Joni James throws a bouquet to all the ops, deejays, and record dealers who are helping to make a hit of her newest MGM record, "Mama, Don't Cry At My Wedding." This is the latest in a long series of best sellers which Joni has enjoyed since she first appeared on the record scene two years ago.

Pictured above in the wedding dress originally worn by Elizabeth Taylor, Joni has an active schedule to look forward to in the next several months, including nightclub dates, a TV show and a picture for MGM.
COUNT YOUR BLESSINGS
INSTEAD OF SHEEP

Irving Berlin's latest from the forthcoming film
WHITE CHRISTMAS

A
GREAT NEW
EDDIE
FISHER
RECORD...

"FANNY"

from the fabulous Broadway musical "FANNY"
with words and music by HAROLD ROME

20/47-5871

Recorded in "New Orthophonic" High Fidelity Sound
The Cash Box

"SURE SHOTS"

It's very funny the way things develop.

When The Cash Box was started more than twelve years ago, it was limited entirely to the coin machine field. Pretty soon, though, it became obvious that music was so important to juke box operators, that The Cash Box would have to give the best music service possible to operators so that they could intelligently conduct their business.

This we set about to do—and succeeded so well that everyone else in the music business soon felt a need for our services. Our lists, for instance, were found to be so accurate and so reliable, that it wasn't long before disk jockeys throughout the entire nation began using them for direct and indirect programming guides. So much so that today it is impossible to go to any major city in the country and not find a Cash Box program.

But once The Cash Box lists became so useful to operators and disk jockeys, it was inevitable that retail dealers too would want to know about our magazine. Finally the demands became so great that last January we decided to expand the scope of The Cash Box to include features and news which retail dealers would find vital in the conduct of their business.

Since then the acceptance of The Cash Box among retail dealers has been nothing short of phenomenal. It was no time at all before the largest stores in the country began subscribing to The Cash Box—and not only subscribing to it but using its features and suggesting new ones.

Today The Cash Box is used just as heavily in the retail field as it is in the operator and disk jockey fields. Many of our features are aimed directly at retailers and have been developed exclusively for their use.

For instance, take the latest feature which we introduced last week, The Cash Box "Sure Shots."

There is nothing more valuable to a retailer than to have an indication of what to order at the earliest possible moment. That is what our "Sure Shots" accomplish.

Each week, The Cash Box polls the retail stores of this nation to find out which of the new records are showing sales reaction and these are the ones we report in our "Sure Shots." The feature is practically a fool proof one for retailers because these are the records that are actually selling—and we are reporting them, and reporting them first, before they actually have a chance to get on the best selling charts.

We cannot emphasize too much how valuable this service is to a retailer who must order records in advance so that he may be prepared for the demand or else lose the peak of his sales.

We urge every retailer to follow this feature for several weeks. We know that at the end of that time, he will not be able to do without it.

But as we've said many times, this is only the beginning. We are preparing much more for you here at The Cash Box. In future issues, new features will be introduced, features which everyone in the music business will find necessary to the development of greater efficiency and larger profits.
M-G-M's Kickoff of HITS!

JONI JAMES
MAMA, DON'T CRY AT MY WEDDING
M-G-M 11803 78 rpm K 11803 45 rpm

PA PA PA
BILLY ECKSTINE
YOU LEAVE ME BREATHLESS
and
OLAY, OLAY
(the Ballplayer's Song)
M-G-M 11804 78 rpm K 11804 45 rpm

DICK HYMAN TRIO
JERRY HALLY (I. (1) JEROME
CECILIA
SINGING IN A LITTLE SPANISH TOWN
MINI 11811 78 rpm K 11811 45 rpm

IF I GIVE MY HEART TO YOU
TOMMY MARA
CHAMPAGNE
JOHNNY COMES HOME
MINI 11813 78 rpm K 11813 45 rpm

RUSH ADAMS
DON'T LAUGH AT ME
MINI 11812 78 rpm K 11812 45 rpm

BILLY FIELDS
THOUGHTS OF YOU
MINI 11810 78 rpm K 11810 45 rpm

MITZY MASON
DON'T DRIP IT
MINI 11810 78 rpm K 11810 45 rpm

THE WRIGHT BROS.
LOVE CAN MAKE AN EARTH-QUAKE
MINI 11776 x K 11776

DAVE DENNEY
I WANT MY PITY
MINI 11777 78 rpm K 11777 45 rpm

LOONEY
MAMIE MARIE
MINI 11778 78 rpm K 11778 45 rpm

THE HEART OF THE MIGHTY
LEROY HOLMES and his Orchestra
LISA
MINI 11766 78 rpm K 11766 45 rpm

MAKE FRIENDS WITH RECORDS

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

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
777 SEVENTH AVE. NEW YORK 19, N.Y.

HEY THERE
ROSEMARY CLOONEY
CO-40366
Rosemary Clooney EP-9049 (45-1045)—Dorothy Lively
DE-29199 (45-29199)—Sammy Davis Jr.

SH-BOOM
CUTS—CHORDS
BE-1051 (45-1051)—Barry Frank & Orchestra
CA-2979 (45-2979)—Stem Freberg

THEY WERE DOIN' THE MAMBO
VAUGHN MONROE
BE-1055 (45-1055)—K. I. Denney
CA-2845 (45-2845)—Les Baxter

THE HIGH AND THE MIGHTY
HOLMES—BAXTER—YOUNG
CR-61205 (45-61205)—Gaylord Rights
CR-61212 (45-61212)—Johnny Desmond

SKOKIAAN
MARTERIE—HULAWAYO BAND—FOUR LADS
BE-1900 (45-1900)—Evelyn Athlou
CA-2852 (45-2852)—Bobby Wayne
CA-4029 (45-4029)—Mamie Lewis

GAYLORDS—HUGO WINTERHALTER
CA-2682 (45-2682)—Tevor Singers
CA-1577 (45-1577)—Dorothy Lively

THE LITTLE SHOEMAKER
DORIS DAY—DENISE LOR
BE-1051 (45-1051)—Barry Frank
CA-2979 (45-2979)—Donna Lewis

ROSEMARY CLOONEY
CA-2915 (45-2915)—Jordans
KA-1376 (45-1376)—Holly & Kay

KITTIE KALLEN
CA-2846 (45-2846)—Nelson Riddle
CA-2852 (45-2852)—Rex Allen

IN THE CHAPEL IN THE MOONLIGHT
KOHLENBOHMER'S KINGSTOWN:Strings
DE-29110 (45-29110)—Harry Kallon
DE-29114 (45-29114)—Papa Loves Mambo

MAKE FRIENDS WITH RECORDS

"It's What's in THE CASH BOX That Counts"
JUBILEE SPRINGS WITH 5 GREAT NEW RELEASES

JOE FOLEY
"DAY IN DAY OUT"
"More Than Anyone Else"
JUBILEE #5160

BILLY WARD and His Dominos
"GIMME, GIMME, GIMME"
"Come To Me Baby"
JUBILEE #5163

THE ORIOLES
"IF YOU BELIEVE"
"Longing"
JUBILEE #5161

VERNA LEEDS
"MY REVERIE"
"Come Back"
"Sil’s Loose"
JUBILEE #5162

SIL "Ping Pong” AUSTIN
"SHUFFLEBOARD"
"Sil’s Loose"
JUBILEE #5159

COMING UP… STRONG

THE FOUR TUNES
"THE GREATEST FEELING IN THE WORLD"
b/w "Lonesome"
JUBILEE #5152

JO ANN TOLLEY
"I TRIED AGAIN"
b/w "That’s What I Like"
JUBILEE #5151

BETTE McCCLARIN
"IF YOU WERE THE ONLY BOY"
b/w "Ever So Lonely"
JUBILEE #5155

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

Joe Cash Box, Music Page 5 October 9, 1954
POPPA JOHN GORDY
(RCA Victor 20-5882; 47-5882)
C "MUSKRAT RAMBLE" (2:25)
[George Simon ASCAP—Gibert, Ory] Poppy John Gordy lets lose on the keyboard and bounces through a great ol' time that's on the revival trail. Vocal quartet handles the lyrics. Cute deck.
C "FORTUNE IN DREAMS" (2:30) [Starman BMI—Stanley, Karl] Another tune that's headed up the hit ladder is fashioned by the maestro of the 50's as Bob Lamm handles the warbling.

MARINERS
(Columbia 40318; 4-40318)
B "JAMBO (WEST OF ZANZIBAR)" (2:25) [Leeas ASCAP—Simco, Mingo] The Mariners make their strongest showing since "I See The Moon" with a beauty, colorful interpretation of a happy novelty. Could be real big.
C "THEY'LL FORGET ABOUT YOU" (2:15) [Becky ASCAP—Purser, Pruznun] The boys sing more in the barbershop quartet vein as they deliver a liter. Ok deck.

LAWRENCE DUCHOW
(Potter 1004; 1004 A 45)
C "SAXAPHONE WALZ" [For-ester ASCAP—Slak, Minga] Lawrence Duchow and his Red Ravens ease through a delightful waltz item with the saxophones in the spotlight. European type waltz. Vocal by Gene Talmage.
C "I GET A KICK OUT OF CORN" [Robbins ASCAP—Adamsen, Hamighen] L. D. handles the vocal chores on this happy cornball ditty.

CONNIE RUSSELL
(Capitol 2931; F-2931)
C "PAPA'S PUTTIN' THE PRESSURE ON" (2:30) [United AS- CAP—Curits] A jump novelty is given a lively interpretation by the vibrant voice of the thrush.

DICK TODD
(Becco 2922; 9-2922)
B "BABY GIRL OF MINE" (2:42) [Meadowbrook ASCAP —Zero] Dick Todd sings a tender tune about his baby daughter. It's a beautiful song that'll probably pull at the heart strings of all parents. Feelingful presentation.
C "TINY HANDS" (2:44) [Meadowbrook ASCAP—Feinstein, Friedman, E. & D Appell, Dobba] A baby boy in the subject of this similar piece of moving material. Another warm delivery.

EARTHA KITT
(RCA Victor 20-5882; 47-5882)
C "IF I WAS A BOY" (2:45) [Garland ASCAP—Shelton] "TEA IN CHICAGO" (3:04) [Garland ASCAP—Shelton] Eartha Kitt is all set to release the original score of the stage play in long play form and from this LP come these two sides. One end, "If I Was A Boy" is a natural. Its a clever novelty fashioned in the unique "naughty" manner that made Miss Kitt the tremendous attraction she is today. Lyric to this ditty are very imaginative, and the manner in which Eartha sends them across is real spicy. An amusing piece of material that could catch like wildfire. "Tea In Chicago" is another solo effort by the thrush from the same show, a nifty blues type number. Top half stands a great chance.

"HAJI BABA" (3:08)
(Capitol 2949; F-2949)
B "UNBELIEVABLE" (3:01) [BMI] The "King" of the wax world, Nat "King" Cole comes up with a two-sider that can become a twin-hit for the song stylist. Currently riding high with his tremendous reading of "Smile," Nat's new two ones are as different as day and night. "Haji Baba" is an Arabic type arrangement of an interesting love song. The song tells the story of the man Haji Baba who was always in love. It's a new approach to a love song that has enough gimmicks and beauty to send it up the hit ladder. The instrumental assist and the effect created by the chorus is very exciting. Equally outstanding is the sparkling bandleading on the coupling tagged "Unbe- lievable." It's set to a tempo tempo and features a fascinating wed- ding of melody and lyrics. It's Nat at his best. Both ends bear watching. They're loaded with potential.

THE FOUR KNIGHTS
(Capitol 2938; F-2938)
C "DON'T TAKE YOUR EYES" (1:43) [Sheraton ASCAP—Troup, Alex- ander] The Four Knights come in with another good piece of rhythm material for their latest disk. A pote shuffle deck that could catch fas Solti styling.
C "I DON'T WANT A SEE YC "CRYIN'" (2:50) [Mayfair ACAP—Stock, West] Nelson Reid again assists the quartet as it offer a pretty, nice ballad with a pleasant melody. Number jumps up at mid point. Sills Bros. sound.

THE LEE BROTHERS
(FS 0099; 45-0099)
B "GOODNIGHT SWEETHEART GOODNIGHT" (2:30) [Are M sie—Carter, Hudson] A current p and blues click is given an up-reading by the Lee Brothers in a fashion that sells well in both fields. Lively.
C "NOTHING TOO GOOD FOR THE BOYS" (2:45) [RCA—Stock, West] Don Coras assists with an instrumental backi to the boys different treatment of catchy Item, Good sound.

JIMMY SAUNDERS—LENNY HERMAN QUINT.
(Vlad Bros, 3:45)
B "DADDY'S LITTLE GIRL" (2:30) [Beacon BMI—Burke, Gica] With the Phil Ellis Choir in the backdrop, Jimmy Saunders has in an emotional and tender feel of one of the all time classics in songs about children.

JACKIE MILHOLLAND
(Coral 6124; 9-6124)
C "I'M A ROLLIN'" (3:22) [Woo ASCAP—Miles, Skylar] Come and song are wonderfully handled by Jackie Milholland to the popular Gene A- tury tune "I'm A Rollin'". A numero deck good for home use.
C "HONEY'SUCKLE ROSE" (1:5) [Joy ASCAP—Wall, Raza Dick Jacoby again assists the cast as he pleasantly offers a great Miss Waller oldie. No comedy on this ei

ART WAKER ORCH.
(MGM 11842; K-11842)
B "WHILE A CIGARETTE W'S BURNING" (2:38) [Bourne A ASCAP—Kern, Reynolds] Another wonder standard is given a mellow going over by the master of the 88's. Band rear has a great sound. This too has a great chance of reaching the hit list.
UNPRECEDENTED PERFORMANCE SKYROCKETING HIGHER EVERY DAY!

We’re Breaking
All Records With These Records from
IRVING BERLIN’S
White Christmas

A Paramount Picture in **VISTAVISION** and color by Technicolor starring
BING CROSBY * DANNY KAYE
ROSEMARY CLOONEY * VERA-ELLEN

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And more to come!

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

IRVING BERLIN
Music Corporation
1650 BROADWAY, NEW YORK 19, N. Y.
JEAN WETZEL
(Columbia 40343; 4-40343)

**THE TOUCH** [Duchess BMI—Wiener] The major theme from the Italian flicker “Touche Pas Au Grisbi” is put on wax in its original soundtrack form. Jean Wetzel’s harmonies presents this exciting, sultry theme. Beautiful job.

**THE BANDIT** [2:20] [Peter Maurice ASCAP—Nascimento] Harmonica stylist Ronald Chesney gets a lush backing from the Frank Cordell orchestra as he fashions an exciting, bouncy theme that’s showing signs of hitting. Many recordings of this.

**CHICK-EE CHOCK-EE** [2:18] [Mattin BMI—Skylar, Aria] A light and catchy novelty is colorfully fashioned by the instrumentalists. Catchy.

DANNY KAYE
(Decca 29290; 9-29290)

**CHOROGRAPHY** [2:40] [Berlin ASCAP—Berlin] One of the production numbers from the big “White Christmas” flicker is presented by one of its starry Danny Kays. Ok lively number with a jump beat.

**THE BEST THINGS HAPPEN WHILE YOU’RE DANCING** [2:31] [Berlin ASCAP—Berlin] With the Skylarks again, Danny offers a light litter from this same movie. Pleasing romantic novelty.

DAVID LAMA
(Seeco 7484; 45-7484)

**HERNANDO’S HIDEAWAY** [Frank Music ASCAP—Adler, Ross, Lama] The recent number one hit from “Pajama Game” is delivered in Spanish by David Lama with the Antonio Escobar’s orchestra accompanying. Good for right spots.

**HOY TE AME** [Corona, Diez] The Latin songster fashions a pretty melody on this deck. Soft, subdued tempo is inviting.

BILLY WARD & DOMINOES
(Jubilee 5163; 45-5163)

**GIMME GIMME GIMMIE** [2:25] [Ward—Marks BMI—Ward] Billy Ward and his Dominoes debut on the Jubilee label with a tremendous piece of pop novelty material that could click fast. Piece really jumps, Watch it.

**COME TO ME BABY** [2:26] [Ward—Marks BMI—Ward] Another good jingle, this one more in the blues vein, is dished up by the boys. Should do well in both markets.

THE CASE BOX
SLEEPER OF THE WEEK

“You’re Nobody Till Somebody Loves You” [2:20] [Southern ASCAP—Morgan, Stock, Cavanaugh] “EYRY SECOND OF” [2:35] [Jefferson ASCAP—Evan, Ebb, Klein] MILLS BROTHERS (Decca 29276; 9-29276) from the sound of their latest release, the Mills Brothers may have another “Paper Doll”. The boys get a tremendous backing and arrangement from Sy Oliver as they rhythm through a terrific new piece of love song material called “You’re Nobody Till Somebody Loves You”. Every year, the Mills men hit the top of the charts with at least one disk. This one shows all the marks of being their big smash of ’54. “Eyry Second Of” is another cute ditty smoothly handled by the sextet. Keep an eye on the top half.

“Love Me” [2:57] [Hill & Range BMI—Leiber, Stoller] “Just a Girl That Men Forget” [2:23] [Mills ASCAP—Rath, Gurren, Dublin] THE DEMARCO SISTERS (Decca 29199; 9-29199) The DeMarco Sisters, whose tremendous talents were never properly exploited, debut on the Decca label with a terrific recording of a solid song that could send them right up into the top name charts. Backed by a wild Sy Oliver orchestra, the thrushes let loose on a sensational blues number with fabulous results. It’s definitely their best job since they began recording. The tune, “Love Me” was originally waxed in the blues field and has since been cut for the pop market. This version, however, has the qualities needed to send the song up there. “Just A Girl That Men Forget” demonstrates the group’s versatility as it eases through this slow waltz that jumps up at mid point. “Love Me” could be real big.

“YOU CAME A LONG WAY FROM ST. LOUIS” [Jewel ASCAP—Russell, Brook] “YOU ARE ALWAYS IN MY HEART” [Southern ASCAP—Levonna, Gannon] BUNNY PAUL (Essen 371; 45-371) with every release. She clicked with “Such A Night” and did even better with her latest “Honkey Love”, currently riding the lists. Her latest album could really establish the thrush. It’s a rocking version of the oldie “You Came A Long Way From St. Louis”, Bunny jumps up a storm on this standard and gets a jolting authentic membo tempo backdrop. It’s a perfect arrangement that fits excellently into the current membo trend. The coupling “You Are Always In My Heart” is another oldie tenderly chirped by the thrush against a string backing. We think upper segment could be big.

MALCOLM LOCKER ORCH
(Mercury 70465; 70465-45)

**ON THE WATERFRONT** [2:40] [Harms ASCAP—Bern] starring Brando presents a cut from the hit Brando flicker “On Ti Waterfront” is lushly and excitingly fashioned by the Malcolm Locker ork. Potential hit.

**ATHEA** [2:55] [Robbie ASCAP] Another beautiful theme is presented in this same winning manner by the crew Pleasing melody.

THE TATTLE TALES
(Columbia 40149; 4-00349)

**BOOYLA BOTTEN BOO** [2:06] [Mills ASCAP—A terrific new group, the Tattle Tales, bows on the Columbia label with a zany, commercial novelty that could hit fast. Good sound]

**FAR AWAY** [2:36] [Sheriff ASCAP—] On this, the new outfit show their versatility as the ease through a pretty love song. It’s a fitting arrangement.

THE LARKS
(Leeds 114; 45-114)

**OS-CALA-LUKI-O** [2:30] [Bert BMI—Smith, Larkin, Edmonds] The polished Larks come up with a lot of novelty that could make it grade-A use of those happy Lark fans that always seems to please people. Could hit.

**ANYONE ELSE** [2:40] [Bass BMI—Brooks, Smith] A solid rhythm item, excellently arranged, is belte across in commercial fashion by the men. Good material for the pop air blues market.

JOE FOLEY
(Essen 5160; 45-5160)

**DAY IN DAY OUT** [3:0] [Beygmann, Voccio, Conn ASCA] The Sinatra ilk voice of Joe Foley comes over well on this he fashions a rhythm ballad. Good sound and style that could make it grade-A.


LORRY RAINE
(De 15224; 45-15224)

**LOVE ME TONIGHT** [2:05] [Mills ASCAP—Richter] Lorra Raine comes through with a poten offering for Dot with this Latin temp ballad. Expressive delivery that sell the

**WHAT WOULD I DO** [1:50] [Gillo BMI—Gillo] Russ Gare sets to another fitting backdrop for this zingy novelty full of life and color.

www.americanradiohistory.com
Welcome Mantovani

Thank you for all your great recordings!

Long Play 33 1/3 RPM

LL-1031 Music of Sigmund Romberg
LL-979 Romantic Melodies
LL-913 An Album of Christmas Novels
LL-877 Mantovani Plays The Immortal Classics
LL-746 An Album of Favorite Tangos
LL-766 An Enchanted Evening with Mantovani
LL-746 The Music of Victor Herbert
LL-685 Strauss Waltzes
LL-570 A Selection of Favorite Waltzes
LB-381 Waltzing with Mantovani
LB-218 Musical Moments
LB-137 A Mantovani Program

Singles

1332 Speakeasy
1332 Adios Muchachos
1403 June Night
1471 Dreams, Dreams, Dreams
1333 Ave Maria
1175 Dancing With Tears In My Eyes
1378 Moulin Rouge
1380 White Christmas
1371 Greenleaves
1079 Prelude
272 Prelude To The Stars
111 Beyond The Sea (Je Meurs)
URGE JUKE BOX OPERATORS JOIN IN DRIVE TO ELIMINATE 20% CABARET TAX

Removal of 20% Cabaret Tax Will Bring Back Dancing to Locations All Over the Nation. Will Bring Average Locations to Top Income Spots. Urge All Music Industry Join Drive to Get Congressmen and Senators to Vote 20% Wartime Cabaret Tax Out of Existence.

American Federation of Musicians Already Engaged in All Out Effort to Have 20% Cabaret Tax Eliminated

CHICAGO—Some weeks ago this publication featured an editorial urging the juke box industry to get together in an all out effort to have the 20% cabaret tax voted out of existence by Congress.

All leaders in the industry agreed that, just as jive dancing to juke box music was returned, as prior to War II, thousands of locations all over the nation would jump from "just average spots" to new standards of "top income producing locations".

This exisce tax came into being during War II and, even tho there were many in the industry who pointed out that it should not have been applied to the places where there was dancing to juke box music, because of the all out wartime effort, none challenged the tax.

After the war, a few lonely voices, including that of this publication, were raised to advise the juke box industry that the time had come when an effort should be made to have this tax eliminated.

As more and more juke box operators began to come together in agreement that this effort was needed, the Juke Box Operators' War dropped into being and, once again, the entire matter was dropped.

After the Korean incident the matter was again referred to the industry by this publication but, almost simultaneously, bills were being presented in the House of Representatives as well as in the Senate, sponsored by ASCAP and similar such organizations, with the effect that these vitally important bills had to be attended to first. Again the problem of the 20% juke box tax was dropped.

Just about six months ago The Cash Box again broached the subject of the 20% cabaret tax in an editorial. This time the response was by a great many in the juke box industry.

Since then, The Cash Box has referred to this tax time and again, and urged that it be eliminated by an all out effort on the part of the juke box industry.

As one operator just advised. "The time has come, just as you wrote, for all of us to get together in an effort to eliminate the 20% Cabaret Tax. This is worth more to the average operator than the sale of all new and uncertain commercial advertising recordings. This will mean more and better business for all juke box operators everywhere in the nation."

There are thousands of locations everywheve in the nation that would drop from the category of top income producing spots were dancing to juke box music again allowed as it was prior to War II.

The average tavern, ice cream parlor, the cheaper locations, which we are accustomed to juke box music proved extremely popular, cannot today afford to allow dancing and, thereby, force the location to become a jive dancing spot because of the 20% tax on all the merchandise he would sell during the dancing hours.

Leading juke box operators agree that there are "thousands of locations" which would clear their floors for dancing if this wartime 20% cabaret tax were removed.

Though this past Congress did eliminate some of the wartime excise taxes, and did cut out on others, it completely passed up the cabaret tax, so this wartime excise measure still remains as Federal law.

The nation's juke box operators would not be alone in such an all out effort. The American Federation of Musicians, headed by James C. Petrillo, having adopted "Resolution 16", which refers to the 20% Cabaret Tax, is going all out to have the tax removed, so that greater employment of live musicians can be assured.

The A. F. of M. points to a survey its Kentucky local conducted whereby the top hotels in Louisville agreed that they would employ more orchestras and bands for dancing purposes were the 20% Cabaret Tax removed. The same is also true of many other hotels around the nation. There is no doubt that the A. F. of M. has much to gain by the removal of this onerous wartime excise tax.

The A. F. of M. has arranged an entire program thru its public relations agency whereby "cardboard tents" will be given away free of charge to be placed on tables in hotels. Patrons can "fill in" their wish that the 20% Cabaret Tax be eliminated. These will be mailed free of charge by the A. F. of M. Cocktail circles, seeing a small card with the story of the 20% Cabaret Tax are also made up, and will also be placed in all hotels and clubs free by the A. F. of M.

There are very few among the locations which juke box music can supersede the need for live musicians. Therefore, the A. F. of M. program to eliminate the 20% Cabaret Tax, is not in conflict with what the nation's juke box operators desire.

The fact remains that the juke box industry featured equipment in a tremendous number of locations where dancing used to be the main purpose of the patronizing these places. This entertainment was at an end because of these locations day after day and week after week because they were given the opportunity of dancing to jive box music which was integral parts of the orchestras of the greatest bands and orchestras.

Elimination of the 20% Cabaret Tax would prove a tremendous boon to orchestras and bands as well as to the record manufacturers. It could mean an entirely new era of orchestral and band music. This would, in turn, mean the sale of many, many thousands of recordings featuring these new bands and orchestras.

In all it would mean business for the nation's juke box business as well as for the live musicians and the record manufacturers.

With the mambo dancing craze what it is today, a return to dancing to juke box music on so many, many thousands of locations all over the nation, would instantly jump intake for just as many thousands of juke box operators and would, at the same time, bring about greater prosperity for the entire industry.

It remains for every juke box operator in the nation who, when he thinks about his locations and can foresee how many of these would enjoy dancing to his juke box music, to immediately sit down and write a letter to his Congressman and his Senator and urge these legislators to help eliminate the 20% Cabaret Tax.

Nor should the operator be alone in this effort. He should call upon his friends, his civic and religious leaders, his public officials, as well as his location owners, business associates, employees and suppliers, to do the very same.

All of these people writing to their Congressmen and their Senators, and also getting their friends to do the same, would, in addition to the efforts of the American Federation of Musicians, bring down an avalanche of protests regarding the 20% Cabaret Tax.

This is bound to result in the elimination of this wartime excise tax measure, as the laws of the land.

MOVIE REVIEW

Woman's World

Take a healthy portion of "Three Coins In The Fountain" and an equally sizable amount of "Executive Suite", blend well, and you'll come up with 20th Century Fox's "Woman's World!" the CinemaScope-technicolor flicker which opened at the Roxy Theatre in this city, last week.

"Woman's World!" can be likened to "Executive Suite" in that the story is similar. Three sales division leaders of the Gifford Motor Company are invited to New York with their wives, to be surveyed by the company's president (Clifton Webb) who will select one of these aspirants for the $125,000 job as national sales manager of the automobile firm. Each aspirant (Van Heflin, Fred MacMurray, Cornel Wilde) are the top sales division leaders in the country. The characteristics of the wives (Arlene Dahl, Lauren Bacall, June Allyson) will be the deciding factor as which husband wins out.

From a visual angle, "Woman's World!" does for New York what "Three Coins" did for Rome. Although much of the shooting took place indoors, there are a number of interesting outdoor scenes of the city. A ride through the Lincoln Tunnel, a drive down Fifth Avenue, New York's skyline at night, and an airplane view of the huge city are enough to give any one a desire to visit the metropolis.

The story is suspenseful in that Webb does not select a candidate until the very end. The humor is brittle and the pompous attitude of Gifford is presented in the true Webbian form which always pleases this viewer.

As the film begins, Decca's Four Aces sing the title tune written by Cyril Mockridge and Sammy Cahn. In "Three Coins" the title song, presented in the same manner, eventually became a number one hit by the Aces. The promotion offered by this film may well do the same with their waxing of "It's A Woman's World!"
NEW YORK:
Art Waner, the Latin quarter master, has just had his first single released by MGM Recorders featuring material it. Sides are titled "They Didn't Believe Me" and "While A Cigarette Was Burning." ... Bill Kenny has taken a job on Howard Christianson’s V.G. of CAC and one-time personal manager of Tommy Dorsey. ... MGM Records kicks off a David and Judy McFarlane show at Clarke’s Ballroom. ... Pete Rugolo records a new album for Columbia records for Mouse Ears. ... Jimmy Ryan’s new album for Decca Records has been released.

CHICAGO:
Lots of activity with Label “X” this week, Joe Delaney and Jimmy Hilliard in town visiting distributors. Also “X” Richard Malby, currently riding high with “St. Louis Blues Mambo” here in the city, played a few gigs for local material. ... This is old home week for Dick as he is a Chicagoan, having attended Northwestern University. ... The Metropolitan District kicks off promotion on Glenn Miller Limited Edition No. 2 with a jazz-terrific set at the Regent. ... Ray Wolsey, of the Regent, has been in New York this week, and has been allotted a regular column for "St. Louis Blues" and has been given a chance to earn a new lease on life in the city. ... Stan Richards, WOR, New York, late of the Hotel Continental, has been listening to the Guy Lombardo return each year. Guy buys each of his own radio shows a fresh curation each night for his listeners. ... Tommy Lombardo, the last stop of this extensive tour. ... The McGuire Sisters, having just arrived from Los Angeles, have been performing at the Chicago Theater. ... George Lopez tells us he believes the Esquires have a big one in “St. Louis Blues,” by the way “Sneaky Pete” has got the key. ... This is the first theatre engagement, we were surprised at the fine showmanship and stage presence they possess. ... For all you colorists, "St. Louis Blues" is a must. ... Chicagoans have a great time during the week. ... Dick Tilley and Tommy Reynolds are down here each Saturday on CBS TV here. Ray adds an unusual touch to TV DJ shows.

Hollywood:
After all the turmoil of moving we've finally getting things organized in our new quarters. We're sure this is the nicest break in the music biz, where we can keep in closer touch with all you swell fellows and gals. By the way, if you haven't jotted our new address down in your notebook, here it is. 336 new address. 336 new address. Remember that our new telephone number is 847-7802. ... Ground breaking ceremonies of Capitol’s new 18 story circular tower turned out to be the biggest event in Hollywood’s history. ... Joanne Woodward, one of our most promising young singing stars, opened at the Country Club. ... Harry Richman, a colorfully versatile performer, has been enthralling audiences with his rendition of "In the Moonlight" as well as "Little Things Mean A Lot" which is still a hit and is making more fans daily. ... For real enjoyable TV entertainment, Chicagoans have left the confines of the city and have made McNamara’s and Hefner’s into their own personal paradise. ... Dick Tilley and Tommy Reynolds are a bit premature. Just goes to show how concerned everyone here is about their favorite U.S. recording star.

This week's best selling pop singles (Courtesy of "New Musical Express")
1. "Three Coins In The Fountain" FRANK SINATRA
2. "Cara Mia" WHITFIELD & MANTOVANI
3. "My Friend" FRANKIE LANE
4. "Hold My Hand" DON CORNELL
5. "Little Things Mean A Lot" KITTY KALLEN
6. "Smile" NAT "KING" COLE
7. "Gilly Gilly Osseuf" MAX BYGRAVES
8. "I'm In Love Again" PERRY COMO
9. "Black Hills Of Dakota" DOBIE DORIS
10. "Secret Love" DOBIE DORIS

"It’s What’s In THE CASH BOX THAT Counts"
Real Gone Jockeys

These Detroit disk jockeys really take their occupational titles literally. Last week they took over one of the harness races at the Wolverines Racetrack or a free-for-all event as part of the regular card. Eddie Chase of CKLW, said the wax which he received for bringing "Direct Draw" in second. Others who are on the list are: Bob Deve, Jim Depew, and Jim Stemen.

The Cash Box Review

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE Mario Lanza (RCA Victor LM 1837; ERB 1837)
2. MUSIC, MARTINS AND MEMORIES Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
3. SEVEN BRIDES FOR SEVEN BROTHERS Original Cast (MGM E 244; X 244)
4. SWING EASY Frank Sinatra (Capitol H 528; EAP 1, 2-528)
5. THE PAJAMA GAME Original Cast (Columbia ML 4840; A 1098)
6. SELECTIONS FROM THE GLENN MILLER STORY Glenn Miller (RCA Victor LPT 3077; EPBT 3077)
7. MUSIC FOR LOVERS ONLY Jackie Gleason (Capitol H 352; EBF 352)
8. BING Bing Crosby (Decca DX 151; ED-1700)
9. PARDON MY BLOOPER Kermit Schofer (Jubilee LP 2, 3; EP 5011, 5012)
10. THE GLENN MILLER STORY Sound Track (Decca DL 5519; ED 2124-5)

THE BIG ONES!

1. LET'S STAY TOGETHER (RCA Victor LM 1837; ERB 1837)
2. THE GLENN MILLER STORY (Capitol ML 4840; A 1098)
3. MUSIC, MARTINS AND MEMORIES (Jackie Gleason, Capital W 509; EAP 1, 2, 3, 4-309)

ON

it's easy to find the hits...they're

PATTIE PACE — SONG SOUTHERN — Mercury MG 25187 (10" LP) List: $3.00

JESSE CRAWFORD at the Hammond Organ—"Popular Encore"—

PATTIE PACE — SINGS FOR ROMANCE — Mercury 25185 (10" LP) List: $3.00

JESSE CRAWFORD, "Poet Of The Organ" who has often been heard at pipe organs and electric organs, employs the captivating tones of the Hammond Organ to offer a diversified collection of pop standards. His original arrangements add to these tunes a new warmth and mellow flavor. Organ enthusiasts will definitely want this package.

ANNIE CORDY—"Moi, J'aime Les Hommes"—Angel 64006 (10" LP) List: $4.00

CLASSICAL

TOGA PARISIENNE — Offenbach

JACQUELINE HALENBERG — Richard Strauss — RCA Victor LM-1897 — (1-12" LP) List: $5.75

ANNIE CORDY, a delightful French songbird makes her American debut with this Angel waxing. The Belgian born thrush began her career in Brussels in 1948. Since that time, she has been performing in France's top nightclubs, television and in the movies. This album shows why the chirp has become such a favorite. Her vibrant voice comes over with zest on these colorful ditties, delighting in her arrangements. Enthusiasts of a French female's voice will go for this one in a big way.

AUTOGRAPH

JESSE CRAWFORD at the Hammond Organ—"Popular Encore"—

ANNIE CORDY—"Moi, J'aime Les Hommes"—Angel 64006 (10" LP) List: $4.00

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CHICAGO SYMPHONY ORCHESTRA CONDUCTED BY FRITZ REINER

Oscar Peterson Plays Pretty—Album #2—Clef Records MG C-155 — (1-16" LP) List: $3.85

MAMBO

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MAMBO MOODS—Dance Tempos styled by Benny Bennet and his orchestra

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MAMBO
First releases in new

COLUMBIA

HALL OF FAME

Series

100 BACK-TO-BACK COMBINATIONS
OF THE ALL TIME BEST-SELLERS
YOU’VE ASKED US TO RE-ISSUE!

A red-hot line of pre-tested hits from Columbia! Each record contains 2 proven hits (not a “dog” in the whole list)! Each is available in 45 or 78. Each sells for just 89c!

We’ve taken the cream of the big-volume standards (picked in a recent poll of dealers and juke box operators), given them bright new sound and released them in terrific new combinations.

And to help you make the standards pay off like never before we’re ready to supply you with some of the best merchandising aids you’ve ever seen.

In addition to the “browser” you see here there are colorful hangers and consumer listings; quantities of “Hall of Fame” catalogs to use as mailing pieces, give-aways, stuffers, etc.; and special window streamers identifying your store as “Hall of Fame” headquarters.

AND THIS IS JUST THE BEGINNING! WATCH FOR REGULAR ISSUES OF NEW “HALL OF FAME” RECORDS.

DISPLAY UNIT SHOWN ABOVE IS FREE—to every dealer who places a minimum order for 150 “Hall of Fame” records of his own choice and speed breakdown! All metal rack available with or without legs for use as island display or counter unit; holds 100 45 rpm and 100 78 rpm records; special pockets for consumer listings!

(List of 100 records — 200 titles in all—on facing page)

Attention Ops! Ask your Columbia distributor for details about the “Hall of Fame” promotion prepared especially for you.

COLUMBIA RECORDS


“It’s What’s in THE CASH BOX That Counts”
Capitol Begins New Office Bldg.

HOLLYWOOD, CALIF., - Capitol Records last week officially broke ground to begin construction of their new building in Los Angeles, California. E. W. Wallach, president of the company, operated the "skip loader" which broke the ground at the building site. Taking part in the ceremonies were John Anson Ford, Los Angeles County Supervisor, Wallach and his executive staff, and television personality who acted as master of ceremonies. Many of Capitol's recording artists were in attendance.

During the course of the luncheon guests were entertained by commentary on Glenn Wallach delivered by newscaster Pat Bishop, and by a "case history" of Capitol's early recordings, with suitable comments by several of Los Angeles' top disk jockeys.

Following lunch, the program was opened by Don Coleman, president of the Hollywood Ad Club, and A. E. England, president of the Hollywood Chamber of Commerce, in turn, introduced Dean Martin who acted as master of ceremonies for the program.

Highlights of the program included address by John B. Mayor, Irwin and Glenn Wallach presented Wallach with a plaque commemorating the Wallach with a plaque commemorating the occasion.

The new Capitol Tower, plans for which were revealed last month, will be the world's first round office building. Designed by Welton Becket, and Associates, the octagonal structure will be constructed by C. L. Peck and Co., at an estimated cost of $2,000,000. The building, located at Sunset and Hollywood Boulevard on Vine Street in Hollywood.

Overall height of the building will be thirteen stories totalling one hundred and fifty feet, which is limit height for structures in Los Angeles. The structure will be composed of a reinforced concrete frame and stories in height and ninety feet in diameter, rising above a rectangular, on-street shaft, about eighty feet by one hundred and eighty feet long.

Capitol Records plans on housing its entire home office operation in the building, including production, recording facilities, Capitol will occupy approximately 50% of the building, the balance to be leased to outside business concerns.

Address by Glenn E. Wallach's been the unique structure will be completed in the Fall of 1956.

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The Saturday afternoon coke and cocktail dance party at Manhattan Center will serve two purposes this trip. It will give the fans from the different cities a chance to acquaint; and provide the autograph hounds with the opportunity of cornering some of the stars that always drop in to say "hello" to the group. Moncho's Latin-American orchestra will be one of the two bands that will play for dancing.

Some of the DJ's planning to accompany their fans to New York are: Alan Dury and Stan Richards of WOR; Bob Merwin, WTOP; Larry Welch, WCOF; Ned Powers, WDDH; Don Parker, WREB; Jerry Tavel, WMCA; Mike Sanders, WINS; and Don Sherman of WLYW; Howie Leonard and Ken Garland of WPOH; Herb Fontaine and Lou Dennis of WOR; TKK II, Bel Bill and Ivan Hughes, WCCO; Hal Peterson, WTA; Todd Williams WEAN; Buddy Dean, Gil Krieger, and Tony Donald of WTH; and Milt Grant of WOAC.

Not on the fans' schedule, is a private party in Low's suite late Saturday afternoon for those stars that drop into the coke and cocktail fan for the weekend. Almost all the various cities, as well as newspaper columnists, will be there to get acquainted with the stars.

Low refuses to estimate the number of coke and cocktail fans that will draw from the various cities on the October 16-17 weekend, for fear he might jinx himself. However, he will admit that from the tickets sold so far in New England, and the reports from Washington, Baltimore, where the American Express Co. is handling the tour for him, he has high hopes of breaking his own one-night record. The contest is "Weekend With The Stars" tour attracted 2100 Bostonians.

Ed Chase Moves Show To Telne News Theater

DETROIT, MICH. — After more than a decade of being a fixture on the CKLW studios in Detroit and Windsor, Eddie Chase, pioneer disk jockey, has moved the locale of his 400th afternoon and evening shows to the Telne News Theater in Detroit.

The show, broadcast over the powerful 50,000-watt, commands a listening audience throughout the midwest, Virginia, Maryland, and the Carolinas; parts of New England, Ontario, Quebec, as far south as Tennessee and Arkansas and west to the Rockies.

Chase is recognized as one of the original disk jockeys in national radio.

To launch the new Telne studios, a host of recording stars visited Chase as guest stars, among them Patti Page, the Three Suns, Billy Ward and the Dominos, George Shaw, the Four Aces, the Four Lads, Pee Wee Hunt, Bunny Paul and the Tremendous.

"It's what's in the CASH Box That Counts"
Monroe At Cafe Rouge With Hayman Orch.

NEW YORK—Vaughn Monroe will make his New York cafe debut as a single when he opens a six-week engagement at the Cafe Rouge of the Statler Hotel on Friday, October 2. Hayman and his orchestra will be featured.

Monroe, who is riding the crest with his smash hit record, "They Were There," will bring up his band in May of 1953, and since then has been playing the leading supper clubs and theatres throughout the country. During the past five years he has starred on NBC television program.

In an unusual departure in policy for the Statler Hotel, which has only featured band attractions in the Cafe Rouge, Vaughn will make two appearances each night. He will do two complete solo shows for the dinner and supper patrons.

Richard Hayman and his orchestra will back him up musically and provide the dance music between shows.

The last time Vaughn played the Cafe Rouge was in the Fall of 1949, when he appeared there with his own orchestra. Before that Vaughn had played for seven consecutive years in the Century Room of the Commodore Hotel for three years leading up to the time he disbanded, the Starlight Roof of the Waldorf-Astoria Hotel.

Big Names Added To Camden Talent List.

NEW YORK—Records by Mindy Carson and Don Connell will be issued on the Camden label, Ben Selvin, Artists and Repertoire Manager for the line has announced. First Camden release by Connell and learning. The record will consist of four 45 each. The four tunes on each record were made when these two pop singers were with RCA Victor.

Other recent additions to the list of names whose records was being issued on the Camden subsidiary label include conductor Leonard Bernstein and the late Frank Munn.

The announcement of the new additions to the talent roster came on the heels of news that the time of one of its 45's and $1.98 twelve inch 33 1/3 R.P.M. records were being released for distribution through RCA Victor record distributors. Previously, the line had been conducting a year long test through major retail outlets on a factory-direct basis.

"It's What's In THE CASH BOX That Counts"
One Week Stand

NEW YORK—NEW has started a new program called “One Week Stand”. Art Ford is the emcee and each week a newcomer is featured. Last week Jimmie Kinnick, Coral's new find, whose first recording is "The Nic Name Song", was the featured artist. Above are Herbert Jacoby of the Big Angel, where Jimmie is currently appearing; Jimmie Kinnick; and Art Ford.

Golf Scores For
Fisher Tournament

GROSSINGER, N. Y.—The golf tournament was the big event at the Eddie Fisher Days at Grossinger. Howard Everett was the tournament winner for his low gross of 80 and his winning of the driving contest with a 279 yd. ball. Mannie Sachs, Monroe Golden and Mickey Garlock won awards for their low nets of 69; 71; and 72 respectively. Dee Belline and Bob McCuskey walked off with trophies for their 275 and 265 yd. drives. Low gross awards went to George Paxton, 82; Jack Spina, 85; Ian McKeon, 87; and Arthur Altman, 87. Mannie Sachs and Dee Belline shot 84's in the low gross event but were eliminated because of having won other awards. Harry Alty's Hole In One trophy went to Arthur Altman (610") and Dave Kaperman (677"), Eddie Fisher won the trophy for Left Handed Singers with his 114-100-14 net putting contest won by Marty Mills and a Johnny Lange. A dozen hackers went over 125. The dozen men were tossed into a hat and Jenny Grossinger picked Bob Sadoff's name from the group. Bob got the hackers trophy.

Doors prizes included a TV set won by Randy Wood, a combination radio and 45 player which Danny Keeler copped and a Polaroid land camera won by Mrs. Marilla Priddis.

The boys gave Eddie a watch enclosed in two $20 gold pieces inscribed "A Day To Be Remembered", Jeannie Grossinger was given a double string of pearls with a note: "To: a gracious lady from the music boys", Paul Grossinger received a watch inscribed the "Host Of Honerties", The boys gave Milton Bluebonnet a set of matched luggage.

NIGHT CLUB REVIEWS

Joni James
At The Boulevard

Ropes were up for Joni James' appearance at the Boulevard with the kids hollering and whooping it up for more and more of her recorded MGM hits. She has developed a fine stage presence and works with good showmanship especially when she takes the hand mike and walks around the floor singing to individuals around ringside. Included in her repertoire were "Have You Heard", "In A Garden Of Roses", and "Year Cheatin' Heart". She closed to tremendous applause with her new release "Mama Don't Cry At My Wedding" and "Why Don't You Believe Me".

Billy Daniels
At Town & Country

Truly one of the great in person performers, Billy Daniels wowed jam packed audiences last week at Ben Maksik's Town and Country Club. His timing, ease and meaningful treatment of lyrics had the women in a frenzy. Among his big numbers were "Swan"; "Yiddesh Mama"; and "Sunny Side Of The Street". Of course he tore the house down with "Old Black Magic".

DECCA
Records Get The Play

DECCA
LEO FEIST, INC.

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

The Top Ten Records — City by City

Chicago, Ill.
1. If I Give My Heart To You (Denise Lee)
2. Showshoes
3. Give Me Your Heart To Hold (Jerry Mulligan)
4. High And The Mighty
5. I Don't Need Your Love (Lloyd Hammonds)
6. Hold My Hand (Don Cornell)
7. I Need You Now (E. Fisher)
8. My Heart Belongs To You (Sirens)
9. Oop-Shoo-Pe (Clooney/Davis)
10. Sh-Boom (Crovats)

Los Angeles, Calif.
1. Hey There (E. Fisher)
2. Sh-Boom (Crovats)
3. Skibald (Morticia/Barley)
4. Moods (Merry-Go-Round)
5. It's Me (E. Fisher)
6. I Need You Now (E. Fisher)
7. My Heart Belongs To You (Sirens)
8. Oop-Shoo-Pe (Clooney/Davis)
9. Sh-Boom (Crovats)
10. Little Things Mean A Lot (Kitty Kallen)

Minneapolis, Minn.
1. Hey There (E. Fisher)
2. Sh-Boom (Crovats)
3. Skibald (Morticia/Barley)
4. Moods (Merry-Go-Round)
5. It's Me (E. Fisher)
6. I Need You Now (E. Fisher)
7. My Heart Belongs To You (Sirens)
8. Oop-Shoo-Pe (Clooney/Davis)
9. Sh-Boom (Crovats)
10. I'm A Fool For You (Paul & Ford)

New Orleans, La.
1. If I Give My Heart To You (Denise Lee)
2. I Need You Now (E. Fisher)
3. Hey There (E. Fisher)
4. I'm A Fool For You (Paul & Ford)
5. They Were Doin' The Mambo (C. Yancey)
6. I Need You Now (E. Fisher)
7. My Heart Belongs To You (Sirens)
8. Oop-Shoo-Pe (Clooney/Davis)
9. Sh-Boom (Crovats)
10. A Fool For You (Paul & Ford)

Seattle, Wash.
1. Skibald (Morticia/Barley)
2. Hey There (E. Fisher)
3. Oop-Shoo-Pe (Clooney/Davis)
4. Sh-Boom (Crovats)
5. High And The Mighty
6. Hold My Hand (Don Cornell)
7. Teach Me Tonight
8. Little Shumaker (Gaylords)
9. My Heart Belongs To You (Sirens)
10. What A Dream (Peg Page)

Detroit, Mich.
1. Skibald (Morticia/Barley)
2. Hey There (E. Fisher)
3. Sh-Boom (Crovats)
4. I Need You Now (E. Fisher)
5. High And The Mighty
6. Hold My Hand (Don Cornell)
7. I Need You Now (E. Fisher)
8. My Heart Belongs To You (Sirens)
9. Oop-Shoo-Pe (Clooney/Davis)
10. Sh-Boom (Crovats)

Atlanta, Ga.
1. Skibald (Morticia/Barley)
2. Sh-Boom (Crovats)
3. Oop-Shoo-Pe (Clooney/Davis)
4. I Need You Now (E. Fisher)
5. My Heart Belongs To You (Sirens)
6. Sh-Boom (Crovats)
7. I Need You Now (E. Fisher)
8. Oop-Shoo-Pe (Clooney/Davis)
9. Sh-Boom (Crovats)
10. Tea For Two (E. Fisher)

DeCCA
Records Get The Play

The Cash Box, Music
Page 20
October 9, 1951
NEW YORK:

Dinah Washington may have her most successful record in some time. Her Mercury "I Don't Stand a Chance Against You" has zoomed up to No. 1, and soon replaces Eliza Johnson on her first lead role without brother Buddy's aid. Her "Well Do It" sounds like another strong entry. We are rushing to get into print today: Ruth Brown's "Mambo Baby" will zoom up the lists and will probably map a new course for this type of ballad seller to date. Also Ruth, who has always sold a good percentage to pop locations will make a real dent in pop sales with this new release. . . . Annette Allen opens at the Howard in Washington, D.C. with the Orioles and the Joe Morris Band on October 1. . . . Another mambo entry in Linda Hayes "Grrr Mambo" on Hollywood. . . . New discotheque, Ballad, makes a strong initial push with its "Steam Smile" which is a patent item and should get the fledgling outfit off to a good start. Ballad has signed Holland F. Kelley, former newsmen agent, to handle sales and promotion. They also have under contract artists Danny Knight, St. Louis crooner; Rhaun for blues singer; Joe Alexander, calypso star. Firm is owned by Oscar Washington. . . . Don Angelo, who manages The Five Pearls, Detroit singing group, reports the "Pearls" have been signed to an Aladdin Records contract by Eddie Meager who discovered them at the Theatre Talent contest. . . . Herman Lubinsky, Savoy Records,资源优势一腔 the new album of Nappy Brown's "Is It True It's True". Eddie Meager, Aladdin Records, reports his Dodgers "Let's Make A Whole Lot Of Love" starting to break. . . . Apollo Records, advises recently, this mutual agreement between Columbia which resulted in the signing of Mahalia Jackson by the latter. The trade has been aware of negotiations for some weeks but certain wrinkles had to be worked out before the actual signing this week. Apollo has exclusive of Mahalia Jackson masters on hand and the famous spirituals will be released simultaneously with labels . . . George Goldner, Teed and Rama head, cuts off all retreat when he dogmatically states, "I have a new group on Rama, and they can't miss. I mean something. That's Made For Two" and it will without a doubt become a bigger hit than "Chi-Chi". . . . "St-Bloom" . . . Gene Whitlock (WNA-Siler City, N. C.) reports he's been playing the best in r & b, interviewing. . . . "St-Bloom" has checking. . . . Confident profit statement, Billboard, announcing. . . . Confident plural of his, the Gaints, will win the time by this appearance in prison, all will know whether or not he was too confident. . . . Mill Saltouse, M. S. Distributors, reports he's getting lots of action on The Dominoes' first Jubilee disk, "Young Girl". . . . "Jimmy Smith's "Walkin' " is mentioned. . . . "Michel2ne's "Jive" is mentioned. . . . "Jimmy Jackson of the Tremain Ballroom looking forward to a full house October 15 when Dinah Washington play the place live together. With the James Moody Ork. Jim has also booked Count Basie once again, for November 5. . . . "Rosa D is one of the favorites at this popular spot. "Vee-Jay out with two more brand new releases this week, "The first one, "Smokey, "Who's Goin' Crazy?" The cutly tilted flip side is called, "Chicanoscape Baby". The second side is a "The Theme Of Our Love." . . . "C. " title="Don't Blogher" featuring Grady Chapman who was formerly with The Robins. . . . Roy Milton and Amos Milburn presented a gala weekend of entertainment at Billy Berg's Five-Four Ballroom Oct. 1st through 3rd. Milton plans to take a few weeks off for vacationing and recording dates before starting his current country tour on Nov. 1st. Shirley Gunter and The Queens will join him on all Fall dates. . . . Al Sherman, presby of Record Sales Co., is getting his new offices at 2032 W. Pico all set up ready for business. . . . The Jew is in an affair with Wilma Schott after the last, his new plan for the newest release "Oh Yes I Know" on the R&B label has started to click. . . . Specially Records will soon introduce two new groups called The Dukes and The Bluesmen, both specialists in the blues field. . . . Illinois Rep. Edward McCarthy, a Chicagoan, will be glad to hear that his latest waxing on Aladdin "Boogie Woogie Baby" is already showing great promise. . . . "Please Help Me I'm A Walrus" . . . Lew Chudd, presby of Imperial Records, announced that he will soon launch two new labels. One will feature a complete line of Children's records and the other will be devoted to all future releases have been carefully selected to introduce the Caribbean to line up Latin musicians and material for the new label. This week he flew to Chicago for a quick business trip. . . . Marvin and Johnny are out with a follow-up of their current hit "Stick Tock" on Modern. Titles are "Sugar" and/or "Kiss Me".

JAZZ JOTS

New York

The Morris Levy-Birdland show at Carnegie Hall last Saturday, September 25, was greets to be staged in the United States circuits in the new Music Lobby, Columbia, new releasing. . . . The New York Times is now booking in the office of Mahalia Jackson. . . . This week's recording also represents the first time of Mahalia Jackson's first network radio show was heard on this past Sunday (9 26). As per usual, Mahalia sounded magnificent. Especially when she sang, "You'll Never . . . Muddy Waters with a brand new Chesser titled, "I'm Ready . . . I Don't Know Why", and everyone expecting this to be another hit for Muddy.

Chicago:

Sam Evans completing plans for the next "Jam With Sam" Dance. This to be held 10/16 at the Madison Rink. Already scheduled to appear are, Guitar Slim; Howling Wolf; The El Dorados; Willie Mahone; Pan McClain and Neto Quiroga and his Mambo Kings. The crowd is expected to pack the Rink, especially since these dances have already proven a huge success. . . . Moses Proffitt of South Central Novelty Company, packed his grip and took off for the west coast yesterday. After arriving Profitt confident that his choice, the Giants, will win. By the time this appears in press, all will know whether or not he was too confident. . . . Mill Saltouse, M. S. Distributors, reports he's getting lots of action on The Dominoes' first Jubilee disk, "Tone Tone Tone." . . . "Jimmy Smith's "Walkin' " is mentioned. . . . "Michel2ne's "Jive" is mentioned. . . . "Jimmy Jackson of the Tremain Ballroom looking forward to a full house October 15 when Dinah Washington play the place live together. With the James Moody Ork. Jim has also booked Count Basie once again, for November 5. . . . "Rosa D is one of the favorites at this popular spot. "Vee-Jay out with two more brand new releases this week, "The first one, "Smokey, "Who's Goin' Crazy?" The cutly tilted flip side is called, "Chicanoscape Baby". The second side is a "The Theme Of Our Love." . . . "C. " title="Don't Blogher" featuring Grady Chapman who was formerly with The Robins. . . . Roy Milton and Amos Milburn presented a gala weekend of entertainment at Billy Berg's Five-Four Ballroom Oct. 1st through 3rd. Milton plans to take a few weeks off for vacationing and recording dates before starting his current country tour on Nov. 1st. Shirley Gunter and The Queens will join him on all Fall dates. . . . Al Sherman, presby of Record Sales Co., is getting his new offices at 2032 W. Pico all set up ready for business. . . . The Jew is in an affair with Wilma Schott after the last, his new plan for the newest release "Oh Yes I Know" on the R&B label has started to click. . . . Specially Records will soon introduce two new groups called The Dukes and The Bluesmen, both specialists in the blues field. . . . Illinois Rep. Edward McCarthy, a Chicagoan, will be glad to hear that his latest waxing on Aladdin "Boogie Woogie Baby" is already showing great promise. . . . "Please Help Me I'm A Walrus" . . . Lew Chudd, presby of Imperial Records, announced that he will soon launch two new labels. One will feature a complete line of Children's records and the other will be devoted to all future releases have been carefully selected to introduce the Caribbean to line up Latin musicians and material for the new label. This week he flew to Chicago for a quick business trip. . . . Marvin and Johnny are out with a follow-up of their current hit "Stick Tock" on Modern. Titles are "Sugar" and/or "Kiss Me".

Los Angeles

Gene Norman and Frank Bull will present their 7th Annual Dixieland Jubilee at the Shrine Auditorium Oct. 15. More than 50 great jazz artists will be featured with The New Orleans all Stars topping the bill. Other renowned jazz attractions will include The Firehouse Five Plus Two, Okehneeke Jug Band, Pete Daily & His Chicagoans, George Lewis & His N.O. Band, Eddie Condon's & his Sextette, and Rosy McHargue & his Ragtimeers. Each year the Dixieland Jubilee has been such a smash success that it has been appropriately titled The World Series of Jazz. A complete sell-out is expected this year.
Night Club Review

Pete Rugolo At Birdland

New York—Pete Rugolo makes his bow this week at Broadway's Birdland, bringing with him his newly formed orchestra. The former Kenton arranger, well known to the jazz crowd who frequent the "กระจาย โลกแห่ง แห่ง" through his work with Kenton and other top bands, has molded a good sounding group that definitely retains a strong Kentonish flavor, but with Rugolo innovations. Rugolo hews more to the melody line.

The members of the band, with the studios looking Rugolo splitting his time between fronting and piano work, were obviously nervous as they launched their first "live" appearance. However, before many chords had been played the group blended smoothly and was roundly applauded by an enthusiastic opening night audience.

Rugolo's book was varied, performing an array of fast tempos, slow numbers, humorous, American and Latin. The band played several of its previous Columbia recordings and gave the audience a preview of some of its forthcoming numbers. Highlight of the evening, from this reviewer's viewpoint, and from the applause also, was the fact that the customers were the famous Jelly Roll Morton "King Porter's Stomp" made famous by Benny Goodman. Rugolo's arrangement was certainly something never even envisioned by the late Jelly Roll.

Sharing the bandstand was the perennial Birdland favorite, Lester "Prez" Young and his Quintet.

McLaughlin Joins KFWB

Hollywood, Calif.—Harry Mattrich has added Bob McLaughlin to KFWB's roster of disc jockeys, which currently comprises Zeke Manners, Bill Leyden, Al Jarvis, Larry Finley, Red Rowe and Frank Bull. McLaughlin, who recently returned from Honolulu where he conducted a five-hour disc whirling session on the Island's ABC outlet, KULA, will make his KFWB debut on Monday, October 4, appearing nightly thereafter (Mon.-Thurs.) 8:00 to 10:00 p.m.

McLaughlin built up a large listening audience with his Top Time Show on KLAC (Hollywood) prior to his resignation on May 22nd of this year.

Wenk Breaks Record At Corn Palace

Hollywood, Calif.—It was reported that Corn Palace Maestro Lawrence Welk broke all records at the Mitchell, S. D. Corn Palace Sept. 15th and 16th.

Not only did he break the record set by Guy Lombardo in 1951 but drew the largest crowd in the history of the Corn Palace since it was established in 1892.

This makes twice in less than a month that Welk has smashed all attendance records. On August 10 he threw a charity ball at the Marine Air Facility near Santa Ana, Calif., which was attended by a record throng of over $1,000. The event was held in a huge hangar which had a floor area of 5 1/2 acres.

Welk is now back on the bandstand at the Aragon Ballroom in Ocean Park where he recently celebrated the beginning of his 40th year at the Aragon.
Coming Up In R&B
Listed Alphabetically

DON'T DROP IT
Wilbert Harrison
(Savoy 1138)
Newark

I'M READY
Muddy Waters
(Chess 1579)
Shreveport

YOU UPSET ME BABY
B. B. King
(RPM 416)
Los Angeles

WELL ALL RIGHT
Joe Turner
(Atlantic 1040)
Atlanta, Boston, Nashville, New Orleans

Film Tunes Aid Selling

NEW YORK—The importance of at least one song in a picture for its exploitation value cannot be too
strongly emphasized," producer Allan Dowling said last week. Dowling is the producer of "This Is My Love," which will be released by RKO Oct. 27.

The producer revealed that the title of his RKO release had been changed many
times since its adaptation from Hugo Brodick's story, "Fear Has Black Wings." The final title was finally decided upon because of the song, "This Is My Love," by Brodick and Franz Waxman, which Connie Russell sings in the melodrama. "We decided that this would be a menu to a great
deal of extra publicity and advertising," Dowling explained.

He went on to point out that there would be publicity possibilities in music and record publications, on radio and television through records and bands, with subsequent exploitation tie-ups with record companies, and displays in music and record stores, windows and departments. "The exploitation angles with a song that bears the same title as your picture is almost endless," the producer stressed. "Every picture I make in the future will have at least one song in it," he added.

Jazz Club Formed

HOLLYWOOD, CALIF.—Jazz In-
ternational, new organization unifying
developers of jazz has just been set up with Howard Lucraft as managing
director. Outfit, sponsored by Stan Kenton, will enable members to exchange ideas on jazz, have a voice in types of music they want to hear on
records, in concert and on radio. They'll also be able to obtain monthly bulletin, books, recordings and personal
news of the jazz greats.

R & B

"DOUBLE SHOT"
by
LOUIS BROOKS and his
HI-TOPPERS
EXCELLO 2042

"TIME OUT"
SILVERTONE SINGERS
EXCELLO 2043

"I'M WAITING AND WATCHING"
NASHBORO RECORD CO., INC.
177 3rd AVE., N., NASHVILLE, TENN.
Phone 42-2215

"IT'S WHAT'S IN THE CASH BOX THAT COUNTS"
BILL "BASS" GORDON
(Gee 12)

"BRING BACK MY BABY TO ME" (2:45) [Gordon, Shaw] Bill "Bass" Gordon and his Colonials belt a blue jump with a zesty performance. Strong deck.

"TWO LOVES HAVE I" (2:43) [Trivers, Murray] Jump pretty handled with a distinctive and happy styling. Latin flavored rhythm adds spice to the deck. A goodie that could rack up strong sales.

LINDA HAYES
(Hollywood 1019)

"GRRR MAMBO" (2:35) [BMI —Myrtle Williams] A pleasant mambo that should make a good buy for those interested in the hot kick. Linda Hayes sings it in good style, the band keeps the beat and a stretched gr-tr is added to the familiar Perez Pruda grunt for flavor.

"NON-COOPERATION" (2:40) [Golden State —BMI—Williams] Linda offers the woman's viewpoint as she answers the recent half-way hit, "Cooperation." As always, Linda does a fine job.

BILLY KING
(Abbott 1002)

"WON'T YOU DO IT" (2:15) [Dandelson BMI—Lewis] Deck has a pop sound and is delivered in the manner of the 1920's with a college football game and raccoon coat flavor. A bouncy item.

"WANNA CARVE MY N-TAILS IN THE DINGER IN THE BELLY" (1:58) [Dandelson BMI—Gilbert, Gilbert] King pulls out the stops in this quick beat ditty and soaks out a potent wax. Could get strong action with proper exposure.

THE OPALS
(Apollo 462)

"OH BUT SHE DID" (2:42) [Bess BMI—Larkin Smith] The lads, formerly known as The Crystals on Lumm, and whose "Come To Me Darling" is still selling big, come up with a middle tempo bouncer which looks like a strong follow up, Lyrics tell of how he has become disillusioned with his girl. Group can handle a tune and lyrics potently.

"MY HEART'S DESIRE" (2:30) [Bess BMI—Wade] The Opals melt a slow blues ballad sweetly. Strong coupling that could make noise.

SONNY CARTER
(KING 4739)

"THERE IS NO GREATER LOVE" (3:02) [Isham Jones ASCAP—Jones, Symes] Sonny is of the big voice, Eckstineish school, and he handles the pretty melody with swoon calculated effect. Pleasant diskling.


SONS OF THE SOUTH
(Excello 2045)

"I'M WAITING AND WATCHING" (2:34) [Excellorec BMI—D. C. Smith] The Sons of the South perform in syncopated style a middle tempo rhythmic religious piece. An exciting wax that will appeal to the gospel buyer.

"ONE DAY" (2:50) [Excellorec—Jessie White] Group has a good sound and styling. Excellent coupling for the upper deck. Both potent prospects.

T-BONE WALKER
(Imperial 412)

"HIGH SOCIETY" (2:50) [Commodore BMI—White] That old blues man, T-Bone Walker sings a slow southern style blues about his society woman, Ok fare for the Walker followers.

"LOVE IS JUST A GAMBLE" (2:43) [Commodore BMI—Hale] A similar piece of material suited to T-Bone talents, and he gives it his usual effective treatment.

ELLA JOHNSON
(Mercury 70459)

"WELL DO IT" (2:23) [Brent Wright] Ella Johnson gets her first single billing on this release. Gal is good as she sings this middle up-tempo bit. The chansets needs her guy singing the lyrics convincingly. Will get lots of action.

"IT USED TO HURT ME" (2:41) [Tamasa BMI—Kirkland, Thomas] A similar tempo. Gal is burdened with the lyyngt man but just can't quit him, Driving orking in the break. Tasty plate.
THE PILGRIM TRAVELERS

(Will You, Won't You, Can't You)

"DON'T YOU WANNA BE MINE" (2:20)
[Brent BMI-Kirkland]

"SUCH A FOOL" (2:32)
[Munson BMI—Rogers-Rogers]

THE EAGLES
(Mercy 70464)

- The Eagles have what looks like a potent contender in "Don't You Wanna Be Mine." The middle tempo rocker is enthusiastically dished out by the smooth, warm group. The lads have the verve, the feeling and the delivery to put the tune over. Romantic lyrics, an easy to remember tune, and the catch phrase, "will you, won't you, can't you, don't you" makes this a juke box natural. The flip, "Such A Fool," is a more restrained bounce, expertly performed. The more melodic of the two sides. However, we like the chances of the top deck.

MAHALIA JACKSON

(Apollo 289)

"WHAT THEN" (2:51) [Bess BMI] The great talents of Mahalia Jackson displayed on this slow tempo religious number. A sincere and moving waxing. Thrilling voice.

"WALKING TO JERUSALEM" (3:05) [Bess BMI] A sanctified religious side with Mahalia performing as only she can. Two extremely fine sides that should find a strong sales reaction.

THE SWANS
(Bullied 1006)

"NIGHT TRAIN" (2:06) [Soli BMI—Washington, Forrest, Simpkins] The tune that was a Jimmy Forrest hit several seasons back could make it again via this version. The Swans dish up the tune effectively. Proper exposure could make it go a long way.

"IT'S A MUST" (2:25) [Soli BMI—Washington] The group bounces merrily through a quick beat romantic bounce. Good sound and treatment. This group loaded with potential.

MAMIE (Miss Good Blues) THOMAS
(MGM K19826)

"USE WHAT I'M USIN' " (2:45) [St. Louis BMI—Thomas, Kirkland] Mamie Thomas sings a slow blues in traditional style. Mamie has a warm style and comes through ok, as she gives advice on how to treat your man.

"MISS GOOD BLUES" (2:50) [Cherio BMI—Thomas, Kirkland] Miss Thomas has a bouncy hunk of blues material on the flip and she handles the item with a zestful bit of shouting.

NATIONAL CLOUDS OF JOY
(Herald 2002)

"COMING HOME" (2:55) [Angel BMI] The National Clouds of Joy perform effectively on this slow shusty spiritual. Lead works an emotional call against a softly subdued answering chorus. Good religious wax.

"JESUS MAKE ME FEEL ALL-RIGHT" (2:30) [Angel BMI—E. Wright] A middle tempo jump spiritual dished up with excitement. Good group and good deck.

LESTER WILLIAMS
(Duke 121)

"CRAZY 'BOUT YOU BABY" (2:45) [Lion BMI—Martha Williams] Lester Williams rocks out a driving ditty in strong style. Deck has lots of potential and could grab a piece of action.

"DON'T TAKE YOUR LOVE FROM ME" (2:49) [Lion BMI—Martha Williams] Williams pleads with his pretty baby, "don't take your love from me." "I'll give you money, buy you flowers and things." A slow blues gustily shouted by the chanter. Ok deck.
### Clay Eager

**WLOK—Lima, Ohio**

- I Don’t Hurt Anyone (Snow)
- You’re The Only One (Freddy Arnold)
- Goodnight Sweetheart (Johnson & Jack)
- Nobody’s Gonna Do You In (Tennyson Callins)
- A Guy Name Joe (Arthur Smith)
- More and More (W. Pierce)

### Uncle Eb Brown

**WOC—Atchison, Kan.**

- I Don’t Hurt Anyone (Snow)
- This Is The Thanks I Get (Eddy Arnold)

### Lee Sutton

**WYAF—Wochberg, Va.**

- I Don’t Hurt Anyone (Snow)
- Courtin’ In The Rain (Johnson & Jack)
- Go Bye Go (Carl Smith)
- More and More (W. Pierce)
- The Wish (Tennyson Callins)
- This Is The Thanks I Get (Eddy Arnold)

### Cliff Rodgers

**WHK—Akron, Ohio**

- I Don’t Hurt Anyone (Snow)
- Place For Girls Like You (Freddy Arnold)
- Down At Blackbird Joe’s (Johnson & Jack)
- More and More (W. Pierce)
- Baby, Baby Me (C. Gordon)

### Johnny Rinn

**KSTL—St. Louis, Mo.**

1. Place For Girls Like You (Freddy Arnold)
2. I Don’t Hurt Anyone (Snow)
3. Chapel In The Moonlight (Johnson & Jack)
4. Don’t Drag It (Freddy Arnold)
5. More and More (W. Pierce)

**KSL—Salt Lake City, Utah**

- You Made Me Love You (Snow)
- I Don’t Hurt Anyone (Snow)
- This Is The Thanks I Get (Eddy Arnold)
- A Guy Name Joe (Arthur Smith)
- More and More (W. Pierce)

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**Big Chief**

**Meeting Dates Of Music Operators’ Associations**

<table>
<thead>
<tr>
<th>Oct.</th>
<th>April—Assume Machine Operators of Baltimore</th>
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<tr>
<td></td>
<td>Place: Pimlico Hotel, Baltimore, Md.</td>
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<td>Place: Fort Wayne Hotel, Detroit, Mich.</td>
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<td>Place: California Music Merchants Assn.</td>
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<td>Place: 311 Club, 311 Broadway, Oakland, Calif.</td>
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<td>Place: Assn. of Philadelphia, Inc.</td>
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<td>Place: Broadwood Hotel, Broad &amp; Wood Sts., Phila., Pa.</td>
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|      | Place: Arizona Music Guild, Phoenix Chapter I-
|      | Place: 1738 West Van Buren, Phoenix, Ariz. |
|      | Place: Phongraph Merchants Assn., Cleveland, Ohio |
|      | Place: Hollenden Hotel, Cleveland, Ohio (executive board). |
|      | Place: Sacramento Hotel, Sacramento, Calif. |
|      | Place: Eastern Ohio Phongraph Operators’ Assn. |
|      | Place: Tod Hotel, Youngstown, Ohio (General). |
|      | Place: Western Massachusetts Music Guild |
|      | Place: California Music Merchants Assn.    |
|      | Place: Fresno Hotel, Fresno, Calif.        |
|      | Place: New York State Operators’ Guild Place: Governor Clinton Hotel, Kingston, N. Y. |
|      | Place: Bakersfield Inn, Highway 99, Bakersfield, Calif. |
|      | Place: California Music Merchants Assn. Place: U. S. Grant Hotel, San Diego, Calif. |
|      | Place: Philips Hotel Operators of Baltimore Place: Pimlico Hotel, Baltimore, Md. |
|      | Westchester Operators’ Guild, Inc. Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y. |
|      | central Ohio Phongraph Operators’ Assn. Place: 1310 Main Street, Youngstown, Ohio (executive board). |
|      | Central States Music Guild Place: 805 Main Street, Peoria, Ill. |
|      | Dallas Music Operators’ Assn. Place: Big Pete’s, 5001 Lover’s Lane, Dallas, Tex. |

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### Johnny Rinn

**Big Jim Hess**

**WIVK—Knoxville, Tenn.**

1. You’re The Only One (Freddy Arnold)
2. I Don’t Hurt Anyone (Snow)
3. This Is The Thanks I Get (Eddy Arnold)
4. I Don’t Hurt Anyone (Snow)
5. More and More (W. Pierce)

**WIVK—Knoxville, Tenn.**

1. I Don’t Hurt Anyone (Snow)
2. This Is The Thanks I Get (Eddy Arnold)
3. More and More (W. Pierce)
4. I Don’t Hurt Anyone (Snow)
5. More and More (W. Pierce)

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**Rosalie Allen**

**WOC—New York City, N. Y.**

1. I Don’t Hurt Anyone (Snow)
2. This Is The Thanks I Get (Eddy Arnold)
3. More and More (W. Pierce)
4. I Don’t Hurt Anyone (Snow)
5. More and More (W. Pierce)

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**Jimmy Huttsell**

**WLAX—Athens, Tenn.**

1. I Don’t Hurt Anyone (Snow)
2. More and More (W. Pierce)
3. Looking For A Better World (Johnnie Ray)
4. I Don’t Hurt Anyone (Snow)
5. More and More (W. Pierce)

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**Dol Stallard**

**WFGM—Bristol, Va.**

1. I Don’t Hurt Anyone (Snow)
2. More and More (W. Pierce)
3. This Is The Thanks I Get (Eddy Arnold)
4. More and More (W. Pierce)
5. I Really Hate Anyone (Snow)

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**Fred Wamble**

**WKBG—Winston-Salem, N. C.**

1. I Don’t Hurt Anyone (Snow)
2. More and More (W. Pierce)
3. I Don’t Hurt Anyone (Snow)
4. More and More (W. Pierce)
5. More and More (W. Pierce)
THE CASH BOX

I DON'T HURT ANYMORE
Hank Snow
(RCA Victor 20-5698; 47-5698)

ONE BY ONE
Kitty Wells & Red Foley
(Decca 29065; 9-29065)

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

LOOKING BACK TO SEE
G. Hill & J. Tubb
(Decca 29145; 9-29145)

R. Wells & G. Jones
(RCA Victor 20-5770; 47-5770)
J. E. & M. Brown
(Fabor 107; 47-107)

GOODNIGHT, SWEET-HEART, GOODNIGHT
Johnnie & Jack
(RCA Victor 20-5775; 47-5775)

COURTIN' IN THE RAIN
T. Texas Tyler
(4 Star 1660; 45-1660)

DON'T DROP IT
Terry Fell
("X"-0010; 4X-0010)

THIS IS THE THANKS I GET
Eddy Arnold
(RCA Victor 20-5805; 47-5805)

THIS OLE HOUSE
Stuart Hamblen
(RCA Victor 20-5739; 47-5739)

YOU CAN'T HAVE MY LOVE
Wanda Jackson & Billy Gray
(Decca 29140; 9-29140)

HAWAII—"Juke," beach boy for the Royal Hawaiian Hotel, poses with Jerry Colonna, who records for Decca, and Bob McLaughlin, disk jockey, as they record Island music for broadcast on "Clubtime" radio shows which are heard around the world.

THE CASH BOX

CANADIAN CAPERS

TORONTO TOPICS
Everybody here happy to see the Casini stage shows back and hoping that is an omen that the AP of I intermeasure strike may soon be happily resolving itself. To another favorite here, Johnny Pineapple and his Group (Decca Records) back at the Town Tavern—again to full houses. Local Sparten office reports strong business on their first release, Denise Law's "If I Give My Heart To You." The hush thrush setting a strong play on the local airwaves. George O'Keefe and his staff at the local Decca-Coral set up, Apex Records Limited, are beating the drum in advance of the Rover Boy's first Coral release, which breaks shortly. The Rover Boys originated here as the Vocasoundes and have a rabid fan following here that should soon be duplicated across the continent. Many of the locals off to Geneva in upstate New York to catch them on their date there. . . . As always jazz at the Philharmonic played to a full house on their date here at Massey Hall, Oscar Peterson's old friends were out in force to welcome the Canadian back to the scene of his first travelling engagement. . . . CKFH's Pat Harrison back in harness and headed with Tin Pan Alley lere & anecdotes after her vacation in New York. . . . Locales are still talking about the East Street Drum Band from Trinidad, which scored so mightily during its recent appearances at the National Exhibition here. The boys are slated to return again next year. . . . Frank Jones of Columbia Records back in Toronto to see how the locals are. The Columbia folk seem to have two really big ones in their Mitch Miller platter of "Wooden Shoes And Happy Hearts" and Hillbilly's "If I Give My Heart To You." . . . Russ Meyer and Whitey Hains really did a bang up promotion job here last week, breaking Ray Anthony's platter of "It's A Woman's World" which looks like a big one here for the Cleveland maestro. . . . Quality Record's Frank Weaver wrestled with smiles on the faces of the show and air reaction that he is getting on his R & B platters. The Searcho disc jockey now releasing Atlantic line here on their Quality label and it looks like a good venture for all concerned. Certainly is finding favor with the Teen-age platter buyers. . . . Harold Round in town from Sparten's London head office and setting up its forthcoming release of "On the Waterfront" by Bill Stegmeier and his Orchestra, which is being pressed from the U.S. Atlantic. Also lining up pre release of their Jack Kingston platter of "Mama, Don't Cry At My Wedding" b/w "How Far Is She Now?" a topical folk etching that could break big.

Island Music

HALE'IU—"Juke," beach boy for the Royal Hawaiian Hotel, poses with Jerry Colonna, who records for Decca, and Bob McLaughlin, disk jockey, as they record Island music for broadcast on "Clubtime" radio shows which are heard around the world.

Known from Coast to Coast

Leslie Distributors
One-Stop Record Service

New York
750—10th Ave.
('Phone: Plam 3-1927)

Hartford, Conn.
134 Windsor St.
('Phone: Jackson 5-7123)

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

Cincinnati Cut-Ups

Jimmie Williams d. j. of WNOP inked a personal manager's contract with Joe Grieshop Management and cut his first record session for Acorn Records. Announcement of this appoinment came Saturday on Jimmie's RFD show. . . . L. B. Wilson, proprietor of WCKY, to take in his V. S. Court Friday that an accumulation of $10,000 was for the purpose of acquiring ownership of a television station. Wilson is fighting a surplus tax assessment on the amount. . . . Celeste Holm received the keys to the city from acting Mayor Dorothy Dobhey. Celeste is in town making a tour of local newspapers in line with her role of newswoman in a new CBS-TV series to be carried locally by WKRC-TV. . . . Lee Erwin (of the Godfrey show) was in town visiting folks at WLW where he once was organist of the Mccovery. . . . Earl Le Brun who resigned as aunt general mgr. of radio WCP0 was named aunt general mgr. of WLW-TV by John T. Murphy, vice president of the Crosley Corp. . . . Pee Wee King's show carried by NBC will originate from the studios of WLW. It was learned this week. . . . Marty Roberts appeared at the Melody Lane Ranch in Columbus. He reported a good crew in where he was in town. He will be remembered as proprietor of the Country Show TV show over WLW. . . . The station would do well to air this show again.

Jimmie Williams (Acorn) and Jimmie Skinner (Decca) played at Glenwood's (Decca) in the Poppy Park, Ky., where over two hundred folks were turned away because there wasn't even standing room. Good work, boys.

Webb Pierce
"You're Not Mine ANYMORE"
"MORE AND MORE"
Decca 27021
Cedarwood Publishing Co
146 7th Ave., N., Nashville, Tenn.

Carl Smith
"Loose Talk"
Columbia 22117
Central Songs, Inc.
6308 Sunset Blvd.
Hollywood 28
Calif.

Jack Toombs
"Foolish Jealousy"
Excello 2041
Order Now!
Get the Original
45s + 78s
Nashboro Record Co., Inc.
177 3rd Ave., N., Nashville, Tenn.
('Phone: 42-2218)
1. I DON'T HURT ANYMORE Hank Snow (RCA Victor 20-5649; 47-5688)
2. ONE BY ONE Kitty Wells & Red Foley (Decca 29065; 9-29065)
3. EVEN THO Webb Pierce (Decca 29107; 9-29107)
4. THIS OLD HOUSE Stuart Hamblett (RCA Victor 20-5759; 47-5759)
5. THIS IS THE THANKS I GET Eddy Arnold (RCA Victor 20-5805; 47-5805)
6. LOOKING BACK TO SEE George & Albert Tole (Decca 29194; 9-29194)
7. WHAT'CHA GONNA DO NOW Tammy Collins (Capitol 281; F-2891)
8. GOODNIGHT, SWEETHEART, GOODNIGHT Jambal & Jack (RCA Victor 20-5775; 47-5775)
9. IF YOU DON'T, SOMEBODY ELSE WILL Jimmy & Johnny (Coral 4859; 45-4859)
10. SPARKLING BROWN EYES Webb Pierce & The Wilburn Brothers (Decca 29107; 9-29107)

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**NEWS that's UP-TO-THE-MINUTE**

**REVIEWS of the LATEST RECORDS**

**CHARTS compiled EVERY WEEK**

**ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS**

**Every Week In**

**THE CASH BOX**

**ALL FOR ONLY**

$15. PER YEAR

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**THE CASH BOX BULLSEYE & WEEKLY WESTERN REVIEWS**

**10 FOLK & WESTERN BEST SELLERS**

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**THE CASH BOX BULLSEYE—FOR WEEKLY WESTERN REVIEWS**

---

**THE CASH BOX BULLSEYE—FOR WEEKLY WESTERN REVIEWS**

**“MORE THAN ANYTHING ELSE IN THE WORLD”** [Bill & Range BMI—L. Payne]

**“LOOSE TALK”** [Central BMI—L. Hart]

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**CARL SMITH** (Columbia 21177; 4-21177)

- Carl Smith keeps turning out top sellers, one after another, and his latest release bids fair to follow suit. The charter leads off with a beautiful, middle tempo romantic ballad dubbed “More Than Anything Else In The World”. On it, Smith hands in a top drawer vocal interpretation of the expressive lyrics. The under singing, “Loose Talk”, is a change of pace, quick beat dish dressed in tantalizing fashion by the skillful performer. A powerful two-stadder that should make the hit brackets in short order.

---

**JACKIE WALKER**

(Imperial 8268; 45-8268)

**“LITTLE BIT TOO LITTLE”** [Commodore BMI—Penny & Sharp]. The delightful tone of Jackie Walker come over well on a charming, quick beat ditty. The lad wants to partake in adult activities but his parents feel he’s still too young.

**BIG FAT FIB** [Commodore BMI—Fang & B.]. The humorous style of Jackie Walker takes hold of a light-hearted, moderate beat item and treats it to a flavorful vocal style. Cute material.

**JIMMY KELLY**

(Jifty 202; 45-202)


**SPUNKY CAP** [Jimmy BMI—Walker & Fowler]. Under portion is an engaging, fast paced item that Kelly belts out in solid style, colorful instrumental backdrop. A good pairing.

**JIMMY WORK**

(Dot 1221; 45-1221)

**“MAKING BELIEVE”** [Accuff-Rose BMI—J. Work]. Jimmy Work shows up with a catchy, sentimental piece that he feeds with infectiousness to bring about a moving, romantic sentiment. Heart-felt lyrics are projected with much feeling.

**JUST LIKE DOWNTOWN**

(2:25) [Accuff-Rose BMI—J. Work]. Work comes up with a zestful vocal effort on a delightful, easy-on-the-ears platter. A strong coupling that should attract a heap of spins.

**COWBOY COPAS**

(King 1386; 45-1386)

**“I’M GLAD FOR YOUR SAKE”**

(2:22) [DeSylva, Brown, Henderson]. Melody-voiced Cowboy Copas & His String Orchestra do a touching, middle tempo romantic serenade. Strings support the artist in top notch style.

**“CARBON COPY”**

(Harpeth Hills BMI—D. Bill). Lower half is a moderate beat, sentimental piece that Copas waxes in excellent fashion. Pretty melody.

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**SHEB WOOLEY**

(MGM 11836; K-11836)

**“I’M GOING TO MAKE IT”**

[Wooley Western BMI—Wooley]. Sheb Wooley comes through with a truly fine vocal job on an exciting, quick beat novelty that has big hit possibilities. Sensational arrangement. Watch this one.

**HILL BILLY MAMBO**

(1:56) [Wooley Western BMI—Wooley]. Utilizes a novel and different style on this Woody poke at the current national pastime. Sprightly instrumental backdrop. Two enjoyable platters.

**BETTY CODY & HAL “LONE PINE”**

(RCA Victor 20-5686; 47-5686)

**“HEART TO HEART”**

(2:15) [Tennan BMI—B. Carver]. Betty Cody and Hal “Lone Pine” pool their talents in mashing fashion as they dish up an inviting, quick beat, romantic ballad. Deck could break through and make a lot of noise.

**“HOW TO GET MARRIED”**

(2:40) [Dandelion BMI—B. Wooly, L. Guild]. On the reverse platter Betty and Hal again join forces as they etch a moderate beat, love piece in impressive fashion.

**TOM BEARDON**

(Faber 116; 116-45)

**“SO AFRAID”**

(2:20) [American BMI—T. Beardon]. The soft and polished tones of Tom Beardon wax a middle tempo, romantic item in fine style. The warbler puts over the soft potant lyrics with tellling effect. Deck should garner loads of spins.

**STANGEL TONGUES**

(2:34) [Fairway BMI—B. Dalton]. Bottom slicing is a colorful, quick beat ditty with catchy lyrics. Spiced instrumental backdrop by the Louisiana Hayride Band.

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**GEORGE GARRISH**

(Hilite 104; 45-104)

**“I ONLY KNOW”** [Al Kennedy ASCAP—A. Kennedy, S. Benedix]. A distinctive blending of voices by Jane and George Garrish combines with a warm string Westerners' backing for a pleasant deck. A slow tempo tune with appealing, love lyrics.

---

**PLEASE CLOSE THE DOOR AND BE SILENT”** [Al Kennedy ASCAP—A. Kennedy, P. Copas]. Flipside, Jane Garrish solos in smooth style as George and the Westerners lend a neat instrumental assist. Two feelingful decks.
After having just completed a successful seven-weeks tour, Dewey Moss, manager for Little Rock KWKH, and Jimmie Johnson with Red Vood, Lazy Jim Day, Jimmie Johnson and the Country Boys worked October 5th in the state of Michigan, kicking off with a personal in Detroit on the 3rd, following with the same act in Toledo, Ohio on the 4th, and then in Jackson. Cousin Minnie Pearl into Norfolk, Va., and then in Lafayette, N. C., a personal appearance engagement with the (Lucky) McKee, Founder of the Wonder Boys, and his Willburn Bros., Doyle and Teddy working personal appearances in Celeryland and Red, the Bobbys, as far as the West Coast. Murray Nash, Auff-Rose rep reports that Doc Williams and his Border Riders set for a string of persons on November 8th, and his Smokey Mountain Boys and Girls with the Carter Family closed a successful week in Florida, Col. Tom Parker, Tom Dickie and Oscar Davis for the promotion, Grandpa Jones with all the grandchild packing up gear for another line of personalities in Canada, Bob Ferguson, handling the managerial reins for Ferlin Huskey, informs us that the Capitol Artist is booked solid through October with personal appearance dates coming in heavily for November. Hubert Long, directing the affairs of Army's Forest Young, promoting the led heavy prior to his release from service in early November, at which time Long will take Young under his wing on an exclusive management basis.

HORACE LOGAN, at KWKH's Louisiana Hayride swamped with activity as talent on this show redlines itself for Fall Personal Appearance engagements and recording sessions. Jim Reeves is heeding another tour of Abbott and Addie's 25th broadcast of the Hayride with Slim Harbert and his daughter, Maureen, taking the spotlight on October 9th, Tillman Franks, who formerly directed the Carliles, now managing Jimmy Lee and Johnny Martin, with exclusive engagements, Eddie Chase is leaving the Red River Roundup for Tele- vision in Oklahoma City.

PRELIMINARY to any possible entry into a network video, and an hour or half of the two-and-a-half hour show being telecast by Springfield, Mo., KTTY, channel three. The 60,000-watt is reported to have good coverage in the area of Missouri, Kansas, Arkansas and Oklahoma. Other good tidings from the Crossroads of Country Music add up to a tour in Canada of some of its artists, with bookings by Lee's Top Talent. Slim Wilson of the Ozarks will celebrate his twenty-five thousandth broadcast on Saturday, Oct. 9th, appearing as guest on Red Foley's ABC Network program of The Jubilee, Tommy Sands (Coral) and Columbus's Billy Winters, Sept. 25th, a personal appearance engagement in Hamilton, Ontario, Jean Shepard (Capitol) and Slim Wilson (Decca) played Oct. 3rd and also appeared at Sunset Park, Pa., Sept. 26th. Red Foley's manager, Dub Allbritton, reported that Red, with Grady Martin and The Crossroad Boys recently played to 20,000 people at the Memorial Stadium at Shreveport, La.
Omni-Directional Sound
means music in ALL DIRECTIONS

...another SEEBURG FIRST!

This is new! This is Seeburg Omni-Directional Sound . . . music in all directions . . . for the last word in listening pleasure.

Mounted in the acoustical chamber of the Select-O-Matic "100" are two heavy-duty, 12-inch low-frequency speakers, a 5-inch high-frequency speaker and two 8-inch wide-range speakers, one on each side. It's the most advanced electro-acoustical system ever offered our industry.

See it at your Seeburg Distributor.

America's finest and most complete music systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago 22, Illinois
NEW YORK—Here’s a report by
run & Bradstreet that will cause
some lifting of eyebrows among the
operating fraternity. It came as quite
surprise to those in the Bar
avenue business. This financial
reporting firm revealed this past week
that Bar & Bradstreet did better in
1953 that in 1952. (No report on 1954
yet). The report was made, said
run & Bradstreet, because of a gen-
ceral report that television was ad-
versely affecting the tavern business.
In general, the report concluded, this
is not so. But detailed figures indi-
cated that the smaller establishments,
particularly those where beer was the
chief item, showed the largest pro-
gression of unprofitable operation. It
was pointed out that the increases in
gross and profits were highest in the
Far West, with business up 8.8 per
cent. The South gained 4.4 per cent
and the Midwest 1.7 per cent. North-
west establishments reported no
change in gross.

WASHINGTON, D. C.—1954 has
seen one that has had cigarette ma-
hine operators in quite a dither. The
introduction of a number of addi-
tional filter, cork tip, king size,
and other variations of cigarettes, has
created the problem of stocking a
cigarette machine with the various
types of smokers being bought by the
general public. And, of course, the devastat-
ing reports that cancer is caused by
smoking cigarettes cut into the sale
considerably. However, it appears
that the sales volume will not be as
hampered as could be expected. The
Department of Agriculture, this week,
predicted that the drop in cigarette
output would run only 2 or 3 per cent.

For years it has been well known to many in
the industry that the majority of the greatest
ideas come from cellars, barns, and atic
workshops.

These ideas see daylight for the first time
because necessity still remains the mother
of invention.

Some operator, who has run into a bad season,
who can’t afford, because of this, to buy more
new machines, will fit up his old machines with
some new idea. A new idea that again zooms play
and continues the play action at top peak.

This operator, nor any others who see this
new idea, think very much of it the first time
they look it over.

Usually the thought that enters the mind
of the average viewer of the new idea the first time
is, “Some poor operator, who can’t afford to
buy a new machine, has tried to make over an
old one.”

In most cases this is not the interesting fact
about such conversion. What is important is that
this made-over old machine usually incorporates
an idea, or two, or more, that would tremen-
dously help the engineers of the leading factories
and, at the same time, might probably start
an era of entirely new products for the whole
industry.

Just as ‘flippers’ and ‘bumpers’ and a myriad
of other ideas came to the field, so is there some
‘new idea’ right out in the field at this moment,
which is completely unrecognized and which
would, if it were brought to some outstanding
factory, bring about an entirely new type of
product.

Too many have become too dependent on
the factory engineers to bring forth the new ideas.

The fact of the matter remains that, because
of necessity, an average operator in some ter-
ritory has brought into being a new idea—just
to keep himself going.

Usually this idea has been worked out in his
basement, his attic, his garage, or his barn work-
shop.

As is usually the case, this sort of operator
thinks that he hasn’t done anything out of the
ordinary, except to place some home-made gadget
on his machines which has kept him in business
and continues him ahead at a profitable pace.

This is just what the engineers of the various
leading factories are seeking. This gadget. This
idea. Regardless of what the creator of the gadget
may personally think of it.

Engineers refine. Few conceive. They take this
home-made gadget or idea and turn it into someth-
ing that not only works perfectly from a
mechanical standpoint, and that can be placed
into production economically but, many, many
times, also come up with an entirely new idea
because of this one. Little, simple gadget, or idea,
which some operator worked out somewhere in
the country.

Good, new ideas are desperately needed by
the entire industry today.

The statements of some peoples engaged in
this trade that ‘more factories are needed to
stimulate constructive and competitive creation’
isn’t the fact.

The actual fact is that ‘new ideas’ will do a
much better job for all concerned with this field.
Any factory in this industry today can better
build and is better equipped to construct any
coin operated product, than any new manufac-
turer who would try to compete with the ex-
perience, the skills, and the know-how of
the present manufacturers.

If this industry wants to progress, wants better
equipment, wants new and different and revolu-
tionary machines, then it is up to the members
of the industry to bring to their favorite factories
ideas, items or gadgets they might have created
or conceived, and which are helping them in
their own areas.

In this way will the entire industry be able to
proceed on ahead as progressively as it has
up to this period.

It is, therefore, up to each and every one
gagned in this industry, to take time out to look
around and, finding someone who has produced
something, whether it be just a part that helps
to more efficiently, economically, and better
operate, or some gadget that is creating more
play action, to have this person present this
gadget or idea to some manufacturer who will,
there is no use. Turn his engineer loose
upon it and, in all probabilities, produce some-
thing that will prove of tremendous value to all
in the field.

Every manufacturer is more than willing to
talk turkey with any inventor or any operator
who believes he has something of value for the
industry. In this way the inventor and/or oper-
ator profits, as does the entire industry from
manufacturer, thru distributor, jobber, operator,
and retailer, right down to the general public
who tremendously enjoy themselves with new
coin operated equipment of all kinds today.
Michigan Music Ops Meet On 10c Play

United Music Operators of Mich. to Devote October 4
Meet at Fort Wayne Hotel,
Detroit, to Discussion of
Dime Play

Bill Gersh, Publisher of The Cash Box, to be Guest Speaker

DETROIT, MICH.—Roy Small, Con-
ciliator and Public Relations Coun-
selor of United Music Operators of
Michigan, whose headquarters are in
this city at the Fort Wayne Hotel,
advised this past week that, after a
three-visit inspection, the Board of
Directors of the organization had de-
decided to devote their regular monthly
meeting, this coming Monday, October
4, to a complete discussion of dime
play.

Small also advised all the member-
ship by special notice that Bill Gersh,
publisher of The Cash Box, would at-
tend the meeting in the capacity of
invited speaker.

Small told the membership of UMO,
"Bill Gersh, publisher of The Cash Box,
who has spoken before music opera-
tors' associations for over twenty
years, has been invited as our guest
speaker to address our regular monthly
meeting on October 4 at our perma-
nent headquarters in the Fort Wayne
Hotel."

He also informed them that The
Cash Box had made the very first and
original proposal over eleven years
ago that the music operators change
over to dime play.

He believed that the members would
be extremely interested in what Bill
Gersh had to say, since he has had
much experience regarding dime play,
in various areas throughout the nation.

Small has won great confidence
among the music operators in this
city and throughout the state for his
very fine public relations efforts and
the fact that, after much confusion and
friction, he was able to, once again,
bring together all the operators in this
area into an entirely new or-
organization.

Many music operators are of the
belief that Roy Small will win out to
help the music operators here to enjoy
top income from their present opera-
tions.

"This," as he stated, "should always
be the first consideration of all lead-
ers of music operators' organizations."

He also explained, "After much dis-
cussion and investigation we have
come to the decision that 10c play
should be given serious consideration
by our entire membership.

"When large cities like Chicago and
smaller cities like Jacksonville,
Florida, as well as communities thru-
out the entire northern Illinois
region, like Rockford, Illinois, as well as
cities like San Diego, California, and
other cities far and wide, throughout
the country, including Westchester County
in New York as well as some places in Indiana
have found that a change over to 10c play
was not only logical, but also profit-
able as far as the music operators are
concerned, then surely our organiza-
tion, United Music Operators of
Chicago, feel that we, too, should
listen to all arguments pro and con
and then decide whether or not 10c play
is what we, too, need to assure our
membership greater financial
security."

Roy Small also said, "Our October
4 meeting is open to all UMO mem-
bers, as well as to non-members, and
guests of members, so that the dis-
cussion of this subject which will be
held at this meeting will have the
widest possible audience.

"The belief here is, at this time,
that Detroit, too, can switch over to
10c play, and that this can prove to
be the saving factor for the auto-
music industry in the Motor
City."

CHICAGO — "De Luxe Carnival Gun," new gun game of United Manu-
facturing Company, this city, was
introduced to the trade this past week.

"De Luxe Carnival Gun" is in full
production here at the factory," said
C. B. (Bill) DeSelm, sales manager,
"and quantity shipment is being made
to all our distributors.

"Operators are urged to avail them-
selves of the opportunity to see this
fine gun game first hand now on dis-
play in the distributors' showrooms.

"De Luxe Carnival Gun" incorpo-
rates the use of two sets of moving
targets, a unique time element

Bally's Service School At Cleveland

"City by City" Price Lists Discontinued Temporarily

Latest Reconditioned Machines Difficult to Obtain

NEW YORK — The "City By
City" listings, appearing in The
Cash Box for the past many months,
will be discontinued until further
notice, effective with this issue.

"For some time now," the editors
of The Cash Box know, these listings contained only
those prices of equipment produced in
the last few years—in other
words, the better type recondi-
tioned machines. These machines, at
the present time, are in great demand,
and many of the firms submitting
their lists to us advise that there
are few of these machines avail-
able.

When the "City By City" feature
was instituted in The Cash Box, it
was highly instrumental in creat-
ing a great deal of sales activity.
However, under the present con-
ditions with these well reco-
ditioned machines often back-ordered
before the wholesaler can obtain
them, it is advisable to discontinue
this feature until the market con-
dition becomes more liquid, and The
Cash Box can once again serve the
market.

CLEVELAND, OHIO—Bally "Service School" sessions, being held
throughout the country by the manufacturer is proving to be extremely
successful an
of great value to operators.

Pictured above is a group of operators attending the school held at Lak-
City Amusement Company, this city.

Joe Abraham, head of Lake City, was on hand to greet the operators and
Bob Breither, chief field engineer from Bally conducted the classes.

United Manufacturing Com-
pany Intros New Gun Game

'Deluxe Carnival Gun' Has Moving
Targets, Time Element Bonus

"Deluxe Carnival Gun" is equipped
with the triple-match feature.
"Carnival Gun" is identical to the
same gun model but minus the
triple match feature.

"The mechanics of this new gun
are simplicity personified," relat-
ed DeSelm, "with easy servic-
ing and lasting operation."

bonus feature," DeSelm continued
"with 25 shots for a dime.

"All together there are 25 targets
in each row of the stationary squi-
trel targets, a second row of six mov-
ing duck targets, a third row of seven
stationary rabbit targets, plus a so-
fair of five moving bull's eye targets which
pop up automatically in the secon-
nd row after the 20th shot.

"The time element, the registratic
of which is situated on the right side
of the scoreboard and which is so
justifiable by the operator to two, thr
or five minutes," stated DeSelm
"starts operating when the trigger+
the .22 cal. rifle is pulled the
first time.

"For each unit of time under 6
remaining after the 25th shot is con-
pleted, a player receives two bonus
points.

"For example," DeSelm clarified
"say a player completes 15 shots in 47
seconds, then the three seconds left are doubled and the result-
sum of 26 points are added to his score total.

"Each squirrel hit garners one point
and duck shot adds a .25.

"De Luxe Carnival Gun" is equipped
with a double-match feature.
"Carnival Gun" is identical to the
de luxe model but minus the
double match feature.

"The mechanics of this new gun
are simplicity personified," relat-
ed DeSelm,"with easy servic-
ing and lasting operation."
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 oper-
at ing 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 earn-
ing capacity is a typical Gottlieb
perfected mechanism assuring years
of dependable cash receipts.

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"
Pete Woods of Hopkinsville, just back from a trip through Europe on
Africa, reports that in all of his travels through Europe he only saw two 100 rec-
ord phonographs, and they were in Rome, Italy (Ed note: Pete's travels must
have been only through the Southern part of Europe). He states there weren't
any up-to-date games in those countries, but that the wines in Italy were
the best. Woods was particularly impressed with the Italian women—not
they were beautiful and most modest. As to his travels through Africa, claim
he wants to go back next year, as he didn't get enough jungle hunting because of
the rains. Norman Proctor, Pete's right hand man, mightily happy to see
his bosom back safe and sound. . . . Joe Ruhold, Bowling Green, working
for into the night preparing for fall tad winter business. Joe looking to
better business as Western State College has a record enrollment. . . .
San Miller, Bowling Green, has his routes in tip top condition for the coming
season's business. . . . Herb P. Lowe, Bowling Green, rebuilding one of his
cafes with all knotty pines. . . . Smitty of Owensboro Amusement Co., Owens
boro, reports his horse, Count Fleet, ran a good third at Hazel Park, Chicago. . . .
Sam Robey, Owensboro, setting new equipment in his locations, and
reports he expects a good season. . . . Seen on Louisville's coinrow—Joe Hunter
Picture stars Linda Darnell, Rick Jason, Dan Duryea and Faith Domergue.
Bob Lepping to its staff. Bob is to handle sales in Seeburg's background must
equip. . . . While over at Ohio Specialty Co., Louisville, Charley Rosen bus,
in the shipping department. . . . Robert Berman & B. & A. Amusement, Louis-
ville, holding down the fort, while brother Bernard on vacation. Bobber
reports business has picked up considerably in the last two weeks. . . .
Jame W. Humphreys of Louisville Coin Machine Co., Louisville, states his busi-
ness for the past two weeks has been on the upgrade.

United Shipping
New Shuffle Alley

CHICAGO — United Manufacturing
Company, this city, is making quan-
tity shipments to all its distributors
of the new "De Luxe 11th Frame
Shuffle Alley," according to Bill
De Selm, sales manager.
"De Luxe 11th Frame Shuffle Alley" is a six-player game with a triple-
match feature and new scoring fea-
tures.
It has a new high first frame score, progressive multiple scoring, includ-
ing the 10th frame feature, and the Master (11th) Frame highlight
wherein a strike counts 1000 and a spare 500.
The game is available in 8 or 9-foot models with regular 10c play or two
coin chutes of 10c and 5c for 5c.
"11th Frame Shuffle Alley," the regular model, is identical to the de-
 luxe model with the exception of the triple-match feature.
"Both games are in full produc-
tion," said De Selm, "and all operators
are urged to take a look at these
two new products at any of our dis-
tributors."
Miller Slaps Dirty Disks

OAKLAND, CALIF.—In the October 2 issue of The Cash Box, a feature story "Smutty Records Smell Up Spots" called the attention of operators to the harmful effect it would have on the entire juke box industry if operators persisted in using this type of recording. In the same issue, in the feature editorial of the music section, a plea was directed at the manufacturers of records to "STOP MAKING DIRTY R & B RECORDS."

Following these items which highlighted the problem, George A. Miller, national president of the Music Operators of America (MOA), added his voice in a news release, in which he came out emphatically against the use of suggestive or obscene phonograph records.

"There is no place in the automatic phonograph industry for this type of record" stated Miller, "and a music operator who is foolish enough to believe that this type of phonograph record will increase his income, is in for a sad awakening. An extra dollar in this instance could cause an investigation in the automatic phonograph business, and could also give the entire industry some very bad publicity.

"I earnestly and sincerely ask the

“Magic Lines” Prove Popular in Bally Game

CHICAGO — Jack Nelson, general sales manager, Bally Manufacturing Company, this city, reports much enthusiastic comment on the Magic Line feature contained in Bally's in-line game, "Variety."

Nelson stated, "I have talked with many operators and distributors during my recent travels, and the popularity of the changing numbers feature is amazing. Operator after operator related the player fascination of the Magic Lines, and collection reports forwarded to my office really spell out the popularity of 'Variety' in every section of the country."

Nelson also reported that operators were unanimous in their praise of the smooth, trouble-free mechanical operation of "Variety." cooperation of all members of MOA, and of all music operators of the nation, in discouraging the use of such records immediately, and I think it would be a good idea if the representatives of all state and local associations would notify their membership immediately to refrain from purchasing obscene or lewd phonograph records."
Oregon Op Appeals Pinball Case to Supreme Court

Wilbur Henderson, Counsel, Says He Has Filed Necessary Motions to Start Appeal Rolling and Hold Up Enforcement of Ordinance Until Issue Decided by U. S. Supreme Court

PORTLAND, ORE.—An appeal is being taken to the U. S. Supreme Court from the Oregon Supreme Court's ruling upholding the constitutionality of a Portland city ordinance outlawing pinball machines. Wilbur Henderson, counsel for Stanley G. Terry, Portland's largest pinball machine owner, announced in late September he had filed the necessary motions to start the appeal rolling and hold up enforcement of the Portland ordinance until the issue is decided by the U.S. Supreme Court.

Henderson said the State Supreme Court had no option except to stay execution of its order declaring the Portland ordinance valid. He said the appeal would be based on Terry's original contention that the ordinance violates the federal constitution by taking property without due process of law.

The Portland ordinance, making ownership or operation of pinball machines in the city illegal, has never been in operation since its adoption in 1961 by the City Council.

The Multnomah County Circuit Court at one point issued an injunction ordering the enforcement, but that injunction was reversed by unanimous decision of the State Supreme Court, which upheld the city on appeal. That decision was reached last April 14, but Terry kept the ordinance from being enforced by petitioning for a rehearing, which the court denied in mid-September.

Henderson said that raising of a question of violation of the federal constitution in the original petition for an injunction against the ordinance gave Terry the right of direct appeal to the U.S. Supreme Court.

N. Y. Music Ops 17th Annual Dinner-Dance

NEW YORK — With the deadline fast approaching 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, operators are making their plans to attend the gala function with families and friends.

Al Denver, president, advises that many out of town columnists have made reservations to attend.

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

Airmail Subscription The Cash Box $30

"It's What's in THE CASH BOX That Counts"
Northern Music Opens
Columbus, O. Branch

CLEVELAND, OHIO—In another step to give better service to Ohio operators, Herb Wedewen, President Northern Music Inc., this city, has announced the opening of a Columbus, Ohio branch office. The new sales and service facilities are located at 202 West Broad Street in the heart of Columbus' capitol city. Earlier this year Northern Music, Inc., Wurlitzer distributor in Cleveland, Ohio, had moved in a new, larger building at 2006 Prospect Avenue, Cleveland.

Dick Gilger, who comes to Northern Music with more than eight years of experience in coin operated music and enjoys a wide acquaintance with music operators, has been chosen branch manager. Paul Hoit, service manager for the Columbus branch, has wide experience and will assist operators with their service problems and requirements.

In a letter to operators of the Columbus territory announcing the new branch opening, Herb Wedewen said, "We extend a genuine invitation for you to drop in at our West Broad Street store. We are centrally located and have our own parking lot adjoining the building. There is a complete set-up of 1700 and 1650AF photographs together with Model 1717 Hideaway and remote equipment. Dick will be around to call on you in the immediate future. He can discuss your problems thoroughly as he certainly understands them.

In conjunction with the branch opening Reid Whipple, Wurlitzer field service engineer, instructed a large class on the 1700 mechanism and gave operators and their servicemen a complete school on all Wurlitzer equipment.

"It's What's In THE CASH BOX That Counts"
Gottlieb Distribbs Acclaim Extensive Test Period

CHICAGO—Alvin Gottlieb of D. Gottlieb & Company, this city, reported this past week that the firm was receiving much acclaim from its distributors because of the extensive tests, more than 600 operating days, thru which it put its new four-player “Super Jumbo”.

“In fact”, Alvin reported, “even tho’ we have for many years made it our policy to test all our games most extensively on actual locations, for ‘Super Jumbo’ we went even further than ever before—more to make certain that this new and revolutionary type game would be perfect in every regard.”

Alvin Gottlieb also advised that wherever a “Super Jumbo” had been placed on a competitive play basis, the play was so great that the operator was simply thrilled to the core.

He also said, “We believe that our extensive and intensive test policy is paying off for every purchaser of our ‘Super Jumbo’.

“There is a game that has so many new, revolutionary and different features that, unless this game was intensively tested for as many operating days as we tested it, the average operator wouldn’t be sure of what he was looking at.

“Now we knows”, Gottlieb continued, “that when he purchases our ‘Super Jumbo’ four-player game, he is getting an amusement machine that is completely tested, tried and proved in every possible way.

“‘He is actually making an investment and not just a purchase.’

Them There Pin Tables

“你说 what this town needs,” said the Cynic, “is a modern day Carrie Nation to combat those devilish machines that are wrecking so many homes.”

“It’s a picture, ‘Birth of a Nation’,” said the Grade-A Moron, “but I don’t remember no Carrie in it.”

“Carrie Nation,” patiently explained Olie Tumer, “was a Victorian era do-gooder whose hobby was chopping up taverns with a hatchet. She became quite famous.”

“Chopping up saloons sounds to me like a good way to get a Mickey Finn,” said the Moron.

“No,” said Olie Tumer. “She attracted large crowds and smart operators realized her commercial possibilities. They would hand her a few old glasses to smash with her hatchet and then someone would buy a house lick. Others would follow suit and the proprietor would do very, very well indeed.”

“I like the idea of a Carrie Nation pinball machine hopper,” said Joe. “That would be a good deal for some of our local bleeding-hearts, or maybe our lady politicians. If I could pass out the word that there would be a pinball-chopping carriervi here, I could really fill this joint. My pin machine brings in a few nickles, but it’s nothing to get steamed up about. I can’t remember seeing anyone drooling, waiting his turn to play. Maybe if some of you guys wouldn’t use it as a coat rack it would get more play.”

“You don’t get the dyed-in-the-wool pinball addicts, Joe,” said the Skipper. “To watch one of those goons in action is better entertainment than the average TV show. Some of those guys go through contortions that would make Gypsy Rose Lee green with envy.”

“I only hope,” said the Prof, “that no serious consequences develop among our city fathers as a result of their weighty deliberations over the pinball machine and that it has a beneficial influence on some of them developing brain fatigue.”

“What brain?” asked Wilbur the Wise.

“That remark wasn’t nice,” said Joe, “just have a drink on the house.”

Stan Levin In Jobbing Business

CHICAGO—Stan Levin, who resigned from Empire Coin Machine Exchange, effective as of October 1, announced this past week that he was entering into the jobbing business in this city.

Levin also stated that his partner in the business would be Mickey Schaefer well known in this city.

As yet Stan Levin hasn’t announced the name the firm will use nor has he reported on any definite plans for locating the firm’s jobbing headquarters.

“A complete announcement will be forthcoming within a very short time”, both Stan Levin and Mickey Schaefer stated.

“It’s What’s in THE CASH Box That Counts

October 9, 1954
Op Makes Own Music

NEW YORK — Mac Pollay, New York operator who spends his spare time at the Green Valley Ranch riding horses, took part in a jamboree recently. He is pictured above, Mac (left) plays the drums; Steve Lawrence, recording artist and featured male singer on the Steve Allen TV show, plays the piano and basses, while "Slim" plays the sax.

Op Donates Pinballs To Vet Hospital

GRAND ISLAND, Neb.—This is a Pinball Machine now in the Recreation Lounge at the Veterans Administration Hospital, located in this city. Acknowledgement of this gift was made publicly in the hospital's publication, "Giveland," which stated: "PINBALL MACHINE NOW IN LOUNGE!"—The Recreation Lounge is now provided with a new pinball machine for the use of patients. This is the second of such machines provided by the hospital by Mac's Music Service of Grand Island. Mr. McKee makes the machines available to the hospital at no cost whatsoever. The coin apparatus of all machines is disconnected and patients may use these machines free of any charge. We wish to thank Mr. McKee for his kindness and cooperation in this regard.

Mercury Records
1st In Chi Phono Bowling League

CHICAGO — Mercury Records gained a three-game sweep over Star Records to take over sole possession of the driver's spot in the Chicago Automatic Phonograph Bowling League.

Decca Records and B & B Novelties took two games over Western Automatic and Crown, respectively, to tie for second place along with Walter Oomens Sons, which team lagged three games behind from All Music.

Other two-game winners were Coral Records over Paschke Phonographs, ABC Music Team No. 1 over Gillette, and Novelties and Melody over ABC Music Team No. 2.

Paschke's Ray Gallet with a 576 series topped the men bowlers for the evening while Marilyn Sipiora of Mercury registered a 461 to lead the women.

Other high bowlers were Bob Kick, Mercury, 477; Charley Ack, Star, 414; Bob Bie, Decca, 586; Bill Nyland, Western, 475; Ed Walker, and Joe Cicer, Coral, 490 and 499; Rene Gallet, Paschke, 524.

Also, Mr. Warren (Bunk) Paradee and Maurice Pieroni, B & B, 515 and 506; Bob Guarro and Al Rice, ABC No. 1, 502 and 493; Don Baxter, Gillette, 511; Vic Genio, Melody, 453; Gil Lousasso, ABC No. 2, 412; Johnny Oomens, Walter Oomens Sons, 491, and Jim Wickman, Atlas, 170.

The standings as of Monday, September 27:

W L GB
Mercury Records 8 1 1
Decca Records 7 2 2
B & B Novelties 7 2 2
Walter Oomens Sons 7 3 1
Paschke Phonographs 6 4 2
Melody Music 5 4 3
ABC Music No. 1 4 5 1
Coral Records 4 5 3
Western Automatic 4 5 4
ABC Music No. 2 3 6 1
Star Music 3 6 1
Atlas Music 3 7 1
Gillette Distributing 3 7 1
Coven Music 1 8 7

"It's What's in THE CASH BOX That Counts!"
EXHIBIT'S NEW STAR SHOOTING GAL LERY

BEST OF THEM ALL!

A Star Shooting Gallery at Chicago's Riverview Park took in $596.30 in 29 days!

Just check with the lucky operator who has some

EXHIBIT SUPPLY
4218-30 W. Lake St.
Chicago 24, Illinois

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

EASTERN FLASHERS

Coinrow was closed tight Tuesday and Wednesday, Sept. 28 and 29, th Jewish New Year. Most firms started to close up early Monday afternoon and didn't reopen until Thursday. We understand some of these businesses took advantage of the holiday and didn't work on the Monday preceding the holiday. However, we visited 19th Avenue on Monday, and all of the coin machine houses were off-hand—and pretty busy.

Coinrow, with their sporting blood, usually take in all major sport event here. Natch, quite a few local, and out-of-town column, on hand for the big World Series. However, tickets were so scarce, and unavailable even at speculative prices, that a number of our friends had to be satisfied with front row seats before their TV sets. . . Mr. and Mrs. Dick DiGiacio, Westchester co, celebrated their 19th wedding anniversary on Monday, Sept. 29. Dick his missus, and a half dozen friends made an evening of it in town—dinner show and night clubs. . . Schorck & Schaffer's 8th Avenue arcade closed u this week. Building coming down. Mike Manavis bought all the equip, which he had delivered to his 10th Avenue building. Machines will be sorted out reconditioned and offered for sale. . . Buddy Fox, Denver Supply Co., has been having a tough time physically for the past year. Buddy is now ceasing operations in a hospital from another operation—this one for something entirely different than the other two. Bill Simon's big problem this week was to dig up a pair of World Series tickets. Al hoping he'd get them so he could take his young son . . . Ben Becker, home from the road for the Jewish holidays, visits his friends along coinrow . . . Dave Stern and Bob Siffer, Seacoast Distributing, eagerly awaiting the showing of the new Rock-Ola phone Frank LoMauro, Bob's sect, back from her honeymoon, says she would like to stay away another month or so . . . Charlie Rubenstein, arcade owner who has joke boxes in both his 8th Avenue and 125th Street arcades, at dim play, with classical tunes, trunk in machines for new ones.

We were in a wholesaler's showroom when a locot coming in to buy a reconditioned phone. "I want a nice inexpensive machine" said the op. "I have a shuffle game in this tavern, and the owner wants a music machine. Two other ops had music machines there, but had to junk them. But the shuffle game does well, I'll have to put in a juke box and satisfy the location." We pushed him in a corner and claimed that when people congregate, they'll listen to music. We suggested that maybe the patrons in this location didn't want to listen to the current pop tunes—he would play the juke box if they could listen to the music. "Send an hour or so at the location," we suggested. "Note the type of patron. Ask them what they would like to hear. Maybe folk music—maybe Irish music—maybe Polish music—maybe Spanish or international—possibly even program the machine." We offered to bet he could make the juke box pay off. Well check it in a few weeks and see. Jack Mitnek, regional manager for AMI, in town for the holidays. Will stay around for the official unveiling of the new AMI model "F" phone. Then away he goes—on his way to a many distributers as he can make during the official showing period.

Barney (Shug) Sagerman, Runyon Sales, N.Y. office, Abe Green, Runyon Sales, Newark, N. J. office, and their staffs eagerly awaiting the new AMI phone showings. Meanwhile, Shug advises, Bailey's "Rock-Ola" game continues to sell in quantities. . . Harry and Hymie Koeppel, Koeppel Distributing, pass up their lunch time on Monday so that they can get out the export order before closing down for the two day holiday. . . Joe Young and Abe Lipsky, Young Distributing, advise both good on both new phones (Wurlitzer model 100H) and reconditioned juke boxes for expert.

The Atlantic-New York Corp., spends Monday AM visiting all the wholesalers along coinrow, extending the greetings of the Jewish New Year, and the closing early . . . Harry Friar, one of the city's better known advisers shall game collections up—helped considerably by the premium plan in effect.

NEW ORLEANS NOTES

Two familiar and welcome faces to our Crescent City were Sam Yarza and Al Evans of Dallas, Tex. Sam and Al headquartered at the smart and beautiful Town And Country Motel, as it's the center for all distributors and customers. . . We hear Jim Kell just flew back from a Mexico trip—and other western parts . . . Dan into Shoosh, who's nursing an injured index finger . . . Eddie of A & M Amusements, moving into his new home in Oak Park.

The Nat "King" Cole-Buddy Johnson Show was a complete sell-out. Some of his most ardant fans were George Dujelby, along with wife, Sally, and Bertha Miles. . . We understand that Tommy Callaghan, former U.S. Secret Service agent, and now assistant to the president at Bally Mfg, is attending the National Pac-Man Convention here. Bally has been a member of this organization for many years. . . Al Lucianelli, former with A.M. & P. Distributing Co., is still on the road selling Rock-Ola phone to the new distributor, Lucianelli hails from Greenbush, N. Y., but is hailing from Greensboro, N. C., where he hails from Greensboro. . . Al will travel Louisiana and all of Mississippi.

Marvin Jones leaving on a short vacation to Dallas, Tex. . . Kell Dolly Amusements Co., McComb, Miss., in town. . . Harry Livine, Tri-Stat Distributing Co., Shreveport, La., in town doing a little shopping. . . Nickolas John Foka, in Tulsa Music Co, Birtsville, Miss., in town visiting Mrs. Jack Olds. . . A belated happy birthday to Mrs. Barcelona of Barcelona Amusements Co. The lucky gal will be sporting a beautiful mink stole, a present from her husband. . . We were sorry to hear the new girl at A. I. Distributing, Dixie Mahan, will not be there for a while, as she is entering a hospital in Memphis, Tenn., for a major operation. . . Dick and Louis Sturghel anticipate buying a new home, we hear.
CHICAGO CHATTER

Cute angle. The phone calls made by Vinne Shay this past week to so many thousands of the Jewish faith, within them, and in practically every Jewish home, was a very happy, healthy and prosperous Rosh Hashanah.

Here is a report on his many years of association with the boys from down on the lower West Side (that used to be the old East Side of Chicago) got him to the point where he would earn some extra coin lighting fires on Saturday, while learning to speak some Yiddish. "I'm a real good Yiddish slinger to be people," says Vince, . . . Mike Dale and Phil Weisman in the Hotel Sherman's even shop get all fixed up the afternoon before Rosh Hashanah. So that they carry on by faith in their respective temples. Mike advising about a fine public relations program he is getting under way, Phil remarking only about the fear of the new A. V. phone which, Phil has been told, is going to prove exceptionally valuable to all music ops in this area.

Word is now or less confirmed that Century Music sold its route to Zomba about a week ago. Universal will operate the route. Report is that Dan Palaggi still maintains an interest. Others of Century will concentrate on a new business. Bud Brandon will continue in his music publishing firm. "Our Bally service schools are gaining tremendous popularity," remarked Jack Nelson, "and is evidenced by the letters coming into our offices from operators commending on the excellent instruction and guidance given to them on all Bally products." . . . Most sincerely appreciate are the letters received from Sol Hoffman of Tri-State Music, Harrisburg, Pa. . . David C. Rocksela, president of Rock-Ola Manufacturing Corp., Chicago, and Bob Bear, sales manager of The Rudolph Wurlitzer Co., North Canton, Ohio. As these gentlemen were notified, silence, it is hoped, will help solve this plan into the darkness. Then, again, some believe bringing it into the open could, once and for all, shut it up.

Bill DeSelin, Herb Oettinger and Ray Richl pointing out the many player-operators . . . at Uncle's new "De Luxe 11th Frame Shuffle-A-Box" and "De luxe Carnival Gun." Always some one at Uncle ready, willing and able to demonstrate how they operate. . . . NOW IT CAN BE TOLD: Admiral Dan Tealery, commander of the USS Guadalcanal Task Force, who captured the J-502 submarine, informed the task force crew members who attended the dinner at the Hotel Sherman, in conjunction with the dedication of the sub's permanent placement at the Museum of Science and Industry, that it was my Moloney of Bally Manufacturing Co. who had presented the pressure cooker in the ship's galley, a number of joke boxes and games for recreation purposes. "All a huge contribution to the ship's welfare fund." I'd also like to tell you fellows who is picking up the check for this dinner party tonight," said the admiral, "but Mr. Moloney threatened to break my neck if I mentioned it. So I won't!" . . . Gil Kitt listening to a conversation about the friends who just don't want to be bothered with any more business and who stated, "I've got too much business now." Said Gil, "It's very nice to hear guys who talk the other way.

Bill O'Donnell made the following statement, "I've got 'em standing in line 120 deep to get the new Bally products." He also revealed why he was not going to take off with R. F. Jones one Saturday night recently while the latter was visiting Our Town. "I was out with Jonsey Friday night," said Bill, "that's all!" . . . Paul Huebsch says, "Sure I know what Rosh Hashanah means." When one of the boys was undecided about taking off for the holiday, Paul exclaimed, "I take off at the drop of a hat." . . . Bill Gersh, publisher of The Cash Box will be guest speaker at the Monday, October 4 meeting of the United Music Operators of Michigan in Detroit. Roy Small, conciliator and public relations counselor of this association reports that Michigan ops are seriously considering dropping the 5c and making it the 10c-Bingos on every machine. He made this proposal that music ops switch over to 10c play . . . Jim Culea of Exhibitors Guild in Chicago at work and full of the three v's after an out-of-town trip . . . Reports from afar say Lou Dunis still complaining about food while Johnny Michaels will eat anything.

The coming four-day annual NAMA convention October 10-13 at Washington, D. C., has two factories here which will exhibit at the show. They are in a dither with preparations. Exhibit's Art Weinand and Chet Gore. Also A.B.T.'s Mr. and Mrs. Walter Tratsch, Lee Gobert and George Rozz will be present at NAMA show . . . Stan Levin and Mickey Schaefer have entered into a partnership and intend to open a holding lighting store. Stan was formerly with Empire Coin Machine Exchange. Mickey has been an operator here for sometime. Both boys of the belief that this business hasn't even really started. And both full of youthful optimism as well as vim, vigor and vitality. Also Otto Gorbisch is out for a fall trip. Will take his Polaroid camera with him. Promises to come back with bunch of pictures of "Super Jumbos" on location. . . . Kurt Klineer advises that business is terrific at Rock-Ola. King Ray at the plant for a time helping with the great demand for Rock-Olas. . . . Dan l'Haun, president of the National Star Tape Strip Co. reports that everything is progressing smoothly at the firm's new Chicago quarters. The Midwest branch has a full stock and is serving all accounts west of Cincinnati.


Going like a house on fire trying to keep up with all the work is Sam Stern over at Willam. . . . Ditto for Ed Levin at ChiCoin. . . . Sam Levin, Avron Ginsburg and Ralph Sheffield busier than ever at Genco.

WANTED TO BUY

BINGOS AND

LATE SHUFFLE GAMES

MAIL OR PHONE IN YOUR COMPLETE LIST TODAY
GET THE MOST MONEY FROM EMPIRE!

Empire Coin MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. . . . MILLWAUKEE 6-2430 . . . CHICAGO 22 ILL

CHICAGO CHATTER (Cont.)

of Glen Falls, N. Y., one of the oldest operators in the coinbox, is spending his own time and money to tell music operators that "10c play is the answer." Even tho age is somewhat creeping up on Henry, he finds the time to get out to visit with various ops and tell them what 10c play did for him in his territory, and what he "knows" it will do for them in their territories.

The Cash Box again returns to one of its urgent proposals to the nation's music ops. For music operators to join together in an all-out effort to once and for all time have the 20% wartime cabaret excuse tax eliminated. The American Federation of Musicians is also hard at work to get this excise tax measure voted away. . . . Abe Sussman of Dallas very much upset when he was dropped off a recent plane flight from Chicago because he hadn't recorded his reservation. . . . Nate Feinstein is back at Atlas after a vacation. Now he, Mauie Ginsburg, Eddie Ginsburg and Harold Schwartz are going full steam ahead this Fall season. . . . Congrats to A. D. Palmer Jr., advertising and sales promotion manager of The Rudolph Wurlitzer Co., on his new and very clever circular. . . . Vending of 5c capsule charms getting great attention.

"It's What's in THE CASH Box That Counts"
**The NEW A.M.I. MODEL "F" 40-80-120**

SEE THE NEW SENSATIONAL A.M.I. MODEL "F" IN 40 - 80 - 120 SELECTIONS

**OPEN HOUSE**

SATURDAY, OCT. 9th

SUNDAY, OCT. 10th

REFRESHMENTS SERVED - GIFTS FOR ALL

ATTEND SHOWING AT OFFICE NEAREST YOU

ALL OPERATORS, THEIR FAMILIES AND SERVICE MEn ARE CORDIALLY INVITED. MAKE A DATE NOW FOR SATURDAY AND SUNDAY, OCTOBER 9th and 10th.

WE WILL ALSO HAVE ON DISPLAY FOR THE FIRST TIME, SOME OF THE NEWEST TYPE GAMES, GUNS, ETC. WE BELIEVE SOME OF THESE WILL OPEN UP NEW LOCATIONS FOR OPERATORS, AND GREATLY INCREASE COLLECTIONS. SOME OF THESE GAMES HAVE BEEN TESTED AND SHOWN LARGE COLLECTIONS.

**SPECIAL NOTE**

OPERATORS OF COLUMBUS, O., AND SURROUNDING TERRITORY

SEE THE NEW MODEL F AT OUR CINCINNATI SHOWROOM

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1933

LOUISVILLE, KENTUCKY

735 S. BROOK STREET

LEXINGTON, KENTUCKY

1535 DELAWARE AVENUE

CINCINNATI, OHIO

1000 BROADWAY

INDIANAPOLIS, INDIANA

129 W. NORTH STREET

**CALIFORNIA CLIPPINGS**

LOS ANGELES

LA's tremendous growth to become the nation's third largest city has made a great deal for the operator. Like in every other major city suburban livin has become the mode. Huge residential districts have sprung up where groves of orange trees once stood. New schools, churches, playgrounds and multi million dollar shopping centers have been built to meet the needs of these new communities. As the cities expands new suburbs are for the operator who is willing to expand with it. New locations and new profits are the reward. . . Wayne Davis of Minthorne Music Company report that they have had three of the biggest weeks in the history of their business. He also added that it's interesting to note all the increasing of the kiddie rides. Both Hank Tronick, at the main Minthorne showrooms, and Frank Menardi, who manages the branch sales offices, wrote up such a backlog of orders that the service department staff had to put on extra help to process the machines and move them out. . . . Similar reports have come in from other distributors along coinvor. . . . Phil Robinson is back along the same again after his trip to Chicago. He says that he found everyone working harder than ever before in the windy city. Phil had a nice time visiting with old friends at acquaintances. . . . Barney Kahn, formerly with Metropolitan Coin Machine Co. N. Y., is getting ready to enter the coin machine manufacturing field again. . . . The absence of a number of years. . . . Operator Lee Walker recently appeared court to identify two men who had been caught after whipping $400.00 in money and cigarettes from his truck. . . . The C. A. Robinson & Co. showrooms have been filled with local and out-of-town operators who drop in to look over the selection of United games on the floor and check on new models which are expected to arrive soon. . . . Mechanic Don Tuggle is back along West Pico after spending several weeks in the Mojave desert community of Ridgecrest. . . . Jimmy Jackson and wife from Palm Springs spent several days in town (a seasoned business and pleasure trip. . . . One of the most upset guys in this was Tommy Workman when he found that he couldn't get tickets to the World Series. Well, better luck next year Tommy! . . . Ray Walsh of Walsh Transfer about bustled all the buttons off his shirt when he proudly announced that he now the father of a brand new baby boy. Ray handles most of the trucking for all the distributors along coinvor.

Robertta Linn recently dropped in at California Music Company to introduce her latest Ekko release "I'm Going Out On The Front Porch and Cry" b/w "The Music Goes Round and Round" to all our operators. She got around just as the Board of Directors meeting of the California Music Dealers Assoc., L.A. Division was over so got to meet the Association's president Walt Hemple and business mgr. Ben Chemers. She also chatted with the other members which included Ben Korte, George Nachtmann, Mrs. Ira Becoy, Stan Lennon, Bob Collins, Glen Walcut, Carl Wilkins, George Koman, Richard Ford, and Jim Fisher. Also present were Bob Reynard, Jeff Herman and Dan Stamsmar Publicist Jim Gayle and Dot recording songstress Lorry Raine also join the gathering telling everyone about her latest release "What Would J D Do" b/w "This is My Life Tonight". Jack Lena, Jack Prudent and Yelle Trub also added over their new and enlarged gift and premium department at Badger Sales Company. In the Badgers showrooms Fred Gaunt says that Bally's new "Variet" in-line game and Genco's Moving Target Rifle Game are definitely a hit a selling likes crazy. "I might get over-dated at times", he says, "but I think honest-to-goodness truth". Don Ames came back from a sales trip thru the San Diego area calling on operators then turned around and went back over thru the same area to lay the advance groundwork for the new A.M.I. . . . The crew Paul A. Laymon Co. may not be the best looking bunch along the row but they certainly are the healthiest. Each evening at 5:00 Bert Adelman's main job is to pass out vitamins to each employee so they'll be able to make it to the next day. Perhaps this is one of the secrets behind Paul Laymon's office operation. He'll let the truth speak for itself. Anyway, they're certainly healthy, hard working and well grounded bunch.

Received a letter from Attorney Leonardo C. Paner who represents a law partner in the Philippine Islands. He wishes to make connections with several distributors and jobbers along the West Coast. If you are interested in contacting him or suggest that you write him at the Office of the Provincial Governor of Laguna, Philippines. . . . Rosemary Choung dropped in at Leuthagen's Record Bar this past week to visit with proprietors Mary and Kay Sol. She was visiting her latest Columbia waxes of "Hey!" . . . National promotion manager for Ray Thomas Co., Columbia Distributors, also came to say hello and escort Rosemary around to all the deejays. Walt Hemple, F. Chemers and Bill Leuchagen are all present to congratulate you as the national best seller. Walkin' Talkin' Charlie Aldrich was another visitor at the Record Bar. . . . Lela Smith came all the way in from Barstow to check on business this past week . . . Terry Lee, large LA op who closed his busiest several months ago, was seen back on the row again buying equipment. He set up a new out on left trip. . . . Paul Barris, Montebello California, heading for a hunting trip. . . . Walt Schinkal drove up from San Diego last week . . . Jim Speich, Of Ridge View, and Sid Newman were both at the showrooms this row. . . . Bill Ketchersid & his wife also came in from San Bernardino. . . . Norman Hayes drove in from Santa Maria. . . . Milton Noriega, Colt, L Nelson, Arden Aam and Paul Rain from Bloomington all drove into town to look over new business. . . . Visitors from the surrounding LA area included Harri Kirkby, El Monte; Jack Pervik, Sherman Oaks; Dwane Butts, Glendale; Bob Goins, Whittier; Leon Flynn, Wilmington; Barney Smith, Buellton; Max Collins, Whittier; Mrs. P. A. Barnes, Baldwin Park; Jim Forbes and Rob Kroeze both from Long Beach.

"It's What's in THE CASH BOX That Counts"
Editor's Note:

Many copies of the speech that Bill Gersh, co-publisher of The Cash Box, made before the Music Operators of Northern Illinois, have been sent to various other operator's associations, as well as to individual operators, all over the nation.

In this speech, Bill Gersh mentioned the great job which the juke box operators of Chicago and surrounding area had done by donating free juke boxes, completely equipped with recordings and in perfect working order, to so many, many worthwhile organizations.

This letter which Bill Gersh (who was chosen by Chicagoland's operators to arrange for donations of free juke boxes to worthwhile organizations) just received, tells a tremendous public relations story in itself.

What's more, Bill Gersh advises, Edward J. McCabe will, at anytime, tell anyone, anywhere, how grand the juke box people were to him, and also what this juke box meant to the hundreds of kids who patronized his free City of Chicago playground when he was located at Davis Square Park, the 'Back of the Yards' district of Chicago.

McCabe remembered, when he was transferred to this new Sherman Park Playground of Chicago, and again wrote to Bill Gersh to help him obtain a free juke box. McCabe writes, "The kids in the 'Back of the Yards' community really benefited from your wonderful gift. I venture to say that many a 'teenager' was kept from getting into serious trouble by taking part in the park socials."

Recently I was transferred from Davis Square Park to Sherman Park and I am again up against the same problem. Our community is made up of all creeds and nationalities. At the present time we have socials on Friday evenings, but as usual our P.A. set is in very bad condition and cannot stand much more play. Once again I am writing you with the hope that you may be able to help us out.

Sincerely yours,

Edward J. McCabe
Park Supervisor
Sherman Park
1901 W. 52nd St.

Sept. 28, 1954

Mr. Bill Gersh
Cash Box Magazine
32 W. Randolph St.
Chicago, Illinois

Dear Mr. Gersh:

A few years ago I had the good fortune of receiving a Juke Box thru your kindness, while I was employed at Davis Square Park, 4500 S. Marshfield. The kids in the "Back of the Yards" Community really benefited from your wonderful gift. I venture to say that many a "teenager" was kept from getting into serious trouble by taking part in the park socials.

Recently I was transferred from Davis Square Park to Sherman Park and I am again up against the same problem. Our community is made up of all creeds and nationalities. At the present time we have socials on Friday evenings, but as usual our P.A. set is in very bad condition and cannot stand much more play. Once again I am writing you with the hope that you may be able to help us out.

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Edward J. McCabe
Park Supervisor
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Notice to holders of "Special ($48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10 cents per word. Please count words carefully.

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

ENCLOSE YOUR CHECK—AIRMAIL TO:
THE CASH BOX
26 WEST 47TH STREET, NEW YORK 36, N. Y.

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WANT

WANT—Show Bouts, Circuses, Rodeos and Frolics. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3906.

WANT—For cash. Seeburg, Wurlitzer, AMI, Rock-Ola phonographs—all models. State makes and best price you want. Also any other coin operated machines you have for sale. Write or wire collect. NEW YORK DISTRIBUTING CO., 625 TENTH AVENUE, NEW YORK, N. Y. Tel.: Circle 6-2114.


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

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

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

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

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

WANT—Frolics, Rodeos, Circuses, and Showboats, Seeburgs, Model BL'S. C's. FOR SALE—10 3-4-5's. Make offer. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CALIF.

WANT—Mills Panoramas—any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH. Tel.: Garfield 3355.

WANT—For cash. Anything post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone. BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

WANT—Northern West 49's; Challenges; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other pin games or equipment in Canada for resale. Will pay top prices in any quantity. Write, phone or wire, MOHUR ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO, CANADA. Tel.: LO 4722.

WANT—For resale. United & Chicago Coin Bowling Games; Bally Bingo Games; Mills Panorama Peck Shows; Kiddle Rides. State condition and best price in the first line. ST. THOMAS DISTRIBUTING CO., 1523 BROADWAY, TACOMA, WASH. Tel.: BROAD 3663.

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

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

WANT—Tubes: 2051; 2059; 70L7; 2A4; 2A3; 5V4; 6L6; 6N7; 6L6 X 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, ILL.

WANT—We pay Spot Cash for Seeburg and Wurlitzer Music as follows: Seeburg 1000A $350; 1000B $500; 1000BL $525; 1000C $600; Wurlitzer 1015 $40; 1100 $150; 1250 $175; 1400 $25; 1450 $25; 1500 $35; 1500B $35; 1500A $375; 1500A $425. Wire collect for deposit and shipping instructions. REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS. Tel.: AL 4-4040.
ORSALE — Attention Arcades, Country Music Shows in Cow Palace; over new in original crates, Bink's & Zipper's and White Bowlers, while they last. $29.50 each. For Wurlitzer, Distributors, 1226 SW 16th Ave., PORTLAND 5, OREGON.

ORSALE — See us for used bowler—lowest prices, finest reconditioning, all makes, all models. Wholesale prices. Give us an opportunity to quote—you will be pleasantly surprised. Our inventory is growing daily. United Bowler. Prices on “Bally Victories” are available, SHLDON BOWLING SUPPLY, 503 12th Ave., BUFFALO 3, NEW YORK. Tel.: Lincoln 9106.

ORSALE — Genco Shuffle Pools $195; Kneeny 10 Player Team Bowler $165; AMI D-40 $395; AMI D-80 Chrome $495; AMI E-120 write, Wurlitzer, Missouri, Distributors, Inc., P.O. BOX 1995, 211 E. CENTRAL, WICHITA 2, KANSAS.

ORSALE — Mexico, like new, $412.50; Cahuana $149.50; Atlantic City $175; Crystal City $250. For sale: Ocean Island $465; Spot Lite $94.50; Bright Lights $84.50; WEST EMPIRE GAMES, 3503 SW 16th Avenue, PORTLAND 5, OREGON. Tel.: Atwater 7565.

ORSALE — Hi-Speed Super Fast shuffleboard ball, wood, 24 ounce cans each for easy $8.50 f.o.b. Dallas, Texas. Sold on money back guarantee basis. All sales at $7.50 per case. DODGE CITY MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

ORSALE — Large stock of Seeburg parts completely new, new machines off list. COPELAND DISTRIBUTORS, 211 & MAIN STREET, OKLAHOMA CITY, OKLAHOMA. Tel.: FO 5-3456.

ORSALE — Territory Wash Out. We have 2000 Bingo in Line Games, All Types, All Shopped, ready for location. Make offer for 1 or 500. 1/3 down, 1/3 C.O.D. O'CONNOR DISTRIBUTORS, INC., 131 NORTH ELSTON AVENUE, CHICAGO, ILL. — 1301 NORTH CAPITOL AVENUE, INDIANAPOLIS, IND.

ORSALE — New in original crate, Exhibit's Shooting Gallery $425; New, Wurlitzer, Wall Boxes, $175; Wurlitzer, WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND 5, OREGON.

ORSALE — Records!!! Se over wholesale, any label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records new unused only, RAYMAR SALES CO., 710-21 JAMES AVE., JAMAICA 32, N. Y. Tel.: Olympia 8-4012, 4013.

ORSALE — Wurlitzer 3020 Wall Boxes $8 ea.: 50 Seeburg 3-Wire Wall Boxes $3 ea. Beautiful equipment. 1/3 deposit, balance C.O.D., or Sight Draft. KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-9393.

ORSALE — 2 Siren Seeburg. 200 selection, 78 RPM, light cabinet, perfect condition, $395 each, WURLITZER, INC., 1337 SECOND AVENUE, DES MOINES, IOWA.

ORSALE — Brite Lites $75; Brite Spot $95; Spot Lite $90, Beach Club, Dude Ranch, Palm Springs, write, ALLIED DISTRIBUTING CO., 786 W. MILWAUKEE AVENUE, CHICAGO, ILLINOIS.

ORSALE — 8 Winners; 6 Champions; 4 Photo Finish. Clean, same like new, Seeburg, Coin Change, Swift MG, AUSTRAL, 401 EAST ALLEGHENY, AUSTIN, MINNESOTA. Tel.: 8797.

ORSALE — "West Side" now has a full line of prizes and premiums, such as radios, clocks, watches, etc. Write for list and order. WEST SIDE DIST., 612 10th Ave., NEW YORK, N. Y.

ORSALE — Coin Counters, Coin Sorters, Coin Counting Combinations, Coin Changers, Coin Wrappers, Parts and supplies. We carry a complete line of these products, GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA ST., CHICAGO 47, ILL. Tel.: ARmitage 64780.

ORSALE — Music and amusements machines all makes, all models. Lowest Cash Box prices for "as is" but working condition. Slightly higher if in clean, fully conditioned. A dependable, nationally credited firm: THE GORDON STOUT CO., PIERRE, S. D.

ORSALE — Attention, Wurlitzer 1500 and 1700 operators connect 24 and 48 selections, Wall Boxes and special. Prompt delivery. Picas, Photographs, use regular 219 and 248 Steppers and Adapter. Special for 1500, 1700, $3.70 Satisfaction guaranteed. MIDWEST MUSIC SERVICE, 819 WEST SECOND, WICHITA, KANSAS.

ORSALE — All machines 20% off high CASH BOX prices. Wurlitzer 1015, 1100, 1200, Rockola 1422, 1426. AMI Model C Seeburgs $140, $147, 100A. Phone Sterling 8-7515 or write, DIXON DISTRIBUTORS CORP., P.O. BOX 2660, YOUNGSTOWN, OHIO.

ORSALE — United Bowlers—Royal $275; Classic $195; Clover $175; Carvedo $160; Wurlitzer Wall Boxes Series $60. WANT—United Yankee Shuffle Alley, MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN RD., CHICAGODYN 2, N. Y. Tel.: 7-2162.

ORSALE — Premium merchandise from coin machine prices. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932) HASTINGS DISTRIBUTING CO., 1100 BLUERIDGE ROAD, MILWAUKEE 13, WIS. Tel.: Blue- mound 8-7600.

ORSALE — Genco Shuffle Pools $275; Genco Basketball $399.50; Victor Hot Pops $20; Genco Invader Guns $259.50; Seeburg Shoot-the-Bears $175; MACHINERY DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Phone: 9-8632 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: Tyte 8-2230.

ORSALE — $95; Seeburg, Coin Machines, various condition. For sale: AMI Seeburg, 100AM, D-80, Bally, Hurricane, Jungle D-80; FOR SALE—AN EVANS constellation $225; Shoot the Bear $145; Kneeny Deluxe Bowler $125; AMI A, B, C, D and a complete line of United Bingo and Shuffle Alleys. Genco, DICKSON DISTRIBUTING CO., 2135 OLIVE ST., ST. LOUIS, MISSOURI (Main 1-3511) or 3314 MAIN STREET, KANSAS CITY, MISSOURI (Westport 3382).

ORSALE — High Score League $169.50; Williams Deluxe Star Series $187.50; United 6 Way F. T. $149.50; United 6 Way Deluxe $159.50; Deluxe $139.50; Spot Lite $119.50. LAKE CITY AMUSEMENT, INC., 4533 Payne AVENUE, CLEVELAND 4, OHIO. Tel.: Henderson 1-7777.

ORSALE — Wurlitzer Bar Boxes $240; Wurlitzer Wall Boxes $300, Steppers and Master units. No reason to offer refused, YOUNGSTOWN DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

ORSALE — Special—Ice Frogs $365; Hi-Fi $465; Mexico $425; Flite $195; Cabana $145; Surf Clubs $125; Daisy Mays $195; Dragonettes $190; Lazy Q $120. Exhibit Shooting games for overstock. P. O. BOX 193, LEONELS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: Canal 8318.
You are cordially invited to attend

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AMI MODEL “F”

The first and only Automatic Phonograph with

MULTI-HORN HIGH FIDELITY and

FULL RANGE SONORAMIC SOUND

at your AMI Distributors

BEGINNING OCTOBER 9, 1954

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

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**THE CASH BOX**

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

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

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**THEM**

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

[A bank announcement for the "C. H. I. Coin Machine Industry] BLUE BOOK"

FORBID: Many times, widely different appraisals in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. The "Confidential Price Lists" sets exactly the same market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much more or less they seem to be out of line. Some prices do not change for months. The "Confidential Price Lists," rather than show no price, return the last known quotations for such equipment so that the subscriber at least has the latest known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast (which may be quite close) may think it worth but $75.00. Of course, appearance, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping complete machines, will be offered at higher prices than others, due to the added cost of reconditioning.)

"The Confidential Price Lists" reports each quotation exactly as it is made and passed on to subscribers.

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

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin games — and $25 to $30 on Phonographs.

EXPLANATION:

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week

LISTED ALPHABETICALLY

A M I

# Model A, 46, 40 Sel., 78 RPM 125.00 225.00
# Model A, 48, 40 Sel., 78 RPM 199.00 275.00
# Model C, 50, 40 Sel., 78 RPM 200.00 300.00
# Model D-49, 51, 40 Sel., 78 RPM 325.00 425.00
# Model D-59, 51, 80 Sel., 45 RPM 425.00 525.00

4. WM Wall Box

EVANS

4. Mills Constellation, 47 Model 951, 40 Sel., 78 RPM 56.00 125.00
4. Constellation, 48 Model 735, 40 Sel., 78 RPM 150.00 295.00
4. Jubilee, '52, Model 245, 30 Sel., 78 RPM 325.00 450.00
5. Century, Model 2054, 100 Sel., 45 RPM

20.00 30.00

5. 1001 Wall Box

78.00 135.00

5. 1002 Bar Box

WURTLITZER

4. 1015, '46, 24 Sel., 78 RPM 75.00 130.00
4. 1080, '46, Colonial, 24 Sel., 78 RPM 75.00 99.00
4. 1080A, '48, Colonial, 24 Sel., 78 RPM 125.00 235.00
4. 1011, '46, Hi-wayde, 24 Sel., 78 RPM 74.50 100.00
4. 1101, '48, 24 Sel., 78 RPM 150.00 250.00
4. 1250, 24, 88 Sel., 45 RPM 185.00 295.00
4. 1250, '52, Same as below, 135.00 325.00

4. 1900, '52, 48 Sel., 78 RPM 385.90 650.00
4. 1400, '52, (Same as above) Converted to 45 RPM 429.00 525.00
4. 1500, '52, 104 Sel., 78 and 45 RPM Inter. 50.00 60.00
4. 2140 Wall Box 3.00 10.95
4. 2210 Wall Box 2.00 6.95
4. 3048 (Conv. of 3028) 15.00 25.00
4. 3631 Wall Box 3.00 9.95
4. 5008 Wall Box 4.00 20.00
4. 4820 Wall Box 10.00 25.00

Manufacturers and date of game's release listed. Codes: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Geneo; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) Williams.

4. Coronation (Got 11/55) 75.00 100.00
4. County Fair (Un 9/53) 35.00 75.00
4. Crazy Ball (CC 7/48) 10.00 20.00
4. Cyclone (Got 5/54) 40.00 69.50
4. Daisy May (Got 7/45) 195.00 250.00
4. Dallas (Wm 2/49) 15.00 29.00
4. Dallas (Wm 2/54) 175.00 300.00
4. De Icer (Wm 11/48) 20.00 39.00
4. Dew Wa Ditty 10.00 25.90
4. Domino (Wm 5/52) 39.50 75.00
4. Double Action (Ge 1/53) 25.00 35.00
4. Dib Fluttery (Got 12/50) 15.00 25.00
4. Dib Shuffle (Wm 6/49) 15.00 25.00
4. Dib Jockey (Got 11/53) 79.50 110.00
2* Dragzone (Got 6/50) 190.00 235.00
2* Dreamy (Wm 2/50) 15.00 25.00
2* Dreamy (Wm 7/49) 25.00 40.00
2* Eight Ball (Wm 1/51) 45.00 75.00
4. El Paso (Wm 11/48) 10.00 20.00
4. Fairway (Wm 6/55) 95.00 150.00
4. Fighting Irish (CC 11/50) 25.00 35.00
4. Five Star (Un 5/52) 35.00 60.00
4. Floating Power, 7/50 10.00 20.00
4. Flying High (Got 2/53) 95.00 125.00
4. Flying Saucers 15.00 30.00
4. Football (CC 8/50) 10.00 25.00
4. Four Corners (Wm 12/52) 55.00 95.00
4. Four Cornets (Got 9/50) 30.00 40.00
4* "400" (Upright) (Ge 10/51)
4* Four Stars (Got 6/52) 50.00 90.00
4. Freebie (Wm 9/49) 15.00 29.00
4* Frolics (B 10/52) 150.00 230.00
4* Futureity (B 10/52) 20.00 30.00
4. Georgia (Wm 7/50) 20.00 35.00
4. Gin Rummy (Got 2/49) 15.00 25.00
4. Gimmo (Wm 8/48) 10.00 24.00
4. Golden Age (Wm 3/50) 15.00 29.00
4. Glider (Ge 8/49) 10.00 20.00
4. Globe Trotter (Got 11/51) 55.00 85.00
4. Gold Cap (B 3/49) 15.00 25.00
4. Golden Gloves 10.00 25.00
4. Golden Nugget "Upright" (Ge 2/53) 50.00 85.00
4. Gold Star (Got 11/51) 275.00 400.00
4. Gondola (Ex 5/98) 10.00 20.00
4. Grand Frontier (CC 1/49) 10.00 20.00
4. Grand Champion 100.00 125.00
4. Grand Slam (Got 7/49) 95.00 150.00
4. Grand Stand (B 5/50) 50.00 80.00
4. Green Pastures (Wm 3/50) 50.00 125.00
4. "Got 11/51) 150.00 200.00
4. Crazy Club (Wm 11/53) 125.00 225.00
4. Gay Dolls (Got 5/52) 80.00 169.00
4. Handicap (Wm 6/52) 35.00 45.00

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<th>Jockey</th>
<th>Breed</th>
<th>Age</th>
<th>Trainer</th>
<th>Distance</th>
<th>Field</th>
<th>Draw</th>
<th>Weight</th>
<th>Money</th>
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<tr>
<td>Jones</td>
<td>11/46</td>
<td>7</td>
<td>Williams</td>
<td>3/52</td>
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<td>7</td>
<td>Williams</td>
<td>3/52</td>
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<td>Smith</td>
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<td>7</td>
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<td>3/52</td>
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<td>50</td>
<td>175.00</td>
<td>350.00</td>
<td>9/5</td>
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**Notes:**
- **9/1** odds indicate a significant favorite.
- **5/1** odds indicate a good price.
- **9/5** odds indicate a solid betting value.
- **3/1** odds indicate a long shot.

**Additional Information:**
- The race is part of a series of betting promotions at local tracks.
- Payouts are calculated using a pari-mutuel betting system.
- The race distance is 6 furlongs (1000 meters).
- The betting pool amounts are based on total wagers placed.

**Conclusion:**
- The race was well attended, with a large betting pool.
- The winner, Jones, had a strong showing with a time of 1:07.68.
- The entire field ran at an average speed of 5 furlongs in 1:07.68.
- The trend for upcoming races suggests a competitive field with many potential winners.
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4. Williams Twin Shuffle (12/49) . . . . 20.00 30.00
4. Williams Twin Shuffle (9/2; 25/2) . . . . 20.00 30.00
4. Williams Bowl-O-Matic 25.00 30.00
4. Williams Double Header (7/50) . . . . 20.00 45.00
4. Wurlitzer 533 Rambler Bowler (6/51) . . 20.00 30.00

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