Mitch Miller was the overseer as Frankie Laine and The Four Lads went into the recording session for Columbia which produced "Rain, Rain, Rain". Teaming The Lads and Laine for the first time, Mitch came up with a hit which was released at a most opportune season since the hurricanes of a couple of weeks ago gave strong impetus to the "Rain" title. Immediately afterwards, the disk jumped high into the best seller lists and has been showing strength ever since.
ANOTHER GREAT INSTRUMENTAL

the three suns

PLAY

the touch

AND

southern star

20/47-5874

recorded in

"New Orthophonic"

High Fidelity

sound

www.americanradiohistory.com
Rhythm and Blues records are today coming into their own. Their acceptance among pop audiences has skyrocketed in recent months. Some of our top hits have come from the R&B field and R&B records are gaining wide popularity throughout the entire nation.

This is a wonderful achievement and a commendable one.

However, there's a fly in the ointment.

Now that these records are reaching pop audiences and getting greater air play than ever before, every word in them is being carefully scrutinized, every phrase searched for subtle meanings.

Unfortunately some companies have taken the course of the quick buck and have turned out really dirty records which have become best sellers. Naturally you can market smut.

No one denies that. But there's a point at which the men who make their living from this industry have the responsibility to think of this industry's future as well as its present.

Nothing can kill the popularity which R&B records enjoy today quicker than the issuance of dirty records. These records are being played in juke boxes around which teenagers gather. They are getting air time on programs which these same teenagers are listening to. And already the complaints are pouring in from their parents.

These complaints, if they last long enough, are going to result in all sorts of restrictive legislation which will be disastrous to the entire record industry. It's going to do no one any good if censorship boards are set up in each state to determine what can or cannot go into the juke boxes. And this is already being threatened.

But beyond the effects on the record industry alone, there is a sociological problem which is even more important. This country today is faced with a tremendous juvenile delinquency problem. Until now, one of the ways of fighting delinquency has always been with music and records, gathering the kids into a wholesome atmosphere, turning on the juke box and letting them have fun under the proper supervision.

What a disaster it would be if suddenly the idea were implanted in the minds of educators and parents that records, instead of ameliorating delinquency conditions, were actually contributing to them.

The problem is an immediate one—and vital to our future. This is not the time for a display of irresponsibility on the part of anyone in the record industry. R&B records can be hits without being dirty—as the majority of them have shown. And these clean records can achieve the most widespread acceptance among pop audiences—as they are doing today. But the dirty ones are in a position to kill off that market not only for themselves but for all R&B records.

Let the worst offenders—and they know who they are—ponder their responsibility for this possible future situation.
NEW FEATURE:
The Cash Box "Sure Shots" Will Be The First Place To Find Advance Information About Disks That Are Breaking Out

With this issue, The Cash Box introduces a new feature which will be of vital interest to everyone in the record and music fields. We call it The Cash Box "Sure Shots" and it will highlight new records that are happening—at the moment that they happen.

For some time there has been a need for information about records that are breaking out—before they have time to get onto the charts. Now because of The Cash Box' constantly increasing stature among the nation's retail record dealers, we have been able to organize a system whereby we will be in a position to report immediately which records are showing sales strength in various parts of the country.

This service will be the most accurate available because it will be based on the largest possible compilations covering the entire nation. And it will be based on sales figures, not prognostication.

Below we present our first "Sure Shots" feature. Look for it every week in The Cash Box. You will know what records are selling as soon as they begin to sell.

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**THE CASH BOX**

**Sure Shots**

"WHITHER THOU GOEST" Los Paul & Mary Ford Capitol 2928; F-2928

"MUSKRAT RAMBLE" McGuire Sisters Coral 61258; 9-61258

"BECAUSE OF YOU" Sammy Davis, Jr. Decca 29200; 9-29200

"LOVE, YOU DIDN'T DO RIGHT BY ME"

"SISTERS" Rosemary Clooney Columbia 40305; 4-40305

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**AB** Abbott
**AC** Amen
**AE** Amen
**AM** Amen

**AP** Apollo
**AX** Atlantic

**BE** Bell
**BS** Bell

**CT** Columbia
**DT** Decca

**CA** Capitol
**DC** Decca

**CD** Decca
**CC** Columbia
**CE** Columbia

**CO** Columbia
**CR** Capitol

**FJ** Fuji
**OT** Olympic

**TD***...**TD** United
**DC** Decca
**MD** MGM

**MD** MGM
**NM** Columbia
**DE** Decca

**EA***...**EA** United
**EM** MGM
**ED** Decca

**GD***...**GD** Decca
**MO** MGM

**JS** Jazz
**MO** MGM

**KT** King
**MT** MGM

**LR** London
**MT** MGM

**LD** London
**OD** Olympic

**ME** Mercury
**PD** Prestige

**LD** London
**PO** Prestige

**LS**l Solar
**PL** Prestige

**LO** London
**PM** Prestige

**LR** London
**PO** Prestige

**MD** MGM
**PA** Parrot

**LC** Liberty
**PA** Parrot

**LM** Liberty
**PR** Prestige

**LS**l Solar
**PT** Prestige

**MT** MGM
**PV** Prestige

**MS**l Solar
**TA** Tropic

**NU***...**NU** United
**TB** Tropic

**OD** Olympic
**TU** Tropic

**DE** Decca
**TR** Brunswick

**DE** Decca
**TR** Brunswick

**ED** Decca
**TS***...**TS** United

**MF***...**MF** United
**TT***...**TT** United

**MC***...**MC** United
**TV***...**TV** United

**MT** MGM
**UY** United

**MR***...**MR** United
**VD***...**VD** United

**MR***...**MR** United
**VD***...**VD** United

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"It's What's In THE CASH BOX That Counts!"
THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK
PLUS THE NEXT FIVE

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

1. HEY THERE ................. Rosemary Clooney (Columbia)
2. SH-BOOM ......................... Crewcuts (Mercury)
3. SKOKIAAN ....................... Four Lads (Columbia)
4. IF I GIVE MY HEART TO YOU .... (Columbia)
5. THE HIGH AND THE MIGHTY ............... Doris Day (Columbia)
6. IN THE CHAPEL IN THE MOONLIGHT ........ Kitty Kallen (Decca)
7. THE LITTLE SHOEBOY .............. Gaylords (Mercury)
8. I NEED YOU NOW ................. Eddie Fisher (RCA Victor)
9. HOLD MY HAND ................. Don Cornell (Coral)
10. THEY WERE DOIN' THE MAMBO ......... Vaughn Monroe (RCA Victor)


Martin Block has a new title coined by ABC—"Disk Jockey to the World". The Martin Block Show will be beamed everyday to over 90,000,000 listeners overseas via the full Armed Forces Radio Service's seventy-two stations and will be heard in the Alaska Area, the Caribbean Area, the European Area, the Pacific Area (taking in Korea, Japan, Midway, Hawaii, Australia and all Pacific Islands where troops are stationed), the North Atlantic Area (Labrador, Iceland, Greenland) and the Middle East (Tripoli to Dhahran). This is in addition to Block's daily Martin Block Show over the ABC Radio Network within the United States and Canadian stations.

Pic of the week—Beautiful red-headed Marion Colby, currently appearing in Broadway's musical hit, "Pajama Game", hosts WABC's early-morning disk jockey and vacation-to-go today show, "Marion's Memo", heard every Monday through Friday a.m. 5:45 to 6. Mmmmmmmmmmmmm, Del Clark (WMIR-AM, TV-New Orleans, la.) really keeping busy these days with his mambo, modern jazz, and pops shows. Keeping abreast of the new releases in these categories just has him "spinning". Peti Dreyer (WENT-Glensville, N.Y.) elevated to Program Director. Many disk jockeys have been vacationing in Southern California recently. Seen around Hollywood were Bob Larsen (WEMP-Milwaukee), Bill Hyden (KVGG-Tulsa), Don Bell (KNT-Den Moines), Stan Dale (WJW-Chicago), Art Blake (KFAM- St. Cloud), Gil Henry (KING-Seattle), Marjorie Lord (WWMN-N.Y.), Larry Ray (KCMJ-Palm Springs), John Russell (WJR-Detroit), Chap Collins (KICO-El Centro), Frank Dantien (KSSO-San Jose), and Jeff Brans (Enroute to So. Carolina). Here's another answer to the old question "Is radio here to stay?" The Dick Gilbert Show (KTYL-Phoenix) is sold out. 12-2 p.m., Monday-Friday. More than 100 sponsors a week. MGM Records is rushing out a special disk jockey record from the "Brigadoon" sound track album coupling the title tune "Brigadoon" with "Almost Like Being In Love". The special D.J. disk is being shipped two weeks before the release date of the album with shipments starting September 23 on a West to East basis.

Art Preston (WSPR-Springfield, Mass.) writes to state they stayed on the air all night so that they might pass along storm warnings of approaching "Edna". Thanks to The Cash Box we were able to program the songs that are tops all over the country. Another love note from Robin Bonomo, who says "We have reinstated '16 Top Tune Time' at WTSV-Claremont, N. H. and the program has been well received thanks to your service".

"It's What's in THE CASH BOX That Counts"
“COUNT YOUR BLESSINGS” (2:28)  
[Berlin ASCAP—Berlin]  
EDDIE FISHER  
(RCA Victor 20-5871)  
47-5871

EDDIE FISHER
- Eddie Fisher, one of recorders biggest stars, whose name has become daily reading matter via the newspapers, comes up with two top drawer pieces of song material which should make this release a two-sided click for theballadeer. One side is a pretty ballad tagged “Count Your Blessings.” It’s a wondrous song with an excellent wedding of lyrics and melody. The tune is from Irving Berlin’s com- 

“My Little White Christmas.” Eddie’s crooning and Hugo Winterhalter’s accompaniment make this one a strong contender for the top spot. The coupling, “Fanny,” is the romantic title tune of the pre- 
dicted smash musical which is scheduled to hit this city soon.

“TOMMY” JR. (a fashioned excellent sparkling pleasing one the forthcoming Geddin.”

DINAH SHORE  
(RCA Victor 20-5863)  
47-5863

“I HAVE TO TELL YOU” (2:40)  
[Chappell ASCAP—Rome]  
From the forthcoming Bway musical “Fancy” comes this lovely ballad so expressively rendered by Dinah Shore. Beautiful delivery, Harry Geller’s orchestra.

NITZI MASON  
(MGM 11822; X-11822)

“I DON’T WANT YOUR PITY” (2:40)  
[Laurens ASCAP—Krell]  
A pretty love tune with a pleasing lift is invitingly chirped by Nitzi Mason with the Fred Norman orchestra in the backdrop. Good tune.

“THE CUCKOO BIRD IN THE PICKLE TREE” (2:10)  
[Halsey ASCAP—Alberts, Murray, Levene]  
FOUR ACES  
(Deco 29269; 9-29269)

FOUR ACES
- The Four Aces definitely are what their names states when it comes to making a hit of a tune from a big Hollywood or Broadway production. They sent “Stranger In Paradise” (“Kismet”) to the number one spot and did the same with their wading of “Three Coins In The Fountain.” Their latest release is the title tune of the seven-name- 

star flick “Woman’s World.” And the boys, in a tremendous job, in- 

tered. Assisted by a chorus and a big Jack Pleis’ orchestra, the boys offer one of their best hits to date. It has all the earmarks of a number one hit. Hit, “The Cuckoo Bird” is a zany novelty. The top half is the one to watch.

CHRIS DANE  
(Cadence 1249; 45-1249)

“YOU DON’T DO RIGHT BY ME” (2:46)  
[Berlin ASCAP—Berlin]  
The romantic side of new- 
comer Chris Dane is wonderful show- 
cased by Harry Arnold’s lush back- 
drop, as the crooner wends his way through a big ballad from the flick “White Christmas.” A polished job that could click fast.

STELLA BY STARLIGHT” (3:01)  
[Famous ASCAP—Washington, Young]  
On this end, the song- 
ster delivers a classic standard in his form, tender manner. Pretty reading.
JUBILEE AND IT'S FAMILY OF ARTISTS WELCOMES BILLY WARD and his Dominoes

INITIAL SMASH RELEASE -
"GIMME, GIMME, GIMME"
"COME TO ME BABY"
JUBILEE-5163

Available in Canada on QUALITY Label
PERCY FAITH ORCHESTRA

COLUMBIA 40323: 4-40323


RAINBOW (2:35) [Regent BMI—Heywood] Bernie Leighten handles the heartbreaking on the fast moving instrumentation of an exciting number. Faith orch supports with lush backing.

LOUIS ARMSTRONG

DECCA 29280; 9-29280


SOMEDAY YOU'LL BE SORRY (3:04) [International ASCAP—Armstrong] The Commanders back Louis on this deck as he toots and pipes one of his own creations. Up tempo ballad.

HOMER & JETHRO

RCA Victor 20-3867; 47-3867

THEY WERE DOIN' THE MAMBO (2:22) [E. H. Morris ASCAP—Raye] Comedy stars Homer & Jethro offer a clever cornball take-off on one of the country's top pops. Lyrics are hilarious. Loads of laughs.

HEY THERE (2:40) [Frank DeVol ASCAP—Ross, Ross] The nation's #1 song gets the satire treatment from the duo. Deck is loaded with laughs. Should do great in both country and pop.

FOUR GUYS OF THE MODERNIRES

COLUMBIA 29323: 9-29323

MINE (1:57) [New World ASCAP — Gershwin, Gershwin] The male portion of the Modernires sends up a polished rhythm treatment of a wonderful Gershwin oldie. Catchy delivery.

HALF-HEARTED KISSES (1:54) [Lantern ASCAP — Copley, Green] George Cates supplies the latching for the boy's delivery of an up-beat item. Good commercial sound that could go over big.

FREDDY MARTIN ORCHESTRA

RCA Victor 20-3865; 47-3865

IT'S A SHAME (2:52) [Joy ASCAP—Drake, Springer] Freddy Martin and the Martin Men handle the vocal chores as Freddy Martin's orch dishes up an ok ballad. Pretty melody.

THE BEST THINGS HAPPEN WHILE YOU'RE DANCING (2:45) [Berlin ASCAP—Berlin] A light, liltting Berlin tune is smoothly rendered by the Martin crew with Johnny Cochran again in the spotlight.

MICKI MARLO

CAPITOL 2932; F-2932

EVERY ROAD MUST HAVE A TURNING (2:32) [Valance ASCAP—Brown] An exciting Blues type back is offered by Dave Cavanaugh as a perfect showcase for Micki Marlo's expressive delivery of a good tune. Zestful job that could click. Fits into blues trend perfectly.

SHOW ME (2:18) [Trinity BMI—Hicks] A good shuffle rhythm item is given a strong delivery by the thrush. Chorus assists on this cutie.

JOHNNY DESMOND

COLUMBIA 61255; 9-61255

BROOKLYN BRIDGE (2:42) [Leon Rene ASCAP—Rene] A country-flavored ballad with a sentimental quality is warmly faxed by crooner Johnny Desmond.

HERE I GO WALKIN' DOWN MAIN ROAD (2:48) [Folkways BMI—Campbell, Avera, Biggs] A lively beamer is fashioned by the songster on this end. A toe ticker.

DICK NOEL

FREEDOM 40001; 45-40001

THE DREAM GIRL OF PI KAPPA ALPHA [Carlson, King] The warm voice of Dick Noel is inviting as he employs the multiple track technique to offer a pretty love song. Dorrance Staley's ork assists.

OUR GIRL OF MY DREAMS [Clapp] The Raymonds offer vocal assistance as the crooner dizes up come Crosby type vocalizing. Great oldie fashioned in a appealing manner.

VERNA LEEDS

JUBLICE 5159; 45-5159

MY REVERIE (2:20) [Robbins ASCAP—Clinton] A great pop oldie is set to a Latin tempo and smoothly fashioned by the inviting voice of Verna Leeds. Exciting job.

COME BACK (2:42) [Ferrier BMI—Burrell, Murray] The Savoy Orchestra again assists the chirp as she tenderly presents a romanic ballad with a heartbroken lyric. Pretty tune.

JOYCE TAYLOR

MERCURY 70461; 70461 x

COME MIND, YOUR LIPS, YOUR HEART [Brandman ASCAP—] A commercial ballad, the commercial voice of Joyce Taylor and a pretty choral and ork backdrop make this a potent side that could make the grade.

NO HAPPINESS FOR ME [Bregman, Vesco & Cont ASCAP—] Another pretty love song is warmly delivered by the songbird. Soft romantic material.
A Sensational New Recording!

HAJJJI
BABAJ

Words by NED WASHINGTON
Music by DIMITRI TIOMKIN

Recorded by:
NAT "KING" COLE

Capitol #2949

as sung by NAT "KING" COLE
In The Walter Wanger Production
The Adventures of HAJJI BABA

WARNER BROS. MUSIC DIVISION
REMICK MUSIC CORP. 488 MADISON AVE., NEW YORK 22, N.Y.
FRANKIE LAINE'S welcome was riotous, to say the least. What's more, the airport authorities, although happy to see Frankie back in this country, were not so happy at the complete disregard shown by all the major who went to meet him. Agent Leslie Grade has made necessary arrangements to hide the star from everyone until his opening night on Monday.

Another arrival making a bow on TV's "In Town Tonight" show was handsome six-foot-tall Howard Keel delighting his viewers with songs from "Oklahoma." (In which he starred in London) and "Annie Get Your Gun."

Still more U.S. musical stars coming over to Britain this week is the one and only Cole Porter who will arrive any day now to supervise rehearsing and witness the opening of "Can Can" at the Coliseum Theatre on October 14th. Should be quite a night! Don't thank you Minnie Greenfield for your kind letter. It's always a pleasure to hear from such nice people. (and it number four this week, . . .) Mantovani, once more delivering his best, tells us that TV, which he passed probably the last time for a while, has been on his way to Canada and the U.S. In the fleeting weeks in Canada brings me to Robert Far- mom, the principal in an agreement with the BBC to provide a series of one-hour shows with a forty-five piece orchesta for the BBC starting October 4th. Shelly, currently at our side, will feature the Faron arrangements and guest artists. . . . Popular band leader, Billy Cotton also signed a long term contract with the BBC to provide for the next two years a peak listening time. Yes folks, BBC is signing stars up right now and cent, and there's no way out if sponsored TV?

I hear Bobby Melvin is due over this week to Britain. He is the lishing firm. Welcome back Bobby. Ted Heath and his whole outfit plane to London this week for a few giving shows for U.S. Forces. What a treat for the boys.

French Follies Berges star Jacqueline Marcy, opens at the swanky Pigalle nighty in London on September 27th for six weeks. By Ruddy Vallee in Paris to make "Gentlemen Mary Brunettes" with June Russell. By the way, did you know Rudy never leaves trips in restaurants or cafes? He gives off! (Ball pens, tea clips, perfumes etc.) Wonder how many ball pens make up fifteen percent of the bill in a French night club?.. . .

Noel Coward is tipped to top the Royal Command Performance Vaudeville show. Just heard Henry Kaye's latest waxing "Toy or Treasure" and flip "Fortune in Dreams." It's a winner all the way.

This week's best selling pop singles (Courtesy "New Musical Express")
1) "Three Coins In The Fountain" AL CAPONE
2) "Cara Mia" WHITFIELD & MANTOVANI
3) "Little Things Mean A Lot" GORDON'S ORCH.
4) "Hold My Hand" DON CORNELL
5) "Smile" NAT KING COLE
6) "My Friend" FRANKIE LAINE
7) "Iggle Gossip" PERRY COMO
8) "Secret Love" DORIS DAY
9) "Black Hill Of Dakota" DORIS DAY
10) "Wanted" AL MARTINO

"I May Hate Myself In The Morning." . . . The Encores, a group managed by Barbara Belle, has been signed by MGM. . . . Bob Cordell, of Gunwind Records, off on a 3 week plane tour to sell the new Twinkie "Rock-A-Boogie" by the Esquire Boys. . . . Lorry Raine will appear in a forthcoming Universal musical film "The Romantic" and passed away last Sunday. He was 85 years old. . . . Betty Madigan guest stars on Red Skelton's last show from New York before he returns to the West Coast.

NEW YORK: men's hankies were deserted last Wednesday and Thursday as almost the entire trade made the trek up to Grosingers for Eddie Fisher's golf tournament. . . . Coral Records has taken over Jerry Martin's recording of "Where Can You Be From" Savoy. . . . Milton Berle's "Andante For A Tramp Song" on his opening TV show last Tuesday. The tune was written and recorded for Coral by Jimmie Rodgers who has been in wide open in Boston. . . . Paul Green and Cliff Cochran he does that great publicity job for Danny's Hideaway have formed a public relations firm of Green-Cochran Associates. . . . After closing a successful engagement at Ben Malksi's, Tony Alamo leaves on a tour to promote his first major record, "Love You Didn't Right By Me" and "Just Like Paul's Tale." MGM excited about Billy Field. . . . Bud Redding, who commemorates his really great songs, "The End Of A Love Affair," has just opened the Redding Room of the Baccarat Restaurant where he plays the piano nightly. . . . Eddie Wireless has resigned from Derby where he was conductor-director. He will free lance as responsible for the arrangements of such smashes as Sunny Jim's "Wheel Of Fortune" and Better McCaullin's "Lauren." . . . "The May Circle." . . . I'd Watch is CARA CORAL 9-61274

ENGLAND'S BIGGEST HIT Forte Records AMERICA'S BIGGEST HIT "CARA MIA" DAVID WHITFIELD accompanied by MANTOVANI his orchestra and chorus.

Watch for the First release for THE HURricanes An Exciting New Vocal Quartet

AMERICAN TALES RECORDS 140 W. 57 ST. N. Y. C. N. Y.

THE CASH BOX October 2, 1954

CRAZY COWBOY, CINDY RILEY, PAUL ASSOCIATE, BETTY ARKIE, POPULAR GUS ON RAS. HENRIETTA BAKER AND BILLY "BOOGEY" BY THE ESQUIRE BOYS. LORRY RAINES will appear in a forthcoming Universal musical film "The Romantic."
The FOUR ACES
NEWEST SMASH!
from the 20th Century-Fox CinemaScope Production
"WOMAN'S WORLD"

"IT'S A WOMAN'S WORLD"

DECCA 29269—9-29269
backed with
THE CUCKOO BIRD
IN THE PICKLE TREE

"It's What's in THE CASH BOX That Counts"
BERMUDA—Bill Randell, WERE-13, Cleveland disk jockey and his wife, the former Anna Lee who was a secretary for WUR in Detroit, recently re-merchandising at the Castle Harbour Hotel, Tucker's Town, Bermuda. Noelle, Bill didn't turn up with a West Indian "skokiaan" or a Bermudian edition of the Crewe's. Mrs. R. kept out of earshot of all music except for dancing purposes.

Brusk Joins Cadence; Diskery To Enter LP Field

NEW YORK—Thomas Brusk, formerly executive vice president of the Plymouth Record Co., resigned as of September 7 to become associated with Archie Bleyer of Cadence Records.

Brusk was one of the pioneers in merchandising of long play records in department store and chain stores throughout the United States, Canada and Mexico. He now devotes his efforts toward establishing a division at Cadence pointed at merchandising long play Hi-Fi records to department stores in the same territories. The records, to be offered on a low price basis, will feature jazz, classical and pop material as performed by top American artists in the various fields.

These new LPs will also be sold throughout the country by Cadence Distributors. Archie Bleyer will produce and direct the sessions.

In Bermuda

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MAMMABONIA

MGM Records heads the growing demands from their distributors for mambo and will release an album called "Mambo and Cha-Cha," on October 8. Orchestra will be under the baton of Rene Touzet .... First Latin version of the new pop hit, "Papa Loves Mambo" by Alfredo on Rainbow. Rainbow is also releasing "It's Only A Shanty in Shanty Town" by Pepi Adorno and his orchestra .... Sereo Records, Bob Rosens informs us, has placed a new LP, "Mambo Moods," on the market, another first Latin version typically of "Bernardo's Hideaway" featuring popular Mexican vocalist, David Lama. Rosen announced the appointment of Manne Goldberg, Mangold Distributors, as Sereo distrib for the following district, the Billy Shaw Agency, currently booking the coast to coast Mambo USA tour, scheduled to kick off at New York's Carnegie Hall. During the week, the New York edition has opened its own Latin-American department, headed by former band leader Catalino. The agency has signed Hector Puente, Johnny Conquest, Elmo Garcia, Pellito Galindez, George Lopez, Armando, Perla Marini, Frank Ayala and Joe Bianco .... Fissa Records has acquired the original Brazilian version of "The Bandit" featuring the Melodia Orchestra, exactly as it is heard in the film "Cangaceiro." Fissa expects its version to do well in view of the success of this selection .... Les Elgart, Columbia danceband leader, jumps on the mambo bandwagon with a rush release "One O'Clock Mambo." Les, in his recent appearances, has been noting an ever growing demand from his audiences for the infectious Latin beat .... Ruth Brown, Atlantic Records and distribution company, has cut the nation's number one r & b item, "Oh What A Dream," has a lulu in her newest release, "Mambo Baby." .... Sissle Lake City, Utah, is "Nursery Mambo" and "Lighthouse Blues Mambo" by Linda Lopez and her Mambo orchestra .... RCA issues the Tony Martinez Orchestra doing "Bermie's Tante" and "Cucaccio," and Dot Records releases Al Lombard's "In A Little Spanish Town." Mambo's back in town with a smash Fall start for the Palladium. Last week owner Maxwell Hyman had to close the doors to an overflow crowd that turned out for his Wednesday night show of Puente, the recording star, after a summer hiatus, is back at the old stand .... Incidentally, Puente guested on the Dick Sugar (WYD) show Friday and Dick reports letters and phone calls poured into the station and are still coming in. Dick will have Maticho, Sereo Records, this Friday, September 24 and 25, Architcho, Fissa Records on Friday, October 1.
“...money in the bank... gilt-edge securities”... call them what you will. Truth to tell, we've got three terrific "X" Record hits on our hands AND three more coming up fast. We've struck pay dirt—and we're cutting you in. Stake out your claim to these money-making records today!

ON TOP...

ST. LOUIS BLUES MAMBO
Beloved, Be True 78 rpm X-0042 45 rpm 4X-0042
RICHARD MALTBY ORCHESTRA

MOOD INDIGO
Petty's Little Polka 78 rpm X-0040 45 rpm 4X-0040
NORMAN PETTY TRIO

DON'T DROP IT
Truck Driving Man 78 rpm X-0010 45 rpm 4X-0010
TERRY FELL

ON THE WAY UP...

TEACH ME TONIGHT
Oop-Shoop 78 rpm X-0051 45 rpm 4X-0051
HELEN GRAYCO

IN A LITTLE SPANISH TOWN
It Was Nice Knowing You 78 rpm X-0065 45 rpm 4X-0065
RUSS CARLYLE AND HIS ORCHESTRA

DEVIL LIPS
That's What a Heart Is For 78 rpm X-0043 45 rpm 4X-0043
PEARL EDDY

"X"

A Product of Radio Corporation of America

RECORDS MARK THE HITS!

"It's What's in THE CASH BOX That Counts"
Elgart Forms Jazz Combo Within Band

NEW YORK—Les Elgart has organized a special instrumental jazz unit within his band and is currently featuring the group on concert and dance dates as well as on his latest Columbia record session.

The combo, formed to exploit some of the band’s well-known jazz sidemen, has been tagged The Jazzniks. Personnel includes Eddie Bert, trombone; John Muto, tenor; John Wilson, trumpet; Russ Savakus, bass; Joe Puma, guitar and Teddy Sorrier, drums.

Elgart will debut the Jazzniks at the New Jersey City Gardens where the band is booked from October 5-10. On October 12 the Elgart crew sub for Guy Lombardo at the Hotel Roosevelt Grill prior to hitting the road on a series of one-nighters.

This week, Columbia is pulling out a special release of Elgart’s new waxing, “The One O’clock Jump Mambo” and “I Don’t Want To Set The World On Fire” which the maestro regards as his strongest coupling to date.

Ah! Those Hits

NEW YORK—As still another example of what a hit record can do, The Crew-Cuts, riding on the crest of their million copy selling record, “Sh-Boom” have guest starred recently on both the Perry Como and Eddie Fisher TV shows as well as breaking three straight records in three one-nighters last week at the Riverside in Spring Lake, III., the Riviera in Lake Geneva, Wisconsin and in the Lee-Buzz Ballroom in Green Bay, Wisconsin. The quartet, which makes its New York nitey debut next month in the Boulevard nightspot in Queens, has also been booked back on the Eddie Fisher Show because of its success on the initial telecast.

Kenny To Do Single

NEW YORK—For the first time in his career, Bill Kenny of the Ink Spots will do a single act.

Kenny, a Decca star for the past fifteen years, will guest star on television and make numerous night club appearances coast to coast.
SCHUBERT SYMPHONY No.9 in C—Arturo Toscanini—RCA Victor LM-1835 (1-12" LP) List: $5.67

With the NBC Symphony Orchestra

The triumphal Symphony in C, which it developed was Schubert's final composition, just prior to his death, is offered by the maestro, Toscanini, with the NBC Orchestra. Toscanini had previously recorded the 3rd Symphony for RCA Victor, but this is a new recording made prior to his retirement. The masterpiece is expressively and dramatically interpreted by Toscanini whose demands of perfection and attention to the smallest details are evident on this recording. The single LP is not packaged in the regular size bag, but rather in a hand covered book which binds a complete short story of the life of Schubert by Andre Maurois, the famous French novelist.

“SALOME” Dance of the Seven Veils—Richard Strauss—RCA Victor LM-1806 (1-12" LP) List: $5.67

“Also Sprach Zarathustra”—Fritz Reiner conducting the Chicago Symphony Orchestra

This album is “Richard Strauss in High Fidelity”. The music, which is brilliant in score, sensuous, exotic, mysterious, languorous, is a delight to the Hi-Fi enthusiast. It lends itself to the technical skill of the engineer who highlights the instrumentation, bringing forth sounds so often lost, the persuasive explosions, without for one moment destroying the music itself. The “Dance of the Seven Veils” is complete, the it is so beautifully performed it seems to last too long. The “Also Sprach Zarathustra” is an excellent companion piece. The jacket is the book type which opens to reveal the notes on the inside and is adorned with a lush full colored reproduction of the Renior “Salome”. This record should appeal to a large market.

BRAHMS “Concerto In D Major for Violin and Orchestra Op. 77”—Nathan Milstein—Capitol P 8271 (1-12" LP) List: $5.72

William Steinberg conducting The Pittsburgh Symphony Orchestra

Classical buyers are long aware of the artistry of Nathan Milstein and when it is applied to the Brahms “Concerto in D Major” for Violin and Orchestra the result is a Grade-A album that will provide many hours of pleasure. Although at time of its appearance it was facetiously dubbed “a concerto against the violin” because of the difficulties it presented to the performing artist, the treatment is flawless. The album has several good versions to compete with, but this album remains on its own merits.

MOVIE


If you’ve ever seen a motion picture without music, you know how flat it is. Music adds brilliance to a movie and makes more vivid the actual taking place. Here, Alfred Newman conducts the Hollywood Symphony Orchestra and chorus through the music which he and Bernard Herrmann—who of film's most prominent composers—penned for Darryl Zanuck's “The Egyptian”. The music is a work of art and should appeal greatly to dealers of background music. Themes are both exciting and beautiful. Picture is a smash throughout the country. Album should go big too.

JAZZ

CHRIS CONNOR sings “Lullabies of Birdbland”—Bethlehem BCP 1001 (10" LP)

—List: $3.85

I HEAR MUSIC; WHAT IS THERE TO SAY... COME BACK TO SORRENTO; WHY, SCHYNUH? I LULLAY OF BIRDLAND; TRY A LITTLE TENDERNESS; ALL ABOUT KONNIE; SPRING IS HERE.

If you’d like to hear one of the tops in jazz singing, then you’ve just gotta listen to this Chris Connor album. A star vocalist with the Stan Kenton orch in the past, the thrush dishes up her first LP on which she sings with the accompaniment of a trio for the first time. Aided by Ellis Larkins, Everett Barkalade and Beverly Fisher, Chris is wonderfully showcased on her presentation of a number of top standards. Her rich voice is in great form on these decks. We’re wild about her “Come Back To Sorrento” and the title tune. Jazz followers will love this one.

The Colorful Music of ROGER KING MOZIAN—Clef MGC-166 (11-10" LP)

—List: $3.85

MIDNIGHT IN SPANISH HARLEM; LOVE FOR SALE; PANORAMA; TEMPTATION; YESTERDAY; FORLORN; ROCK 'EM; JUST MOZIAN ALONG.

Perhaps one of the best hands on the American horizon, but still to be accorded the recognition it deserves, is the smooth sounding Roger King Mozian group. Mozian records a collection of sweet jazz that paints moods in lush colors, intrigues the ear and invites the feet to partake. Definitely a commercial album.

BILLY TAYLOR PLAYS FOR R.J.’s—Prestige LP 184 (1-10" LP) List: $4.00

TUNE FOR TERRY; MOONLIGHT IN VERMONT; I’LL BE AROUND; BIDDY’S BEAT; EDDIE’S THEME; MOOD FOR MELINDA; GOODBYE; LULLABY OF BIRDLAND.

Billy Taylor, long one of this reviewers favorite pianists, comes up with a novel idea for an album. Taylor found, in writing original themes and making arrangements for them, that he had enough material for an album and perhaps several. Taylor’s delicate fingering of the originals and standards is up to his usual excellent par and should delight his followers. Prestige has switched to the photography art cover and it is a vast improvement over their previous sleeves. Should help the dealer a great deal in attracting attention to the album.

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

Murray Kaukman
WABC—New York, N. Y.
1. Tell Me, Tell Me (June Valli)
2. Hey There (R. Clooney)
3. Sh-Boom (Crescendo)
4. After You've Gone (Les Baxter)
5. The Bluebird (Leslie Lewis)
6. Happiness Is Found In Loving Someone (The Mambos)
7. Dim The Lights (Tinhattrahs)
8. You Came A Long Way From Home (Ralph Merriweather)
9. Until Six (Ralph Merriweather)

Allan Berg
KRKD—Los Angeles, Calif.
1. Hey There (R. Clooney)
2. High And The Mighty
3. Sh-Boom (Les Baxter)
4. If I Give My Heart To You (Connie Boswell)
5. They Were Doin' The Mambo (Gaylords)
6. I'm A Fool To Care
7. Rain, Rain, Rain (Frankie Lederer)
8. The Greatest Feeling In The World (Lawrence Welk)

Frank Warde
WKBU—Buffalo, N. Y.
1. Papa Loves Mambo (P. Como)
2. You There (Mary Livingstone, Bing, Fis)
3. High And The Mighty
4. Smiley Sunny Galo
5. Seven Little Shakers (Don Cornell)
6. Indigo Johnstone (Brownie Bess)
7. Always You (Betty Maddigan)
8. Madam, Madam, Bennett
9. Midnight At The Brooklyn Bridge (Three Sums)

Sandy Singer
KCRG—Grand Rapids, Iowa
1. High And The Mighty
2. Sh-Boom (Les Baxter)
3. If I Give My Heart To You (Connie Boswell)
4. I Spoke Too Soon (Connie Boswell)
5. You Hurt, My Heart (Leslie Lewis)
6. Happiness Is Only (Leslie Lewis)
7. The Boys Are Back In Town (The Four Aces)
8. This Ole House (R. Clooney)
9. Little Things Mean A Lot (Leslie Lewis)
10. If I Give My Heart To You (Connie Boswell)

Don Bell
KENT—Omaha, Nebr.
1. High And The Mighty
2. Sh-Boom (Les Baxter)
3. If I Give My Heart To You (Connie Boswell)
4. I Spoke Too Soon (Connie Boswell)
5. Little Shoemaker (Gaylords)
6. Right Or Wrong (Nick Nelson)
7. You Hurt, My Heart (R. Clooney)
8. Tell Me, Tell Me (June Valli)
9. Love Story (R. Clooney)
10. I Cried (Patti Page)

Ray Perkins
KIMN—Denier, Colo.
1. Hey There (R. Clooney)
2. High And The Mighty
3. Sh-Boom (Crescendo)
4. Little Shoemaker (Gaylords)
5. Chapel In The Moonlight
6. Sh-Boom (Crescendo)
7. Papa Loves Mambo (J. Ray)
8. Madam, Madam, Bennett
9. Papa Loves Mambo (J. Ray)
10. Happiness Is Found In Loving Someone (The Mambos)

BOB WATSON
WQX—Atlanta, Ga.
1. Hey There (R. Clooney)
2. Sh-Boom (Les Baxter)
3. If I Give My Heart To You (Connie Boswell)
4. Little Things Mean A Lot (Leslie Lewis)
5. Hold My Hand (Don Cornell)
6.ings To You (Connie Boswell)
7. Goodnight Sweetheart (Madam, Madam, Bennett)
8. High And The Mighty
9. Chapel In The Moonlight
10. Give Me That Rose (Sax)

Bill Burns
WQAM—Chicago, Ill.
1. Sh-Boom (Crescendo)
2. Skelton (Rubyplaner Martyrice)
3. Tell Me, Tell Me (June Valli)
4. If I Give My Heart To You (Connie Boswell)
5. Little Shoemaker (Gaylords)
6. Hold My Hand (Don Cornell)
7. Goodnight Sweetheart (Madam, Madam, Bennett)
8. High And The Mighty
9. Chapel In The Moonlight
10. Give Me That Rose (Sax)

SHERRY FELLER
WDVA—Richmond, Va.
1. Happiness Is Only (Leslie Lewis)
2. Everybody (Leslie Lewis)
3. That's All I Need (Leslie Lewis)
4. There Is No You (Leslie Lewis)
5. This Ole House (R. Clooney)
6. 7. Little Things Mean A Lot (Leslie Lewis)
7. Thin Ole House (R. Clooney)
8. Hold My Hand (Don Cornell)
9. Dim The Lights (Tinhattrahs)
10. Louis Blues Mambo

DAVE TEG
WILK—Williamsport, Pa.
1. Sh-Boom (Crescendo)
2. If I Give My Heart To You (Connie Boswell)
3. Louisiana Blues Mambo
4. Merry, Merry Love
5. This Is The Thanks I Get
6. You Hurt, My Heart (R. Clooney)
7. Hold My Hand (Don Cornell)
8. Why Should I Love You
9. You Hurt, My Heart (R. Clooney)
10. You Hurt, My Heart (R. Clooney)

WALT GAINES
WCCS—Annapolis, Md.
1. High And The Mighty
2. Sh-Boom (Crescendo)
3. Italian Buckle Backs (Marvin Gaye)
4. Everything's Gonna Be All Right (Kitty Kallen)
5. Smile (Nat "King" Cole)
6. They Were Doin' The Mambo (Gaylords)
7. If I Give My Heart To You (Connie Boswell)
8. Little Shoemaker (Gaylords)
9. Hold My Hand (Don Cornell)
10. Hold My Hand (Don Cornell)

SHAN "THE RECORD MAN"
Dale
WJJD—Chicago, Ill.
1. Sh-Boom (Crescendo)
2. If I Give My Heart To You (Connie Boswell)
3. Happiness Is Only (Leslie Lewis)
4. Little Things Mean A Lot (Leslie Lewis)
5. Hold My Hand (Don Cornell)
6. It's Easy To Call My Own
7. It Shall Come To Pass (4 Aces)
8. A Kiss To Call My Own
9. Hold My Hand (Don Cornell)
10. Sh-Boom (Crescendo)


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

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending September 25 without any changes on the part of THE CASH BOX.
Eddie Fisher hosted over 200 music business boys, including some of the record company executives, artists, managers, and trade paper representatives later that evening and Thursday, September 22 and 23. Most arrived Wednesday afternoon. The dinner got under way about 6 p.m. the following morning and the banquet took place that evening. A festive but relaxed feeling prevailed throughout the two day dinner-dance tour of radio stations.

The highlight of the entire affair was the banquet Thursday evening. Music business boys had half the dining room at Grossingers, where seated on the dais were Paul Grossinger, Marie Sacks, Mr. and Mrs. Irving Berlin, Jennie Grossinger, Fred Kochner, Eddie Fisher, Sonny Werblin, William Gargan, Milton Blackstone, Joe Carlson and Hugo Winterhalter.

After the prizes in the golf tournament were distributed in a ceremony in which Mickey Addy did the emceeing and Cork O’Keefe the distributing, each of those on the dais was asked to speak. Each speaker was lavished with words of tribute to Eddie. Irving Berlin floored the audience with his remarks to have been fortunate to have Eddie record his latest tune, “Count Your Blessings”. When later Berlin asked Joe Carlson what could be done to promote the record, he was told to visit djs. So Berlin is now planning a tour of radio stations.

Jennie Grossinger, who was given a bracelet as a gift by the music boys, choked up in her thank you remarks about how she great guy Eddie is and then invited the djs to buy up all her annual guests.

Again for the smooth manner in which the affair was run, a bow to the committee comprised of Mickey Addy, Marvin Cane, Julie Chester, Jack Spina and Murray Lush as well as to Jennie Grossinger and her staff.
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**It's What's in The Cash Box That Counts**

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**New York—WINS disk jockey, Bob Garrity of the Birdland Show (all-night local favorite) chats with bandleader Chico O'Farrill and vocalist Chris Conners at the O'Farrill band opening at Birdland this past week. Chico's Latin-American and American Jazz outfit made its debut at Birdland for two weeks. Chico's ork and arrangements are heard on Clef Records.**

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**The Cash Box Moves Los Angeles Office**

To keep up with our expanding organization we have moved our Los Angeles office to new and larger quarters at 2727 Sunset Blvd., Hollywood 28, California. This will give our readers increased coverage in the music and coin machine fields on the West Coast.

Our new location, near the Sunset Bowl and Sunset and Vine, puts us in the center of all the activity in the music field where we can expand our coverage bringing you the latest up-to-the-minute news and comments.

Our West Coast representative Carl Taft will be in charge of the new office and can be reached by calling Hollwyood 5-1706. He can also be reached in the evenings by dialing Republic 8861.
Chez Paree, which in the face of the AGVA-AF of M hassle, has been forced to alter its normal policy of booking in name recording stars, has 

Comprising 100 Serenade.

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE Mario Lanza (RCA Victor LM 1837; ERB 1837)
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 Kermit Schafer (Jubilee LP 3; EP 5012)
9. PARDON MY BLOOPER #1 Kermit Schafer (Jubilee LP 2; EP 5011)
10. THE GLENN MILLER STORY Sound Track (Decca DL 5519; ED 2124-5)

NEW RELEASES:
1. A LITTLE SPANISH TOWN IT WAS NICE KNOWING YOU The Stars of The Carol Channing Show (Columbia E 706)
2. ""7"" T.X. 0097 ""70"" E 0915
3. ""I'M NOT ASHAMED TO CRY"" THE REAR WINDOW Theme LP""s The Rear Window The Hill Eddie Mannion
4. ""LET ME REMEMBER AM I WANTING MY TIME Back Again"" Julie ""70"" T.X. 0097 ""70"" E 0915
5. ""A产品 of The Cash Box Corporation of America

RECORDS MARK THE HITS!
Music Campaign Set For “Desiree”

NEW YORK — More than two months in advance of the national release of 20th Century-Fox’s “Desiree” in Cinemascope, a powerful music campaign centering around “The Song From Desiree,” subtitled “We’ll Meet Again,” is shaping up in which leading record companies are participating.

Published by Miller Music the new ballad is by Alfred Newman with lyrics by Ken Darby.

Recordings of “The Song From Desiree” are expected to snowball vast public attention in the coming months via disc jockey and juke box plugging and programming on TV and radio music and variety shows, as well as in personal appearances by vocalists waling the ballad.

Both 20th Century-Fox and Miller Music are alerting offices in key cities across the nation of the advance campaign, suggesting local and regional events in department, sheet music and record stores linked to theatre playdates of the Cinemascope production toasting Marjorie Brandon, Jean Simmons, Merle Oberon, Michael Roussie and Cameron Mitchell.

Activities being set include special window and in-store displays, theatre lobby displays, co-op ads and contests with recordings of the song and passes to “Desiree” as prizes.

Cadence Pacts Swedish Singer, Chris Dane

NEW YORK—Cadence Records, which recently signed songster Chris Dane, has just released his first record coupling “Love, You Didn’t Do Right By Me,” the big ballad from the Irving Berlin flicker “White Christmas,” and the standard “Stella By Starlight.”

Dane, although a resident of Sweden, was born in Copenhagen, Denmark, and studied English in school. He professes singing in English and his style and phrasing are completely in the American idiom.

A winner of the Godfrey “Talent Scouts” Show and a contest sponsored by band leader Freddy Martin, Dane has performed with the most prominent Scandinavian bands in recent years.

His first release for the American diskery was recorded in Sweden.

New York, N.Y.
1. Hey There (Clooney/Davis, Jr.)
2. Sh-Boom (Croswell)
3. Sh-Boom (Croswell/Ladys/Boyles)
4. Look About You (Gaylord)
5. High And The Mighty (Hollywood/Ladys/Boyles)
6. If I Give My Heart To You (Day/Lor)
7. Chapel In The Moonlight (Ball/Haley)
8. Skokiaan (Ralph Marterie)
9. Hold My Hand (Don Cornell)
10. This Ole House (R. Clooney)

Chicago, Ill.
1. If I Give My Heart To You (Day/Lor)
2. Skokiaan (Marterie/Ladys/Boyles)
3. Hey There (R. Clooney)
4. I Need You Now (E. Fisher)
5. Sh-Boom (Croswell)
6. St. Louis Blues Mamba (Mably)
7. Oop-Spop (Croswell)
8. In A Little Spanish Town (Vaughn Carlyle)
9. Shake, Rattle And Roll (Bill Haley)
10. If I Give My Hand To You (Day/Lor)

1. If I Give My Heart To You (Day/Lor)
2. Hey There (R. Clooney/Davis, Jr.)
3. High And The Mighty (Hollywood/Ladys/Boyles)
4. Chapel In The Moonlight (Ball/Haley)
5. Sh-Boom (Croswell/Ladys/Boyles)
6. With You (Gaylord/Mably)
7. Skokiaan (Ralph Marterie)
8. Hold My Hand (Don Cornell)
9. Oop-Spop (Croswell)
10. Chapel In The Moonlight (Ball/Haley)

St. Louis, Mo.
1. Skokiaan (Ralph Marterie)
2. Hey There (R. Clooney)
3. I Need You Now (E. Fisher)
4. Sh-Boom (Croswell/Ladys/Boyles)
5. If I Give My Heart To You (Day/Lor)
6. What A Dream (Patti Page)
7. They Were Doin’ The Mamba (Mably)
8. Cars Mix (David Whitfield)
9. Oop-Spop (Croswell)

Boston, Mass.
1. Chapel In The Moonlight (Ball/Haley)
2. Skokiaan (Four Lad/Ladys/Boyles)
3. Hey There (R. Clooney)
4. If I Give My Heart To You (Day/Lor)
5. Hey There (R. Clooney/Ladys)
6. Mama, Don’t Cry At My Wedding (J. James)
7. Fortune In Dreams (Kay Star)
8. I Need You Now (E. Fisher)
9. Fips Loves Mamba (P. Cono)
10. Market Rumble (McGuire/R. Draper)

Baltimore, Md.
1. Hey There (R. Clooney)
2. Skokiaan (Four Lad/Ladys/Boyles)
3. High And The Mighty (Hollywood/Ladys/Boyles)
4. Chapel In The Moonlight (R. Clooney/Mably)
5. Sh-Boom (Croswell/Ladys/Boyles)
6. If I Give My Heart To You (Day/Lor)
7. What A Dream (Patti Page)
8. Hold My Hand (Don Cornell)
9. Oop-Spop (Croswell)

Milwaukee, Wis.
1. Hey There (R. Clooney)
2. Skokiaan (Ralph Marterie/Ladys/Boyles)
3. High And The Mighty (Hollywood/Ladys/Boyles)
4. Chapel In The Moonlight (R. Clooney/Mably)
5. Sh-Boom (Croswell/Ladys/Boyles)
6. You Make My Heart To You (Day/Lor)
7. Chapel In The Moonlight (Ball/Haley)
8. What A Dream (Patti Page)
9. Hold My Hand (Don Cornell)
10. Oop-Spop (Croswell)

San Antonio, Tex.
1. Hey There (R. Clooney)
2. Skokiaan (Ralph Marterie/Ladys/Boyles)
3. Sh-Boom (Croswell/Croswell/Ladys/Boyles)
4. I Need You Now (E. Fisher)
5. Sh-Boom (Croswell/Ladys/Boyles)
6. Little Mamba (Mably)
7. Little Mamba (Mably)
8. Rattle, Shake And Roll (Bill Haley)
9. You Make My Heart To You (Day/Lor)
10. My Heart To You (Left Baker & Paul Ford)

Shadows, Ind.
1. Sh-Boom (Croswell/Ladys/Boyles)
2. Hey There (R. Clooney)
3. Skokiaan (Ralph Marterie/Ladys/Boyles)
4. Chapel In The Moonlight (R. Clooney/Mably)
5. Goodnight Sweetheart (P. Cono/G. Gale)
6. Little Shomaker (H. Winterhalter)
7. Skokiaan (Ralph Marterie)
8. I Need You Now (E. Fisher)
9. High And The Mighty (Hollywood/Ladys/Boyles)
10. I’m A Fool To Care (Left Baker & Paul Ford)

Cleveland, Ohio
1. Skokiaan (Ralph Marterie/Ladys/Boyles)
2. Hey There (R. Clooney)
3. Sh-Boom (Croswell/Croswell/Ladys/Boyles)
4. Smile (Not ‘King’ Cole)
5. You Or Treasure (Kay Star)
6. Little Shomaker (Gaylord)
7. Lonesome Polka
8. I Need You Now (E. Fisher)
9. Little Mamba (Mably)
10. Oop-Spop (Croswell/Croswell/Grey)

Savannah, Ga.
1. Hey There (R. Clooney)
2. Sh-Boom (Croswell/Ladys/Boyles)
3. This Ole House (R. Clooney)
4. Skokiaan (Ralph Marterie/Ladys/Boyles)
5. Goodnight Sweetheart (McGuire)
6. Little Things Mean A Lot (Kitty Kallen)
7. I’m A Fool To Care (Paul Ford)
8. Hold My Hand (Don Cornell)
9. High And The Mighty (Gaylord)
10. Little Shomaker (Gaylord)

Miami, Fla.
1. Hey There (R. Clooney)
2. Skokiaan (Ralph Marterie/Ladys/Boyles)
3. Sh-Boom (Croswell/Croswell/Ladys/Boyles)
4. I Need You Now (E. Fisher)
5. Skokiaan (Ralph Marterie)
6. Hold My Hand (Don Cornell)
7. Chapel In The Moonlight (Ball/Haley)
8. I Need You Now (E. Fisher)

Pittsburgh, Pa.
1. Hey There (R. Clooney)
2. Skokiaan (Ralph Marterie/Ladys/Boyles)
3. High And The Mighty (Hollywood/Ladys/Boyles)
4. Sh-Boom (Croswell/Croswell/Ladys/Boyles)
5. I Need You Now (E. Fisher)
6. Little Mamba (Mably)
7. If I Give My Hand To You (Day/Lor)
8. When You’re In Love With A Fool (Bleyer)
9. Oop-Spop (Shelley Day)
10. Little Shomaker (Gaylord)

San Francisco, Calif.
1. Hey There (R. Clooney)
2. Skokiaan (Ralph Marterie/Ladys/Boyles)
3. High And The Mighty (Hollywood/Ladys/Boyles)
4. Sh-Boom (Croswell/Croswell/Ladys/Boyles)
5. Sh-Boom (Croswell/Croswell/Ladys/Boyles)
6. Little Shomaker (Gaylord)
7. Glenbrooks Hideaway (B. McFarland)
8. I’m A Fool To Care (Paul Ford)
9. Swee (Don Martin)
10. They Were Doin’ The Mamba (Vaughn Monroe)

“it's what's in the cash box that counts”
LOS ANGELES:

Gerrard Norman's Festival of Modern American Jazz at the Shrine Auditorium Sept. 17 drew a record crowd. Performers included Stan Kenton and his orchestra, Art Tatum trio, Candido, Johnny Smith, Mary Ann McCall, Charley Ventura and Shorty Rogers with Shelly Mann on drums. Many of the nation's top R & B attractions are now either on the Coast or heading this way. Todd Rhodes and The Midnights are now playing several dates throughout the West and Northwest. They will be back in LA again for two week-ends at Billy Berg's Five Four Ballroom Oct. 10 thru 16th and 24th thru 30th. Joe Houston and Pee Wee Crayton are both in town for extended tours. Tab Smith and The Royals will also be here by the end of the month. The Jewels, who gained public attention with their R&B waxing of "Hearts of Stone," have signed with Ben Waller Agency. They are now out with their second release titled "Oh Yes I Know" b/w "A Feel In Paradise." Biggest news along record row is Al Sherman's resignation from King Records. He will form his own record distributing branch here, King's prexy Sid Nathan from Cincinnati came in to appoint new officers to head the Los Angeles branch, also with him was Henry Stone from Miami. Milt Weiss, former King salesmen, will head the LA branch and Jerry Goff has been appointed office manager... Don Pierce of Hollywood Records has leased from Jack Lauderdale of Swingle Singers Records all of his popular Christmas tunes which have been released in R & B market. They will now be released on the Hollywood label. Included are "Merry Christmas Baby" by Oax, Brown & John, Maze, Lowell Fulson's "Lonesome Xmas" and others by Lloyd Glenn and Willard "Skeeter" Smith, Jimmy Witherspoon... Johnny Otis and his band are back at the Club Alimony again each Thurs., thru Sunday. Louis Jordan sings "Put Some Money in My Piggy Bank"... reprint release on MCA which radio is doing a big push to sell... "Merry Christmas Baby" by a new R&B group, The Jewels, has been released on the Hollywood label... Amos Milburn took over the spotlight at Billy Berg's Five Four Ballroom 9/24 thru 27. He was telling everyone about that "Vicious, VICIOUS VODKA" which is the title of his latest LP... It will be back in L.A. again with great little entertainers Shirley Gunter & The Queens... Gene Norman's Blues Concert at the Shrine 9/3 thru 9th and 29 thru 25th. The Johnny Ace with his current concert series. A record throng turned out to see an all star line-up of talent including Guitar Slim, Muddy Waters, The Robins, The Flairs, The Jewels, Marvin & Johnson of the Soul Brothers, the Platters and Johnny Watson Band... Richard Lewis lived in at the Blue Sax in the valley for a three day stand Sept. 29th thru 26th... . . . NOTICE: IN ORDER TO GIVE OUR READERS THE BIGGEST COVERAGE OF OUR MOVIE NEWS WE HAVE MOVED OUR LOS ANGELES OFFICES TO NEW AND LARGER QUARTERS AT 6272 SUNSET BLVD., HOLLYWOOD 28, CALIF., PHONE HOLLYWOOD 5-1702.

JAZZ JOTS

The Central Plaza Dance Hall on the east side of Manhattan, and home of the Plaza's "Night Life" program, is to go "Dance Crazy" this week. There will be a series of noontime "jump bands," from 1:00 to 2:00 P.M., with a show from the Plaza's "White Hot" band after the 7:00 P.M. dance. The Plaza is also to host the "Jazz Club" series, with a free dance in the lounge every night... THE CROWD'S "Purpl" is the new record of the week. It was written and produced by Bill Doggett, who will make his first appearance here next week... THE CROWDS "Purpl" is a record of the week. It was written and produced by Bill Doggett, who will make his first appearance here next week...

Airmail Subscription to THE CASH BOX $30.00

Going Strong Coast-to-Coast

1136 BLUE NIGHTS
Hot Shots

1137 SEND ME SOME MONEY
Varetta Dillard

1138 DON'T DROP IT
Wilbert Harrison

IT'S ANOTHER BIG ONE!
"I Really Really Love You"
THE CROWDS

Ramo 30
45-30

SAVORY RECORD CO., INC.
58 Market Street, Newark, N. J.

220 W. 42nd Street, New York, N. Y.

"It's What's in THE CASH BOX That Counts"
### Big Blues

**"Double Shot"**
- **b/w "Time Out"**
- Louis Brooks and his Hi-Toppers
- **Excell 2042**

### Spirituals

**"Jesus My Saviour"**
- b/w "Rescue the Perishing"
- Silvertone Singers
- **Excell 2043**

**"I'm Waiting and Watching"**
- **b/w "One Day"
- The Sons of the South
- **Excell 2045**

### NASHBORD RECORDS CO., INC.

- 127 3rd Ave., N., Nashville, Tenn.

### Too Hot To Hold!

Despite the fact that "Honey Love" and "Oh What A Dream" are riding high on the charts, it is decided that these two fantastically great records simply had to be released as specials. Watch them go—they're sensational.

**ATLANTIC RECORDS**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OH WHAT A DREAM</td>
<td>Ruth Brown</td>
<td>Atlantic 1036</td>
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<tr>
<td>2</td>
<td>ANNE HAD A BABY</td>
<td>Midnitingers</td>
<td>Federal 12195</td>
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<tr>
<td>3</td>
<td>HURTS ME TO MY HEART</td>
<td>Roy Hamilton</td>
<td>Epic   9068</td>
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<tr>
<td>4</td>
<td>EBB TIDE</td>
<td>Roy Hamilton</td>
<td>Federal 12185</td>
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<tr>
<td>5</td>
<td>WORK WITH ME</td>
<td>Ebb Tidy</td>
<td>Federal 12195</td>
</tr>
<tr>
<td>6</td>
<td>HONEY LOVE</td>
<td>The Drifters</td>
<td>Atlantic 12195</td>
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<tr>
<td>7</td>
<td>MY DEAR, MY DARLING</td>
<td>Johnny Wilson</td>
<td>Federal 12195</td>
</tr>
<tr>
<td>8</td>
<td>SH-BOOM</td>
<td>Monte Morris</td>
<td>Exell 2045</td>
</tr>
</tbody>
</table>

### The Cash Box

#### New York City

1. **Oh What A Dream**
   - Ruth Brown
   - (Atlantic 1036)

2. **Annie Had A Baby**
   - Midnighters
   - (Federal 12195)

3. **Ebb Tide**
   - Roy Hamilton
   - (Epic 9068)

4. **Hurt Me To My Heart**
   - Roy Hamilton
   - (Federal 12185)

5. **Honey Love**
   - The Drifters
   - (Atlantic 12195)

6. **Work With Me**
   - Annie Midnighters
   - (Federal 12195)

7. **Dear One**
   - The Scarlets
   - (Peacock 12195)

8. **I Don't Hurt Anymore**
   - Dinah Washington
   - (Atlantic 12195)

### In Chicago

1. **Oh What A Dream**
   - Ruth Brown
   - (Atlantic 1036)

2. **Annie Had A Baby**
   - Midnighters
   - (Federal 12195)

3. **Ebb Tide**
   - Roy Hamilton
   - (Epic 9068)

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   - Roy Hamilton
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   - The Drifters
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   - Annie Midnighters
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7. **Dear One**
   - The Scarlets
   - (Peacock 12195)

8. **I Don't Hurt Anymore**
   - Dinah Washington
   - (Atlantic 12195)

### In New Orleans

1. **Oh What A Dream**
   - Ruth Brown
   - (Atlantic 1036)

2. **Annie Had A Baby**
   - Midnighters
   - (Federal 12195)

3. **Hurt Me To My Heart**
   - Roy Adams
   - (Herald 434)

4. **Ebb Tide**
   - Roy Hamilton
   - (Epic 9068)

5. **Honey Love**
   - The Drifters
   - (Atlantic 12195)

### In Memphis

1. **Oh What A Dream**
   - Ruth Brown
   - (Atlantic 1036)

2. **Hurt Me To My Heart**
   - Roy Adams
   - (Herald 434)

3. **Tick Tock**
   - Marvin & Johnny
   - (Modern 933)

4. **Work With Me**
   - Annie Midnighters
   - (Federal 12195)

5. **Ebb Tide**
   - Roy Hamilton
   - (Epic 9068)

### In San Francisco

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

### In Newark

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

### In Memphis

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

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

Sammy Davis, Jr., Will Mastin Trio; and more Sammy Davis more often is what the Harlemites are yelling for, screaming for and demanding as a result of the terrific performances by this dynamic threesome at the Apollo in New York. Record reviews also would like to see and hear more of the spicy antics of the younger Sammy who does just about everything the showplace operator appreciates. And further, that’s a pretty big, colorful feather in the cap of the young performer striving for the jelewed treatment chest-wrestling comfortably at the end of the rainbow. He’s the tricky type too. You just gotta keep both keepers focused on the little guy. One never knows just what he’ll give out with next. Just when we thought he’d treated the people one of the tastiest hunks of wax ever pressed, the Will Mastin and Co. sparkleblossoms forth with a rendition of the beautiful “Because Of You” in two parts, Man, that’s the total end. One almost had to make reservations to get seating space during this net’s week long stand at the Apollo. . . . Here’s another hot salt worth digging. Stan Pat, terrific rhythm and blues dee-jay of Jersey, WTY-MBC, is to be featured in the October issue of RecordLand Magazine. Stan is also promotion man for the Steve Gibson Redhead crew which features Damita Jo. Also serves as manager of M.G.M. little BABY, Dee, Groove Records’ Beatrice Reading and Gloria Alayne of Josie Records, . . . Teens-agers all about have just about taken over the net. After Hours Record Bar since the store started a new ditty whenever each Thursday at 4 p.m, top flight record stars are greeted. . . . Ray Charles and “Don’t You Know” has all the good makings of one of the best selling items to hit the record racks in many a big bright moon. Think that if the platter spinners lean a bit more toward the playing of on this baby, nothing but the best could happen for all concerned. . . . Dinah Washington and “I Don’t Hurt Anymore” a prize to producers Ditto: Erroll Garner and “Misty”. . . Nat Coles “It’s Crazy”, crazier than that, . . . Stan Getz and masters Max Roach, Jimmy Rowles, and Bobby Whitlock’s “Navarin Record of “I Hadn’t Anyone Til You” one of the grooviest etchings around. . . . The works and Voices Of Walter Schuman are up-to-the-minute standards. . . . Arthur Prysock has three goody good ones in “Take Care Of Yourself”, “This I Know” and “If You Don’t, Somebody Will” . . . Don Corner is everybody calling for “Hold My Hand” over and over again and again. . . . The swingin big band sounds of Basie and company, the talk of music row. . . The Spanecks “Let’s Make Up” due to break any moment. . . “God Only Knows” featuring the Capris snapping coin after coin. . . The Steven Singers exciting new Charlot record of “Deliver me, Oh Lorri” h/w “Like The Rousing Of The Mighty Wind” one of the best spirituals sent forth in a long time. It’s amazing but it’s facts. . . Sinatra is n-bleazing like a blow torch wherever they chance to dig his sooth- ing sounds.

Airmail Subscription
The Cash Box $30.

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

www.americanradiohistory.com
SHIRLEY & LEE
(Aladdin 3258)

*TAKES MONEY* (2:15) [Aladdin—Lee] They're at it again. She wants the material things and he wants loving. A middle tempo bounce done in the familiar Shirley & Lee style.

**COMIN' OVER** (2:00) [Aladdin—Lee] A quick beat ditty. Another example as to what is happening in the middle ground between the two. A driving item in which Lee chants, "He's comin' over baby" and Shirley replies "I Won't Be Home." A cut that should sell.

THE HOT SHOTS
(Savoy 1136)

*BLUE NIGHTS* (2:40) [Savoy BMI—L. Herman] The Hot Shots follow, "Blue Hours" with "Blue Nights" and the group comes up with the same smart sound that made the initial disk kick off. Should be received well by the buyer.


BOBBY PRINCE
(MGM K-11828)

*ONE SWEET KISS* (2:20) [Fred Fisher ASCAP—McCoy, Single] Bobby Prince sings a slow tempo blues ballad with a strong approach. Deck has potential and could grab some action.

*I'LL BE SATISFIED* (2:40) [Campbell BMI—Prince] Deck doesn't come off with the same impact.

THE DIABLOS
(Fortune 511)

*THE WIND* (3:00) [Trianon BMI—Strong, Eubanks, Hunter, Gutierrez, Edwards] The Diablos, who hit with "Adios, My Desert Love," follow with another strong entry that should make a further dent in the market. The lads perform husslingly as they etch the beautiful mood piece. Nolan Strong handles the lead delicately.

*BABY, BE MINE* (2:06) [Trianon BMI—Strong, Eubanks, Hunter, Gutierrez, Edwards] Flip is a driving jump drum and the lads knock it out with a zestful performance. O.K. coupling.

DAVE BARTHOLOMEW
(Imperial 339)

*JUMP CHILDREN* (2:01) [Commodore BMI—Domino, Bartholomew] A quick beat jump item roughly recalled by Dave Bartholomew against a rocking o.k. backing.

*CAT MUSIC* (2:05) [Commodore BMI—Bartholomew] Another hopper less frantic aimed at the cat crowd. Danceable tempo with an o.k. vocal by Bartholomew.

BROTHER ISAIAH'S CRUNCH OF GOD'S FIRST CHOIR
(Vee Jay 109)

*OLD CAMP GROUND* (3:05) The old revival number is given a spruced and fine reading by the group. Soloist Lorenza Brown does a thrilling lead. This is a top religious side.

*ALL NIGHT, ALL DAY* (2:50) A real spiritual that comes out strong. Must call attention to the fine singing of lead Miss Brown.

ETHEL DAVENPORT
With the National Clouds of Joy
(Heed 2001)

*ETCHED PRAYER* (2:55) [Angel BMI—Davenport] Ethel Davenport sings a stirring low tempo religious item with the rested support of the National Clouds of Joy. Miss Davenport reveals a very good voice and emotional manner of delivery. A strong religious waxing that should help establish the singer, if properly exposed to the public.

*NIGHT PLAY CAN BE* (2:10) [Angel BMI—Davenport] The flip is a quick beat bounce spiritual that should stir up the religious buyer. Strong side. Similar comments.

LINDA LOPEZ
(federal 12194)


*BLESS THE BLUES* (2:55) [Harma ASCAP—Barnett, Forber] The reverse is a mambos treatment of the oldie. Ineffectively done. Should provide good material for the dance crowd.

LOUIS BROOKS and His Hi-Toppers
(Excellort BML-004)

*DOUBLE SHOT* (2:40) [Excellent BMI—Brooks] An excellent evergreen. A mambo flavored instrumental that comes out a pretty tasty item. Solid beat. Should do very well in the boxes.

*TIME OUT* (2:40) [Excellent BMI—Brooks] Another likely etching. Also instrumental. Group has the faculty for conveying a gaily and excitement.

LENA GORDON—SAX KARI
(Checker 500)

*MAMA TOOK THE BABY* (2:43) [Sirian BMI—S. Kari] The answer to the answer. Annie couldn't work cause she had a baby, but Mama took the baby, and now Annie is strut-tin' her stuff again. Well handled by Lena Gordon with the Sax Kari ork providing the backing. Should get great sales in view of the tremendous hit sales of its predecessors.

*DISC JOCKEY JAMBOREE* (2:40) [Sirian BMI—S. Kari] A quick beat trip around the nation, visiting with loads of disk jockies. Ok disk, but what about the jockies who weren't named?
"IF YOU BELIEVE" (2:26)  [Chappell ASCAP—DiMino, Powell]  "LONGING" (2:11)  [Tee-Pee ASCAP—James, Cassin]

THE ORIOLES  ( Jubilee 5161)

- The Orioles come up with a couple that straddle rhythm and blues and pop. The group is mellow as it tenderly performs a religious theme, "I'll Believe," with a forlorn, choral soft, homelylike treatment. Lead voice literally floats the lyrics as he points his mood, Lovely melody and touching lyrics help make this a very potent piece of wax. The flip, "Longing," is a gay bounding love tune that is delivered with lift and a spryly reading. Definitely aimed at the pop market. Could make some noise.

"I'M GETTING 'LONG ALRIGHT" (2:35)  [Marvin ASCAP—Sharp, Singleton]  "MY BIG MISTAKE" (2:38)  [Crestwood BMI—M. Smith]  

BIG MAYBELLE  (Okeh 7042)

- Big Maybelle, one of the top female singers of the female school, comes up with a pair of items that will definitely sell "strong" and may even become one of the top chart items, "I'm Getting Long Alright" is a slow tempo blues loaded with feeling, strong lyrics, and the specialized styling of the large framed chanteuse. Maybelle is happy and contended with her man on this deck. She sings his strong points in her husky, gravelly voice; a well written tune all the way. The flip, "My Big Mistake," from the story standpoint, is exactly the opposite, Maybelle is very unhappy, having made the wrong choice when she married. The tune is another slow tempo blues with Maybelle's handling making it a better than average etching. Two good sides, with perhaps a shade in favor of "I'm Getting 'Long Alright.

THE PEPPERS  (Chess 1977)

6  "ROCKING CHAIR BABY" (2:41)  [Siran BMI—Hamilton, Blakemore] The Peppers rock a middle tempo jump in fine style. The group is good, the treatment strong, the lyrics on the juke side.

6  "HOLD ON" (2:39)  [Siran BMI—Hamilton, Blakemore] Another good job that rocks along at a good pace and embroidered with handclaps to maintain the driving beat. Delivered good, beat good, but material slightly weaker.

ARNETT COBB  (Atlantic 1042)

5  "MR. POGO" (2:41)  [Roxbury ASCAP—Feller, DiNapoli] The Arnett Cobb band comes through with a good plate for both dancing and listening pleasure. The band maintains a good beat and produces an appealing sound. Good box material.

5  "HORSE LAFF" (2:31)  [Progressive BMI—Cobb] An intriguing novelty with a rippling horse laff that gets the side off to a good start. Good "Cobb" side and more material for the boxes.

JAZZ

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

BILL DOGGETT  (King 4738)

4  "THE NEARNESS OF YOU" (3:02)  [Famous ASCAP—Car- michael, Washington] Bill Doggett, whose discs have a strong eastern sales at all times, lends his inimitable touch to the Hammond and comes up with a beautiful reading of the oldie.

4  "HONEY" (2:23)  [Fest ASCAP—Simon, Wexler, Gillespie] Similar comments for the rhythmic familiar item. Strong assist on both decks from the sax who shares solos' with Doggett.

LESTER YOUNG  (Aladdin 2257)

3  "MOVIN' WITH LESTER" (2:50)  [Aladdin—Young] Lester "Fats" Young dishes up a fast riding sax item with his familiar sound that guarantees a certain definite sale. The man with the horn blows madly on this etching.

3  "LESTER SMOOTHIE OUT" (2:50)  [Aladdin—Young] A slower tempo Young original shows the star and displays his talent beautifully. Strong plate.

ANNIE HAD A BABY  (Federal 12195)

HURTS ME TO MY HEART  (Herald 434)

HONEY LOVE  (Atalanta 1029)

SEXY WAYS  (Federal 12185)

EBB TIDE  (Roy Hamilton  (Epic 9068)

WORK WITH ME ANNNIE  (Federal 12169)

YOUR CASH AIN'T NOTHIN' BUT TRASH  (Clavers  (Atlantic 1035)

SHAKE, RATTLE AND ROLL  (Joe Turner (Atlantic 1026)

TICK TOCK  (Marvin & Johnny (Modern 933)

SH-BOOM  (Chords (Cat 104)

YOU' D BETTER WATCH YOURSELF  (Little Walter (Checker 799)

YOU CAN PACK YOUR SUITCASE  (Fats Domino (Imperial 5031)

WHEN MY HEART BEATS LIKE A HAMMER  (B. B. King (RPM 412)

I DON'T HURT ANYMORE  (Dinah Washington (Mercury 70439

Washington, D.C.—During her recent visit to her home town, Washington, D.C., Betty Madigan was kept busy visiting all of her disk jockey friends there. Above she is pictured with Herb Davis of Station WABM, who, along with other D. C. deejays, as well as platter spinners throughout the country, have given the nod to Betty's new MGM record of "That Was My Heart You Heard" and "Always You", both sides of which are getting plenty of play.

Hasin Becomes Grandfather

NEW YORK—Charlie Hasin, distribution chief for MGM Records became a grandfather last week. The newcomer, Jody, is the first child of Mr. & Mrs. Jordan Hasin. The father works for the MGM records distributor in Albany.

FOR THE MONEY

The Cash Box  SLEEPER OF THE WEEK  Sept.  25 Issue

1  "The Spaniels' "Let's Make Up" AND "Play It Cool" VEE-JAY 116

2  The Cash Box  BEST BET  Sept.  11 Issue

The Eldarados' "Baby I Need You Now" AND "My Loving Baby" VEE-JAY 115

"It's What's In THE CASH BOX That Counts"
THE WINNAH!

Buddie Fay
WJW—Cleveland, Ohio
1. If You Don't Have Your Love (Snow)
2. I Don't Want Any More (Snow)
3. Look Out Back To See (Terry Scott)
4. I'm A Fool To Care (Snow)

Ralph Petty
WLSH—Lansford, Pa.
1. I Don't Have My Love (Snow)
2. When This Is Over (Wells & Farley)
3. On The Beach (Wells & Farley)
4. If You Don't Have Any Love (Snow)

Smoky Smith
KENT—Pekin, Iowa
1. I Don't Have My Love (Snow)
2. I'm A Fool To Care (Snow)
3. When This Is Over (Wells & Farley)

Len Ellis
WOJO—Hammond, Ind.
1. If You Don't Have Any Love (Snow)
2. There's A GIRL For You (Wells & Farley)
3. I'm A Fool To Care (Wells & Farley)

Tom Edwards
WKEF—Cleveland, Ohio
1. I Don't Want Any More (Snow)
2. You Need Me (Terry Scott & Jack)
3. You Need Me (Terry Scott & Jack)
4. You Need Me (Terry Scott & Jack)

Pop's Country Store
WKGI—Richmond, Va.
1. If You Don't Have Any Love (Snow)
2. There's A GIRL For You (Wells & Farley)
3. You Need Me (Terry Scott & Jack)

Big Jim Hess
WIV—Knoxville, Tenn.
1. I Don't Want Any More (Snow)
2. You Need Me (Terry Scott & Jack)
3. There's A GIRL For You (Wells & Farley)

Sleepyhead Cliff
KAGM—Albany, Minn.
1. I Can't Help Myself (Looking Back To See)
2. I Don't Want Any More (Snow)
3. I'm A Fool To Care (Wells & Farley)

Ranch 1400
CCKL—Truro, N. S., Canada
1. If You Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. You Need Me (Terry Scott & Jack)

Jim Wilson
WCHO—Oklahoma City, Okla.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. You Need Me (Terry Scott & Jack)

The Stanley Brothers
Wy ciała w pierwsza klatka
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. You Need Me (Terry Scott & Jack)

Clarence WERI—Winchester, Va.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. There's A GIRL For You (Wells & Farley)

Wayne “Sadbag” Griffin
KDEF—Albuquerque, N. M.
1. I Don't Have Any Love (Snow)
2. I'm A Fool To Care (Wells & Farley)
3. You Need Me (Terry Scott & Jack)

Johnny Ryon
KSTL—St. Louis, Mo.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. There's A GIRL For You (Wells & Farley)

Mack Sanders
KFBI—Wichita, Kan.
1. I Don't Have Any Love (Snow)
2. I'm A Fool To Care (Wells & Farley)
3. You Need Me (Terry Scott & Jack)

Wink Lewis
KSNY—Snyder, Tex.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. There's A GIRL For You (Wells & Farley)

Lillie Lou
WIB—Hickory, N. C.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. There's A GIRL For You (Wells & Farley)

Jimmie Williams
WOON—Newport, Ky.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. There's A GIRL For You (Wells & Farley)

Sheriff Tex Davis
WCMN—Norfolk, Va.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. There's A GIRL For You (Wells & Farley)

Jimmie Huselli
WLAG—Athens, Tenn.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. There's A GIRL For You (Wells & Farley)

The Cash Box
SOUTH & WESTERN DISK JOCKEY
REGIONAL RECORD REPORTS

Buddie Fay
WJKW—Springfield, Mass.
1. I Don't Hurt Anyone (Snow)
2. You're Not The One (Wells & Farley)
3. I'm A Fool To Care (Wells & Farley)

Smokey Smith
KENT—Pekin, Iowa
1. I Don't Have My Love (Snow)
2. I'm A Fool To Care (Wells & Farley)
3. When This Is Over (Wells & Farley)

Tom Edwards
WKEF—Cleveland, Ohio
1. I Don't Want Any More (Snow)
2. You Need Me (Terry Scott & Jack)
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CCKL—Truro, N. S., Canada
1. If You Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. You Need Me (Terry Scott & Jack)

Jim Wilson
WCHO—Oklahoma City, Okla.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. You Need Me (Terry Scott & Jack)

The Stanley Brothers
Wy ciała w pierwsza klatka
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. You Need Me (Terry Scott & Jack)

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3. There's A GIRL For You (Wells & Farley)

Wayne “Sadbag” Griffin
KDEF—Albuquerque, N. M.
1. I Don't Have Any Love (Snow)
2. I'm A Fool To Care (Wells & Farley)
3. You Need Me (Terry Scott & Jack)

Johnny Ryon
KSTL—St. Louis, Mo.
1. I Don't Have Any Love (Snow)
2. You Need Me (Terry Scott & Jack)
3. There's A GIRL For You (Wells & Farley)
First Hank Williams Memorial Day Celebration A Huge Success

MONTGOMERY, ALABAMA—In a mammoth parade, Country Music World, amidst a cheering throng of fans and spectators, rode through the streets of Montgomery beneath sunny Southern skies to pay tribute to one of the greatest names in the "Country Music World," the late Hank Williams ... solemnizing the first annual Hank Williams Memorial Day Celebration.

The multitude of events surrounding the occasion began with Sunday (Sept. 19) and grew in momentum until the entire city mushroomed with glee. A swarm of onlookers, artists, disk jockeys, publishers, and members of the Country Music trade convened on the city, and registration began early on Monday (Sept. 20). Radio stations in White Oak and disk jockey Fred Wamble as emcee, carried a continuous salute with music and interviews reviewing the highlights of Hank Williams' fabulous career. Ed Brown, TV personality of WCOT-TV, contributed his entire TV program for the occasion, spotlighting the visiting artists, who came without compensation to pay respect and tribute at this First Hank Williams Memorial Day Celebration.

Main attraction for Monday (Sept. 20) was the presentation of three big prizes at "Stars On Review" which began at 7:45 P.M. and ran until midnight. At each of the big dances held in the city's largest auditoriums, such Country Music Artists as Pee Wee King, Jim Reeves, Hank Snow, Ernest Tubb, Jimmie Davis, Feolin Huskey, and hundreds of others "beat" out the music for the occasion.

Activity began early Tuesday (Sept. 21) with the meeting of the crest passenger train ... "The Pan American" carrying visitors from Nashville, Tennessee, and Grand Ole Opy. Shortly after the arrival of the train, automobiles were assembled to carry visitors to the Oakwood Annex Centre, the home of Hank's son, Randall Hank Williams, and Audrey Williams' daughter Lynette, placed a wreath on the grave of the nationally recognized singer-composer. Ceremonies at Oakwood were directed by Jimmie Davis, favorite Country Music artist, and onetime Governor of Louisiana.

With soaring temperatures prevailing, the mass of Country Music entertainers and disk jockeys were assembled for one of the largest parades in this city has ever witnessed. An eight-unit procession began rolling through the streets at 2:45 P.M. and came to a halt as the sun lazily faded into nightfall.

Climax of the two-day celebration will be held on Sunday by unveiling of an eleven-foot monument of Hank Williams, in addition to a huge personal appearance spectacular in the Oakwood Annex Centre.

Sherman Opens L.A. Distrib

LOS ANGELES, CALIF.—After nineteen years in the King business, Mr. Sherman has resigned to form his own record distributing branch here in Los Angeles. He will be able to give, distributors and dealers an ordering guide in the form of a monthly National Geographic, Saturday Review and the Schermeen Catalogue. Further, his training will be given dealers through the liberal co-op advertising benefits being allowed. Various training aids include several items designed for retail outlets when they become Camden dealers. These include a good-purchase display pieces featuring Camden's leading artists and a new listing of the 102 Long Playing and 106 Extended Play disks being offered dealers; both booklets; and suggested dealer newspaper ads.

In making the change in distribution channels, Camden is also changing its releasing schedule. D. J. Finn, Camden's elder vice-president of the Camden label made the announcement: "Originally we felt that quarterly releases would be sufficient. However, our research indicated, however, that dealers prefer a monthly release." A new development effective with "Grave/Gard" in October, is the introduction of "Grave/Gard" as a regular feature of the Camden label. "Grave/Gard" gives permanent protection of Long Playing record surfaces by having a raised center and a raised outside record edge.
1. I DON'T HURT ANYMORE
Hank Snow
(RCA Victor 20-5698; 47-5698)

2. EVEN THO
Webb Pierce
(Decca 29107; 9-29107)

3. ONE BY ONE
Kitty Wells & Red Foley
(Decca 29145; 9-29145)

4. GOODNIGHT, SWEETHEART,
GOODNIGHT
Johnnie & Jack
(RCA Victor 20-5757; 47-5757)

5. LOOKING BACK TO SEE
Goldie Hill & Justin Tubb
(Decca 29143; 9-29143)

6. THIS IS THE THANKS I GET
Edith Anderson
(RCA Victor 20-5805; 47-5805)

7. THIS OLD HOUSE
Stuart Hamblen
(RCA Victor 20-5759; 47-5759)

8. GO, BOY GO
Carl Smith
(Columbia 21966; 4-21966)

9. WHAT'CHA GONNA DO NOW
Tommy Cottrell
(Capitol 2891; 9-2891)

10. SPARKLING BROWN EYES
Webb Pierce & The Wilburn Brothers
(Decca 29107; 9-29107)

JOHNNY HORTON
(Mercury 70462; 70462X45)

THERE'LL NEVER BE ANOTHER MARY
(2:32) [Arruf
Rose BMJ—D. McAlpine] Johnny Hor-
ton puts his heart into his delivery as he
dishes up a tearful, middle tempo
tune about a once-in-a-lifetime gal.
First quality material treated to a
top drawer vocal job.

NO TRUE LOVE
(2:18) [Melody Trails BMJ—J. Logaden]
Flip deck is a zestful, quick tempo
item that Horton sonks across in
pleasing fashion. Appealing string
backing.

DAVE DENNEY
(MGM 11831; K-11831)

CRY FOOL, CRY
(2:40) [Arruf-Rose BMJ—D. McAlpine, Lupe]
Davy Denney, entertainer and side
man, comes into his own as he
shows us a fine vocal on this
jazzy, middle tempo
track. Great musical delivery.

STOP YOU BREAKING MY HEART
(2:40) [Hopewell BMJ—Denny, Lupe]
Under deck is a change of pace, quick
tempo beat that Denney etches in
tantalizing fashion. A jive box number.

TOMMY SOSEBEE
(Coral 64183; 9-64183)

IF I GIVE MY HEART TO YOU
(2:38) [Miller ASCAP—J. Crane, J. Brewster, A. Jacobs] Smooth voiced Tommy Sosebee could
have a hit on his hands as he comes
up with an enchanting country rendi-
tion of the current pop smash. Should
be a strong coin draw.

DON'T COUNT ME OUT
(2:19) [Harpreth BMJ—W. Willis]
On the lower deck, Sosebee dishes up
quick tempo, romantic item in invigorating
fashion. An excellent pairing.

LOUIE INNIS
(King 1392; 47-1392)

HEARTS OF STONE
(2:34) [Rogers BMJ—Ray, Jackson]
Louis Innis does a terrific job on this
captivating item with a real catchy
beat. Excellent musical backing should
have the boxes jingling with
excitement.

THERE'S A RED HOT FIRE
IN THE OLD LOCOMOTIVE
(2:10) [Hill & Range BMJ—Roberts, Katr]
Under lid is a fast moving ditty that
Innis bulls out in a most pleasing
manner. Two splendid decks.

"SHE'LL NEVER KNOW"
(2:38) [Rio Grande BMJ—J. L. Carson]

"BURY ME BENEATH THE WILLOW"
(3:17) [Music City BMJ—Are; R. Foley]

RED FOLEY & THE ANDREWS SISTERS
(Southern Trademark 2022; 78-2022)

Red Foley joins forces with the
Andrews Sisters on a potent new
platter that has all the ingredients
needed to carry it to the top. The
tune, a beautiful, middle tempo
romantic number titled "She'll
Never Know" is treated to a won-
derfully warm and tender reading

by Red and the girls. A soft, sub-
du ed musical backdrop adds much
to a deck that oughta keep the
juke boxes humming all day long.
The coupling, "Bury Me Beneath
The Willow", is a moderate beat
weeper with a very pretty melody.
We go for the upper half in a big
way. Watch it.

JOHNNY HORTON
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juke boxes humming all day long.
The coupling, "Bury Me Beneath
The Willow", is a moderate beat
weeper with a very pretty melody.
We go for the upper half in a big
way. Watch it.

WENDELL HYNUM & his
CENTRAL TEXANS
(Music 1071; 47-1071)

DOODLE BUG
(2:35) [Tannen BMJ—W. Bynum] Wendell Hy-
num and his Central Texans blend in
delightful right style that they deck
out with a cute, light-hearted novelty. Enjoyable
lyrics on a platter with possibilities.

LITTLE CHIGGER
(2:35) [Tannen BMJ—W. Bynum] Bottom
lid is a tasty, quick beat piece that
Bynum and the boys wax in
happy-go-lucky manner. A musical
pick-me-up on both ends.

"It's What's in THE CASH BOX That Counts"
BOY ACFIELD and his Smoky Mountain Boys and Girls set for a week in Florida territory. Tom Parker and Tom Dickin handling the tresspass to the one. LUCKY MOELLER, now managing for Wesley Pierce, reports that Webb and the Wondering Boys currently touring in Colorado, Oklahoma and on into New Mexico.

Little Jimmy Dickens, Carl, and Martha Carson, with manager X. Cosse, and Del Wood, just completed a wide schedule of personal appearances covering cities in the states of Illinois, Iowa, Missouri, Montana, Nebraska, Oklahoma, and Washington. Jim lost a week in Nashville. Bill King into Springfield, for visit with WOR/WSTO and Radiomix. Jim, long associated with Judy Canova, is currently personal manager of Pee Wee King and his band. Pee Wee and his group are closing their NBC network shows from the Kansas Territorial Centennial Celebration in Wichita on September 25. Others highlighted during the eight days of celebrations included Smilin' Eddie Hill, Johnny and Jack, Kitty Wells, Lew Childie, Joyce Wayne, and Paducha. Another band also was Autry Inman, now in the army, stationed at Ft. Riley, Kansas. Handicap, and his once Valley Boys, featuring Billy Gray carried the show on Sept. 22nd. Curtis Gordon, now working a 90-minute radio show on KRAB in addition to a week's work. Jean Shepard (Capitol) just released from a Springfield hospital after having recovered from injuries sustained in a fall at her home. Jean manages the Capitol thrusts. With the trend toward the 'package' show in Country Music, Cracker Jim Brooker, manager on the grand, placed into the spotlight the following gospel groups or 'do's' on a one-night song recently: Groups participating were The Rebel Quartet, Ira Whamil and the Happy Four, The Gospel Melody quartet, and the Dixie Thomas Quartet. Eddie Arnold recording at New York through September 17th and is in Chicago after October 1st. October 3rd finds Curtis Gordon working from station WCMC, Norfolk, Va., and in that area for Country Music.

George T. Poppins, "Pop's Country Store," WXGI-Richmond, Va., reports that Ernest tuberculosis, Homer & Jethro, Jim Eanes and the Shenandoah Valley Boys are booked for the Virginia State Fair in Richmond as the featured attractions on Sept. 26. The "Ozark Jubilee" of the old matinee type is around town now, this time it's for "Joe's Follies" and Billy Walker. The two newcomers to the "Ozarks" will appear regularly on the Saturday night "Jubilee" and will receive their bookings through the facilities of Louis P. Toltz agency. Homer Thompson, and his band were special guests of Red Foley on September 18th net segment, followed on the 25th by Coral's Tommy Cash, who had as guest RCA Victor's Smilin' Eddie Hill. Don Richardson doing a bang-up job of spinnings, and Carl Smith, the "King of Country Music," Rita Robbins who won her spot in the C&W field via recording of "Take A Look At That Indi Label." This is now with RCA Victor. Victor has come into possession of the same vintage tape, gutted and parcel for release on Victor. And, while speaking of this time by Rit, might add that the newcomer has just recorded the "Downtown Thou Goest," which is expected to break every way by which top artists on several major labels. Lew Chudll, (Imperial) reports that Slim Whitman busy with string of personal appearances and engagements. Introduced to the record-buying public last year as the King Gay Fiddler from RCA Victor's "above-the-border" label. Featured are two of King's very best-selling recordings -- "Kiley's Reel" and "Elida The Fiddler." Eddy Arnold set for making 26 half-hour TV films in Chicago at the height of "Eddy Arnold Time," executive produced by Joe Casda, George Morgan (Columbia) reported to have fine recording of "Whither Thou Goest." Joe Lucza back in Nashville after a jaunt which included Rodgers (CBS), White, and the new "Mama, Don't Cry at My Wedding." Hal Smith into Texas again setting up personal appearance engagements and as Ray Prees and band. Ed and Edward Brown, Jim Reeves, Red Sovine, Slim Whitman, Jerry Lee, and Gene Wright all back in Shreveport at base of operation "Louisiana Hayride" after coming back West Texas on personal appearances.

Paul Cohen, Country and Western topper for Decca back in New York after extensive recording sessions on the West Coast. Hank Snow who has been riding on top of the popularity charts "music-wise"... has top new release "Personal Appearance" wise... scheduled in Pennsylvania, jumping back into Nashville, catching the Johnny Cash Memorial Day Celebration in Montgomery, Sept. 20-21, then off to Arkansas territory for personal appearances again. Hank, just completed week's engagement in Baltimore. In Baltimore, Carl used RCA Victor's Ken (Lace) Marvin as the host of TV films on the "Toby Act," executive producer by Joe Casda, George Morgan (Columbia) reported to have fine recording of "Whither Thou Goest." Joe Lucza back in Nashville after a jaunt which included Rodgers (CBS), White, and the new "Mama, Don't Cry at My Wedding." Hal Smith into Texas again setting up personal appearance engagements and as Ray Prees and band. Ed and Edward Brown, Jim Reeves, Red Sovine, Slim Whitman, Jerry Lee, and Gene Wright all back in Shreveport at base of operation "Louisiana Hayride" after coming back West Texas on personal appearances.

HOMER AND JETHRO

"Little" Jimmy Dickens

MAN (But) still going strong on the Louisiana Hayride. Tillman Franks manages the Dot Songwriting Artist. Jimmy uses one of the top fiddlers employing the Custom System of Fiddling. A. M. Lovin' from California. Artist is presently Chief at KWKH, Louisiana Hayride, Shreveport, busy with station's talent, in addition to the personal management of Mercury's Ted "Scotch and Soda" Jack Ford (Chesne) and now starting a strong build-up on Carolyn Bradshaw, who has just recorded her first session for Chess Records, and the first release... now "That Ol' 12 String" is out on that label since the release. Flip of Carolyn's release is "Now Is The Time." Uncle Rex Lawrence doing big job with C&W records over KOCA in West Texas listening area.

All the Artists, Disk Jockeys, Writers, and Recording men in Montgomery, Alabama for the big Hank Williams Memorial Day Celebration. It would be an impossibility to mention them all without leaving someone out... but would like to say again... Had a fine time!
this sensational New Seebug Magnetic Pickup with a range from 15 to 25,000 cycles per second is the key to **FULL SPECTRUM HIGH FIDELITY!**

Now Seebug gives you a pickup that not only matches the other high fidelity characteristics of the Select-O-Matic "100", but actually has a range (15 c.p.s. to 25,000 c.p.s.) extending beyond audibility. This new magnetic pickup, which exerts only 5 grams of stylus force, assures superlative performance...plus longer record and stylus life.

Seebug

America's Finest and Most Complete Music Systems

J. P. Seebug Corporation
Chicago 22, Illinois
Music Ops Agree On Need For:

**BETTER RECORDS AND EQUALIZED TONE LEVEL**

Urge Juke Box and Record Manufacturers Meet to Arrange for Equalized Tone Level and Finest Possible Recordings to Meet Requirements of New Outstanding High Fidelity Phonographs of Industry.

As one well known juke box manufacturer asked, "What good is the world’s finest high fidelity phonograph if there aren’t any records that can be correctly reproduced in that phonograph, at least the kind of recordings that our locations demand?"

Though this statement is much too generalized and somewhat wide of the mark, it is thought most definitely that, within the present conditions in the automatic music and recordin, the following points may be of interest to the operators in the industry.

**Juke box manufacturers** are, today, producing the finest type of high fidelity musical reproduction instruments yet known to the entire music world.

These instruments, given the proper high fidelity recordings, produce tone that is so beautiful and so astounding that the world’s greatest musicians are not only thrilled by these modern juke boxes, but actually acclaim them as the finest of all musical reproduction instruments.

At the price for which these marvelous high fidelity juke boxes are being sold they are, without any doubt, the greatest bargain to the man who understands custom built high fidelity music equipment.

The fact remains that just the components alone, to build a comparable high fidelity musical instrument for any music lover’s home, would cost almost as much as what the complete present type juke boxes are being sold for to operators today.

More astonishing, to place into the hands of the public of today’s juke box all such components as are required for true high fidelity music and, at the same time, produce so outstandingly beautiful an instrument as, in itself, a modern miracle of electro-mechanical construction.

The members of the juke box industry are just as impressed as is the general public over this tremendous achievement on the part of the nation’s juke box manufacturers. All are welcoming the entrance of high fidelity musical reproduction with the greatest possible acclamation.

But, not until the juke box operators are purchasing the new high fidelity automatic phonographs they have, more prominently than ever before, run up against the problem of obtaining the correct type of quality recordings their juke box patrons demand.

As the entire automatic music industry knows, The Cash Box has cruised for years, haggling all the recording manufacturers, both majors and independents, to get together and arrange for an equalized tone level, as well as set up a definite standard of quality for all future records.

With the fact that the new hi-fi juke boxes will pick up even the whisper of a violin bow being ever so lightly and gently drawn over united strings, recordings of varying tone levels and poor quality now create serious friction between the music operators and their locations.

No operator dares to install a juke box today without placing one or more tone level adjusters around the location where the location owner can get to them very quickly and easily.

Only because one record will suddenly blare forth with the shriek of a siren and the cacophony of an atomic bomb blast, and the next record played won’t even be heard by the listeners, after the location owner dashes over to turn down the ear drum smashing noise of the first recording.

This is due to the fact that the record manufacturers just can’t seem to get together for the betterment of their very own industry and arrange, between themselves, to equalize the tone level at which all of them should record.

Juke box operators also report that, since high fidelity automatic phonographs have come into being, poor quality pressings are extremely noticeable. The scratch and surface noise of such records sounds absolutely horrible, and is actually nerve grating, when being played in a hi-fi juke box.

This, too, the juke box operators believe, the recording manufacturers could most definitely cure by setting up a standard of pressing quality for themselves thru their own organization.

It seems that all the recording which The Cash Box has done in this regard, and all the complaints of the juke box operators which this publication has printed over the years, have had little, or no effect.

Now the nation’s juke box operators believe that, since all the automatic phonograph manufacturers are producing such marvelous high fidelity musical reproduction instruments, they should call into meeting with them the nation’s major and independent record manufacturers, and that all should get together on a standard of recording quality as well as on an equalized tone level for all records.

This will assure the juke box operators that the records they buy will so completely please the public that greater and better business will result for all concerned with the music industry.
PORTCHESTER, N. Y.—The Westchester Music Guild held a special meeting at the American Legion Hall, Saturday, Oct. 2, with a large representation of its members who were experimenting with juke box play at 10c, 3 for 25c, with new equipment.

Representatives from most of the distributing firms were on hand, as were delegations from the Music Operators of New York, New York State Operators Guild, Suffolk & Nassau Operators Association, and some upper New York State operators.

Five operators reported to the gathering, and every one was emphatic that dime play is the answer to add revenue needed by music operators. It was estimated that the experiment increased gross collections some 30 to 40 per cent. Members making the reports were: George D. Pollak, Max Klein, Meyer Budnoff and Jim Smith. The experiment was conducted with new machines only, and an added incentive was offered the patrons with operators making extended play records available. "We definitely need this gimmick," stated Pavel. "The extended play records makes it possible for the patron to get 2 tunes for a dime, or 6 for a quarter if he so wishes. These records should take about 40 per cent of the tunes available, and they should be a fine standard. If the patron wishes to listen to the top artists and tunes, he has his pick at any time. If he objects to the price, he still can play fine music and well known tunes for 2 for a dime, or 6 for a quarter."

Some of the operators now advise that, in addition to running at a dime on all new equipment, they intend to take some of their better moderate spots and institute the same dime-play principle on earlier phone models.

Henry Knoblauch, Glen Falls, N. Y., one of the visitors told the Westchester group of his experiences with dime play. Altho the only operator in his area working on dime play, Knoblauch is definitely sold on it, and will so continue.

Henry Wertheimer, Davis Sales Co., came in from Albany, N. Y. to attend the meeting.

Association executives on hand, some of whom addressed the gathering, were: Music Operators of New York: Al Denver, Sal Trella, Mac Pofalay and Sidney Levine, attorney; from Suffolk & Nassau Operators Association: Sandy Moreo and Morton Low; and from the New York State Operators Guild, president Jack Wilson.

From distributor organizations, were: Barney Sugarman and Irving Kemper, Empire Distributing Company (AMID); Meyer Parkoff, Oscar Parkoff, Murray Kaye and Gordon Howard, Atlantic-New York Corporation (Seeburg) and Jack Gordon, regional representative for Schuch, Joe Young and Abe Lipsky, Young Distributing Company (Wurlitzer).

"The Champion" Ballyhorse, Again Available

CHICAGO—Jack Nelson, general sales manager, Bally Manufacturing Company, announced "The Champion" Ballyhorse has been put into production again because of the continued demand for the popular pony ride.

"Orders have been piling up for 'The Champion,'" explained Nelson, "but, because of the heavy demand for Bally 'Moon-Ride,' together with 'Jet Bowler,' 'Rocket-Bowler' and 'Variety', we have not been able to squeeze the horse into our crowded production lines. Now, however, the completion of a large Navy contract has freed a considerable section of the main Bally plant, and we have lost no time in shifting our lines around to permit production of 'The Champion.' Judging by the collection-reports coming in from Ballyhorses on location for periods up to two years, and the almost total absence of Ballyhorses on the used market, operators will welcome the news that 'The Champion' is again available."

CHICAGO—Word reaching here indicates that juke box leaders is to the effect that music operators in the deep south are beginning to attract attention out of wrath of parents, who are finding a few R&B disks featuring suggestive lyrics appearing in juke boxes in teenager locations.

One leading juke box distributor of Atlanta, Georgia, when questioned in this regard, stated:

"It seems like all the teenagers are attracted to the outstanding R&B records. As is well known, many of the top R&B recordings have been pop, however, it is that the teenagers are asking location owners to get the juke box operators to feature blues tunes in the juke boxes.

"These operators who haven't studied the situation carefully listen to the location owners and, without full consideration and study, place disks in their phonographs, some of which feature double extended lyrics, on the demand of the location owner who gets the request."

The result of this leading juke box distributor, "that the wrath of some officials is becoming rather prominently known and, unless these operators pull such suggestive disks out of their boxes, something really serious is bound to happen in this territory."

"Disciplinary action will bring about censorship and worse. If this happens many an operator is going to lose a good part of his income which is based on his teenager locations. But, more important, everyone is going to be hurt. And this will reverberate throughout the entire industry."

"The operators who aren't sufficiently careful in their choice of records for teenager spots are going to hurt everyone of us. We know what the officials think about this. They have already contacted us. They have warned us that if they get any more complaints they will not only close down the places where such recordings are featured but will also arrest those operators who placed such records in their machines turning the juke boxes into instruments of an immoral character."

Other leaders in music through the south have come thru with the same reports to The Cash Box. They have said they would publish, as one of these men says:

"To once again come to the front to the business, The Cash Box has always done, for this can be the worst thing that can happen to our business because a few operators are greedy for a few extra coins."

Smutty Records Smell Up Spots

Music Ops In Some Southern Cities Facing Official Wrath as R&B Disks Featuring Suggestive Lyrics Appear in Teenager Locations. Leaders Fear Disciplinary Measures Unless Ops Pull Disks From Phophos
RIDING HIGH WITH

GOTTLIEB'S
Super JUMBO

A PERFECT MULTIPLE PLAYER AMUSEMENT MACHINE
1-2-3 or 4 can play at the same time

ACTIONIZED CYCLONIC KICKERS  SUPER POWERED FLIPPERS  HI-SPEED POP BUMPERS

MULTI-TILT FEATURE Action continues for remaining players even though one or more players tilt out their own scores.

TRIPLE MATCH FEATURE with MULTIPLE PLAY AWARDS
ADJUSTABLE FOR 3, 4 or 5 BALL PLAY
A competitive HIGH SCORE amusement machine.

HOLDOVER and MYSTERY SUPER BONUS

THE NATURAL EVOLUTION OF AMUSEMENT MACHINES:
The result of many months of extensive research and severe testing

For the past few months, dozens of SUPER JUMBOS have been on test locations all over the United States and Canada. This very comprehensive test, covering a period of approximately 600 operating days, has proven conclusively that SUPER JUMBO is one of the very finest Amusement Machines in many years. Coupled with the solid player appeal and terrific earning capacity is a typical Gottlieb perfected mechanism assuring years of dependable cash receipts.

EASILY ACCESSIBLE MECHANISM  FLUORESCENT ILLUMINATION

Available with twin chutes 10¢ and 3 for 25¢

DE LUXE JUMBO FOR NON-REPLAY AREAS

SEE IT AT YOUR DISTRIBUTOR NOW!

D. GOTTLIEB & CO.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"It's What's in THE CASH BOX That Counts"
Four Way Tie For First Place
In Chicago Phono Bowling League

CHICAGO—Four teams share top honors in the Chicago Automatic Photograph Bowling League at the end of the second night of play.

Decca Records, last year's kingpin, has a 5-1 record as have B & B Novelty, Mercury Records and Paschke Photograph.

Operators Say:

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

**Runyon Sales Company**
Factory Representatives for:
A.M.I., Inc., Bally Manufacturing Co.,
H. Keeley & Co., Perino, Inc.,
101 10th Ave., New York 18, N. Y., LO 4-865
221 Franklin Ave., Newark, N. J., BR 1272

**W. Mass. Music Ops Hold Meeting**

SPRINGFIELD, MASS.—Ralph H. Ridgeway, president of the Western Massachusetts Music Industries Council, reports that its meeting on Tuesday night, September 14, at the Highland Hotel, this city, was the finest held since the formation of the association.

The only official business conducted was the acceptance of two operators, Willis Trumbull and Adrian Laramie of R. V. Music Company, Holyoke, into the Guild. The rest of the evening was given up to listening to talks by several well known speakers, and the Mayor of Springfield, Daniel R. Brunt. The Mayor pledged his support to the Guild, especially in an effort to get the legislature to reduce the Sunday tax on coin operated phonographs in the state.

Other guests and speakers were: Dave Bond, president of Trumbull Automatic Sales Company of Boston; Irwin Margold, Trumbull's sales manager; Dave Brown and Bob Reagan, also of Trumbull; Harry Kelly, Springfield district manager for New England; and Jimmy Telisano, executive vice president and board member of the Connecticut State Operators Association.

Albert Raffeld, one of the Guild's members, made a short address on the growth of the association.

William Beattie, former operator, and now retired, was a guest of the association.

The members were the guests of Dave Bond for dinner, proceeded, of course, by cocktails and hors d'oeuvres.

The Western Massachusetts Guild, formed less than two years ago, stated Ridgeway, "can boast of nearly a 100% membership of the operators in Western Massachusetts. We believe it will be a short time before every operator in this part of the state will be a member."

Next meeting will be held on Tuesday, September 28, at the Ivy House, West Springfield.

**Williams’ New Gun Features Fast Moving Jet Plane Target**

"Super Jet Fighter" Also Features Match Score, Replay and Progressive Scoring
With Adjustable Shooting Action

**ROCK-OLA FIREBALL—**
45 R.P.M. (120 Selections) $395
WURLITZER 1250 $265
ROCK-OLA 1428 175
WURLITZER 1500 $75

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**It’s a Fact... about your GENCO games**

**GENCO**
MFG. & SALES CO.
2621 North Ashland Avenue • CHICAGO 14, ILLINOIS

**D.C. (Direct Current) is used to**
operate telephonic relays because the**
even flow positively eliminates chatter**
in coils and solenoids. Likewise, GENCO**
relays are D.C. operated for quiet,**
efficient performance. That is why our**
cells and solenoids need no readjusting**
or re-adjustment for the entire**
life of the machine.

**"It's What's in THE CASH BOX That Counts"**
target which players have to shoot a
and adding match score, plus replay
and progressive high scoring, "Super
Jet Fighter," Williams Manufacturing
Company's new gun game came
to market this past week, meetin
much acclaim from their distributors.

The double-handled type machine
gun used to shoot the fast moving
targets is adjustable and can be set
to feature 10, 12 or 15 shots per je
plane flight. Fifteen flights of the three-je plane formation are offered
the players for 10c. Hitting all 15 planes during any one of the 15 flights
gives the player an extra flight and
the chance for bonus scoring.

The "Super Jet Fighter" features
progressive scoring, with scores in
creasing in the fifth, tenth and fif
teenth flight. This is in addition to
the match score feature of number star or plane, as well as the convertible
optional replay.

Demonstrations of the new "Super Jet Fighter" in the Williams' factory
here was much fine effort for its
beautiful cabinet, tremendously at
tractive and colorful appearance,
as well as its appealing scoring action.

Sam Stern, executive vice-president
and general manager of the firm re
ported.

"We have had 'Super Jet Fighter'
for test locations for over six weeks
now and week after week the play
continued to increase with the players
tremely impressed and pleased with
our gun."

The most interesting feature, as
the engratiatingly pointed out,
was that the flight of the three planes
continue to vary each time and that
the player has to be on his toes at
times, thereby his interest is
most completely maintained through
the entire 15 flights of the planes.

The player can shoot down one,
two or all three planes during each
flight. When he shoots down all three
during the flight he is given an extra
flight free and can build up a bonus
score.

Stern stated in this regard, "We
believe that the speedy moving target
action of our 'Super Jet Fighter' is
bound to increase to increase play
week after week."

"The players simply fall in love
with this speedy moving target and
they keep after the game play after
play, which means dime after dime
to the operators," he said.

Stern also reported, "This is the
first gun game, with what we like to
call 'true moving targets'. These tar
gets to which the game is
time remaining interesting play after
play and increases interest as the play
continues to familiarize itself with the
target action on our 'Super Jet Fighter'."

Shipments have gone forth to the
firm's distributors and orders are be
ing filled fast as speedily as possible
at this writing.
World Wide Triples Export Business Since First of Year

CHICAGO—World Wide Distributors, Inc., this city, has tripled its export shipments since January 1, 1954, it was announced by Joel Stern, “Exporting,” said Joel Stern, “is a very important undertaking by World Wide, Allen J. Stern, the firm’s president, has made this phase of the business his pet project. Together with Fred Skor and Mary Lennon he has outlined and conducted an expanded export program.

“The bulk of the export work,” continued Stern, “is in the hands of Fred Skor. Through his efforts World Wide has increased its foreign shipments three-fold since the first of the year.”

In shipping games to foreign countries, World Wide insures intact delivery by using waterproof paper, cushioning material, wood crating and steel banding. At least eight hours are spent in readying a single game for shipment.

“I never knew that this export business could be so fascinating,” related Skor. “It’s an education in itself.”

More Display Space at First Distrib

CHICAGO—Display space at First Coin Machine Exchange, this city, has been doubled with the moving of the premium merchandise division to separate quarters.

First Distributors, Inc., handles only premium merchandise and is located at 4135 W. Armitage Avenue. Mel Finke is in charge and is assisted by Bill Goodwin.

The game division has been retained at the same address, 1750 W. North Avenue, under the new name of First Coin Machine Exchange with Joe Kline and Wally Finke directing operations.

“We now have separate showrooms for shuffle games, five-ball games and arcade equipment at the North Avenue location,” said Joe Kline and Wally Finke.

“The bulk of our equipment is on display for operator customers to view.”

The firm will celebrate its fifth anniversary this coming February.

N.Y. Music Ops Dinner Tickets Going Fast

NEW YORK — Tickets for the 17th Annual Dinner and Banquet of the Music Operators of New York, being held in the main ballroom of the Waldorf Astoria Hotel, Saturday night, October 16, are going so rapidly, Al Denver, president, is concerned that many of those wishing to attend may not be able to.

“We advise local coinmen” stated Denver, “to contact our office immediately and reserve their tickets. We especially desire to accommodate out-of-town coinmen, and suggest they get in touch with us immediately so that we can send them tickets.”

“Junior Jet”, New Exhibit Ride, Popular With Toddlers

“Junior Jet” consists of a jet plane on a revolving base. A control lever to the right of the rider allows for stop, forward or backward motion. It has a maximum overall operating diameter of 50 inches, an overall height of 50 inches to the top of the display standard, a height of 20½ inches to the top of the control housing and a step-in height of 12 inches. Its weight is approximately 106 pounds.
Gottlieb Releases First 4 Player Pinball

“Super Jumbo” is Revolutionary Change in Pinball Play. Adds Match and Free Play Plus High Scoring and Other New Features

CHICAGO—Just seven years ago this month D. Gottlieb & Company introduced one of the most revolutionary features to the pinball game, “Flipper.”

Once again D. Gottlieb & Company believe that it has a feature that will prove just as revolutionary for boosting play to new high levels for pinball games in its latest development, “Super Jumbo.”

As David Gottlieb stated, “We are, without any doubt, again pioneering a new development in pinball play. This time it is the use of match and free play action plus many other unusually interesting and unique features.

“Most impressive,” he continued, “is the fact that one, two, or four players can now play ‘Super Jumbo’ all at one and the same time.”

“This is the first time,” he said, “where pinball is so designed and the play so arranged that four players can play at once time.

“This means,” he explained, “that the operator can now take in four dimes for four players playing the game. A tremendous profit builder for the operator.”

For some time now rumors have been rife here regarding the “Super Jumbo,” four player pinball of D. Gottlieb & Company.

Many have said one thing and many another as to their personal conjecture of how four players can play one pinball game.

The fact of the matter is that, unless the game is seen and played, it is usually described in anything but the correct fashion.

Though D. Gottlieb & Company is pioneering an entirely new type four player pinball game, the fact remains that the play action of the game itself, is not at all new to any pinball or shuffle game players.

Matcher stars and numbers as well as multi-feeding action are well known to any shuffle game player. Free plays are well known to all players of all types of games.

The unique and speedy action of point and continue play are well known to all pinball games, but the play itself is well known to the players.

Therefore the operator who places “Super Jumbo” on any of his locations does not have to worry whether the players will understand how to play the game itself.

Over 600 playing days were used to test “Super Jumbo.” It was the outstanding hit of the D. Gottlieb & Company distributors’ annual meeting just a month ago. It has clicked with all who have seen it.

And as before, the test locations are absolutely fabulous, it is stated. On the majority of these test locations there were other games in competition to the ‘Super Jumbo,’ yet the players seemed to prefer this new four player pinball action. These locations were constant positive effective points which play appeal, Gottlieb officials said.

Players naturally compete with each other and the dimes just seem to drop into the game without fault. Players have to instantly react as ‘Super Jumbo’ is completely competitive. They immediately get into the spirit of this type of play action.

If the test locations are any criteria, then ‘Super Jumbo’ seems to be destined for one of the most revolutionary pinball developments since the invention of the ‘Flipper’ into the pinball scene.

Even all this,” David Gottlieb reports, “isn’t the complete answer to what ‘Super Jumbo’ seems to be able to do. It is a simple explanation on locations where it has appeared in intensive and extensive tests.

For some reason or other, he said, “the players immediately take to the game from a competitive standpoint, and continue to play at high speed with laughter and fun the order of each series of games.

David Gottlieb, emphatically, emphasized, “that the operators have one of the greatest opportunities ever placed in their path to earn more and gambler profits with our ‘Super Jumbo’ if they will only learn to use this game in spots where competitive play is the rule.”

Many have seen and played in every test location throughout the nation where ‘Super Jumbo’ has appeared.

“All we can state at this time,” David Gottlieb concluded, “is that the nation’s operators now have a game that will help them to enjoy the greatest possible pinball profits. At the same time, ‘Super Jumbo’ is a game that is entirely different than any pinball yet presented to the industry because of its revolutionary play action and its new and better play features. It is the natural evolution of the pinball game.”

New England Nibbles

Ops in New England staging big comebacks now as hurricane damage equipment replaced and are now taking over locations again.

Bob Jones Redd Distributing Co., back from circuit of showings of new Wurlitzer line, Springfield, Mass. (13) Burlington, Vt. (15) Portland, Conn. (17). Ops at all showings were enthusiastic and orders were big, he reported. Joe Hrdlick Wurlitzer chief service manager, visiting at Redd, Paul Calamari, Rallye factory manager, also at Redd, are reluctant to talk about specific Wurlitzer line arrangements but they all report favorable comments.

Robert Ross, American D. Gottlieb & Son Co., was in New England conducting business. Report was disappointing as Hurricane Carol hit in the South. Ross was impressed by the enthusiasm of operators in the Northeast and said business will be good.

John Banas, Warren, Mass. and Joe Pawelski. Game business reported booming at Redd’s with heaviest demand for “Variety.”

Jerry Flatto, Boston Record Distributors, off for New York to visit publishers of record artists.

Ed Ravreby, World Fair Co., is touring through New England to Canada visiting ops and opening locations. Firm just placed games in Enterprise store, New Rochelle, N. Y. Richard Mandel, sales manager, for World Fair, has a tooth pulled and is now on the way to the dentist to have the tooth removed. Ops visiting WP included Ray Fain, Framingham Dave Baker, Arlington; Joe Friedman, Lynn; Al Dolin, Hyannis; Marilyn Oliver Portland, Me.; Dave Cormick, Lowell; and Harold Kursman, Boston. Ed Ravreby’s daughter, Ruth, Mae, now teaching kindergarten in Brookline, get away from the cute types in the afternoon to take over as major deme a World Fair headquarters. Henry Pachter, WP service manager, visiting daughter and grandchildren in Bridgeport, Conn. . . . Ed Ravreby, brother Ed and well known op, recovering from operation at Baker Memorial Hospital, Boston. . . . Charlie Seusens back in the coin business with Seusens Vendin Sales Co., featuring drink machines.

Marlboro reports that many new ops have been attracted to Juke Box Haven through hearing about Barney and Lou Blatt re-entering the music machine business with AMI. The Have may well be on Friday nights to handle increased biz. . . . Remodeling also going on at Juke Box Haven, Jan Strickland, recording artist, visited Marlboro attractive disk spot this week . . . Barney and Lou Blatt officially open their new AMI headquarters, Atlas Distributors, on Oct. 1.

TENNESSEE TOPICS

Tommie Tombline, of Tommie Distributing Co., Nashville, reports more enthusiasm and sales on bowlers then any other type of amusement machines. Some of the boys we saw at Tommies: H. E. Whitte, of Hopkinsville, Ky.; Carl Boile, R. B. Havesse, Huntsville, Ala.; William Brooks, Rockford; A. W. Love, of Knoxville; Joe Fitzgerald, Nashville; Joe Gardner, Lebanon; Holt Clark, Hopkinsville, Ky.; L. C. Bevel, Lebanon; Marshall Williamson Nashville; Wenton Brown, McMinnville; E. H. Cashion, Nashville; Martin W. Pennyroyat, Nashville; Cecile Jones, McMinnville; and the only woman operator in Nashville, Mrs. Ruth Reach, will be there Monday, September 30th. She’s the one that has got his son getting him for college . . . We heard at Tommies that Bes Tomblin, Jr. was to go to Middle Tennessee State College this year . . . Leyer (Smitty) Smith of S. L. Stiebel Co., Nashalve, showing the new Seeburg Select-O-Matic, is attending the showing of the new A. M. I. at Grand Rapids, Michigan . . . Joe McCall, Wurlitzer, no longer on crutches. Jack has had a bad time since his operation but he’s in there pitching again . . . Ran into Johnny Casella field representative of United Manufacturing Co., at Frank Swarts . . . J. W. Bigger, of BIGAmusement Co., Clarisville, says he has his route set for Fall and Winter business. He has more bowling and shuffle games on his route than ever before and they are making money . . . Wilson Leegan, of Colonial Auto Sales, is waiting to hear what J. H. Koeney is going to have in his “18 col. cigarette vendor.” He said Tommie had headed up together Friday night . . . Mr. and Mrs. Sid Parker, Nashville, two very busy people at their desks Thursday trying so hard to get amusement machines to fill orders . . . Gene Richardson is now with Parker Distributing Co., Gene is a “Twenty Year Clubber” and has been with this firm since the first day it started, as sales man . . . Pop Davise, of S. L. Stiebel was wrestling with a parts order a mile long from Shearer Amusement Co., Chattanooga.

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www.americanradiohistory.com
Op Lauds Cash Box "Tone Level" Stand

GREAT FALLS, MONT.—Pete L. Wyeth, Havre, Mont., one of the old time operators, in a letter to Bill Gersh, publisher of The Cash Box, expressed his appreciation for the editorial stand by this publication in the issue of September 4 regarding a universal "Tone Level" for records.

(Ed comment: Another editorial appears in this issue),

"Since 1905 my biggest gripe has been the need of universal tone level," writes Pete. "In all the years I have been in business I have not only talked that subject, but have been screaming about it, but as yet to no avail."

As everyone in the business knows, the press on numerous occasions has lambasted the Juke box for its noisy blasting of music on locations. Wyeth researches this editorial which appeared in the September 12 issue of the Great Falls Tribune, which we reproduce in full:

PLEASE TURN THE DAMN THING DOWN!

Personal-like, we're getting old and a little more cantankerous as the years fly by. Probably a little deaf, too. On the latter score, even our best friends haven't told us yet, but it's probably no coincidence that we get mail exclaiming the virtues of various hearing aids.

We're not so deaf yet, however, that the blare of the ubiquitous Juke Box wherever we go these days doesn't irritate us beyond measure. Yessir, it's one of our pet peeves. Nothing disturbs our disposition and digestion more than this jet-level cacophony in places where we would otherwise like to eat and drink at a leisurely pace.

Philosophers and gourmets have long agreed that the enjoyment of flavorful refreshment is much enhanced by the spice of conversation. We fear the Juke box is making conversation a lost art. Whose favorite story can be heard over the crash of the Beer Barrel Polka? Try and get a word through that boshing chorus of nasal sonorians who Cross Over the Bridge all night.

We think proprietors and their staffs probably build up an immunity like workers in a foundry, and yet they never realize that the joint is jumping with enough decibels to level the walls of Jericho. Otherwise, they would be looking over their shoulders for the arrival of the little men in white coats.

Years ago in Chicago there used to be a restaurant called Henrici's that advertised "No Osean Din" and they did right well. So perhaps the lament of this unhappy soul is not just our voice crying in the wilderness.

We're not for junking the Juke boxes. They're pretty things, with pretty lights in fluid ribbons of rainbow hues. They're even capable of dispensing good music. No doubt they earn good money.

Our only plea is to turn the volume down on the damn thing. Make the music background where it belongs, instead of vice versa. Advancing age is disheartening enough without worrying over whether we might not even hear some dear friend's offer to buy another drink or pick up the check.
Present indications point to a big season ahead for the coin machine industry here in Southern California. Activity along coinrow has picked up such a point that many distributor reports predict that October will be the biggest month of the year. With the kids back in school again operators are being getting their routes in shape for Fall and Winter business. Altho collective have been good ops are finding that, now more than ever before, switch around equipment and installing new pieces can do a lot to stimulate business.

Dane Wallace, regional sales rep. for Keene, returned from a trip to Texas just in time for the showing of the new Keeny "American" and "National" Bowlers at the Minthorne Music Company showrooms. It's important to note that all new and attractive new pinball and winning new player appeal that are winning many praises from operators and locations.

Charley Robinson, prexy of C. A. Robinson & Co. received a wire from the United factory informing him that the new mini target gun had been delayed and that shipments would be held up for another week. However, Charley says it doesn't always come with the late in spite of it all. He just received first shipments of the new "Super" 117 fruiter. .... Lyn Brown was going along coinrow all enthused over exhibit "Star" shooting gallery. She says it's simply doing great. .... Walter Johnson, controller for Dayflower Novelty Co., St. Paul, Minnesota, several weeks working at Badger Sales Company. Back in the Badger showroom Fred Gautt has been plenty busy chatting with all the out of town operators that come in. .... Sam Rickin and Gabe Orland of California Music Co. has busy modernizing their routes with the shipment of new Seeburg TDF-100 phonos which they recently received. All the equipment will be shipped about the same time. .... Jimmy Williams from 29 palms recently returned from a vacation in Mexico. .... Jim Murphy, Inyokern, was in town recently boasting about that new pin girl, .... Al and Bruce Cane of Cane Distributing Company have had some of the busiest days since they opened their distributors' business. The business has been terrific and they have been moving out those new Rock-Ola at a fast pace. .... Nice to see that the city has finally built up the drain grate along West Pico so as to reduce the high curbs. Now maybe we won't see many cars along coinrow with dented fenders and hub caps.

Two new record distributors have now gone into business here in L.A. Sherman has resigned as manager of the local King Records branch and has opened his own record distributing offices under the firm name of Record Sal Company at 2532 W. Pico Blvd. He will handle a varied line of Pop, R&B and Country records in the hopes of increasing his business as State Record Distributors at 2142 W. Washington Blvd., .... V. V. Natan, sales manager for Auto-Photo Company, leaves on a sales trip Oct. thru Chicago and points East. He will be at the NAMA Convention In Wasington, D.C., October 10th thru 15th.

Another record distributor has gone into business recently in Los Angeles. A company of the Linn Orland, Minnesota, location. They have been selling the Seeburg Record Bar, report that business for them has picked up tremendously the past few weeks. Things seem rather quiet around the record store since their niece Barbara Chandler went back to Maryville. .... Gail Sinclair, Wurtsboro regional server manager, says she's coming in with the boys at Paul A. Laymon Company. Charley Daniels says the business has really been jumping these past few weeks. The new Unitra 17001P phonos have been moving out in greater quantities than ever before. The Hall's "Jet" and "Rocket" Bowlers have also become very popular up the operator stores here in the Southland. Another Bally came up to win wide praise from the operators is the new Bally's "Round" variety game with a unique design. .... Al Shifrin has built up a good business with the operators with his good pinball and medium priced games. The latest addition to his line are the new Gold Coinrow and gets him into the latest features such as match scores, 12h frame a double, triple and quadruple scoring. .... Ted Mayer from Ventura drove in to take care of business along coinrow this past week. .... W. Mandy came from Lakeside, a small community 25 miles East of San Diego, to buy equiment for his route. .... "Doe" Deckle and Jack Faust both took vacations in the South and picked up a few "Vacumatic" cards for their machines. .... Also seen along the Pico strip were Lloyd Barrett, Pomon, Jack Neel, Riverside and Dick Grey, San Bernardino. .... Lawrence Rayas at Milton Noriega both came in from Colton. .... Other visitors included Edw. C. Pachrris, Cockina; Ivan Gilbert, Alpine; W. H. Bradley, Cohn and John Kehoe of Long Beach. .... ""The Shug"" of Long Beach was seen and says he dropped in from South Gate. They said that they are now in town most lately spending money on new equipment, parts and supplies that they'll have to get used to and then get back.

Another meeting of the California Music Merchants Association, Long Beach Division, was held Sept. 21 at the Hotel Glendale in Glendale. Glenn G. Miller, State Administrator for the organization, came down from Oakland to present the association's latest report and to introduce their newest member. Guest speaker Will Kennedy spoke briefly before t group. Special guests were The Platters, Federal Recording Artists, who versioned "Love All Night" has become a very big seller here in L.A. Notice—in order to give our readers increased coverage on the West Coast business, we have moved our Los Angeles offices to new and larger quarters at 62 Sunset Blvd., Hollywood 28, California, phone Hollywood 5-1702.

"It's What's in THE CASH BOX That Counts!"
Miller Off On Three Week Trip

OAKLAND, CALIF.—George A. Miller, president of Music Operators of America, will make a three week tour from Southern California to Phoenix, Arizona, to Denver, Colorado, to Seattle, Washington, to Portland, Oregon, and then back to Oakland, according to a news release from his office.

Miller will visit operators and associations explaining the MOA ten-point program, including the advertising plan.
EXHIBIT'S NEW STAR SHOOTING GALLERY

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A few choice distributionships still available

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The big city, having had both the National and American League baseball champs for the past few years, is not too excited over the win of the “Giants.” However, the “Giants” fans are jumping, and strangely enough, it appears to us as if most of the boys, now referred to be “Giants” fans. Nat Solow, Atlantic-New York Corp, office manager, although he’s lived in Brooklyn all of his life, has been a “Giants” fan for a long time, and whenever he could first speak, Al Simon, Albert Simon, Inc., once rooted for the Brooklyn team, but switched his affections when McPhail took charge over there. These are established facts, but what about all of those other switchers? The World Series will bring in big crowds of out-towners, and coinmen with locations in mid-town and near the ball park, should benefit.

The officers and members of the Westchester Operators Guild are to be commended highly for their efforts to switch to 10c play on music machines. Reports handed in by five members at a special meeting on Monday night, Sept. 20, is positive proof that the switch can be made. Every one of these five reported they were extremely happy with the results, stating that these new machines during the trial period showed gross increases of from 30% to 40%. (See feature story this issue). . . . Joe Young and Abe Lipkey, Young Distributing, supplied the Wuritzer 1610 which was highlighted on the Monday night show of Jerry Comto. “We would have liked to given them a 1700,” stated Young, “but we were all out of them.” . . . Bob Jacobs, National Amusement Co., not only decorated his offices and showrooms, but his week further embellished his office with a striking blonde secretary, Rosalyn Goldstein. Ann Sens promoted to comptroller. . . . Al Clark, Capitol Automatic Music Co., by story, and his. . . . Seymour Pollak, Westchester op, drives his teen-age daughter to a Boston college. . . . Iz Edelman, back from a summer sojourn at Scroon Lake in the Adirondack Mountains, gets into fast action. Leaves this week for a trip thru the upper part of New York State.

Dave Stern and Bob Slifer, Seacoast Distributors (Rock-Ola district) left without a secretary as Fran LaMaure leaves for a combination honeymoon and vacation. . . . Dave Lowy, Albert Simon, Inc. and Billy Bloom, Local 6, have a discussion about the results of their cutting out cigarette smoking. Dave claims he’s been able to cut down on his weight, and Al is able to cut down on his weight. So, pick your poison. . . . Abe Wiltsen and Sal Grossman, International Amusement Company—Scott-Cross Co., Philadelphia, visit the wholesale along coin-op. . . . Carl Pavesi, president of the Westchester Operators Guild, back from Lake George vacation. While resting up, Carl drove around to visit with local operators and discuss mutual problems. . . . Barney (Shuggy) Sugarman, Runyon Sales Co., back from his visit to the A1M factory, so busy. Irv (Kempy) Kemnjer, who was spending the week at the office, had to phone him inter-office to make an appointment to see him. . . . Jack Minner, A1M regional representative, came home with Shugy, and is now spending the week in town. . . . Charlie Wertheimer, Boston arcade owner, visits Mike Munves, and tells about the damage the two hurricanes inflicted on the operators and arcade men. . . . Irv Holzman, National Novelty Co., Merrick, L.I., on the street visiting wholesalers, trying to pick up some needed equipment for export. . . . With the demand for the better used phones high, this week both Harry and Hymie Koppel, Koppel Distributing Co., took off on the road, they came back with a truckload. . . . Horst Seeber, of the German, coinmen, visits the wholesalers along 10th Ave. . . . Hirsh de LaVie, Washington, D.C., in town for a day, and then up to Grossinger’s in the Catskill Mountains to attend the Eddie Fisher shiping. For the men in the music and record industries. . . . Reports are that collections are up, and that shuffle pino ops are enjoying quite a nice hike. . . . A toy of coinmen’s wholesale firm will be closed either one day, Tuesday, or both Tuesday and Wednesday, due to the Jewish New Year. The following Thursday, October 7, is the high holiday, Yom Kippur.

NEW ORLEANS NOTES

Ralph Bosworth, sales manager at New Orleans Novelty Co., states that the Bally “Rocket” and “Jet” Bowlers have taken New Orleans and Louisiana by storm, and that his sales are tremendous. . . . Nick Carabahal is back from his vacation, and things at Crown Novelty Co. are expected to jump. . . . Mrs. Elm of Tac Amusement went to New York to take part in the Dupas-Ray fight and several shows. . . . William Newport, Tac Amusement, returns from his vacation, and off goes Joe Peters on his “Rose” of Frank’s Music House, just back from her vacation which she spent in Memphis, Tenn. . . . Mr. Morrell of New Roads, La., in town doing a little showing. . . . I. E. Mounier now a resident of the romantic city of San Antonio, in that big state of Texas. He’s still missed by his friends and customers here. . . . The three Musketeers—Charlie, Jim and Fred, Teche Novelty Co., New Iberia, La., in town for the day. . . . “Jack, The Cat,” number one Rhythm and Blues disk jockey, the proud daddy of eight lb. baby boy, . . . Lou Kreitz, personal manager for the Chords and the Clovers, taking the city by storm. Another familiar face at the Ralph Dupas-Frankie Ray fight in N. Y. was Joe Quaglinio of Quaglino Vending Machine Co. . . . Richard Gillen, son of Pat Gillen of Gillen Coin Machine Service, well liked by all locations and customers. Could trade T. L. for a week, Richard. . . . A speedy recovery is our wish to Betty Almats of Joy Amusement, who is now at the Baptist Hospital. . . . Another friend at the Baptist is Clem Guillot of Guillot Amusement Co. . . . Joe Peters of Tac Amusement taking advantage of his vacation fixing up things at his new home in Gentilly Woods. . . . Mrs. Fuller, Tac Amusement back at her job as receptionist.

It’s What’s in THE CASH BOX That Counts

"It's What's in THE CASH BOX That Counts"
Charles wouldn't know Bill's grandfather. Harold Morton Angelo Humber Vince Tom Mark Herb Banner Lieberman Weinberg—The Jumbo Club.

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CHICAGO CHATTER (Cont.)

Louisville, Ky. · Al Blended, New York, N. Y. · J. A. Wallace, Oak Hill, W. Va. · Albert S. Levy, Dayton, O. · Charles L. Porta, Pittsburgh, Pa. · Mark Y. Bluin, Wichita, Kan. · F. H. Steel, Clarkdale, Miss. · Joe Broadbent, Anchorage, Alaska. · Angelo T. Lazzaretti, Stockton, Calif. · Earl Stern reports that Fred Skor is doing a remarkable job with the Mounty Line's new slot machines.

Ed Levin advises his busier than ever at ChicCoin with shipments of "Happy." The new bowler game, "Holiday," is sweeping the country. Ed elatedly stated. · Proud parents indeed are Harold and Anne Schwartz. Their son, Arnold, is one of 15 top Chicago high school students chosen to attend the Roy Cohn press conference and address held recently at the Execu- tioner Club. The student is next to Kenneth (Tag) Wilson, Big Ten athletic commis- sioner. · Art Weinland and Ed Hall doing a land office business at the phone as Exhibits' "Vaccum Card Vender." Jim Culca still out of town. · Milt Marmer of Cincinnati seen in town with Paul, his chief mechanic. Milt plans to open his new building the first part of October. · The entire lobby of the Rock-Ola factory building is undergoing a remodeling job. Dropped into First Coin Machine Exchange the other day and saw Wally Finkie snuffing on the floor artistically arranging different designs with squares of linoleum tile while Joe Klein and the girls in the office were voicing their opinions as to the best of Wally's efforts for a new floor covering design.

HAPPY HAPPY THIS WEEK TO: Harry Arnsberg, Portland, Ore. · Eddie Smith, San Francisco, Calif. · Anthony V. Jerard, Chicago, Ill. · Hamber Igo, Union City, N. J. · Tom Lambert, Dallas, Texas. · Jack Nelson, Chicago, Ill. · M. S. Gisser, Cleveland, O. · Morton Weinberger.

ChicCoin Chatter—Dave Sol, Nate and Alvin Gottlieb and Judd Weinberger really hopped up about "Super Jumbo," the firm's first and only multiple-player amusement machine. "I am firmly convinced," stated Dave, "that 'Super Jumbo' is one of the most outstanding achievements in amusement machines during the past 20 years." · Louis Blatt of Boston seen. Lou advised the new brother, Barney, not feeling too well but anxious to get going on sales of phonographs all over again. · Harold Lieberman is urging his Lieberman Music Co. customers to take advantage of the free public relations ad plates being offered by Herb Jones at Bally, The Bridgeport, Conn., Coin Machine Operators Association has contacted Herb for some of these plates. Many promoters will place in their area newspapers. · Herb Rosenthal of Banner Specialty, Pittsburgh, on a recent trip to the Midwest with Al Rod- stein of Philadelphia, stopped to phone his wife to see how his son was doing. This makes Harry Rosenthal a grandfather. Many have known Harry over the years of calling him "Grandpa Harry."

All summer long the boys have been after Bill O'Donnell of Bally to come out and enjoy a swim at the Edgewater Beach. But each time Bill would very sadly refuse. "Much as I would like to," Bill excused, "we're much, much too busy at Bally." Just before the outdoor swimming season ended, some of the guys over there made a point of seeing if Bill was telling the truth. After waiting about 20 minutes to get a word with him, as one long distance phone call after the other came in for him, the boys walked silently away. · Speaking of swimming at the Edgewater Beach, Howie Freer of Empire had some very candid pieces of advice for Howie. In the past Howie was enjoying a different Howie after he saw the prints, "Holy smoke, don't let The Cash Box get hold of these. Looks to me like I'll have to get into some more active sports. My waist line seems to be expanding. Or is it age?" Activity for Howie was held up toward the end of the season. Got out this past weekend but will be at home for a few weeks before he can return to work and activity again. · Ed Holy- field of New Orleans a busy man tripping around. · Harry Hurvich of Birming- ham has become quite a joker talker.

Phil Robinson, ChicCoin representative in Los Angeles, came up to these offices last week and told us about what a grand stop Avron Gensburg in Seena Phil went to Avron's home for dinner, where Sam Gensburg, his dad, and Dave Gensburg, his uncle, were also present as were Sam Lewis and his family. Phil said he thoroughly enjoyed meeting Avron's charming wife and family and had what he termed a "terrific time." · Bill DeSelm says he'll have something to announce very shortly. His cohorts, Herb Oettinger and Ray Rich in out of town on short trips. · Jimmy Savarese of Valley Sales, South Bend, Ind., was host to a group of his friends and business associates at last Saturday's Notre Dame-Texas football game. The gathering included Al Calderon, Bill O'Donnell and Jack Nelson and their better halves. · Paul Golden and the misses seen shopping together on swanky Moul Chip for a dress which Mrs. Golden terms a "very special dress." · Vince Shay is reported being bothered by promoters who have been wanting to buy one of the large factories here.

...the TONE that's the Talk of the Country!

The ROCK-OA 12" Acoustically matched speaker teamed with the ROCK-OA heavy cast 7 1/4" rectangular horn loaded compression driver unit "tweete" Speaker.

It's What's in THE CASH BOX That Counts
"THE CASH BOX" CLASSIFIED ADS
The Industry’s MARKET PLACE

FOR THE FIRST SIX MONTHS OF 1954
"THE CASH BOX" PUBLISHED
OVER 2500 CLASSIFIED ADS

TO REACH THE INDUSTRY, USE THE INDUSTRY’S MARKET PLACE.
"THE CASH BOX" CLASSIFIED ADS ARE A SUPER-MARKET OF PROFIT-
ABLE OFFERINGS AND OPPORTUNITIES. EVERYONE TRADING,
BUYING OR SELLING READS "THE CASH BOX" CLASSIFIED ADS.

"THE CASH BOX" PUBLICATIONS MORE CLASSIFIED ADS
EACH WEEK THAN ALL OTHER MAGAZINES COMBINED
PUBLISH IN A MONTH

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CLASSIFIED AD RATE 10 CENTS PER WORD
Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL
ORDERED FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order
your classified ad will be held for follow up after issuance receipt of your check or cash.

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

WANT

WANT—Frolics, Rodeo, Circus, and
Showboats, Seebergs, Model BLU-
C’s. For Sale—10 3-4-5’s. Made
by SPY NOBO NOVELTY COM-
PANY, 338 BRYANT STREET, SAN
FRANCISCO, 7, CALIF.

WANT—Show Boats, Circus, Rodeo
and Frolics. GOLDEN GATE NO-
VELTY CO., 701 GOLDEN GATE
AVE., SAN FRANCISCO 2, CALIF.
Tel.: Market 1-3966.

WANT—For cash, Seebergs, Wurlitzer,
AMT, Rock-Ola phonographs—all
models. State makes and best price
you want. Also any other coin oper-
ated machines you have for sale.
Write or wire collect. NEW YORK
DISTRIBUTING CO., 625 TENTH
AVENUE, NEW YORK, N. Y.
Tel.: Grole 6-2144.

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

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,
RI. 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 MUS-
IC CO., 11 BAYBERRY RD.,
FRANKLIN SQUARE, L. I., N. Y.

WANT—New and used records. High-
ed prices paid for 78’s and 45’s.
No quantity too large or too small.
We pay brand new L.P.’s (33 1/3
RPM) in quantity. Write or phone.
FIDELITY DISTRIBUTORS, 666
10th Ave., NEW YORK 36, Tel.:
Judson 6-4568.

WANT—Photograph records made
before 1940; any quantity or dealer
stock. $150 to $300 per thousand;
will inspect if required. Some labels
wanted are Brunswick; Victor;
Vocalion; Paramount; Gennett;
Bluebird; Champion; JACOB S.
SCHNEIDER, 128 W. 66th STREET,
N. Y. C.

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

WANT—We pay Spot Cash for See-
berg and Wurlitzer Music as fol-
ows: Seeberg 100A $350; 100B
$500; 100BL $325; 100C $600;
Wurlitzer 1015 $40; 1100 $150;
1250 $175; 1400 $325; 1450 $325;
1500 $375; 1550 $375; 1500A
$425. Wire collect for deposit and
shipping instructions. REDD DIS-
TRIBUTING CO., INC., 298 LIN-
COLN ST., ALLSTON, MASS.
Tel.: AF 4-0404.

WANT—Mills Panoramas—any quan-
tity. WESTERN DISTRIBUTORS,
3126 ELLIOTT AVE., SEATTLE,
WASH. Tel.: Garfield 3585.

WANT—Have 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 # 225, c/o THE CASH BOX,
26 WEST 47TH STREET, NEW YORK,
N. Y.

WANT—From all over the world
Literature on any machine that takes
coins and sells anything—amuse-
ment machines, Bromos, fortunes,
Pocket Books, cigarettes $2.50 each
aspirin at 5¢ each, single hand-held,
newspapers. WITHAM ENTER-
PRISES & ASSOCIATES, 20-22
CUNNINGHAM AVENUE, GLEN
FALLS, NEW YORK.

WANT—Any quantity post-war Wur-
litzer Phonographs, Models 1100,
1250, and 1400. Also Seeberg
M100—78 and 45, Wire, write, or
phone; BUSH DISTRIBUTING
COMPANY, 236 N. W. 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. STAN-
LEY DISTRIBUTING CO., 1523
BROADWAY, O. T. BOX, WASH.
Tel.: Broadway 3663.

WANT—45 RPM Records, new or
used. No quantity too large or small.
Highest prices paid, writing stating
quantity on hand, TONY GALGANO,
GALGANO DIST. CO., 4142 W.
ARMITAGE, CHICAGO 39, I1L.
Tel.: Dickens 2-7660.

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

WANT—Tubes: 2051; 2050; 707L;
2A4; 2A3; 5V4; 6L6; 6N7; 6L7;
6V6 metal; 6X5 metal. Will pay
$40 a hundred. Must have minimum
quantity 50 of a type. Have you
other types in quantity? LEWIS
ELECTRONICS, 3449 NO. ELAINE
PL., CHICAGO, I1L.
FOR SALE—AMI Model C $295; Wur-itzer 1100 $195; 1428 Magic Glo $195; Seeburg W1-L56 $4; 47M Seeburg Parts. Attachment: Rock-Ola 1422 $65; Coelex $85; Evans Ten Pin $53; Dale Gun $45; Atlantic City $165; Seeburg Boxes $18; 3020 Wall Boxes $15; Jennings Scale Cow Boy $30; Universal Twin Bowlers $35; Spike Allys $35; Vendo Coin Changer with Stand; $35; Invader Crane Parts $25; 40 Records AMI Stepper $24.50; 35 Me AMI Wall Box $6; 1500 Wuritzer $45; Bright Lights $65. H & H MUSIC, 1626 3rd AVENUE, MOLINE, ILLINOIS. Tel.: Moline 4-6703.

FOR SALE—CLOSEOUTS — 10 sets Super Giants $50 all. Ten Cent Bowler $157; Wuritzer 950E, $49.50 each. 20 Wuritzer 3020 Wall Boxes $150 all. Wuritzer 1250 Hideaway $125. 7-15 Pistol Toppers $50 all. JOHN BUSH DISTRIBUTING COMPANY, 1100-02 BROADWAY, ARLINGTON 4, N. Y. Tel.: 5-0288.

FOR SALE—See us for used bowlers. Lowest prices, fast reconditioning, all makes, all models. Wholesale prices. Give us an opportunity to quote—you will be pleasantly surprised. Our inventory is predominately United Bowlers. "Victories" are available, SHELTON SALES, 58-38 MAIN STREET, BUFFALO 3, NEW YORK. Tel.: Lincoln 9106.

FOR SALE—Genco Shuffle Pool $195; Kenezy 10 Player Team Bowler $165; AMI D-40 $95; AMI D-40 Chrome $495; AMI E-120 write, Wuritzer 1500 $325. UNITED DISTRIBUTORS, INC., P.O. BOX 19757, CENTRAL, WICHITA 2, KANSAS.

FOR SALE—Hi-Speed Super Fast shuffle board wax. 24 one-pound cans per case $.50 f.o.b. Dallas, Texas, or 24 case minimum. Season Distributors. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Large stock of Seeburg parts for postwar machines, 20 per cent off. Complete DISTRICT DISTRIBUTORS, 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA. Tel.: FO 3-3456.

FOR SALE—Terrific Wash Out. 2000 Bingo in Line Game. All Types, All Shipped, ready for location. Made to order. Delivery five day down, balance C.O.D. Write, Wire or Phone. We are now making de- livery. Contact Red Hots Bingo Gun, DAN STEWART COMPANY, 101 2ND SOUTH, SALT LAKE CITY, UTAH. Tel.: 22-2473.

FOR SALE—All machines 20% off high CASH BOX prices. Wuritzer 1015, 1100, 120, Rockolas 1422, 1428, AMI D-40, Seeburg Parts, Earls 146, 147, 100A. Phone Sterling 6-7515 or Wire 218, DIXON DISTRIBUTING CORP., P.O. Box 2660, YOUNGSTOWN, OHIO.

FOR SALE—Rotary Merchandisers the last made by Exhibit. Used in Clubs 6 months. Excellent condition. Original finish. 6 left $295 each. AL ENGEL, 121 FOURTH AVENUE SOUTH, NASHVILLE, TENN. Tel.: 4-6758.

FOR SALE—Canadian Operators! Place low cost "Quizzettes" in your music locations. Thousands now in use across Canada. Proven high profits and cost only $219.50 each. English or French models available. Distributorships open. Write, MO. CHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONT. LO 4722.

FOR SALE—Records!! 5¢ over whole- sale, any label, free title slips, Quick service. New accounts, token deposited with order. When surplus records new unused only. RAYMAR SALES CO., 170-21 JAR- MARA AVENUE, JAMAICA, 32, N. Y. Tel.: Olympic 6-4012, 4013.

FOR SALE—10 Wuritzer 3020 Wall Box $8 ea.; 50 Seeburg 3-Wire Wall Boxes $3 ea. Beautiful equipment. 1/3 deposit, balance C.O.D. or Sight Draft. KOEPPEL DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILLINOIS.

FOR SALE—"West Side" now has a full line of prizes and premiums, such as radios, clock, watches, etc. For Sale. Write for free low price list. WEST SIDE DIST., 612 10th AVE., NEW YORK, N. Y.

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Machines, Coin Computers, Coin Weighers, Parts and Supplies. We carry a complete line of these products. GLOBE DISTRIBUTING CO., 1623 N. CAL- FORNIA AVE., CHICAGO 47, ILL. Tel.: Allmending 6-0780.

FOR SALE—Attention, Wuritzer 1500 and 1700 operators connect 24 and 48 selection Wall Boxes to 104 selection Phonographs. Use regular 219 and 248 Steppers and Adaptor. Specify 1500 or 1700, $34.50 each. Satisfaction guaranteed. MIDWEST MUSIC SERVICE, 819 WEST SEC- OND, WICHITA, KANSAS.

FOR SALE—Wuritzer—All types used AMI, Wur-itzer and Seeburg equipment. Clean and shopped, or as is. Factory Dis- tributor for Seeburg, DICKSON DISTRIBUTING CO., 631 W. CAL- FORNIA, OKLAHOMA CITY, OKLA. Tel.: RGenet 6-3691.

FOR SALE—Bingo games; late model Bally and United. All in A-1 shape, ready for immediate delivery. Write for full details. R. H. HARDY MACHINERY CO., 184 WIND- SOR STREET, HARTFORD 5, CONN. Tel.: Gillett 9-5656.

FOR SALE—1 Seeburg Slein Unit, perfect condition, $250; 2 Gene Sky Gunner, brand new; Ajax Cigar- cte W. Milwaukee, brand new, close- out; 1 Poolette Table; Pool Table; 1 Keeney 2-Player Attachment for Shuffleboard, LIEBERMANN MUSIC COMPANY, 257 PLYMOUTH AVE., NORTH, MINNEAPOLIS, MINN.

FOR SALE—Special! Irv Frutis—$365; Hi-Fi—$165; Mexico—$425; Tahiti—$195; Cabanas—$145; Surf Clubs—$325; Empire—$225; Tube Radios—$190; Lazy O—$210. Exhibiting Shooting Gallery $325. NEW OR- LENS MUSIC, 310 S. JEFFERSON, GARDEN ST., NEW ORLEANS, LA. Tel.: Canal 8316.

FOR SALE—Bear Guns; Gene Night Fighters; Evans Bat-A-Score; Ex. Silver Bullet; Ex. Six Shooter; Chico-Coin Pistol. Take the low Cash Box prices, 1/3 deposit, balance C.O.D. B. E. KRUEGER, RT. 13, BOX 361, SAN ANTONIO, TEXAS.

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 5742.

FOR SALE—America’s finest recondi- tioned phonographs and music amusement machines. Our 100% re- conditionized machines guaranteed beautiful condition regardless of price. Tell us what you need, give our prices before you buy. ANGOTT DISTRIBUTORS, INC., 1606 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

FOR SALE—Speaker Wire 100 ft. $1.75; 500 ft. $17.00; per 100 3 wire 2-19 gauge 2-16 gauge Stranded Vinyl Jacket 100 ft. $3.75; 500 ft. $3.75; per 100 5 wire Central Cable 100 ft. $4.55; 500 ft. $4.55; per 100 in shield Vinyl Jacket, F.O.B. either office, COVEN MUSIC CORPORATION, 3181 N. LINCOLN PARK WEST, CHICAGO, ILL. 1301 NORTH CAPITAL AVENUE, INDIANAPOLIS, INDI.

FOR SALE—Reconditioned Wur- litzers: 1400’s $400; 1250’s $250. OCEAN DISTRIBUTORS, INC., 2320 W. MAIN STREET, RICH- MOND, VA. Tel.: 84-3264.

FOR SALE—Evans constellation $225; Shoot the Bear $145; Kever- De Luxe Bowler $125; AMI A, B, C, D and a complete line of United Bingo and Shuffle Alleys, CENTRAL DIS- TRIBUTORS, 2315 OIL ST., ST. LOUIS, MISSOURI (Main 1-3511) or NAC INC., 1417 N. CANAL ST., CHICAGO, ILL. (Westport 3532).

FOR SALE—Keneey High Score League $169.50; Williams Deluxe Star Series $187.50; United 6 Way $149.50; United Deluxe De- Luxe $155.00; Domino $159.50; Spot Lite $119.50, LAKE CITY AMUSEMENT, INC., 4535 PAYNE AVENUE, CLEVELAND 4, OHIO. Tel.: HEudson 1-7771.

FOR SALE—Wurlitzer Bar Boxes 2140’s; Wurlitzer Wall Boxes 3020’s; Steppers and Master units. No reasonable offer refused, YOUNG DISTRIBUTING, INC., 109 TENTH AVENUE, NEW YORK, N. Y.
FOR SALE—A.M.I. Model D-80 $525; A.M.I. Model C $3000. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel.: Central 9292.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Genuine Distributors for Universal, Chicago Coin, Keeney and Halcyon. WILLIAMS ERECT. TRONIC & TELEVISION CO., 23 W 2nd Street, Williamsport, PA. Tel.: 2-3326 or 2-1645.

FOR SALE—Beauty $295; Chinatown $85; Control Towers $35; Double Action $25; Disk Jockey $85; Fighting Irish $35; Fries $295; Iceburner $80; Yacht Club $295. REEL CLUB, NATURAL BRIDGE AVENUE, ST. LOUIS 15, MO.

FOR SALE—Gene Super Basketball $450; Geneo Shuffle Pool $250; Genco Williamsport Erect. TRONIC & TELEVISION CO., 23 W 2nd Street, Williamsport, PA. Tel.: 2-3326 or 2-1645.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Genuine Distributors for Universal, Chicago Coin, Keeney and Halcyon. WILLIAMS ERECT. TRONIC & TELEVISION CO., 23 W 2nd Street, Williamsport, PA. Tel.: 2-3326 or 2-1645.

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FOR SALE—Complete Arcade or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog, MIKE MUNVES, 148 East 77th St., New York, N.Y. Tel.: (Clicker) 4-8628.

FOR SALE—Special sale for October only. Chicago Coin Bowsers: 5 Player Formica Top $80; 6 Player Deluxe, reed scoring $95; 6 Player Match Bowler $125; 6 Player Super Match with 10th frame feature $175; 6 Player Deluxe, 10th frame special — doubles in 5 frame $100; 6 Player Name Bowler—match feature $165; 6 Player Double Score Bowler — doubles in 5th and 10th frame and also recheck on each match $255; 6 Player Advance Bowler — doubles and quadruples $350; 6 Player Shuffle Alleys: 4 Player Formica Top $40; 5 Player Deluxe $50; 6 Player Deluxe $60; 6 Player Original Formica Top $60; 6 Player Deluxe Original Formica Top — up and down scoring glass $65; 6 Player Super, reed scoring $95; 6 Player Official Match Bowler, reed scoring glass $120; Cascade, doubles in 3rd, 5th & 7th $200; Cascade, doubles and triples $230; Royal $325. All games cleaned and thoroughly checked. Large member kits $325 can be installed for $10 extra on each game during this sale. DONBRO NICE COIN MACHINE EXCHANGE, INC., 2423 ST. CLAIR AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-6000.

FOR SALE—Spot-Lites $75. TOLED0 COIN MACHINE EXCHANGE CO., 2416 SUMMIT ST., TOLEDO, OHIO. Tel.: Adams 8624.

FOR SALE—For nothing — information as to how we established 10 cent play on juke boxes on our property. First, we gave you their revenues. HENRY C. KNOBLAUCH & SONS, 51 WASHINGTON ST., GLEN FALLS, N. Y.

FOR SALE—FINEST BINGOS—Factory Reconditioned — like new $95 each. Take delivery today, full refund to protect you. Palm Springs (almost New) $395; Yacht Clubs (Improved superfine frequency) $205; Palm Beach $140; Dade Beach $130; Beach Clubs $135; Atlantic City $130; Leader $65; Century Island $100; Holidays (6th and 8th) $60. Geneva (upgraded right) $65. We want Bingos. Mail your list. W. E. F. GLASS CO., 229 S. KEDZIE AVENUE, CHICAGO 32, ILL. Tel.: lEmock 4-3844.


FOR SALE—Sock-The-Ock converts “Shoot-The-Bear” into a gun that will top all others in performance, and take a complete party. Contact 100 SERVICE CO., 2638 OLYVIE ST., ST. LOUIS 16, MISSOURI. Tel.: Newstead 6351.

FOR SALE—5 Bally Yacht Clubs $185; Atlantic City $75; Beach Club $130; Dade Beach $130; Ice Fries $395: United A.D.C. $80; United Bowlers $205; Liberty $182; MICKEY ANDerson, 314 EAST 11TH STREET, ERIE, PA. Tel.: Phone 5-7549.

FOR SALE—Reconditioned Phonos — ready for location. AMI A; AMI C; AMI D-40 and D-60; Rock-Ola Fireball 45 rpm; Wurlitzer 1000 $75; 1115 $85; AMI D-40 $130; Seeburg 46 $35; 47 $45; AMI $35; Rock-Ola 1215; Seeburg 3WS-5-156 Wall Boxes $44. 50. CENTURY DISTRIBUTORS, INC., 1221-23 MAIN ST., BUFFALO 9, N. Y.

FOR SALE — Look! Phonograph needles at distributors’ prices. Buy direct from manufacturer. Quality Phonograph Needle Manufacturers quitting distributors now selling direct to dealers and operators at full distributors discount. Ship anywhere. QUALITY NEEDLE COMPANY, 3747 W. CHICAGO AVE., CHICAGO 51, ILLINOIS. Tel.: Sacramento 2-5050.

FOR SALE—Reconditioned phonos—ready for location. AMI A; AMI C; AMI D-40 and D-60; Rock-Ola Fireball 45 rpm; Wurlitzer 1500. Write for low prices. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y. Tel.: 3222; 7777 CHICAG0 52, ILLINOIS. Tel.: Surf-8-5242.

MISCELLANEOUS

NOTICE—Juke Box Operators—Trade up your used juke boxes for cigarette machines. We will sell or trade all types of cigarette machines (thoroughly reconditioned). Rowe milk vendors, Gold SNU and Vendo ice cream machines. BRUCE MUSIC AND VENDING SERVICE, 1602 PINE AVE., SHIREVEPORT, LOUISIANA.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, J-Idon 6-2400; The Cash Box, Chicago, Ille., D-2405; The Cash Box, Los Angeles, Calif., WEster 1-1211.

NOTICE—We are exclusive distributors for Cole drink machines and Rock-Ola phonographs for Metropoliitan New York and New Jersey. Finest trade-ins available, both products. Advise us your needs. SEA-COAST DISTRIBUTORS, INC., 79 East 54th Street, New York, N. Y. (Tel.: Blglov 8-3524) and 594 TENTH AVE., NEW YORK, N. Y. (Tel.: 13456 4-646).

NOTICE—Are you having trouble keeping Plexiglass clean on your juke boxes? Our Mericide does the job—16 oz. bottle $.65. For distributor price and territory, contact MECCA SERVICE CO., 716 N. 19th St., EAST ST. LOUIS, ILLINOIS.

NOTICE — Louisiana & Mississippi Operators who have fun and are also using the Coin Operated Machines—DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

THE CASH BOX

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

AS LONG AS you are a paid up subscriber to THE CASH BOX, at the time you answer any advertisement that appears in THE CASH BOX, where the advertiser requires that you must send a deposit to obtain the machinery, the deposit up to $150.00 is guaranteed by THE CASH BOX. This is “THE CASH BOX Free Deposit Insurance Plan”. An exclusive and original feature of THE CASH BOX only. Should you lose your deposit in fraud, we will replace it.

THE CASH BOX

26 West 47th Street, New York 36, N. Y.
Get Ready for Great Music

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

AMI Incorporated

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

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<td>4. Queen of Hearts</td>
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<td>5. Quintet (Get 3/53)</td>
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<td>6. Rag Mop (Win 16/53)</td>
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<td>7. Running Back (6/53)</td>
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<td>9. Red Shoes (Un 11/53)</td>
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<td>11. Rip Snorter (Go 11/53)</td>
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<tr>
<td>14. Rodeo (Un 2/53)</td>
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<tr>
<td>15. Drink a Cup (Win 5/53)</td>
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<tr>
<td>16. Rose Bowl (Get 10/51)</td>
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<td>17. Round Up (Go 11/53)</td>
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<tr>
<td>18. Saddle and Surf</td>
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<tr>
<td>19. Sally (Ct 11/53)</td>
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<tr>
<td>20. Same (Ex 3/49)</td>
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<tr>
<td>21. Santa Fe (Get 9/53)</td>
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<td>22. Sea Jackers (Un 6/51)</td>
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<td>23. Sea Ice (Ct 11/47)</td>
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<td>27. Shantytown (Get 6/51)</td>
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<td>29. Show Boat (Get 12/51)</td>
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<td>30. Show Boat (Get 12/51)</td>
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<td>31. Smith Show (Get 5/49)</td>
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<td>32. Singapore (Un 11/47)</td>
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<td>33. Skill Pool (Get 8/51)</td>
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<td>34. South Pacific (Go 6/51)</td>
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<td>35. Snoops (Win 6/51)</td>
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<td>41. Stag and Co (Get 1/52)</td>
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<td>42. Stormy (Win 1/48)</td>
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<td>45. Sunny (Win 12/48)</td>
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<tr>
<td>100. War Horse (Go 11/53)</td>
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</table>

**Note:** The above table shows a list of card names and their associated prices. The prices range from $10.00 to $325.00, with a significant number of cards priced at $15.00 to $20.00. The list includes various categories such as poker, Plavland, Pinkv, Paratrooper, Pin, Old, Merry, Maryland, Magic, Mexico, and more. The prices are marked with 'D', 'G', or 'U' indicating different editions or versions.
<table>
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<tr>
<td>Army-Navy (Wm 10/53)</td>
<td>Beach Club (B 2/53)</td>
<td>Rij League Baseball (Wm 6/54)</td>
<td>Cahaba (Un 3/53)</td>
<td>COD (Wm 9/53)</td>
<td>Daisy May (Got 1/54)</td>
<td>Dealer &quot;11&quot; (Wm 2/54)</td>
<td>Dragonette (Got 6/54)</td>
<td>Dude Ranch (B 9/53)</td>
<td>Gold Star (Got 8/54)</td>
</tr>
<tr>
<td>Grand Champion (WM 6/54)</td>
<td>Green Pastures (Got 6/54)</td>
<td>Gun Club (Wm 11/53)</td>
<td>Grays/Davis (Got 5/54)</td>
<td>Havana (Un 2/54)</td>
<td>Hawaii (Wm 6/54)</td>
<td>Hawaiian Beauty (Got 5/44)</td>
<td>Hi-Fi (B 6/54)</td>
<td>Home Run, Six Player (CC 3/54)</td>
<td>Ie-Froiles (B 1/54)</td>
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<tr>
<td>Jockey Club (Got 4/54)</td>
<td>Lazy &quot;Q&quot; (Wm 2/54)</td>
<td>Lovely Lucy (Got 2/54)</td>
<td>Major League Baseball (Wm 4/54)</td>
<td>Marble Queen (Got 8/53)</td>
<td>Mexico (Un 3/54)</td>
<td>Mystic Marvel (Got 3/54)</td>
<td>&quot;21&quot; Sisters (Wm 1/54)</td>
<td>Palm Springs (B 11/53)</td>
<td>Pin Wheel (Got 11/53)</td>
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<tr>
<td>Poker Face (Got 9/53)</td>
<td>Rio (Un 5/51)</td>
<td>Screamo (Wm 4/54)</td>
<td>Shindig (Got 10/53)</td>
<td>Skyway (Wm 8/54)</td>
<td>Special Deluxe Baseball (Wm 1/54)</td>
<td>Starlight (Wm 3/53)</td>
<td>Struggle Buggies (B 12/53)</td>
<td>Super Pennant Baseball (Wm 1/54)</td>
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<td>Surf Club (B 3/54)</td>
<td>Tahiti (Un 3/54)</td>
<td>Times Square (Wm 4/53)</td>
<td>Tropics (Un 7/53)</td>
<td>Vargas Club (B 6/53)</td>
<td>SHUFFLE GAMES</td>
<td>Ace Shuffle Alley (Un 5/54)</td>
<td>Advance Bowler (CC 10/53)</td>
<td>Bikini Bowler (Ke 6/54)</td>
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<td>Mainline Bowler (Ke 5/4)</td>
<td>Match Pool (Ge 2/54)</td>
<td>Olympic Shuffle Alley (Un 6/53)</td>
<td>Paremaker Bowler (Ke 9/53)</td>
<td>Rainbow Shuffle Alley (Un 9/53)</td>
<td>Royal Shuffle Alley (Un 9/53)</td>
<td>Shuffle Pool (Ge 11/53)</td>
<td>Team Shuffle Alley (Un 1/54)</td>
<td>10th Frame Double Score Bowler (CC 3/53)</td>
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<td>Triple Score Bowler (CC 6/53)</td>
<td>Victory Bowler (B 5/54)</td>
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**MUSIC**

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<td>Model C</td>
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**ROCK-OLA**

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<td>1434, 78 rpm</td>
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<td>1436, 45 rpm</td>
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**SEEBURG**

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**WURLITZER**

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<td>1100</td>
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Your competition is stopped dead in its tracks when it tries to buck the play appeal and profit power of the Wurlitzer 1700HF. 104 selections, true Hi-Fi tone, plus standout eye attraction add up to more money than you've ever seen in a collection box.

You'll not only hold the line against competition, but run up bigger earning scores, too—with a triple-threat 1700HF in every top location!

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SHOOTING GALLERY
FITS ALL LOCATIONS
20 TARGETS
20 SHOTS
10-20-30-40-50
PROGRESSIVE SCORING ON EACH 5 SHOTS
20 HITS SCORE 600
AUTOMATICALLY PROJECTING
5 BULLS EYES and 5 EXTRA SHOTS
WITH A VALUE OF 50 POINTS EACH
TOP SCORE 850

EQUIPPED WITH MATCH-A-SCORE
Feature
NUMBER-STAR-CLOVER
Convertible-Optional Free play

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UNITED MECHANISM

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With NEW SPELL-NAME CARRY-OVER Feature

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SPEED-CONTROL SKILL of skee-ball combined with AIM-CONTROL
SKILL of bowling results in a bowler that really keeps players
coming back day after day, month after month. Get in on the big
new bowler boom... get JET-BOWLER and ROCKET-BOWLER!

Amazing electronic Speed-O-Meter detects relative speed of each
and every puck-shot. Player controls shot-speed for highest Strike-Spare
Scores. If shot is too fast, diamond-pointer shoots to top of Speed-O-Meter,
registering 30-20 or 60-40. Too slow, pointer remains in lower 30-20
section. Perfect speed-control permits player to ring up 120 for Strikes,
90 for Spares.

SKILL-SHOT SPEED-O-METER

FAVORITE FEATURES
Light-up scores. Club-styled cabinet. Adjustable for 10 frames or 5
frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player
to keep shooting as long as he scores Strikes. Formica playfield. Giant
pins. Hinged playfield, pin-hood and doors. Quiet operation. Choice
of straight dime play or 1 play 10 cents, 3 plays 25 cents. High-speed
scoring and pin reset. Sturdy, trouble-free mechanism.

POPULAR SIZE
8 ft. by 2 ft.

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WITH SENSATIONAL
Magic-Lines
PROFIT-BOOSTING FEATURE

See Magic-Lines in action in Bally VARIETY!
See Card-numbers change before your
eyes! See lop-sided line-ups of lit num-
bers magically straighten out into scor-
ing line-ups! You'll see why location-
reports from coast to coast prove that
VARIETY tops all other in-line games, in-
cluding BEACH CLUB, for immediate at-
traction, continuous repeat-play and re-
cord-smashing earning-power. Get your
share... get VARIETY today.

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