lined up: Paul Whiteman, Bob Burns, Johnny Mercer, Pat Andrews, Barry Fitzgerald and Les Paul.

The officials of Decca believe this is the first time that this kind of exploitation has been given an album.

Sellers Opens L. A. Distributing Offices

LOS ANGELES, CALIF. — Lee Silver, formerly of N.Y., has moved to L.A. & promotion work for Herald, Tico, Rainbow and Dot Records. He brings with him over eight years of experience in the music field.

Sellers plans to handle a wide and varied line of Pop, Bigband & Blues as well as Western and LP's.

Official Tune For Dog Week

NEW YORK-Kathryn King's new recording of "I Want a Puppy In My Stocking For Christmas" has been designated as the official song for National Dog Week (September 19-25) as it was announced by Raymond J. Hanfield, Executive Secretary of the National Dog Welfare Guild. Miss King's recording is being sent to all states in the 48 states to be used in observance of the week.

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

Sept. 20—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
21—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
27—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.
27—Dallas Music Operators’ Assn.
Place: Big Pete’s, 5001 Lover’s Lane, Dallas, Tex.
28—Western Massachusetts Music Guild
29—Association of Amusement Machine Operators of the Province of Quebec
Place: Mt. Royal Hotel, Montreal, Que. (General).

Oct. 4—Amusement Machine Operators of Baltimore
Place: Pimlico Hotel, Baltimore, Md.
4—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.
4—California Music Merchants Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.
5—Arizona Music Guild, Phoenix Chapter #1
Place: 1738 West Van Buren, Phoenix, Ariz.
7—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General).
7—California Music Merchants Assn.
Place: Sacramento Hotel, Sacramento, Calif.
7—Eastern Ohio Phonograph Operators’ Assn.
Place: Tod Hotel, Youngstown, Ohio (General).
12—California Music Merchants Assn.
Place: Fresno Hotel, Fresno, Calif.
13—New York State Operators’ Guild
Place: Governor Clinton Hotel, Kingston, N. Y.
13—California Music Merchants Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
14—California Music Merchants Assn.
Place: U. S. Grant Hotel, San Diego, Calif.
18—Amusement Operators of Baltimore
Place: Pimlico Hotel, Baltimore, Md.
21—Eastern Ohio Phonograph Operators’ Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).

A SENSATIONAL GROUP...
A SENSATIONAL RELEASE
THE DODGERS
"LET'S MAKE A WHOLE
LOT OF LOVE"
"YOU MAKE ME HAPPY"
Aladdin #3259

Still the Greatest!

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

HURTS ME TO MY HEART
Faye Adams
(Herald 434)

HONEY LOVE
Drifters
(Atlantic 1029)

SEXY WAYS
Midnighters
(Federal 12185)

WORK WITH ME ANNIE
Midnighters
(Federal 12169)

THE NATION'S
RHYTHM & BLUES TOP 15

Stars Over Harlem

A slight to see was the throng of smiling uptown teenagers gathered around the speaker listening to the wonderful older waxings, the squilzing present etchings, plus high tempo mambo rhythms of such favorites as Tito Puente, Tito Rodriguez, Joe Loco, Alfredito, Perez Prado, Bonenere and oh so many more. These gentlemen of the trade and their masters' performances have almost brought about a complete change in the taste of the uptown younger set. Whenever these leaders raise their batons that serves as a go sign for their wailing sidemen, the guys and dolls nervously try to stand still, but they can't, they try unsuccessfully to sit still, but spirit is there, it's got them and the steady beats of the persuasions carefully blended causes these listeners to prance through some of the most entertaining bits of calythesnies ever witnessed. At present they're digging like crazy the melodic strains of "San Kan Kan", "Confidential Mambo", "Tremendo Cha-Cha-Cha", "Chop Suey Mambo", "High And Mighty Mambo", "Square Dance Mambo" and the many top flight "Skolian" platters. All goes to show that you never can tell just what might catch the teen tippers ears or just what bit of material possesses that magnetic something that causes these kids to part with their precious coins. Also here too the music that comes from the sound tracks of the movies are a very definite must on the retailers lists. Presently there just isn't any one flavor that strikes the Harlemites fancy. Let it be good, and let it be distinctively different and your chances of cracking through with a smasheroo in the vicinity of the Apollo are terrific... Joe Turner— they're already screaming and scrambling about for your "Well All Right" sappy... Ditto Johnny Ace and "Never Let Me Go"... "Let's Make Up" has almost become a household phrase as a result of The Spaniels handlers releasing a satin smooth reading bearing the same name. This one is definitely heart bound... "Arnie Had A Baby" grabbing nickel after nickel, dime after dime and quarter after quarter... Negraran's "Al Hibbler Sings Duke Ellington" long player hotter than the N.Y. Giants... Percy Faith's "Music From Hollywood" series a musical treasure to possess. Same goes for the Chet Baker with strings deliveries, Ernie Learner—only a few moments ago this columnist spotted your statement in Cash Box where you state that there is a definite leaning toward progressive jazz among the R&B disk jockeys, and we wholeheartedly agree with you one hundred and fifty per cent... Billy Taylor spotted bouncin' happylike to and from the platter spinner's booths giving out with quick hollers and goodbyes. F.S. Speaking of the personable little pianist—permit us to mention that a recent uptown survey insured us that his many stellar wax performances are consistent best sellers among those who appreciate the jazzer slicings... King Cole's "It's Crazy" b/w "Smile", Need I say more.
LOS ANGELES: The music motion picture industry is beginning to recognize the popularity of rhythm and blues groups and is attempting to put a kind of Western label on the concept. The result is a rush to make a film short. They are the first B & R attraction to be signed by an independent studio. The boys are noted for their popular prison songs. First was "Ten Days in the West," produced by Claude "Dootsie" Williams, a Negro who has just been released on the Spark label. The Hillbilly Brothers and the New Rhythm are also on the way. They are now running their pressing plant round the clock. We hear that their Fair waxing of "Oop Shoop" by Shirley Gunter and The Queens is breaking in several Eastern cities. Specialty Records' ace blues singer Guitar Slim kicked off his West Coast tour at San Francisco on September 15th. He essentially has only a couple of days. Also a strong contender for big hits is the Carmen Taylor readings of "Ooh P" and "Feelie." This gal can move with scribes, sultriness and shadiness but she's no Kinsey and Freeman in their combined reports. That was quite a shindig at the Brooklyn Paramount last week where the sensations were on hand. A strong contender for big hits is the Carmen Taylor readings of "Ooh P" and "Feelie." This gal can move with scribes, sultriness and shadiness but she's no Kinsey and Freeman in their combined reports. That was quite a shindig at the Brooklyn Paramount last week where the sensations were on hand. The new Al Green record on the Spark label is certainly very interesting and the record itself is very nice. The new Al Green record on the Spark label is certainly very interesting and the record itself is very nice. \n
THE COUNTS

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Coming Up in R&B
Listed Alphabetically

**FOUR YEARS OF TORMENT**
*Memphis Slim (United 182)*
St. Louis
NEVER LET ME GO
Johnny Ace (Duke 132)
Newark

**WOMEN AND CADILLACS**
*Nite Riders (Apollo 160)*
Memphis

**ZIPPY ZUM**
*Chords (Capitol 109)*
Los Angeles, New York

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**Dominoes To Star In NAACP Benefits**

NEW YORK—Billy Ward and his Dominoes will play a series of benefits for the National Association for the Advancement of Colored People. The announcement was made by Mrs. Rose A. Marks, manager of the association.

NAACP executive secretary, Walter White, called upon the Dominoes to aid in the association’s fund-raising campaign. Ward leaped at the opportunity to serve, lauding “the great work that the NAACP is doing for mankind.”

Ward’s wire of acceptance to Mr. White continued: “Please be assured that it is hereby an honor and a privilege to place my group at your disposal.”

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**Remington Issues Disks For Blind**

NEW YORK—The Remington Record Company, this week previewed a new series of disks for the blind, with spoken commentary by Dr. Sigmund Spaeht, and music. The platters, which will have braille labels and braille program notes, will be distributed by the American Record Club for the Blind, a service of the Louis Braille Institute of America. Members of the club are entitled to their choice of any two records in the series at no charge. Additional records will sell at three dollars each.

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**Hoffman’s 25th Anniversary**

NEW YORK — George Hoffman, ASCAP comptroller, celebrates his twenty-fifth year with the performing right society this month. Hoffman has worked in every phase of the Society’s operation, starting as a field representative.

He rejointed with Jules M. Collins, Herman Finkelstein, and Richard F. Murry, comprise the management which now operates the Society, in conjunction with the President and Executive Committee.
**ALFREDITO**
(Rainbow 258)

"Zesty Do" (2:00) [Rainbow Trio] This could be the follow up to Alfredito's "Chop Suey Mambo," which stirred up quite a bit of mambo action. The platter is ginned up with humorous chants, side comments and insane laughter. Has a great danceable beat.

**THE HERALDS**
(Herald 435)

"GONNA LOVE YOU EVERY- DAY" (2:40) [Angel BMI—Dawn] The Heralds bounce merrily through a rhythmic love ditty. The group has an infectious appealing sound that should help the disc take off. A good piece of wax that will be heard from.

**ETERNAL LOVE" (2:00) [Angel BMI—Dawn] Flippers is a slow wailing blues ballad that the lads present effectively. The Heralds wax emotionally for a sad and stirring piece.

**CARMEN TAYLOR**
(Atlantic 1041)

"OH!" (2:00) [Progressive BMI—Columbia, Canada] Here's a gal with lots of pepper and the lass shoots off sparks as she lifts the bouncer in an audacious manner. The Boppers back Carmen smoothly and with happy effect.

"FREDDIE" (2:00) [Progressive BMI—Taylor, Carroll] You've never heard sax on wax until you hear Carmen Taylor squeal out "Freddie." This gal is so torrid you just expect the wax to melt away under your needle.

**THE EMPERORS**
(Move 511)

"I MAY BE WRONG" (2:25) [R & B Music—Emperors & Orlando] A good group, The Emperors, dish up a strong reading of a middle tempo blues bounce. Should grab off a piece of action with proper exposure.

"COME BACK, COME BACK" [R & B Music—Emperors & Orlando] Lads wax a driving ditty with excitement. Ok platter, that makes a strong coupling for the boxes.

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**JOHNNY OLIVER**
(MGM K-11827)

"ALL I HAVE IS YOU" [Moore, Mills] Johnny Oliver sings a ditty very similar to the current hit, "I've Got My Eyes On You." Johnny knocks out the exciting Latin flavored beat in good style.

"SING THE BLUES" (2:05) [Thomas, Kirkland] Oliver has a slow blues for the flip deck. Lad turns out a fine deck, but the "All I Have Is You" side has the potential, Good orking supplied by Leroy Kirkland on both tracks.

**MARGIE DAY**
(Decca 9-48325)

"JUST CAN'T KEEP IT TO MYSELF" [Blue Grass Music BMI—McCoy, Singleton, Dash] Margie Day pours out her tormented state of mind since she lost her lady with a feelingful vocal. Ditty is a low rhythmic blues and Decca has a potential sales puller in this one.

"MOLE IN THE HOLE" (2:15) [Warshall Music BMI—Margie Day] Margie drives a winning number with a gusto filled vocal. Side moves and has the beat to command attention. Strong wax.

**VARETTA DILLARD**
(Savoy 1100)

"SEND ME SOME MONEY" (2:30) [Brozons BMI—Zeke Clements] Varettta Dillard is back with her first in some time and the lady and snakes her way through a middle tempo bouncer in fine style. Gel sends the B.O.S. for some money so that she can "come home to you." Good deck.

"LOVE" (2:45) [Crossroads BMI—Ray, Hinds] Thrush slugs a sentimental slow romantic from the heart. Varettta delivers her emotional reading with a sad and tormented feeling. Torchy waxing that could break.

**SEXTETO LA PLAYA**
(Reprise 436)

"JAMAIQUINO" (2:21) [N. Rivera] A very pretty slow tempo cha cha is performed engagingly by the La Playa sextet. The performers sing along.

"JOHNNY GUITAR" (2:57) [Victor Young ASCAP—Young, Lee] The La Playa sextet comes up with a lovely slow instrumental mambo with treatment of the theme.basic from the film. A delightfully relaxing deck.

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**MILAN BROWN**
(Jones 204)

"I'M GOIN' BACK" (2:47) [Challenge Music BMI—Milan Brown] Milan Brown sings a heated up bouncer in which he proclaims his intention of getting back to his little chick beside the track. Brown's deep full-throated tones are augmented by a dirty toned orch and the wax is good 7 & b.

"ROLL IT" (2:45) [Challenge Music BMI—Milan Brown] Another fast moving wide awake side in which Brown jumps with all the enthusiasm one can muster. This lad's voice is good and filled with personality. Two good discs that could sell if gotten around.

**THE JEWELS**
(Deluxe 6062)

"HEARTS OF STONE" (2:29) [Gimmete BMI—Toberence, Ray] The Jewels intro a new label with a bouncy romantic ditty and the initial entry may get the discivery off to an ok start.

"RUNNIN'" (2:00) [K & S BMI—Jackson, Ray] The Jewels etch the night-side in "Runnin'" Lads come through with more punch and appeal on this deck. A middle tempo bouncer with plenty of listening appeal.

**THE CHARMS**
(Deluxe 6062)

"HEARTS OF STONE" (2:29) [Regent BMI—Ray, Jackson] The Charms are very good on this melodic and catchy bouncer. Their interpretation of the besty ditty could be the one to break them through, something they've been threatening to do for more than a year now. Keep your eye on these spungents.

"WHO KNOWS?" (2:18) [Jas & Cee BMI—Peen, Parker] The Charms etch a slow blues ballad on the flip but deck doesn't seem to possess the spark the lads get into "Hearts."

**THE DU DROPPERS**
(Groove 4G-0039)

"LET NATURE TAKE ITS COURSE" (2:25) [Park Avenue BMI—Joe Thomas] The Du Droppers dip into psychology and advise one and all to "let nature take its course" in the matter of making love. A slow bouncer performed stylishly by the talented group.

"BOOT "EM UP" (2:35) [St Louis Music BMI—Cross, Singleton, Rose Marie McCoy] The flip is a quick beat bouncer with the boys pulling out all the stops as they belt. A driving ditty comes out a zesty piece of wax.

**THE CASH BOX RHYTHM 'N BLUES REVIEWS**
music slow the delightful tour they Nashvillle, September quicker Rod Page spotted retains his Professor jazz citer (Meteor 1138) temp. tempo angels pleasing. pretty © the WILBERT blues © © (2:27) (JATAP—Shavers) Another fine deck, Similar comments on the quintet’s handling of the Shavers arrangement. LOUISE BEATY with Jack McVea (Ultra 50) "SOMEDAY" (2:50) [Dutchess BMI—Hodges] The band treats the standard to a Dixielandrendition that is a live and spirited bit of wax. Vocal is a combination styling of the 30’s and the later progressive style and somehow doesn’t fit on this arrangement. Strength of the deck lies in the instrumentalizing. DICK REUDEBUSCH and his State Street Ramblers (Andell 3) "BATTLE HYMN OF THE REPUBLIC" (2:35) [J. W. Howe] Dixieland followers may well come up with a new hero in Dick Reudenbusch whose belting six piece combo dishes out the wildest “Battle Hymn.” It’s a strange waxing in that the Dixieland is spooled with some modern jazz. Could be defined as a 95% Dixie and 5% modern. Reudenbusch and his Ramblers provide a well performed exciting recording. "LOVE AT LUNCH TIME" (2:25) [Andell BMI—Anderson, Lehman] Reudenbusch and his group etch a Dixieland quick beat in powerful style.

"It's What's in THE CASH BOX That Counts"
CINCINNATI CUT-UPS

The big news on Fountain Square this week is about Paul Dixon resigning from WCPQ. Seems Paul has been at odds with the brass of the station since he replaced Bollie Mack with Sis Camp on his show. Dixon states that he will leave WCPQ when his Dumont TV show contract runs out. . . Mid-Western Hay Ride with Bonnie Lou (King) Red and Zeek, Gear Sisters, Buddy Ross, and The Trail Hands played the Dark County Fair to a record breaking crowd this week. . . Jenny and Jill (Okeh) has a new release out "I'm Gonna Wake Up Snuffin'" . . . Skeeter Beem (Victor) "Honey Baby" working with Estel Lee at the Falicey Rex Theater. . . Jimmy Skinner (Decca) Little Loretta Thompson, Smokey Ward, Ray Lunsford and Jimmy Williams are featured regularly at the Middletown Jamboree on Sat. nights. . . Lester Cox writer of "No Stone Unturned" addressed the Cincinnati Society of Composers at their regular meeting. The society was formed to help amateur composers.

MGM Signs Dave Denny

NEW YORK—It was announced this week that Dave Denny, a country songster from this state who is featured on a country variety show on WPTE, Troy, N.Y., has been signed to a term contract with the MGM label.

His first release for the diskery is sched to be out later this month.

Snow & Tubb Broke Records In Florida

NASHVILLE, TENN.—In a recent issue, The Cash Box inadvertently wrote that Red Foley had been on a Florida tour. The article should have read that Ernest Tubb and Hank Snow had been on that tour. As a matter of fact, the trip was so successful for Tubb and Snow that they broke house records in the following Florida cities: Tampa, Orlando, Daytona Beach, Ocala and Jacksonville.

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. COURTIN' IN THE RAIN ... T. Texas Tyler (Four Star)
5. GO, BOY, GO ... Carl Smith (Columbia)
6. GOODNIGHT, SWEETHEART, GOODNIGHT ... Johnnie & Jack (RCA Victor)
7. THIS OLE HOUSE ... Stuart Hamblen (RCA Victor)
8. WHAT'CHA GONNA DO NOW ... Tommy Collins (Capitol)
9. THIS IS THE THANKS I GET ... Eddy Arnold (RCA Victor)
10. A PLACE FOR GIRLS LIKE YOU ... Foran Young (Capitol)
11. LOOKING BACK TO SEE ... 12. YOU CAN'T HAVE MY LOVE ... 13. IF YOU DON'T, SOMEBODY ELSE WILL ... 14. SPARKLING BROWN EYES ... 15. NIGHT TIME IS CRY TIME ... 15. DON'T DROP IT.

DECCA RECORDS

CEDARWOOD PUBLISHING CO.
146 7th Ave. Nashville, Tenn.

"It's What's in THE CASH BOX That Counts"
THE CASH BOX
October 15, 1954

Ramblers, Inc., 1954
Mayor C. Tom Coates, Mayor of the City of Nashville

HANK THOMPSON
(Capitol 2920, F-2920)

Hank Thompson, one of the top performers in the country field, comes through with another pair of tunes that should meet with great success on the market. On one of the artist titles held of a rhytmic, quick beat ballad dubbed "The New Green Light" and treats it to full vocal performance. The chanter has finally found out that this gal has been untrue and has decided to give her the "go" sign. A "Lonely Heart Knows", on the flip, is a moderate tempo weeper that Hank projects with much feeling. The Brooklyn Boys blend in with a fine instrumental assist on both ends. Two high bright vocal etchings that should ride the charts together.

EDDIE EDDINGS
(Starday 163, 45-163)

"FEARING" (2:45) [Starrite BMI—E. Eddings] Eddie Eddings sings this middle beat, lover's lament in poignant fashion. The Coun-try Gentlemen warmly assist the chanter as he tells of his desire to be reunited with his sweetheart in a far-off town. A dandy platter.

"SMOOTHIN'" (2:05) [Starrite BMI—Ed Eddings] Under deck is a peppy, quick beat duet with poppy lyrics that Eddings etches in gay style. Enticing melody rounds out a cute side.

RITA ROBBINS
(RCA Victor 20-5856, 47-5856)

"THE HOOK" (2:07) [Sheldon BMI—S. Coleman, Klein] The dainty cover comes up with a new female vocalist, Rita Robbins, who has both the talent and material to break into the big time on her initial effort. The production is quite a appealing item with catchy lyrics and melody in potant fashion. She may prove a sleeper. An interesting platter.

EDDIE LEWIS
(Starlite BMI—E. Miller, T. Colbert)

"IF YOU DON'T SOMEBODY ELSE WILL" (2:05) [Acuff-Rose BMI—I. Mathis] Flip portion is a delightful, quick beat romantic item that the songstress waxes with zest and appeal. Two excellent showings.

THE PINETOPPERS & THE MARLIN BAND
(Imperial 61245; 47-61245)


MERLE KILGORE
(Imperial 65266; 45-65266)

"SEEING DOUBLE, FEELING SINGLE" (1:57) [ Commodore BMI — M. Kilgore] Merle Kilgore sends up a top-notch vocal effort as he waxes a fast paced item in spirited fashion. A trance with the wife and all night dancing down at the corner bar has the chanter "feeling single" again.

"IT CAN'T RAIN ALL THE TIME" (2:36) [Commodore BMI—M. Kilgore] Under lid is a moderate beat sentimental item that Kilgore treated to a smooth reading. Sibilent backing string.}

THE CASH BOX
October 22, 1954

Ramblers, Inc., 1954
Mayor C. Tom Coates, Mayor of the City of Nashville

BETTY AMOS
(Mercury 70456; 45-70456)

"I'LL WILL FOR YOU" (1:55) [Acuff-Rose BMI—Amos] Betty Amos comes up with a tantalizing performance on a buoyant, quick beat romantic cutie. Light-hearted lyrics and a flavorful string backdown complemented by a colorful harmony. A dandy platter.

TINY COBLET
(4 Star 13-96; 45 x 96)

"HEAP MAD INJUN" (2:23) [4 Star BMI—E. Miller, T. Colbert] Tiny Coblet and his West Coast Ramblers come up with a catchy piece of tom-tom material that could prove to be a real sleeper. An interestingly different platter.

"JUVELINE WOOSE" (2:03) [4 Star BMI—F. Miller, T. Colbert] On the lower side Coblet waxes a fetching, quick beat item dealing with the amors of the younger set. Cute lyrics and melody color the deck.

WANDA JACKSON & BILLY GRAY (Decca 13957; 45-13957)

"YOU'D BE THE FIRST ONE TO KNOW" (2:21) [Brazos Valley BMI—W. Jackson] Wanda Jackson sends up a first class performance on a moderate tempo, sentimental item that typifies most of the tender lyrics with warmth and sincerity.

"IF YOU DON'T SOMEBODY ELSE WILL" (2:21) [Acuff-Rose BMI—I. Mathis, G. Hamilton, J. Fauchter] Billy Gray teams up with Wanda on a colorful, love item that's starting to click. A sizzling follow-up to their current success "You Can't Have My Love". Should do well.

TOM TALL
(Fabor 115, 45-115)

"YOU LOVED ANOTHER ONE BETTER THAN I" (2:30) [Dandellion BMI — T. Tall] The mellow tones of Tom Tall come over well on a moderate tempo weeper with touching lyrics. Strings back the artist in tender fashion.

"I WANT TO WALK WITH YOU" (2:24) [Dandellion BMI—T. Tall] On the very top, Tall dishes up an engaging, double track vocal effort. The tune is a fast-tempo, romantic piece with lyrics in a slightly religious vein.
Maxine and Jim Edward Brown (Abbott), the duo that did the original recording of "Lookin' Back To See" just recently completed personal appearance engagements in West Texas and New Mexico with Imperial's Slim Whitman. Shortly after the tour, Maxine and Jim Edward were robbed of several hundred dollars in money and clothing by Charlie Wade, who holds forth with the C&W deejay show over KMBC-AM in San Antonio, Texas and who is also a recording artist for the duo. Wade had as his guest recently Jim Reeves, (Abbott), Reeves has been working the Texas Territory out of his headquarters at shreveport, la, and the Louisiana Hayride, Carl Smith, after just missing the hurricane "Edna" while on a Florida tour, jumps from one weather extremity to the other. . . . Smith and his Tunesmiths just completed a week in Baltimore, Md. Hank Snow remains on a busy schedule of personal appearances, with the requests heavy for Sunday Park dates. Snow just completed a successful week of personal appearances in the Pennsylvania territory, Bill Carlisle and "The Carlisles" set for eleven days in Canada. This group has been on a rather solid schedule of personal appearances for the past several weeks. Another group scheduled for Canadian tour right away is Bill Monroe and his Bluegrass Boys. Monroe has been using Red Murphy recently on his road engagements. Curtis Gordon and his Hillbilly Pals played to some $0,000 paid admissions on Labor Day weekend at the Radio Ranch in Mobile, Alabama.

Gordon is set for personal appearances in the Norfolk, Va. area October 5-6. Artists, writers, and folks in the trade have been pouring the mail into the Cash Box Nashville office reminding us that they intend to make the Hank Williams Memorial Day Celebration (September 20-21st). Hank Snow did the Grand Ole Opry coast-to-coast NBC'ers September 11th, with guest Faron Young sharing the spotlight. Jim Halsey, who manages the affairs of Hank Thompson and his Bruno Valley Boys, reports a busy schedule of personal appearances and Celebrations for the Capitol artist. Thompson has and is working some of the largest fairs in the country during this and next month. September 10-12 saw the Thompson group entertaining at the Sacramento fair, Calif. for the 13th-14th the group worked the San Jose Celebration—and Sept. 15-17 the Kansas Fair in Topeka, Kansas. October 11-15 and again on the 18-19 Thompson and his band worked the Texas State Fair in Dallas. On Sept. 29-30 and October 1 the group jumps into Albuquerque, New Mexico for the celebration there. The many friends of the Halsey family will be happy to know that Jim Halsey's wife is recovering nicely from a recent illness. June Carter hospitalized in Nashville undergoing appendix operation. Once again Grandpa Jones and all his grandchildren prep for another tour into Canada. The Drifting Cowboys band, originally the Hank Williams band, and later associated with Roy Price, were recently contracted for a number of personal appearance engagements by Bob Ferguson, manager of Merle Huskey. The Drifting Cowboys band is composed of Don Helm, Cedric Rainwater, Rusty Gabbard, and Pete Wade. Jimmy Rule who manages Columbia's newcomer, . . . Norvin Kelly, reports that Norrice's latest record release is receiving top play in Texas territory. Word from Boston and Herbert L. Shucker, manager of Carl Stuart, reports that the "singing disc jockey," Stuart, who is the star of WCOP'S Original New England Hay- loaf. Janey, has canceled all personal appearances Sept. 18-25 in order that the two might make the Hank Williams Memorial Day Celebration in Montgomery (Sept. 20-21). Joseph Dragun, Music Research Director of WCOP also made the trip. Dub Albritton, now managing Red Foley, featured on the ABC netter: "Green Jamboree" from Springfield, Moa in Nashville for his busy schedule of last minute business. Dubbritton reports that the newly organized oeste dixie Jimmie is showing to capacity houses, with reservations being booked two weeks in advance. Slim Whitman (Imperial) and Mac Wiseman (RCA) have already been signed to appear as special guests on the Original New England Hayloafers. The first of the fall's new shows took place on Friday, Sept. 17th. . . . "Car's Larry" Lane reports from Tampa, Florida; "Candy" Hill's crowds at the Fort Homer Hester Army each Sat. night with two big shows. Members of the cast are Two Dukes and a Dot. Yarbrough Bros, Melody Boys (Gospel Quartet), Carl (Sonny) Smith and Rainbow Boys. Jim Wilson of Waho, Orlando, Florida, has only one word of explanation for the new Porter Wagoner (RCA Victor) release.

A couple of weeks ago we were eager to report that Goldie Hill's latest release could easily be one of her best records . . . well, it's really true, 'cause from all reports the release "Please Don't Betray Me" and "Treat Me Kind" is off to a flint start with the deejays, Chet Atkins (RCA Victor) recording of the Bob Wills classic "San Antonio Rose" along with "Mississippi Mud" featuring vocalist Red Kirk reported to be getting lots of play. Eddy Arnold (RCA Victor) into New York for a week's recording session. Eddy's latest is breaking in all charts . . . . "This Is The Thanks I Get" is playing in both 'pop' and 'country' editions. "Hep Cat Baby" is the flip side. Frankie Moore reports that Johnnie and Jack along with Kitty Wells will take a week's vacation right away, after having completed a series of Fair dates around the country. A recording session is on the agenda prior to their Fall schedule of personal appearances. Fortune Records releasing a new record by Louis Gilbert and Bob Sykes, with Chuck Howard's "Frenzy-Aires, doing the instrumental backing. The title is, "Pickle Heart," and "Please, My Brother." According to Murray Nash, Acuff-Rose's Mel Force completing a promotional trip through Texas and preparing for concluding trip in Montgomery. Mead and Nash along with Nash will also make the Montgomery Hank Williams Memorial Day Celebration. Joe Lucas, also a rep for the Acuff-Rose org is on the road proving that Tiny Rodgers and Joni James recording of "Mama Don't Cry At My Wedding." Lucas will cover Norfolk, Washington, Baltimore and Pitts- burg. A real julep box natural is Ernest Tubbs latest release "Two Glasses Joe" and "Journey's End." Both sides getting the spins on this one by Tabb.
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DEFENDABLE MUSIC SYSTEMS SINCE 1902
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America's Finest and Most Complete Music Systems
NEW YORK—It is indeed heartening to receive so many letters and phone calls, all commenting enthusiastically on Bill Gerah’s talk to the Music Operators of Northern Illinois Association, copy of which was reproduced in the September 18 issue. (Reprints of the talk are available to associations and operators without charge). The speech advised a concentrated effort by individual coinmen, as well as groups, to continually seek improved public relations. It was pointed out that each operator in every individual town could best perform public relation practices. As a case in point, the American Chemical Society met for its 126th National conference in this city this past week. It was determined that the necessity for educational programs to promote student recruitment and improved public understanding was a matter best handled by each local section. "Much was done this past year to create a better understanding between the public and the industry, and the sections are stepping up their activities along this line" was the report made.

CHICAGO—Thin or underfed persons may have a better chance to survive radiation injuries in event of a hydrogen or atomic bomb attack. This was suggested this past week to the International College of Surgeons, which concluded the nineteenth annual congress of its American and Canadian sections here. (Ed comment: Being thin ourselves, it looks like the Cash Box has a good chance of survival in the event one of these fantastic bombs hits us on the head).

NEW YORK—A startling example of how statistics can be highly misleading, or made to fit the particular whim of the individual. Apparel stores in this city last week had one of the most spectacular sales gains in history—69 per cent better than a year ago. The comparison was with a 1953 week in which a heat wave killed off much normal business.

CHICAGO—The month of October has been designated as NATIONAL RESTAURANT WEEK. Operators would do well to confer with their restaurant location owners and find out how they can cooperate. The more people patronizing restaurants, the more play your equipment will get.

Prior to World War II the traveling roadman, as far as this industry is concerned, was a truly romantic business figure. A staunch bulwark for continued good business.

Operators, jobbers and distributors in villages, towns and cities, looked forward to his arrival. He seemed to bring with him a gust of exciting air that carried with it the news of yesterday, today and tomorrow.

He was able to most glibly tell of events that were happening here, there and everywhere throughout the entire field.

As more modern merchandising methods were introduced and penny-saving efficiency became the rule, the roadmen, or at least the greater majority of them, disappeared from the sales picture. At one time now some operators have been asking, "Why doesn’t the factory send their salesmen to call on us like they used to do?"

These operators usually are the old-timers in the field. The newer men, those who have entered since the postwar period, don’t seem to realize how important and valuable the factory roadman really was.

Few, if any, of these postwar coinmen, know about roadmen. As the war ended, there was little need for roadmen, because the demand for merchandise was so great all the average factory had to worry about was producing enough to meet the demand.

But times have changed once again. And, just as years gone by, the belief now is that factory roadmen can once again be important. They are actually the factory’s direct contact with the "men on the firing line"—the sellers and operators.

There must be some way to decide whether or not there is a need for factory roadmen. The people engaged in the industry should be the people to decide whether or not they want to have roadmen call on them, as they used to call on them in days gone by.

Maybe the present set of operators are much too busy to be bothered by factory salesmen. Maybe they don’t want such men disturbing them in the pressure of their present operations.

Maybe they feel that they are sufficient of themselves to carry on ahead without the need of some traveling man to tell them what someone else is doing with the same machines to make these machines so much more profitable.

This is a new world. A world of change. A world that has accepted new, speedy, highly efficient methods for sales as well as operating.

Perhaps the men, who are today engaged in the business of operating and selling the machines of the present factories, don’t want to be bothered by roadmen spinning yawns about this, that, and the other thing.

The Cash Box decided that the one best and logical method, was to bring the story up before the people who, today, comprise the industry. To ask these people to vote as to whether they do, or they don’t, want roadmen to call upon them.

Before indicating your desire, it is the hope of the men who are traveling the hard and winding, long road of today, that every consideration will be given them (aside from the fact that they, these traveling roadmen, must ‘sell’ merchandise to remain ‘on the job’)? to the news they bring, the many extra things they do to serve their customers, the better and more modern methods they explain and that, by traveling so many, many miles, they become acquainted with facts which they can present to the peoples they visit in a clarified fashion.

There is a lot to be said for the roadman. There’s a lot to be said for economical merchandising methods.

The real answer, tho, is up to the man who does the buying. The man who operates. The man who sells. These are the men to decide whether there should, or should not, be roadmen, roaming about the nation and meeting with them.
JACKSONVILLE, FLA.—“What’s happened in Jacksonville where 10c play is in effect for months ago?” is what The Cash Box wanted to know.

Therefore, this publication arranged for a survey of this area, getting factual opinions from the leading music operators in the area, who now thought of dime play since they were operating on 10c play for four solid months.

The first thing The Cash Box learned, was that this entire north Florida city and surrounding area is now 100 per cent on dime play.

“In fact”, as one leading operator here stated, “the location owners themselves, even if we wanted to return to 5c play, would never allow us to anymore.”

Wm. (Bill) Whitcomb of Southern Music Distributing Company, this city said:

“Every operator in this area is for 10c play 100 per cent because of what it has done for him individually, and in a place where help is really appreciated by every operator—his pocket.

“Of course 10c play has helped me. I just can’t emphasize that too strongly. I do want to most sincerely thank The Cash Box, as does every single operator here in Jacksonville, for the great and continued crusade you people have conducted to help show every operator the way to better business for himself.

“In summing it all up, you can tell the whole, wide world, as The Cash Box has pointed out time and again in the past years, is short profits due to 5c play.”

Direct contact was made with other noted operating firms and these men gave the following statements for publication to The Cash Box.

Said B. E. (Buster) Paul of Jax Phonograph Company, probably the largest local operator:

“While our take isn’t up over last summer to any appreciable degree, it is my opinion that collections would have been a lot lower had we not been on 10c play.”

Paul concluded, “My route men report that the locations like the idea of 10c play and seem to be well pleased with the take. Both of these factors really tickle me to a great extent.”

Paul concluded, “You can quote me as being 100 per cent for 10c play.”

O. C. Pence, who heads the Pence Phonograph Company, long time Jacksonville operator, reported:

“I don’t believe that we have a single location that would let us convert back to 5c play. If we did have such a location, I’m darn certain that we wouldn’t want to go along with him.”

“Yes,” he concluded, “we are mighty pleased with what 10c play has done for our collections and, what’s more important the locations, themselves, are highly pleased, too.”

John Mondelli of Simplex Distributing Company, oldest operator as to number of years in this business in Jacksonville, wasn’t present but his manager, Roy Tyre, had the following to say:

“Everyone would know I was crazy if I didn’t admit that 10c play had helped our route. We just recently placed a very sizeable order for new machines which we surely wouldn’t be doing if business wasn’t looking up for us because of 10c play.”

Operator Charley Ledford of Sunshine Amusement Company, one of the older, long time operators in Jacksonville, said:

“I’ll admit to being skeptical at the beginning about 10c play going on with my locations. Frankly, I didn’t believe 10c play would ever be fully successful in an absolute sense with all of my locations.

“I am happy to say that I was entirely wrong in my original belief. All my locations, colored and white, like the idea.

“What does it mean to me? Well, brother, an increase of enough money each week to make me feel extremely happy.”

Billy Valentine, considered one of this city’s most progressive operators, and who owns Hi-Tone Music Company, along with his father who heads Hi-Tone Amusement Company, made a joint statement:

“As you know, we were already about 75 per cent dime play on our combined routes, even before the other operators here got started on 10c play. Of course, making our combined routes 100 per cent dime play helped to make our job easier, and accounted for a very noticeable uptake all around.

“We have known for sometime now that it is impossible to operate class equipment, the kind of top equipment necessary to build a sound business, on 5c play, and still be able to lay a little aside for replacement requirements and so forth.

“Dime play solved our problem almost three years ago, and was responsible for our decision to remain in the coin machine business. At that time we decided to try out 10c play and, if it didn’t work out, we were ready to throw in the towel. We sure are happy to say that it did work out. And we’re happy that all the others in this area also woke up to this fact.”

Every operator in this entire Jacksonville area is 100 per cent sold on the benefits which they are deriving from 10c play operation.

It would be almost impossible to quote each and everyone of the operators here, but, as their statements conclude:

“We sure are happy to be on 10c play today. This is keeping us in business.”

Memo To M.O.A.:
Continue To Prefer “Juke Box” As Name For Automatic Phonos

CHICAGO—Even tho, some years ago, this publication had arranged for the nation’s music operators to vote for an entirely different name than “Juke Box” for the modern automatic phonograph, The Cash Box agreed, at this past Music Operators of America Board of Director’s meeting on July 25 to again devote full pages to allow the nation’s music men to vote whether they wanted to retain the present name, “Juke Box”, or suggest an entirely new name.

A great many new names were suggested. These were printed week after week, and in his pursuit of one of the names recommended to replace “Juke Box” were extremely good.

But, now that all the voting is over, and music operators were asked to mail in their final choice among all of the names suggested, as against the present name, “Juke Box,” it seems that the majority prefer that the name “Juke Box” remain as indicative of the modern automatic musical instrument.

Frankly, according to many, the name “Juke Box” no longer describes the modern music machine. But, as these men point out, it’s a name with which the public has become extremely familiar and, whether good or bad, many of these men feel that the name should be continued.

It’s about half one way and half the other. Many also believe that if The Cash Box will begin to use another name, instead of “Juke Box,” which would be better descriptive of the finer type automatic musical instrument of today, including the use of the words “Hi-Fi,” that there is a possibility that this name may eventually gain wide usage.
United Music Ops of Michigan

DETROIT, MICH.—The United Music Operators of Michigan met on Wednesday night, September 8, at the Ft. Wayne Hotel, this city, adopted by-laws and elected officers. (See full report on page 40 9/18/54 issue). Pictured above in the top picture are, left to right: Ray Smoll, conciliator; Everett Watson, Ray Music, board member; Vincent Milh, Milton, board member; Anthony Simones, Circle Music, treasurer; James Kobson, White Music, board member; Tony Vance, National Coin, board member; Gust Katsonis, Gust Katsonis Music Co., board member; Sam Willens, Willena Music, board member; John Broses, Tempo Music, board member; Frank Alfuvot, Frank Music, board member; Edward Carlson, Carlton Music, board member; Harvey Gilbert, Gilbert Music, board member; Louis Fisher, Fisher Music, board member; Harry Norton, Norton Vending, secretary; James Jeffrey, Jeffs Music, vice-president. The picture below shows the attending music operators, members of the group.

Keeney Presents 2 New Bowlers

CHICAGO—After one of the longest runs enjoyed for any bowler which J. H. Keeney & Company, Inc., this city ever manufactured, the firm, this past week, announced that production had ended for its "Bikini Bowler" as well as for its "Century Bowler" and that two new bowlers, to replace these, were now in the hands of its distributors all over the country. The two new bowlers are "American Bowler" with match play feature and "National Bowler" without match play feature.

According to Paul Huebsch, general sales manager of the firm, "These are the first new bowlers we have presented to the market in almost four months. "Our 'Bikini' and our 'Century Bowler' clicked so well that for almost four solid months sales went right ahead.

"When the slowdown at last became apparent," he continued, "we were ready with two new bowling games which have been intensively and extensively tested for us all over the country. "Frankly," Huebsch said, "both 'American' and 'National Bowler' have been given the longest tests of any bowlers we have ever produced. This, of course, was due to the fact that production was continuing at a very fast pace for our former 'Bikini' and 'Century Bowler'. "There's no need to discuss the new play features on 'American Bowler' or on 'National Bowler'." Huebsch reported, "all we ask is that operators interested in bowlers simply drop in the showrooms of any of our distributors and we can assure them that they will be most pleasantly surprised and thrilled by what they will see in our two new bowling games."
Leader's Ask


Oakland, California is just coming out of a severe headache. What was the headache? The fact that parents complained to officials of this city that their children weren’t eating their lunches. They were, instead, parents claimed, spending their lunch money in juke boxes.

"Way back when, as all in the industry will recall, town after town closed down on pianos or pianos, because some operator had forgotten and had placed a piano or a bell where kids could play it.

The sponsors and believers in commercial advertising for juke boxes claim, "This could never happen to us, because," they say, "we will have a contract with each individual operator, and we will know just what advertising commercials he intends to use in his phonographs."

What they don’t seem to realize is that the girl in the operator’s office, who allows the records may, that very moment, completely forget about a certain location, and tell one of the service men to place “Advertising Record A” and Advertising Record B” in Location "X.”

And location "X" happens to be an ice cream spot patronized by teenagers. The writer is a father of a teenage daughter. And the writer, very honestly, frankly and openly states, here and now, and for the record, that he will, without a moment’s hesitation, turn that teenage spot over to the proper officials in his city if, at any time, he ever enters this spot and hears the automatic phonograph in the place spouting off with an advertising commercial all about whiskey, cigarettes, and other objectionable products as far as teenagers are concerned.

This father believes that he is only just the average man who would, without any doubt, kick the plastics out of the phonograph, even before he called in the proper officials, to do the rest of the job.

Of course the operator can howl loud and long that, "This was entirely a mistake." But this kind of howling has happened before. People have shot other people to death and then howled, "I was a mistake."

Operators have been closed down in town after town and they, too, howled, "This was a mistake. My man wasn’t supposed to place the machine in this spot." But, it’s too late to howl after the damage has been done.

The juke box business grew great because, as this publication pointed out time and time again, it was able to give the people the music they wanted to hear, when they wanted to hear it, and for as long as they wanted to listen to it.

Radio built many stars. But radio program directors insisted that, for each week’s program, the star sing something else. Yet people wanted to, once again, hear Bing Crosby sing, "Sing, Sing, Sing." The one and only place they could hear the great Bing sing this tune, which sold over 3,000,000 records, was from the juke box in some spot in the town.

So they went there to listen to Bing sing this tune. And they found other tunes, by other artists, they also liked to hear all over again. They spent more coin. They came back again and again.

The juke box was giving them the most perfect music in the world. Music that could be perfectly waxed. The artist could change even a single note, to make sure that this recording was his best. And people fell right in love with juke boxes.

To the point where, today, the juke box is accepted all over the known world, wherever there are people, as America’s great gift to music.

Classics have been programmed. And Westerns, Hillbilly tunes, and the good old Folk tunes of the people who grew with the world, as the world went on ahead.

So the juke box grew. And became greater. And the peoples of this, and all nations, love the juke box.

Because the juke box is music—pure music—music they want to hear. Music WITHOUT THE IRRITATING PLAGUE OF ADVERTISING COMMERCIALS.

The juke box fared better than radio when TV came into prominence. Why? Because the people wanted their music WITHOUT THE TORTURE TIME OF ADVERTISING COMMERCIALS.

Radio couldn’t do it. Yet radio, every single day of every week, gives its listeners, absolutely free of charge, the very same recordings that appear in every juke box. But plagues them, in between these gorgeous musical records, with one advertising commercial after the other.
TO RUIN THEIR ROUTES
ADVERTISING RECORDS

Your Patronize Your Phonographs and Pay Their Good Coin to Listen to Com-   mercials and TV Sets Not to Listen to What America's Largest Auto Dealer
Future Signs Over Their TV Sets, "You Don't Have To Look, We'll Turn
Advertising Commercials! Can You Afford to Bring Down the Wrath
Its in Teenager Locations? Will Your Customers Leave Your Locations
ill or Illegal? Whether or Not ASCAP, and Similar Such Organizations,
Advertising Recordings in Your Automatic Phonographs, Do You Want to Lose
To Build up This Patronage! You, and Only You, Can Decide Whether
you Have Built up by Using Commercial Advertising Recordings! If it is
Hirable Commission Basis or Switch to 10¢ Play—But Don't be Thrown
ent or Change to Background Music Rather Than Torture Their Customers
als from Your Phonos!

Regardless of whether or not ASCAP, and such similar organizations, can blast the juke
box business to a fare-thee-well, because of the juke box featuring advertising commer-
cials, is not the point here. Whether ASCAP, and such similar organi-
zations, will be able to put the entire juke box industry under their control for the greatest
royalty payments ever paid for music, because of the advertising commercials, is also not the
point of this article.

What this article asks of each and every operator is whether, after all these heart-
breaking years of building up his route, he wants to ruin what he built? Ruin his liveli-
hood, and the future livelihood of his family and children, by the use of advertising com-
cernals in the one and only instrument in the nation that offers the world's finest recorded
music, without placing listeners with horrible 'torture time' advertising commercials?

Regardless of what amount of money he can give the location owner, as the location owner's
commission on the advertising commercials that will be heard in this location owner's
place, what can the location owner do when his customers walk out on him (as they walked
out on transit companies as well as the Grand Central Station) because of advertising com-
cernals?

Then what does the location owner tell the music operator? Simply for the music operator
to get his phonograph out of the place, regardless of the extra money he is paying the loca-
tion owner, because the location owner's business is not the automatic phonograph. The
location's business depends on satisfied cus-
tomers.

Then the location owner can turn around and buy his own phonograph, or call in one of
the background music organizations to make an installation in his place. And a location is
gone for years and years.

If this is what each and every operator who is reading this wants, then what that operator
should do is immediately contract for advertising commercials to be used in his automatic
phonographs and, regardless of whether he will or will not have to fight ASCAP, and simi-
lar such organizations, all by his lonesome, he is assured that his business will be just as
bashed out of the picture as is radio today compared to any medium where there are no
commercial.

Remember, advertising commercials for automatic phonographs are not new. Almost every
other year, since the '30's, someone has come along trying to scheme some way into making
the juke box operator put these in his phonographs. Why wasn't it even considered up to
this date? Simply because there was no MOA to get national attention to such a proposal
from the juke box operators.

The proponents of commercial advertising in juke boxes claim that this will be the added
extra income that the juke box operators need to assure themselves remaining in business.

For some reason or other, at least so it seems, every juke box operator, somehow, seems capa-
ble of remaining in business, for years past and for years yet to come.

If any operator needs more income, then he should get right up on his hind legs, as this
publication has urged him to do time and again, and tell his location owners, whether his
competitor-operators work with him or not, that he needs extra money and/or a better com-
mission basis and/or 10¢ play.

That's the honest and open and sincere way to do business. That's the way any business
man approaches a problem. That's the way the little shoeshine boy down on the corner did it.
His little box now reads "5¢ Per Shine." It used to read "5¢ Per Shine." We do most sin-
cerely hope that the average operator has, at the very least, the intelligence of the little
shoeshine boy.

Is it then necessary to plague the patrons of juke boxes with advertising commercials? The
same commercials that force these very juke box patrons to leave their homes and drop into
the corner tavern, or restaurant, or drug store —just to get away from the beat and blatt of
the commercials?

Is this, then, what the juke box operator wants to do to his business—to blast into the ear
drums of the people who want to listen to music—the noise and rant and rave of an
advertising commercial that has already driven these people from their homes?

THINK!!
CHICAGO—The Chicago Automatic Phonograph Bowling League opened its 1954-55 season play with a ritemarking bang Monday evening, September 13, at the G & L Recreation Parlor, 3957 W. Chicago Avenue, this city.

This year marks the third season of play for the local league. A record 14 teams comprise the loop, two over the 12 squads of the past two years.

The two newcomers are ABC Music Service Team No. 2 and Coral Records. In opening night competition, ABC Music Service Team No. 1 took two games from ABC Music Service Team No. 2; Walter Oomens Sons squeezed two out of Star Music; B & B Novely swept three from Gillette Distributing; Western Automatic Music garnered a pair from Atlas Music; Paschke Phonograph won all three from Coven Music; Mercury Records bagged two from Coral Records; while Decca Records, last year's champion squad, kept on the winning path by taking a pair from Melody Music.

Cari Latino of Walter Oomens Sons, last season's men's individual champ, was high man bowler for the evening with a 530 series. Teammate Izzy Oomens, who topped the women bowlers last year, led the women with a 432.

Other high bowlers for their respective teams were Bob Gmaro, ABC No. 1, 477; Les Taylor, ABC No. 3, 476; Charles Alesh, Star, 498; "Bank" Partridge, B & B, 492; Bob Hall and Don Baxter, Gillette, 515 and 494, respectively; Bill Nyland, Western, 556.

Also, Jimmy Wickman, Atlas, 442; Ray Gallet and Rene Gallet, Paschke, 492 and 476, respectively; Tom Nyland, Coven; Bob Bile and Tony Igoe, Decca, 495 and 491, respectively; Bob Hofert, Melody, 471; Bob Loom, Mercury, 496, and Joe Cleero, Coral, 496.

According to Johnny Oomens, efficient secretary of the league, "The league bowls every Monday starting at 9:15 P.M."

"All the participants certainly will appreciate a house full of inspiring roosters each night of play."

**Bilotta, Newark, N. Y.**

NEWARK, N. Y.—In the September 18 issue a picture of Johnny Bilotta's "Shuffle Target" showing was datedlined "Newark, N. J." It should have read "Newark, N. Y."
THE GAME TO REVIVE ALL 5-BALL PLAY WITH ROUND-THE-CLOCK EARNINGS!

Williams BIG BEN

FEATURING:
- Top Kickout Hole spots bit letter to spell B-I-G B-E-N
- Spelling B-I-G B-E-N scores 1 replay and fills top Kickout Hole to score additional replays.
- Both Skill Holes and both side Rollers kick Captive Ball in MIDGET FIELD for "SPECIAL!"

2 CYCLONIC SHOOTING RUBBER KICKERS
3 THUMPER BUMPERS
1 FLIPPER

Blatt To Devote Time To Manufacturing and Wholesaling

MIAMI, FLA.—Willie (Little Napoleon) Blatt, Supreme Distributors, this city, who, during his many years in the coin machine business, has been a jobber, distributor, manufacturer and operator, advises that he has made arrangements with Lucky Stolnick, operator here, to conduct his operations, so that he can devote his entire time to manufacturing and wholesaling.

Blatt is now in the midst of building and shipping "Bullseye" a target machine. Due to unforeseen circumstances, shipments have been held. A.B.T. Manufacturing Corporation, which is making a "20 shot" gun specially for the machine, hasn't been able to supply the item in quantity as the factory was idle for some weeks due to vacations. Blatt hopes that he will now be able to proceed on a full production schedule.

In addition to manufacturing, Blatt will return to the wholesaling phase of the business. As yet, he hasn't indicated whether he plans to take on exclusive distribution for well established manufacturers for his area, or whether he will just specialize in reconditioned equipment. When his plans are completed he will advise the trade.

Operators Say:

Bally ROCKET BOWLER
Is The Greatest Money-Making Shuffle Game Ever Built!
WE HAVE IT FOR YOU!

RUNYON SALES COMPANY
Factory Representative for:
AMF, Inc., Bally Manufacturing Co.,
833 10th Ave., New York 18, N. Y. (212) 645-4477

When You Enter
The Cash Box
"20 YEAR CLUB"

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

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

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

Dear Joe:

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

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

NAME

FIRM

ADDRESS

CITY ZONE STATE

"It’s What’s in THE CASH Box That Counts"
Harold Lieberman and Jerry Harris, Lieberman Music Company, attended the Nebraska Music Guild operators meeting which was held at Scotts Bluff, Nebraska on September 11th and 12th. The Lieberman Music Company donated an AMI phonograph which was given by the Guild to a group voted on to receive it. Jack Tomar of Two Harbors, Minn., was on shopping for equipment. This was Jack's first trip into the Twin Cities in a long time. . . . 

Ike Pearson of Mitchell, S. D. stopped in the Twin Cities on his way to the South Dakota State operators meeting which was held at Salem, S. D. on September 12th and 13th. Herman Warn was host at this meeting. . . . Edward Paster, son of Herman Paster of the Mayflower Distributing Company of St. Paul was Bar-Mitzvah on September 6th in St. Paul . . . Curtiss Anderson of Fostoria, Minn. is up and around after being confined for two weeks with the mumps. Curtiss is working hard to make up for the lost time. . . . Vince Jongerson of Mason City, Iowa combined business with some pleasure on his trip into the Twin Cities last week. . . . Up from Iowa shopping for equipment were Elmer Van House of Cresco, and Bill Kenison of Hampton. . . . Seen here and there picking up supplies and equipment for their routes were Jim Stansfield of Winona, Minn.; Cap Kretzer of Frontenac, Minn.; Harry Galyen of Menomonie, Wis.; Jack Harrison of Crosby, Minn.; Ben Janhke of Hutchinson, Minn.; Ray Benkoski of Cloquet, Minn.; Johnny Johnson of Staples, Minn.; Charles Sersen of St. Cloud, Minn.; Frank Kummer of Spring Valley, Minn.; and Andrew Markfield of Staples, Minn.; Elgin McDaniel of Wadena, Minn.; Chet Le Deux of Virginia, Minn.; and Ed and Millie Birkemeier of Litchfield, Minn.

"Jet" and "Rocket Bowler" Skee-Ball Feature Proves Popular

CHICAGO — Jack Nelson, general sales manager Bally Manufacturing Company, this city, reports the old favorite Skee-Ball appeal is still very popular among the amusement game players.

Nelson stated, "Jet" and "Rocket Bowler", Bally's current bowling games, with the combination of Aim-Control skill of regulation bowling, and the Speed-Control skill of skeeball, have been enjoying exceptionally heavy play. The chief reason for such outstanding play-appeal is found in the double-skill feature contained in both bowlers.
WASHINGTON, D. C.—The four day annual convention of NAMA (National Automatic Merchandising Association) scheduled to start Sunday, October 10 and run thru Wednesday, October 13, at the National Guard Armory, this city, will be the largest yet held by the association, according to its executives.

It was announced by NAMA that approximately 100 exhibitors will show their products, some of which will have from 4 to 8 booths.

As in previous years, it is expected that the greater majority of exhibitors will be those displaying merchandise and supplies, with a small percentage devoted to the display of automatic vending machines. However, it is stated, this year’s convention will see many new models of vendors displayed for the operators’ first viewing.

Because conventioneers will be staying at several hotels some distance from the Armory, NAMA has made provisions for special bus facilities during the day. Bus service will be available from the Ambassador, Dupont Plaza, Hamilton, Lafayette, Lee House, Mayflower, Sheraton-Carlon and Statler hotels to the Armory, timed to bring conventioneers there before the morning sessions begin, and prior to the afternoon opening of the exhibit hall. The buses will be available to return the men to these hotels. A small service charge of 25c per ride will be charged.

In addition to many forums, business meetings, and talks, new directors will be elected to the board by the membership to fill vacancies caused by expiring terms.

Arrangements have been handled most efficiently by committee chairmen, headed by Mel Rapp of Ayco, Inc., general convention chairman. Other chairmen include: Frank J. Bradley, Automatic Equipment Corporation, general program committee; Raymond J. Schoen, Venetian Corporation of America, activities program committee; Meyer Gelfand, G. B. Macke Corporation, business program committee; Mrs. Aaron Gold- man, ladies’ program committee; Davie Davidson, Davidson Brothers, exhibit committee; and James T. Tea- son, Eastern Electric, Inc., trade show advisory committee.

The banquet will be held Wednesday night, October 15, in the Presidential Ballroom of the Hotel Statler. Minnie Benzell and Felix Knight have been announced as featured singers for the occasion, topping a night of entertainment.

BINGO GAMES
WANTED!
SURF CLUB
ICE FROLICS
PALM SPRINGS
DUDE RANCH
BEACH CLUB
BEAUTY
HIGHEST PRICES PAID!

FLASHY EYE-APPEAL
Space - Gun Sound Effects
Positively Safe
Advance Big Time
ALL-METAL CONSTRUCTION
NATIONAL COIN MECHANISM
20c in 2c, 5c and 10c denominations

Bally Manufacturing Company, 2040 Belmont Ave., Chicago 18, Illinois

NAMA Annual Convention
In Wash., D. C., Looms Big
4 Day Show Starts October 10

September 25, 1954

For Sale
$223.00 Value For $48.
If you have merchandise for sale. If you want to buy.
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Bally's MOON-RIDE
FASTEST MONEY-MAKER
EVER BUILT IN KIDDY-CLASS

"Flying Saucer" Fuselage Spins Round and Round
Cockpit Swings Back and For, Up and Down

Arrages arranged in such a way, that during the ride, the children can see all the people in the amusement park.

FLASHY EYE-APPEAL
For a Change... an exciting, eye-catching sensation.
SPACE-GUN SOUND EFFECTS
Positively Safe
ADVANCE BIG TIME
ALL-METAL CONSTRUCTION
NATIONAL COIN MECHANISM
20c in 2c, 5c and 10c denominations

Bally Manufacturing Company, 2040 Belmont Ave., Chicago 18, Illinois

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SURF CLUB
ICE FROLICS
PALM SPRINGS
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BEAUTY
HIGHEST PRICES PAID!

BIGGEST SELECTION OF SHUFFLE GAMES

FIRST
COIN MACHINE EXCHANGE
1750 W. North Ave., Chicago 22, Ill. • Dickens 2-0500

THRU THE COIN CHUTE

ALA. ACTIVITIES & MISS. MISSIVES

A. L. Kropp, Tuscaloosa, putting in new machines on his route. ... J. B. Culpepper, reports. B. Looney, Tuscaloosa, on vacation on the West Coast. ... ran into a new operator, John Mockes, at A. L. Kropp’s. John was talking advice from Kropp, who is one of the oldest and best in the business. John is the nephew of J. Larry Jameson of Greenville, S. C. ... The Gold Dust twins, Harry and Max, of Birmingham Vending, Birmingham, were still talking like old friends and new grandfathers. ... ran into Clarence E. Howard, at Birmingham Vending. His fun stories how these Twenty Year Men hold out on the Twenty Year Club, but we find them sooner or later. Clarence said he would join if we wouldn’t ask him. He started in 1924 and built a route of 1100 pieces. He is now building another route. ... Teddy T. Simpides, of Music Box, Birmingham, has a new report. He has the new H. J. Keeney “Bikini” bowlers to his drive, but has one complaint. The cash box is too small and asks that this be reported to Paul Hardbuck of Keeney. ... Herbert Hare out of the city this week on business but Teddies report “All’s Well.”

E. Steed, of Auto Amusement Co., T appeal, the report the first half of ’54 not bad on his music routes, and that he can see better takes this Fall and Winter. ... Guy Slaw, Hattiesburg, took it easy over Labor Day in the quiet of his home. ... It was reported that Woodrow Gamble, Hattiesburg, has sold a part of his cigarette route to Frank Caro of Gulfport, Miss. ... Nick Fokakis, Hattiesburg, planning to buy cigarette vendors to start a new route in and around Hattiesburg. ... Harry N. Evans, of Gulfport, and Tony Ingrassia report a nice crowd over the Labor Day week end. ... T. C. Nell, Meridian, and his family at Daytona Beach for the holiday. ... Charles Hall, Meridian, at some undetermined resort for the last half of the season.

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Auto-Photo Facts!

- Lower operating costs and higher profits than any other vending machine!
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**TENNESSEE TOPICS**

Earl Montgomery, of S. M. Amusement Co., Memphis, reports the showing of the new Rock-Ola Hi Fidelity "Model 1442" a bowling success. Says this new 56 Record is a hit with the operators in Tenn., and Miss. Also reports the J. H. Keeney "Bikini" bowler a big success. . . Allen Dixon, of S. M., Memphis, from his sales trip thru Ark and Ky. with a big smile and orders. Says it isn't hard to sell when you have something to sell. He will work in Miss. and Southern Tenn. next trip about the 15th of the month. . . Johnnie Kiplandrick, Memphis, has started another route of music and amusement games in Memphis. . . Tonnie, of Tommies Distributing, Nashville, one busy boy on the telephone. . . Nathan Wall and Ollie Traururich, of T & W Amusement, Nashville, in the counting room counting the money—with doors all locked. . . Every one at Rock City Amusement, Nashville, busy.

**NEW ENGLAND NIBBLES**

New England ops battered by Hurricane "Carol" reeled under new blows from Hurricane "Edna." Again play was lost through power blackouts and equipment was damaged, although not as badly as in "Carol." "Carol" and "Edna" are two girls ops want to forget. Maine ops were hit worst by Edna. . . . Trimount Automatic Sales Corp. has been working night and day since Hurricane "Carol." It takes 20-30 man hours per machine. Irwin Margold, general manager, said salt water raised havoc with music machines. Policy of supplying parts at cost and labor below Trimount's cost continues in firm's and Seeburg's move to help ops hurt by hurricanes. Irwin reported that Cape ops, forewarned in regard to "Edna," had moving vans transport equipment out of locations to high ground at Newport and Westerly. R. I. Trimount sponsored a good will dinner with the Western Massachusetts Music Guild at the Highland Hotel in Springfield, Mass. site of the 14th. Guest of honor was Springfield's Mayor Brunton. Ralph Ridgeway, presy of the Guild, presided. Trimount showed the new Seeburg H-100-R, and on hand for the Boston coin firm were Dave Bond, prezzy; Irwin Margold, gen. mg.; Bob Bourque, service mg.; and Harry Kelley, district mg. J. P. Seeburg Co.

More than two weeks play was lost in the hurricane hit area. "Carol" and "Edna" set the juke box business back on its heels. Weekly takes were reported way down. Business was off everywhere from 40 to 50 percent. Ops are out looking for and checking up on equipment and reorganizing their routes. . .

Gag of the week: First op, "What are you packing your suitcases for?" Second op, "If you think I'm going to wait around here for Hurricane 'Zelda,' you're crazy!" . . . Gary Crosby, in town promoting "Manho In The Moonlight," "I've Got My Eyes On You," (Decca) visited Jerry Flatto's Boston Record Distributing Co. . . Dewey Berman, Jr., of Benida Records, promoting Dori Brooks, thresh at Billnat's, also visited Jerry. . . Chris Caragianis, Newport, R. I., reported complete loss of six pieces in the two hurricanes. . . Marion Sutcliffe reported that things were jumping at her Juke Box Haven this week with ops replacing disks and many new ops in for hurricane service. Among them Jerry Plum, Brookline; Louis LeBlanc, Fitchburg; Dan Collins, Millis. . . Ed Ravreby, World Fair, reported "Edna" damaged 50 pieces on location. The high speed winds blew over pieces weighing 500-600 pounds on Cape locations. Dick Mandel, sales mgr., out checking equipment. At home, Ed suffered double damage at his Gardner Road, Brookline home. First "Carol" broke windows, blew down trees and left him with no light. "Edna" did a repeat job, also flooded the cellar, and again Ed has no lights. World Fair's Brightown Ave. headquarters flooded during 2nd hurricane. Joe Friedman, Lynn, and Dave Baker, Arlington, were among ops at World Fair this week. . .

Bob Jones, sales manager, Reid Distributing, put on three shows for Wurlitzer, United, and Bally machines. First show was at Springfield, Mass., 15th; second at Burlington, Vt., 15th; third at Hartford, Conn., 17th. Factory reps and engineers made the three shows. Boston showing of new Wurlitzer acquisition delayed by "Carol" and "Edna." Reports of ops coming in from Reid from Cape area said damage to equipment was "terrible." . . . Salvaging of pieces and replacing of equipment will keep New England ops busy for next month, best estimates say. . . Barney and Louis Bliss, Atlas Distributors, who returned to the distro biz, taking on the AMI phone line once again, after an absence of several years, out of town, visiting the AMI factory in Grand Rapids, Mich.

**RUNYON EXECs VISIT QUACKENBUSH**

ONEONTA, N. Y.—When Barney (Shugy) Sugarman and Irv (Kempy) Kempner went on a road trip up-state for Shugy's Runyon Sales Company, New York City, they called on Paul Quackenbush of the Royal Amusement Company, this city. Seen above are Kempy, left; Paul, center; and Shugy, right.
A page from the September 25, 1954 issue of The Cash Box, featuring an advertisement for Chicago coin's HOLIDAY coin-operated game, which includes new point credit features and scoring thrill galore. The advertisement also promotes Bally Adds Baltimore and Montreal to Service School Schedule and Bathing Beauties. A Summer Spot Special offer from Seeburg 146 Symphonola with White Dome is advertised for $99. The Cash Box is a publication dedicated to the coin-operated game industry.
**EXHIBIT'S
evertheless.

**EASTERN FLASHES**

Big news along the row was the fortunate escape from the second hurricane, "Edna," which had been headed along the Eastern seaboard with New York, New Jersey, and the entire Northern coastal area directly in its path. Coming only one week after "Carol" which hit the New England states very hard, had it hit in its fullest fury the results might have been devastating. Only at the last minute did the big blow after its collision with the coastal states with the exception of Maine. The New York Times said "How close possibilities did come to actuality is hard for the layman to grasp. A deflection in 'Edna's' course of only ten out of the 360 degrees on the compass would have done it."

Hymie and Harry Koeppe, Koeppe Distributing, busy us ever with a jam-packed showroom of reconditioned music machines. "Won't be here long," said Hymie. "They're all sold and we have to get them out to make room for a new delivery coming in." A large double drink vendor on the floor will be converted into an air-conditioner for the Koeppe's office. Hymie smiles knowingly, "by the end of the week." Young Distributors a beechive of activity as we passed, Abe Lipisky supervising the loading of a Wurlitzer 1700 HP to be delivered to location and half a dozen huge crates housing new 1700's standing on the sidewalk. Joe Young looking well and beamimg as he tells of his summer week-ends in Atlantic City. "Fished and rested," says Joe, "and now I'm ready for a big Fall." Young advises he set up two big deals in New Jersey this week that involved a total number of Wurlitzers 1700's. Al Simon, Albert Simon, Inc. closed with Russ Carpenter, Chester, New York. We hear that Carpenter has a real "hot" traiter that's been winning lots of races and bringing in heavy business. Al Dinzillo back on the job! Wurlitzer has his father's death last week.

Willie Aaronson, Unitel Play Machines, full of pep and enthusiastic about the prospects of Fall business. Willie reports he had a Summer equally as good as 1953. Dave Lowey, roadman for Al Simon, agreeing Fall heartedly with Aaronson about Fall biz.

**SHOOTING GALLERY**

Bob Slifer and Charlie Reisner, Seacoast Distributors, excited about "something new and different for the operator in a short time." The hurricane last Saturday day flooded the Seacoast offices, damaged the ceiling, so had Bob searching frantically for water shutoffs. Fortunately no real damage resulted.

Harvey (Shady) Nagerman, Runyon Sales, left for Chicago on Saturday morning and will be back in New York early next week. Irv (Kempy) Kempner fills in for Shady, helping Morris Road enter to the operator's needs. The lads at Runyon are impatiently awaiting the unveiling of the new product scheduled to take place in the near future,... In town picking up supplies were Mrs. Gertrude Brown, Farmington Distributing Co., Beacon, N.Y.; Bob Charles, Binghamton Amusement Tarts, Binghamton, N.Y.; and Johnny Cohen, Cumberland Vendor, Portchester, N.Y. Mike Munves reports a good arcade equipment season. Mike able to take a breather now and then with the Summer behind... although he's being kept quite busy with export orders. Mike also busy with Exhibit's new "Star Shooting Gallery" which he reports has been getting a wonderful reaction from the area. Plenty of action from the area. A1 York Corp., with Meyer Parkoff behind closed doors of his private office with several customers, Murray Kaye in a huddle in his office with some more, and the parts department serving ops lined up buying parts and supplied with over 20% Sept. discount price. Irving Holzman, National Novelty Company, Merrick, L.I., reports he's been exceptionally busy with this Fall, as well as supplying Long Island ops with equipment. Bill Rabkin, International Mutoscope Corp., tells us that the demand for his new "34 Drivemobile" is increasing as word gets around the country that it's bringing in exceptionally fine collections.

**MIAMI MURMURS**

Willie (Little Napoleon) Blatt, Supreme, advises he has combined his entire operation with Lucky Skolnick's, and Lucky will take care of the operating of both. "Now I will be able to spend all my time on the manufacturing end of the coin machine business" states Willie. "I have also decided to go back into the jobbing and wholesale division." Willie Levey, with his partner on vacation, is busy covering the entire route, he has to give up some of his gin rummy games. Claims he's too tired after a day's work. Plenty of action over at Bush Distributing. They are tripling the size of their building. We understand Ted has promised the ops a big blowout when the place is ready. There are five service organizations operating here, who specialize in servicing equipment at $1 per machine per week. Joe Mangone, All Coin, has "34 Drivemobiles" in his two arcades, and claims they're really bringing in the coin. Willie Blatt, who has been getting some distance phone calls, all requesting more and faster shipments of his "Bulls-eye" target machines, advises them that he has been held up due to the A.B.T. Manufacturing Corporation close down for summer vacations. "They can't supply us with enough new type 20 shot guns, and we are doing the best we can" states Blatt. Miami coinmen jubilant over the fact the hurricanes missed them. There will be some more new hotels and motels when this Winter season opens. One of them is the New Fontainebleu, which takes up 900 feet of ocean front, and has over 500 rooms. At a special meeting of the AMOA all members were urged to exert their utmost efforts to make this the 5th Annual Banquet the finest and most outstanding of all time.
Full credit to Bob Lindelof, proxy of the Music Operators of Northern Illinois, for his great generosity in the donation of free phonos to many, worthy worthwhile charitable institutions. Bob still keeps up this work. And due to the speech on public relations which Bill Gersh, publisher of The Cash Box, made at one of the biggest meetings of this organization and about which the comment has been tremendous, Bob now plans to set up a special committee which will arrange for donations of free phonos. . . . Mary Gillette of Gillette Distributing, one of Chicagoland’s most outstanding music operators, is also a very great believer in all-important public relations. For a long time now, he has been trying to interest both the Northern Illinois music op as well as the Chicago music men in a program which would bring better understanding of the music operating business to the public. She is still trying to get sufficient members of both organizations to enter into such a program. . . . Jerry Shumon again proved that he is truly a master of arrangements. His latest effort—outstanding speakers at each one of the Music Ops of Northern Illinois meets—has won him ever greater glory. The next speaker hasn’t yet been chosen, but this writer, from what little gossip he has heard, believes it will be New York’s famous Red Selman Schultz of Decca. Records who is a noted speaker and who thoroughly knows his subject—the box and how to speak for records for music operators.

Roy Small, public relations counselor and consultant of the United Music Operators of Michigan, the new organization that has taken such fine hold in Detroit and to which all the music ops in that city are now flocking, is planning to hold a discussion with UM0’s Board of Directors, to come to Chicago and meet with such standout music ops as here: Ray Cunliffe, Phil Levin, Bob Gnarro, Mary Gillette and many others and go into a deep study of dime play. Roy is of the opinion that the time is now long overdue when Detroit’s music men should have switched over to dime play, along the same lines as did Chicago. He also reports that UMO has a very Jungendlich and money-making tie-up with the union leaders in the Motor City and that relations are of a most amicable nature. . . . According to Bill O’Donnell, the Four B’s are in the limelight—“Bally’s Biz Boom Big.” . . . Burt Bondolfi and Bob Gnarro are discussing plans for dime play, with Bondolfi saying he believes a move like that is the one the industry is in need of to avoid a money-making check with dime playing. . . . Gil Kitt of Empire Coin, whether you know it or not, always has been acclaimed as quite an outstanding diver, Gil showed up the other day at the Edgewater Beach cabana row and, after getting into some trunks, instantly made for the dime playing. He had his much taller son along with him and was showing the kids about how to dive. After a few form-perfect swap dives, Gil paused for a while and commented, “Funny thing, I used to do those just to warm up. Now I find them something of an effort. Guess I’m getting a little older.” If his divings is any indication, see . . . Herman Paster of Paster Distributing, Empire Coin’s important member. Reports coming into this office reveal that the nation’s music operators continue to prefer “Juke Box” as the name for the automatic phonograph.

Sam Stern has been so busy of late that this department has been unable to get together with him. . . . The Pump Room, Chez Parel and the Blue Angel certainly were greeted by many this past week. Seen about were Gil and Val and Valerie Kitt, Lyn Durrant, R. F. Jones, from San Francisco, Bill and Eddie Gerah, Herb Perkins, Bob Schaeffer and the missus and others. . . . Batch of AMI distrists seen passing thru town this past week. This included Harvey Van Duren of Western Music Machine Co., Edmonton, Alberta, Canada. All said that they were on their way to visit the factory in Grand Rapids, but wouldn’t say anything more. So we’re waiting for William the Bill of the Fitzpatrick clan of the Odd Sod to phone or write us one of these days and tell us what it’s all about—officially. . . . As far as their last big confab, the Northern Illinois music men must be giving the idea on the importance of advertising to be used in juke boxes, . . . Herman Paster of Paster Distributing, Empire Coin’s important member. Reports coming into this office reveal that the nation’s music operators continue to prefer “Juke Box” as the name for the automatic phonograph.


Chicago, Ill . . . Hope all you folks will drop a line to or phone Howie Freer at Louis A. Weiss Memorial Hospital, 4646 N. Marine Drive, Chicago, Ill. Howie’s currently down there for his third operation and is in fine shape, but is not out of the woods yet. . . . He’s been in a couple of operations and is feeling fine. . . . Dave Gottlieb promised that, some time very soon, he’ll be around to visit brothers, Sol and Nate and son, Alvin, with that Minx camera which Lyn Durrant gifted him, and send us some pictures of these three very camera-savvy members of the Gottlieb clan.

Whenever Bill Gersh visits over at United, Herb Gettinger is sure to be enrolled by a few lucky. But the boys at United are giving Bill lots of credit. He won’t give up. Hopes some day to yet beat Herb who is known as United’s “gin” champ. Still demands, every time he shows up at United, that Herb sit down and play a few hands of “gin” with him. (Aside to Bill: Herb informs this department he’ll be happy to accommodate you anytime, especially on a very slow cruise to Farmosa.) . . . Jack Nelson back on the job at the Ball factory after a road trip. . . . F. W. Chatman of Avery Amusement, Los Angeles, visiting the various factories after a journey thru the East where he experienced the hurricanes in Boston . . . Art Weinand plans to surprise the trade at the forthcoming NAMA show with some of the new Exhibit “Vacuum Card Vendor” can vend. “The vending trade is for a boost and waking up,” says Art.

Ed Johnson, well known to veteran Chicago ops, in town for a while with Mrs. Johnson following an Eastern trip. Ed, who is doing marvelous work for lazinex sufferers, being one himself, recently gave a 20-minute speech at a medical society convention. . . . Bill DesChel, himself and all, really hopped up about United’s “Suffle Targette.” . . . Mondays will be performance nights for members of the Chicago Automatic Phonograph Bowling League. The circuit applied its third season of play Monday, September 13 . . . Who hung the handle of “Bunk” on “Fireball” Parachute? How’s about someone doing a parody on this ploy parade? . . . Len Rosen and Bill Miller have set up new quarters for their Major Coin Machine Service firm. Located at 4058 W. 26th Street. The firm specializes in servicing games on location. Also has parts and supplies, premium and renovating departments.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS!”
* "I am never without my 'Bible of the Coin Machine Business'. It is in my brief case at all times and changed weekly to be up to date. 'The Cash Box' comes in handy to me every day calling on customers."

Samuel Dieter
Southern Automatic Music Co.
Fort Wayne, Indiana

* If you are reading someone else's copy of The Cash Box why not mail this coupon today

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

Enclosed find my check for $15 for a Full Year (52 Weeks) Subscription.

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FIRM ..................................................................

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

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

LOS ANGELES

The importance of Los Angeles as the coin machine center of the West can readily be seen by driving along West Pico any day of the week and noting all the out of town operators buying equipment for their routes and looking over the latest models. Some of these ops travel from 250 to 400 miles on these periodic jaunts into town. Many only make it in once or twice a month but distributors have learned that they can depend on them like clockwork for those occasional visits.

Everywhere you look these days the coin machine industry makes its presence felt. There's so many juke boxes, games and cigarette vendors around that they have been accepted as part of the American tradition like the supermarkets and the cut-rate drug stores. Now carbonated drink machines as well as coffee and ice cream vendors are appearing throughout the city in ever increasing numbers. At the Los Angeles International Airport right passengers may purchase an insurance policy valued at from $5,000 to $10,000 simply by inserting the proper number of quarters in the coin chute and filling out the simple form which pops out. At the Grauman's Chinese Theatre in Hollywood tourists may hear the story behind the famous foot prints of the stars in the patio outside by inserting a dime in the Chinese figure outside the door of the theatre. We hear that owners of large super-market chains are even toying with the idea of installing huge merchandising machines outside their stores to help supplement sales after closing hours. Dairy Products vendors are now making their appearances in large service stations. This phase of the coin machine industry proves that it will be a big shot in the arm for the dairy industry.

Business along the Pico Strip this past week got off to a fast pace. All along the Boulevard crowds of operators were seen taking care of business and getting ready for the big Fall season ahead. A has been built up among the operators over reports about United's new gun with moving targets. First shipment is due to arrive any day over at the C. A. Robinson & Co. showroom where it will be on display. . . . Walter Petreet, regional sales representative for Warner, has been spending several weeks in town at Paul A. Laymon Co. Walt and Jimmy Wilkins just returned from a trip thru Southern Calif. calling on operators. Laymon's pretty bookkeeper Britt Adelman is now vacationing. . . . Lou Welcher of Advance Automatic Sales Co., San Francisco, spent several days in town last week. . . . Phil Robinson, regional representative for Chicago Coin, left for Chicago this week. He planned to make brief stopovers in Salt Lake and Denver. Phil expects to bump into Lou Dunis of Dunis Distributing Co., Portland, and Johnny Michaels who heads the Seattle branch. The two plan to stop in Chicago on their way home after the Grand Rapids distributor meeting.

Publicist George Jay took songstress Kay Brown on a tour of disc jockeys and distributors. They stopped by California Music Company to visit with the employees and operators. Kay is plugging her latest waxing of "Oop Shoo" on the Crown label. . . . The new Williams "Big Ben" game is now on display at both Minthorne showrooms, Frank Moncuri, altho the Minthorne organization itself for a short time, is making a bid for the operators. They all like his friendly spirit and warm personality. . . . Elmer C. Killberg, San Fernando, was a recent visitor along coinrow. He operates at the Norton Air Force Base near San Bernadino. . . . Al Silberman and Mary Jane Happel will have plenty to talk about. They both just returned to work at Badger Sales Company after vacations. . . . Fred Gaunt has been anxiously waiting for the new Gottlieb "Lady Luck" to come in. . . . San Joaquin valley operator Dave Evans from Madera recently spent the week-end visiting relatives in Long Beach. He stopped in along coinrow on his way home to take care of business. . . . Ray Powers, proxy of Ray R. Powers Sales Co., has been plenty busy cleaning up the huge pile of letters and inquiries which came in while he was on those jaunts thru the North and Southwest. . . . La cop Joe Lein will be living the life of a bachelor again. His wife recently left on a European vacation. . . . Barbara Chandler, pretty teen-age niece of Mary and Kay Solle of Lhasenbgen's Record Bar, has returned to her home in Marysville and her school studies. . . . Ken Arnold and Chuck Walker of the Smith Music Co. both drove in from Barstow this past week. . . . Tommy Felkins and his son trekked in from Victorville. . . . Walt Shinkal, Noble Craver and Tommy Farrell all came up from San Diego to take care of business. . . . Al Anderson was seen along the row from Shafter. . . . Reginald Panton from Pomona was also in along with Jimmy Jackson and son, Palm Springs; "Pop" Burris, Montebello and Cecil Ellison from Lancaster. . . . Other visitors included Glenn Walecki, La Crescenta and Gordon LeSueur, 29 Palms. Many in the Automatic Merchandising field are making plans to attend the NAMA Convention which will be held at the National Guard Armory, Washington, D.C. October 10th thru 13th. Auto-Photo Company, this City, will be among the many firms who will have a display set up on the main convention floor.
WANT

WANT—Shuffleboards, used Nationals or Americans 20 foot only. BOX NO. 226, THE CASH BOX, 26 WEST 47th STREET, NEW YORK, N. Y.

WANT—Frolics, Rodeo, Circus, and Showboats, Seeberg, Model BLU. C's, FOR SALE—10 3-1/2's. Make offer, NOBBO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CALIF.

WANT—Show Boots, Circus, Rodeo and Frolics, GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIF. Tel.: Market 3396.

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, NEW YORK DISTRIBUTING CO., 625 TENTH AVENUE, NEW YORK, N. Y. Tel.: Circle 6-2144.

WANT—A, M. L. 40, 80, 120 equipment—Phono, Hideaways, Steppers, Wall Boxes, Bar Brackets, Seeberg 100 A & B, Scales, Arcade equipment, 1c and 5c Vendors, Bally Futurities, 1953 Pin Games, Write stating condition, number, model, and prices. THE ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2618.

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

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

WANT—New and used records, highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33 1/3 RPM) in quantity. Write or phone. PARIS DISTRIBUTORS, 666 10th Avenue, NEW YORK 36. Tel.: JUDSON 6-1568.

WANT— Phonograph records made before 1940; any quantity or dealer stock; $1.50 to $3.00 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, JACOB S. SCHNEIDER, 120 W. 66th STREET, N. Y. C.

WANT—Large amount of cash available to take over Distributing Organization anywhere in United States. Must have Top Music and/or Games lines. Prefer one associated with routes operation. Write; BOX #227, c/o THE CASH BOX, 26 WEST 47th STREET, NEW YORK, N. Y.

WANT—Beach Clubs—will pay $205. PENNSYLVANIA VENDING COMPANY, 1822 CARSON STREET, PITTSBURGH 3, PA.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—ammunition, drinks, Bremo, fortunes, Pocket Books, cigarettes 25 2c each, aspirin at 5c each, single handbills, newspapers, WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUMING AVENUE, GLENS FALLS, NEW YORK.

WANT—Any quantity post-war Wurlitzer Phonographs. Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45 RPM, used. Write or phone: BUSH DISTRIBUTING COMPANY, 220 N. 29th ST. MIAMI, FLORIDA.

WANT—For resale, United & Chicago Coin Bowling Games; Bally Bingo Games; Mills Panorama Peek Shows; Kiddie Rides, State condition and best price in the first letter, STANLEY DISTRIBUTING CO., 1523 BROADWAY, TACOMA. WASH. Tel.: Broadway 3663.

WANT—45 RPM Records, new or used, No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALCANO, GALCANO DIST. CO., 4112 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dlekem 2-7600.

WANT—Bring us, Int. model Shuffle Alleys. For Resale. Send List. Have all types of amusement equipment for sale. DAVE LOWY & CO., 392 TENTH AVENUE, NEW YORK, N. Y. Tel.: Glittering 4-5100.

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

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

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

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

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

www.americanradiohistory.com
**How to Use "The Confidential Price Lists"**

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

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for each equipment so that the subscriber at least has known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $10.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

**EXPLANATION:**

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

**NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE**

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

<table>
<thead>
<tr>
<th>Model</th>
<th>100A</th>
<th>1010</th>
<th>1020</th>
<th>1030</th>
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<th>1060</th>
<th>1070</th>
<th>1080</th>
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**NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE**

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

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<thead>
<tr>
<th>Model</th>
<th>100A</th>
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</table>

**AMERICAN MACHINES**

*Manufacturers and date of game's release listed. Cost (B) (Ball, Chicago or Ex)- (Ge) Gengo; (Got) Gottlieb; (Ke) Keesey; (Un) United; (Wm) Williams.*

<table>
<thead>
<tr>
<th>Game</th>
<th>(B)</th>
<th>(Ge)</th>
<th>(Got)</th>
<th>(Un)</th>
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</thead>
<tbody>
<tr>
<td>1. ABC</td>
<td>(Un 3/51)</td>
<td>20.00</td>
<td>40.00</td>
<td></td>
</tr>
<tr>
<td>2. Aces High</td>
<td>(Un 9/52)</td>
<td>50.00</td>
<td>75.00</td>
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</tr>
<tr>
<td>3. All Hands</td>
<td>(Got 6/48)</td>
<td>15.00</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>4. Allie</td>
<td>(Got 8/48)</td>
<td>19.50</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>5. All Star Basketball</td>
<td>(Got 1/52)</td>
<td>20.00</td>
<td>39.00</td>
<td></td>
</tr>
<tr>
<td>6. Aquacade</td>
<td>(Un 4/49)</td>
<td>10.00</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>7. Arabian Knight</td>
<td>(Got 12/50)</td>
<td>175.00</td>
<td>185.00</td>
<td></td>
</tr>
<tr>
<td>8. Arcade</td>
<td>(Wm 11/51)</td>
<td>45.00</td>
<td>75.00</td>
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</tr>
<tr>
<td>9. Arizona</td>
<td>(Un 1/50)</td>
<td>10.00</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10. Army-Navy</td>
<td>(Wm 10/51)</td>
<td>95.00</td>
<td>145.00</td>
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<tr>
<td>11. Atlantic City</td>
<td>(B 5/52)</td>
<td>100.00</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>12. Baby Face</td>
<td>(Got 6/48)</td>
<td>10.00</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>13. Band</td>
<td>(Ex 3/48)</td>
<td>10.00</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>14. Bank-Knall</td>
<td>(Got 5/56)</td>
<td>20.00</td>
<td>35.00</td>
<td></td>
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<tr>
<td>15. Barnacle Bill</td>
<td>(Got 8/48)</td>
<td>10.00</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>16. Basketball</td>
<td>(Got 10/49)</td>
<td>15.00</td>
<td>25.00</td>
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<tr>
<td>17. Beach Club</td>
<td>(Got 11/50)</td>
<td>250.00</td>
<td>375.00</td>
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<tr>
<td>18. Beauty</td>
<td>(11/52)</td>
<td>200.00</td>
<td>250.00</td>
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<tr>
<td>19. Big Bag</td>
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<tr>
<td>20. Bermuda</td>
<td>(CC 11/47)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>21. Big Hit</td>
<td>(CC 7/52)</td>
<td>35.00</td>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>22. Big Spot</td>
<td>(Got 11/51)</td>
<td>10.00</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>23. Black Gold</td>
<td>(Ge 3/49)</td>
<td>10.00</td>
<td>20.00</td>
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<tr>
<td>24. Blue Skies</td>
<td>(Un 11/48)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>25. Bumper</td>
<td>(Un 1/51)</td>
<td>10.00</td>
<td>20.00</td>
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<tr>
<td>26. Bomber</td>
<td>(CC 3/51)</td>
<td>20.00</td>
<td>35.00</td>
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<tr>
<td>27. Bone Head</td>
<td>(Got 11/48)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>28. Boston</td>
<td>(Got 7/54)</td>
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<td>20.00</td>
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<tr>
<td>29. Bowling Champ</td>
<td>(Got 2/49)</td>
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<tr>
<td>30. Bowl League</td>
<td>(Got 7/54)</td>
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<tr>
<td>31. Bright Lights</td>
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<td>32. Bright Spot</td>
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<td>33. Broadway</td>
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<td>34. Buffalo Bill</td>
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**Table of Pinball Games and Values**

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<tbody>
<tr>
<td>4. Happy Go-Lucky</td>
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<td>4. Harvest Moon</td>
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<td>4. Harvey Time</td>
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<td>4. Hawaiian</td>
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<td>4. Havana</td>
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<td>4. Haywire</td>
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<tr>
<td>4. Hi-Parade</td>
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<tr>
<td>4. Hi &amp; Runs</td>
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<td>4. Hot Rods</td>
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<td>4. Holiday (KE 12/49)</td>
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<tr>
<td>4. Horsehears</td>
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</tr>
<tr>
<td>4. Horse Shoe</td>
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<tr>
<td>4. Hot Rods</td>
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<tr>
<td>4. Humpdy Dumpy</td>
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<td>4. Ice-Frolics (Bi 1/45)</td>
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<tr>
<td>4. Jack 'N Jill (Get 4/48)</td>
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<td>4. Jacky Jacks</td>
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<tr>
<td>4. Jamborree</td>
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<tr>
<td>4. Jeannie (Ex 5/48)</td>
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<tr>
<td>4. Jockey Special</td>
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<tr>
<td>4. Just 21</td>
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<tr>
<td>4. K.C. Jones (Get 11/49)</td>
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<tr>
<td>4. King Arthur</td>
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<td>4. King Cole</td>
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<td>4. King Fin (CC 12/21)</td>
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<td>4. Knockout</td>
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<tr>
<td>4. Lady Robin Hood</td>
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<tr>
<td>4. Lucky Star</td>
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<tr>
<td>4. Madison</td>
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<tr>
<td>4. Magic (Ex 11/48)</td>
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<tr>
<td>4. Major League Baseball</td>
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<td>4. Manhattan</td>
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<tr>
<td>4. Marble Queen</td>
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<td>4. Mardi Gras</td>
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<td>4. Maryland</td>
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<tr>
<td>4. Merry Widow</td>
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<td>4. Mercury</td>
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<td>4. Mermaid (Get 6/51)</td>
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<td>4. MEXICO (US 3/14)</td>
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<td>4. Mintball League</td>
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<td>4. Mr. Hudson</td>
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<td>4. Ornament (Ex 10/48)</td>
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<td>4. Mystic Mauzel</td>
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<td>4. Niagara (Get 12/51)</td>
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<td>4. Nifty (Get 6/51)</td>
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<td>4. &quot;O&quot; Sisters (Wm 1/45)</td>
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<td>4. Oasis (Ex 10/48)</td>
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<td>4. Old Faithful</td>
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<tr>
<td>4. Olympics (Get 5/52)</td>
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<tr>
<td>4. One Two Three</td>
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<tr>
<td>4. Palmisades</td>
<td>15.00</td>
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<tr>
<td>4. Palm Beach</td>
<td>15.00</td>
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<tr>
<td>4. Palm Springs</td>
<td>135.00</td>
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<tr>
<td>4. Paradise</td>
<td>10.00</td>
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<tr>
<td>4. Paratrooper (Get 11/48)</td>
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<tr>
<td>4. Pin Bowler (CC 6/50)</td>
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<tr>
<td>4. Pinky (Get 10/49)</td>
<td>15.00</td>
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<tr>
<td>4. Pin Wheel (Get 11/53)</td>
<td>165.00</td>
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</tbody>
</table>

**NOTE**

- Values are subject to change and may vary based on condition and location.
- This list is for reference purposes only.
- For a detailed list of pinball games and values, please consult a pinball game value guide or consult with an expert.
### PINBALL GAMES (Cont.)
4. Tennessee (Wm 2/48) 10.00 20.00
4. Thing (CC 2/51) 15.00 35.00
3. Those Feathers (Ge 5/49) 10.00 25.00
3. Three Four Five (Un 5/51) 15.00 35.00
1. Three Musketeers (Get 2/49) 15.00 35.00
1. Thrill (CC 9/48) 10.00 20.00
1. Time Square (Wm 4/54) 70.00 160.00
1. Touchdown (Un 1/52) 15.00 25.00
4. Trade Winds (Ge 3/48) 10.00 20.00
6. Treasure Chest (Ex 12/47) 10.00 20.00
4. Trinidad (CC 3/48) 10.00 20.00
2. Triple Action (Ge 1/50) 10.00 20.00
4. Triplicants (Get 7/50) 15.00 25.00
4. Trio Score (Ge 1/51) 20.00 35.00
2. Trophy (B) 15.00 30.00
1. Tropicana (Un 1/48) 10.00 20.00
1. Tropic (Un 7/53) 225.00 350.00
1. Turquoise (Wm 1/51) 10.00 20.00
1. Tumbleweed (Ex 6/50) 15.00 35.00
1. Turk King (B 6/50) 35.00 45.00
2. Twenty Grands (Wm 12/52) 55.00 95.00
2. United (Un 7/49) 10.00 20.00
2. Vanities (Ex 2/47) 10.00 19.50
2. Virginia (Wm 3/48) 10.00 12.50
3. Watch My Line (Get 9/51) 15.00 35.00
3. White Kids (CC 3/50) 20.00 40.00
3. Wild West (Get 8/51) 45.00 65.00
3. Winner (Univ.) 20.00 45.00
1. Witches (Wm 2/48) 20.00 30.00
4. Yacht Club (B 6/53) 175.00 285.00
1. Yanks (Wm 4/48) 10.00 20.00
1. Zingo (Un 10/51) 15.00 25.00

**TOTAL NO.** 200

**TOTAL VALUE** 245.00

### SHUFFLES (Cont.)
1. *ChiCoin 10th Frame Double Score Bowling (10/50)* 175.00 275.00
1. *ChiCoin Crown (4/55)* 225.00 300.00
1. *ChiCoin Crown Giant Pins (9/53)* 245.00 300.00
1. *ChiCoin Triple Score (6/53)* 219.50 325.00
1. *ChiCoin Gold Cup (6/53)* 300.00 650.00
1. *ChiCoin High Speed Crown (9/53)* 300.00 750.00
1. *ChiCoin High Speed Triple Score (8/53)* 250.00 375.00
1. *ChiCoin Advance (10/53)* 250.00 395.00
1. *ChiCoin King (10/53)* 285.00 425.00
1. *ChiCoin Chris Cross Boller (12/53)* 20.00 30.00
1. *ChiCoin Strike (6/51)* 215.00 285.00
1. *ChiCoin King Pins (11/51)* 195.00 325.00
1. *ChiCoin Triple (11/51)* 225.00 375.00
1. *Golliwog Bovettie (3/55)* 15.00 25.00
1. *Keeny Pin Boy (11/49)* 15.00 20.00
1. *Keeny Ten Pins (1/50)* 15.00 20.00
1. *Keeny ABC (2/55)* 15.00 20.00
1. *Keeny Lucky Strike (4/50)* 20.00 30.00
1. *Keeny King Pin (4/50)* 20.00 30.00
1. *Keeny Bowling Champ (4/50)* 20.00 30.00
1. *Keeny Dark Pins (6/50)* 20.00 30.00
1. *Keeny Double Bowling (4/50)* 20.00 30.00
1. *Keeny League (8/50)* 25.00 35.00
1. *Keeny 4-Way Bowling Attachment (12/50)* 45.00 75.00
1. *Keeny Big League (5/51)* 35.00 65.00
1. *Keeny 6-Player League (9/51)* 45.00 95.00
1. *Keeny DeLuxe League (3/52)* 45.00 125.00
1. *Keeny Super DeLuxe League (7/52)* 65.00 125.00
1. *Keeny High Score League (5/52)* 15.00 25.00
1. *Keeny Team (10/52)* 125.00 175.00
1. *Keeny Club (4/53)* 135.00 225.00
1. *Keeny Domino (5/53)* 110.00 265.00
1. *Keeny Carnival (5/53)* 215.00 275.00
1. *Keeny Pacesetter (9/53)* 210.00 325.00
1. *Keeny Mainliner (6/54)* 300.00 450.00
1. *Keeny Bonus Bowling (3/54)* 225.00 475.00
1. *Keeny Diamond (10/54)* 100.00 195.00
1. *Rock-Ola Shuffe Lane (12/49)* 15.00 20.00
1. *Rock-Ola Shuffe Jungle (5/50)* 20.00 30.00
1. *United Shuffle Skull (1/50)* 15.00 20.00
1. *United Shuffle Alley (1/50)* 15.00 20.00
1. *United Shuffle Super Alley (1/50)* 15.00 20.00
1. *United Double Shuffle Alley (12/52)* 20.00 30.00
1. *United Shuffle Alley Express (12/52)* 20.00 30.00
1. *United Shuffle Slugger (6/50)* 20.00 30.00

**TOTAL NO.** 200

**TOTAL VALUE** 300.00
Manufacturers New Equipment

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

AMI, INCORPORATED
AMI "E"-40 Phonograph $ 795.00
AMI "E"-50 Phonograph 925.00
AMI "E"-30 Phonograph 1,650.00
W&O 510-612 Double Wall Box 89.50
W120 510-612 Wall Box 99.50
HS120 Hideaway 875.00
AMIVOX Speaker 27.50

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

BALLY MFG. CO.
Champion $ 795.00
Vanguard 760.00
Moon-Ride 995.00
Jet-Boxer (With Match Features) Model Jet-110, 10c a play 755.00
Model Jet-325, 10c a play, 3 plays for 5c 775.00
Rocket-Boxer (Without Match Features) Model Rocket-110, 10c a play 710.00
Model Rocket-325, 10c a play, 3 plays for 5c 730.00

CHICAGO COIN
Holiday Bowler 4 (With Match Features) Single Chute $ 789.50
Double Chute 799.50
Playtime Bowler (with Conventional Match Play) 775.00
Star-Life Bowler (With Match Features) Single Chute 685.00
Double Chute 705.00
Feature Bowler (Without Match Features) Single Chute 665.00
Double Chute 685.00
6-Player, Super Home Run 615.00

EXHIBIT SUPPLY
Star Shooting Gallery
Junior Jet Rider $ 395.00
Big Bronco 997.50
El Toro the Bull 997.50
Ferdy the Bull 725.00
Boy Rabbit Trap 1,047.50
Rudolph the Red Nosed Reindeer 725.00
Rudolph the Red Nosed Reindeer With Music 775.00
Pete the Rabbit 725.00
Pete the Rabbit With Music 775.00
Twin Pete the Rabbit 725.00
Rattle-Off Space Patrol 1,047.50
Sea Skate 1,047.50
Vacuum Card Vendor 221.50

GENCO MFG. & SALES CO.
Rifle Gallery $ 625.00

D. GOTTLEB & CO.
Lady Luck $ 364.50

INTERNATIONAL MUTO. CORP.
Drive Yourself (new Electric-Ride) . $ 795.00
Photomat "A" 2,100.00
3-D Art Paradise, 10c model 495.00
3-D Art Paradise, 60c model 395.00
Universal Post Card Vendor 60.00

J. H. KEENEE & CO. INC.
Electric Cigarette Vendor . $ 284.50
Calm Changer Model 364.50
American Voter With Match Feature Single Chute 600.00
Double Chute 710.00
National Bowler Without Match Feature Single Chute 630.00
Double Chute 670.00

ROCK-OLA MFG. CORP.
Model 1438 " Comet Fireball" Phonio, 120 Selections, 45
RPM Only. 1,408.25
Model 1440 " Comet Fireball" Phramaster, 120 Selections,
45 RPM Only. 1,408.25
Model 1452, Hi-Fi, 56 Selections, 45 RPM Only.
Model 1546 " Comet Fireball" Chrome Wall Box, 120 Select-
ions. 1,408.25
Model 1548, 50 Selection Wall Box 895.00
Model 1556, 20 Selection Wall Box 895.00
Model 1613, 8" Blonde Wall Speaker 715.00
Model 1614, 8" Mahogany Wall Speaker 1,047.50
Model 1906, Remote Volume Control 1,047.50

UNITED MFG. CO.
Shuffle Target (Without Match Features) .
Regular Model, 10c play 685.00
DeLuxe Shuffle Targete (With Match Features) . 705.00
Regular Model, 10c play, 3 for 25c 710.00
Jungle Gun .
Single Chute 595.00
Double Chute 615.00
DeLuxe Jungle Gun Single Chute 635.00
Double Chute 655.00
Banner Shuffle Alley (Without Match Features) .
Regular Model, 10c play . 710.00
Special Model, 10c, 3 for 25c 720.00
Speedy Shuffle Alley (Without Match Features) .
Regular Model, 10c play 685.00
Special Model, 10c, 3 for 25c 710.00
Nevada 725.00

WILLIAMS MFG. CO.
Big Ben $ 364.50
Duffy Derby 465.00
All Star Baseball 665.00

J. P. SEEBOURG CORP.
HF-100-R
SW-1 Wall-O-Matic "100" MME-1 Master Remote Volume Control
CVS40-8 Wall Speaker Ivory (Teardrop Top) 795.00
CVS60-8 "Recessed Speaker. CVST12-12" Recessed Speaker PLZ-112 Power Supply 895.00
ARAL-16 Auxiliary Remote Amplifier
AVCO Automatic Volume Compensator Unit 364.50
Ray-O-Lite "Coin Hunt" 710.00

THE RUDOLPH WURLITZER CO.
Model "1700" Phonograph 665.00
Model "1609-A" Phonograph 665.00
Model "1605-A" Phonograph 1,047.50
Model "1606" Phonograph 1,047.50
Model "1609" Phonograph 1,047.50
Model 5112-12" Concealed Speaker Hi-Fi 60.00
Model 5113-8" Wall Speaker Hi-Fi 60.00
Model 5206 5c-10c-25c Wall Box 710.00
Model 5206 5c-10c-25c Wall Box 3 Wire (104 Selections) 1,047.50
Model 5206 5c-10c-25c Wall Box 4 Wire (48 Selections) 1,047.50
Model 4851 5c-10c-25c Wall Box (40 Selections) 1,047.50
Model 5204 5c-10c-25c Wall Box (104 Selections) 1,047.50
Model 5100 5" Speaker 1,047.50
Model 5110 12" DeLuxe Speaker 1,047.50

"CONFIDENTIAL PRICE LISTS"

The Cash Box, Page 52 • END OF MONTH INVENTORY ISSUE • September 25, 1954
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<th>CITY</th>
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**SHUFFLE GAMES (CONTINUED)**

- Clover Shuffle Alley
- Club Bowler (Ke 4/53)
- Cross Crown Bowler (CC 12/53)
- Crown Bowler (CC 4/53)
- Crown Bowler, Gus. (CC 4/53)
- DeLuxe Team Shuffle Alley (Un 1/54)
- Diamond Bowler (Ke 4/54)
- Domino Bowler (Ke 5/53)
- Gold Cup (CC 7/53)
- High Speed Crown Bowler (CC 7/53)
- High Speed Triple Score Bowler (CC 8/53)
- Imperial Shuffle Alley (Un 9/53)
- King Bowler (CC 10/53)
- Leader Shuffle Alley (Un 11/53)
- League Shuffle Alley (Un 1/54)
- Liberty Shuffle Alley (Un 2/54)
- Mainliner Bowler (Ke 5/54)
- Match Pool (Ge 2/54)
- Olympic Shuffle Alley (Un 6/53)
- Pacemaker Bowler (Ke 9/53)
- Rainbow Shuffle Alley (Un 9/54)
- Royal Shuffle Alley (Un 9/53)
- Shuffle Pool (Ge 11/53)
- Team Shuffle Alley (Un 1/54)
- 10th Frame Double Score Bowler (CC 3/53)
- Triple Score Bowler (CC 6/53)
- Victory Bowler (B 5/54)

**MUSIC**

- AMI
- Model A
- Model B
- Model C
- Model D-40
- Model D-80

- ROCK-OLA
- 1451A, 78 rpm
- 1451A, 45 rpm
- 1456A, 45 rpm

- SEEBURG
- M100A
- M100B
- M100B1
- M100C
- HF100-G

- WURLITZER
- 1258, 45 rpm
- 1650, 45 rpm
- 1500, 45 rpm

**PINSALLS**

- Army Navy (Wm 10/53)
- Beach Club (B 2/55)
- Big League Baseball
- Cabana (Un 3/53)
- C.O.D. (Wm 9/53)
- Daisy May (Got 7/54)
- Dealer "21" (Wm 2/54)
- Dragonette (Got 6/54)
- Dude Ranch (B 9/53)
- Flying High (Got 2/53)
- Grand Champion
- Green Pastures (Got 1/54)
- Gun Club (Wm 11/53)
- Gary-Dolls (Got 5/53)
- Havanna (Un 5/54)
- Hawaii (Un 6/54)
- Hawaiian Beauty (Got 5/4)
- Home Run, Six Player (CC 3/54)
- IceFrolics (B 1/54)
- Jockey Club (Got 4/54)
- Lucky "O" (Wm 2/54)
- Lonely Lucy (Got 2/54)
- Major League Baseball
- Marble Queen (Got 8/53)
- Mexico (Un 3/54)
- Mystic Marvel (Got 5/53)
- "P" Sisters (Wm 1/53)
- Palm Springs (B 11/53)
- Pin Wheel (Got 11/53)
- Poker Face (Got 9/53)
- Quintet (Got 3/53)
- Rio (Un 11/53)
- Sereano (Wm 4/54)
- Shindig (Got 10/53)
- Special DeLuxe Baseball
- Starlight (Wm 3/53)
- Struggle Bugs
- Super Pentamet Baseball
- Super Star Baseball
- Surf Club (B 3/54)
- Takahi (Un 8/53)
- Times Square (Wm 4/53)
- Treister (Un 7/53)
- Yacht Club (B 6/53)
WURLITZER HIGH FIDELITY

NOT ONLY TAKES THE MASK OFF THE MUSIC

IT TAKES TOP HONORS IN UPPING EARNING POWER

You've got to hear it to believe it! The Wurlitzer 1700HF, equipped with perfectly matched, full range speakers, the famed Wurlitzer Dynatone amplifier and the Zenith Cobra Tone Arm, the ultimate in full fidelity pickup, puts out the finest High Fidelity music of any automatic phonograph.

It's the kind of music that people want to hear over and over again. It's MONEY-MAKING music for you—available only on the Wurlitzer 1700HF Phonograph.

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

Wurlitzer 1700HF

The Rudolph Wurlitzer Company • North Tonawanda, New York
Established 1856

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

**BANNER**

**SHUFFLE ALLEY**

Features Special, New Multiple Scores

**NEW**

**NEW**

**TENTH FRAME FEATURE**

**MASTER FRAME**

- X SCORE 1000
- 2 SCORE 500

REGULATION 1 TO 9 AND 20-30 SCORING

**FAMOUS TRIPLE MATCH FEATURE**

Available in 10¢—3 for 25¢ Models

**KING-SIZE, FAST RE-SET BOWLING PINS**

**24 BIG, BOLD SCORING REGISTERS**

**ONE TO SIX CAN PLAY**

Equipped with United's Famous E-Z Service Features

**TWO SIZES:**
- 8 FT. BY 2 FT.
- 9 FT. BY 2 FT.

**SEE YOUR DISTRIBUTOR NOW!**

United's SPEEDY Shuffle-Alley has all the features of BANNER except Triple Match Feature

**NEVADA**

FAST ACTION IN-LINE GAME

- UNITED'S De Luxe
- JUNGLE GUN

WITH MATCH-A-SCORE Feature

**NOW AT YOUR DISTRIBUTOR**

**UNIVERSAL MANUFACTURING COMPANY**

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
INCREASE PINBALL EARNINGS
WITH AMAZING Magic-Lines FEATURE

Card-numbers actually move UP and DOWN like magic!

See Magic-Lines in action in Bally Variety! See Card-numbers change before your eyes! See lop-sided line-ups of 10 numbers magically straightened out into scoring line-ups! You'll see why every location-report rates Variety as the biggest money-maker in years!

MORE WAYS TO SCORE!
Ghost-cards at left show how player moves Card-numbers UP or DOWN. Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years... and back up their enthusiasm with greatest cash-box approval in years!

Famous Features
Magic-Lines is only one of the money-making features built into Bally Variety. All the famous Bally in-line features are combined with Magic-Lines to produce the greatest in-line sensation in history...
Super-Cards that score 4-in-line for 3-in-line... Corner Scores... Spot Rollers... Extra Time Lights... Advancing Scores... Extra Balls... all the play-appeal of Beach Club plus Magic-Lines!

Location-reports from coast to coast prove that Variety tops all other in-line games, including Beach Club, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get Variety today.

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