One of the most sensational groups to hit the Rhythm and Blues market is The Midnighters, formerly known as The Royals. The boys, since they've been known as The Midnighters, have struck gold with three straight hits for Federal Records, "Work With Me Annie," followed by "Sexy Ways" and now "Annie Had A Baby." All three are currently in the Top Ten at the same time—a phenomenal accomplishment.
2 thrilling new songs on One record

**SONG OF THE BAREFOOT CONTESSA**

From the United Artist film
"The Barefoot Contessa"
starring Humphrey Bogart and Ava Gardner

**LAND OF DREAMS**

featuring the composer at the piano,
Eddie Heywood
20/47 5888

**HUGO WINTERHALTER**

his Orchestra and Chorus

a "New Orthophonic"
High Fidelity recording
Announcing

THE 9th ANNUAL POLL
OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA
TO CHOOSE THE BEST RECORDS AND RECORDING ARTISTS
OF 1954 SPONSORED AND CONDUCTED EXCLUSIVELY BY...

"THE CASH BOX"

VOTING STARTS WITH THIS ISSUE
FILL OUT ENCLOSED PREPAID POSTCARD—MAIL TODAY!

YOUR VOTES DECIDE THE WINNERS

Here's How To
Get Your Votes!

EACH JUKE BOX YOU OWN COUNTS FOR ONE VOTE. EACH WALL OR BAR BOX YOU OWN COUNTS FOR ONE VOTE. EACH WIRING TELEPHONE MUSIC SHELL OR MIRRORED MUSIC CABINETS YOU OWN COUNTS FOR ONE VOTE. BE SURE TO LIST THE COMPLETE NUMBER OF THE ABOVE UNITS YOU OWN ON THE BOTTOM OF THE ENCLOSED PREPAID POSTCARD TO GIVE THE RECORDS AND THE RECORDING ARTISTS YOU BELIEVE WERE YOUR BEST MONEYMACHINES DURING 1954 FULL CREDIT. THE TOTAL NUMBER OF THE UNITS YOU OWN ARE YOUR NUMBER OF VOTES. THE CARDS ARE CONFIDENTIAL. INDIVIDUAL FIGURES ARE NOT REVEALED TO ANYONE. BE SURE TO PRINT ALL NAMES ON CARD. REMEMBER—YOUR VOTES DECIDE THE WINNERS! FILL OUT AND MAIL THE PREPAID POSTCARD ENCLOSED IN THIS ISSUE TODAY!!!
Prior to the start of The Cash Box' 9th Annual Poll of the Automotive Music Industry, to determine the best money-making records and artists of 1954, the Editor-in-Chief asked me to write something about this poll. To explain just what this poll actually means to the music industry.

His question (a very good one, indeed) was: "Just what does The Cash Box' poll mean?"

There are so many, many polls being conducted today, but, none that was ever as much imitated as The Cash Box' poll.

The reason is very simple. The Cash Box' poll (to determine the best money-making records and artists of the year) is the public's very own poll.

This is something that the public actually decides. And not just when the public is "put on the spot" to decide the poll, but, the public decides the poll over the entire year—not knowing that it is actually so doing.

How? Simply because each time any man, woman, or child, drops a coin into a juke box, whether in Maine, California, Florida or Washington, that coin registers public preference for a certain tune and a certain artist.

As the days, weeks, months, and then the year, passes by, the nation's juke box operators look back reminiscently to the recordings and the artists which earned them the most money.

This, therefore, is the best, and the only way, in which the artists, the bands, the combos, the vocal groups, and all others, in any fashion whatsoever connected with the music industry, can get clear, concise and truthful judgment.

This we remember. A statement by the late Jack Kapp made in our presence and which statement has always remained with us:

"I don't care," he said, "if you put two cats on a fence with B. G. blowing his licorice stick at them. If this makes money, then this is what the public wants. And to me," he concluded, "this is the greatest music in the world."

In that statement is the reason "why" the late Jack Kapp so closely and intently watched each week's returns in The Cash Box' poll to determine the best moneymaking records and artists.

As he told the writer, "This is the best poll of all. This," he said, "is what the public really thinks of the nation's popular music in every category. This is what we want to know."

Therefore, when The Cash Box' Editor-in-Chief asked me to write about the forthcoming 9th Annual Poll, we felt that there were a great many things a great many new people in the music industry would like to know.

We sort of pride ourselves on the fact that the old timers in this grand, thrilling and exciting music business of America know all the reasons "why."

But, most important to one and all, is The Cash Box' poll fair? Is it properly conducted? Does it get to the core of the subject? Does it bring in the correct answers? Can we depend on it?

These were the questions the writer, and those who were connected with him during the First Annual Poll of The Cash Box, had to answer—to themselves—their consciences—to that their readers—and the entire music industry—would be able to benefit from the results.

The first thing that had to be arranged was a fair and square method for the votes of the nation's juke box operators. It was decided, after much study, that the one sure and equitable way was for each operator to be given one vote for each juke box he owned that was on location, and also one vote for each wall and/or bar box which was on location, along with one vote for each music shell which he had on location.

The reasoning here is very simple. This would allow the larger operator, who bought records in so much greater quantity, to sort of swing his weight into the voting.

The votes, as can be noted from the above, were based on the fact that each music instrument, or accessory to that instrument, which was allowed a vote, was an instrument which carried a "title strip" showing the recording and the artist who made the recording.

The writer also realized that it would take more than just a week, two, or three, to obtain all the results needed to completely and correctly tabulate the votes.

Juke box operators are busy people. Some of the small operators are out 'on the street' from early morning until the next dawning.

Therefore, the poll would have to be conducted over a period of weeks, until the very greatest possible majority of the owners of the nation's 550,000 juke boxes would have cast their votes.

Now, back to the question of The Cash Box' Editor-in-Chief, "Just what does The Cash Box' poll mean?"

Once all this was under way, a most completely equitable, fair and square method to handle and judge the votes, a most complete fair and square method of reporting the votes (let the chips fall where they may), and once The Cash Box poll of the best moneymaking artists and recordings of the year was completed, then the entire music industry would have something of most tremendous, definitive, actual, factual value, on which to hang its opinions.

In short—THIS WOULD ACTUALLY BE WHAT THE PUBLIC, ITSELF, THOUGHT OF THE ARTISTS AND RECORDS THAT WERE PRESENTED DURING THE PAST YEAR AND WHICH THEY, THEMSELVES, MR. AND MRS. AND MASTER AND MISS PUBLIC, INVESTED THEIR COIN TO HEAR.

For any newspaper, or mass circulation magazine, to suddenly burst forth with a poll, and to ask the people (its reader circulation—certainly not as great as the circulation reached during an entire year by the nation's 550,000 juke boxes) wouldn't give as truthful, or as factual, an answer as would The Cash Box' poll.

Simply because The Cash Box' poll bases itself on WHAT HAPPENED ALL THE PAST YEAR LONG.

Not suddenly and surprisingly grabbing at the public to cast a vote. But, continuing week after week, so that the nation's juke box operators could take their time, could look back, could decide, and could then cast their votes, fairly and squarely based on the numbers of recordings which they continuously purchase and which is, in turn, based on the numbers of machine they own.

That's what The Cash Box' Poll means to the music industry. It's the PUBLIC's DECISION OF THE YEAR'S BEST ARTISTS AND RECORDINGS!

Bill Gersh
Betty Madigan

The Gal who gave you One of the Nation's Top Records "JOEY"

Does it again!

"ALWAYS YOU"

(SEMPRE TU)

MGM RECORD
11812 78 rpm
K-11812 45 rpm

LOWELL MUSIC CORPORATION
1619 BROADWAY, NEW YORK 19, N. Y.

"It's What's in THE CASH BOX That Counts"
HEY THERE
ROSEMARY CLOONEY
CD-40266 (4-40266)—Rosemary Clooney EP-9549 (5-9549)—Dolores Hawkins
CD-40264 (4-40264)—Johnny Ray
VI-20-5867 (47-5867)—Hanser & Jeffers
DE-27019 (5-29199)—Sammie Davis Jr.

SH-BOOM
CREW-CUTS — CHORDS
BE-1051 (4-1051)—Bobby Frank & Four Bulls
CA-2926 (F-2926)—Stan Freiberg
CD-40306 (4-40306)—Leon Michallef

SKOKIAAN
MARTERIE—BULAWAYO BAND—FOUR LADS
BE-1060 (4-1060)—Eight Bells
CA-2926 (F-2926)—Ray Anthony
CD-40306 (4-40306)—Four Lads
DE-2926 (F-2926)—Louis Armstrong
LO-1491 (4-1491)—Bulawayo Sweet Rhythm Band
LO-1500 (4-1500)—Clyde North

THEY WERE Doin’ THE MAMBO
VAUGHN MUNROE
BE-1057 (4-1057)—T. Stewart & His Singers
CR-41222 (9-41222)—Les Brown O.
CR-41222 (9-41222)—T. Williams

I NEED YOU NOW
EDDIE FISHER
BE-1056 (4-1056)—Buddy Johnson
VI-20-5830 (47-5830)—Eddie Fisher

IF I GIVE MY HEART TO YOU
DORIS DAY — DENISE LOR
DE-1038 (4-1038)—Barry Frank
CD-2868 (F.2868)—Monica Lewis
CA-2926 (F-2926)—Duke Ellington
CD-40306 (4-40306)—Doris Day
DE-29146 (9-29146)—Buddy Greco
DE-29148 (9-29148)—Conno Boswell
VI-20-5853 (47-5853)—Dick Shawn

THIS OLE HOUSE
ROSEMARY CLOONEY
CA-2915 (F-2915)—Jordon Doyle
CR-40266 (4-40266)—Rosemary Clooney
DE-29265 (9-29265)—Rosetta Tharpe

THE HIGH AND THE MIGHTY
HOLMES — BAXTER — YOUNG
BE-1053 (4-1053)—T. & J. Darby
CA-2845 (F.2845)—Les Baxter
CD-40294 (4-40294)—Harry James
CA-1120 (9-1120)—Glen Miller
CA-2926 (F-2926)—Glen Miller
CR-61211 (9-61211)—Johnny Desmond

THE LITTLE SHOEMAKER
GAYLORDS — HUGO WINTERHALTER
CA-2842 (F.2842)—Tessie Sengers
CD-78 (47-78)—Gaylords
KL-1371 (4-1371)—Pariss Clark
CA-1122 (47-1122)—Paul Martin

HOLD MY HAND
DON CORNELL
BE-1048 (4-1048)—Dick Powell
CR-41206 (9-41206)—Don Cornell

THE ORIGINAL RECORDING -
A SMASH!

The Three Chuckles

"RUNAROUND"

"At Last You Understand"

78 RPM X-0066 45 RPM 4X-0066

Records Mark The Hits!

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

www.americanradiohistory.com
MORE HITS FROM "X"!

The Dolphins
"IF I HAD A MILLION DOLLARS"
c/w
"Any Old Night Is A Lonesome Old Night"
78 RPM X-0062
45 RPM 4X-0062

Roberta Lee
"TOO LATE FOR TEARS"
c/w
"Now I Lay Me Down To Weep"
78 RPM X-0060
45 RPM 4X-0060

Stewart Rose
"TERESA"
c/w
"Missing"
78 RPM X-0061
45 RPM 4X-0061

"Lefty" Wright
AND HIS RHYTHM KINGS
"BOOGIE MAMBO #1"
c/w
"Kentucky Home Boogie"
78 RPM X-0063
45 RPM 4X-0063

"X" RECORDS MARK THE HITS!

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

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]

**THE CASH BOX**

**DISK OF THE WEEK**

**Teach Me Tonight** [Hub ASCAP—Cahn, DePaul]

**Suddenly** [BMI & Range BMI—Cochran, Heuberger]
Vaughn Monroe
follows up with another SMASH
singing
"LILA"

RCA VICTOR 20/47-5851

THE CASH BOX
DISK OF THE WEEK

Recorded in "New Orthophonic" High Fidelity Sound

"It's What's in THE CASH BOX That Counts"
THE CASHE BOX, SLEEPER OF THE WEEK

"RUNAROUND" (2:55)  
[Regent BMI—Colorado]  
"AT LAST YOU UNDERSTAND" (2:31)  
[Renové BMI—Rome]  
THREE CHUCKLES  
("X"-0066; 4X-0066)  

EDDY MANSON  
("X"-0009; 4X-0059)  
"THE REAR WINDOW THEMES" (2:54)  
[Paramount ASCAP—Waxman, Rome] Eddy Manson plays "the harmonica with a heart" delivers the beautiful theme music from the hit flicker "The Rear Window."  

HARVEY NORMAN  
AGM 11842; K-11842)  
"THE HEATHER ON THE HILL" (2:36)  
[Sam Fox ASCAP—Lowe, Lerner] Norman Loydren's orch sets up another lush backdrop for Eddy's tender delivery of a lovely melody from the flicker "Brigadoon."  

BRUCE WEID  
(PCA Victor 20-5884; 47-5884)  
"THE WORLD WE LIVE IN" (2:17)  
[Sper ASCAP—Merritt] Child star Bruce is choral and orch assist as he delivers with sincerity a lovely song about the world we live in.  

MODERNAIRES & GEORGE AULD  
(Coral 61265; 9-61265)  
"ONE MINT NIGHTON" (2:15)  
[Hub ASCAP—De Paul, Cahn] A good slow rhythm item that's starting to click, is given a good cover treatment by the smooth harmony of the Modernaires and the ace sax work of Georgie Auld.  

SILENTINO GIO "MIND BOGO" (2:17)  
[Gothenburg ASCAP—Elftine, Bills, Bigard] Another oldie on the revival trail gets a polished wax delivery by the crue and orch assist.  

THE FOUR ENSORS  
(PCA Victor 20-5886; 47-5886)  
"WINTER LULLABY" (2:59)  
[Hi! & Range BMI—Stoller, Leiber] A tune from the E & B market that's going pop, is covered in classy style by the Four Ensors, Real breezy deck.  

Charlie Applewhite  
(Stax 2928; 9-2928)  
"NOT TOO YOUNG TO HAVE MEMORIES" [Frank Ascap—Adler, Ross] Authors of the "Pajama Game" score team up on a beautiful ballad tenderly presented by the polished voice of Charlie Applewhite. Good tune that could hit big.  

THE MILLENIAS  
(2:58)  
[Ember ASCAP—Berry, Kroll] New lyrics are set to a favorite classical melody sung with expression by Charlie. Lovely tune with a fine orch. by Jack Pleis. Subdued Latin beat adds to the tune.  

THE HURRICANES  
(2:19; 4X-0059)  
"FEAR DROPS" (2:17)  
[Gateway ASCAP—Kaye] A new group called the Hurricanes debuts on the Aud vox label with a good shuffle rhythm item and a good style that could click in a big way. Pleasing number.  

EMILY KOHLER  
(2:57)  
[Ember BMI—Stoller, Leiber] A clever, catchy ma-bon is given a rhythmic treatment by the boys. Good blues flavoring.  

FRAN WARREN  
(2:24)  
"PENNY FÜRA" [Renaissance ASCAP—Collby, Manning] A pretty, simple ballad with a country flavor is warmly rendered by stylist Fran Warren.  

LITERACE  
(Columbia 40314; 4-40314)  
"STAR OF INDIA" (2:40)  
[Sherry ASCAP—Ely, Halley, Harris] The beautiful title tune from "Star of India" is lustily presented by the personality kid of the 80's, Librace. Lovely melody.  

MERY GRIFFIN  
(2:43; 4-40328)  
"THE STORY OF TINA" (2:58)  
[Peter Maurice ASCAP—Hassall, Kramer, Prettyman] Beautiful treatment of a song about Tina is handled finesse by the voice of Mery Griffin.  

THE PEOPLE  
(2:40)  
[Lois Jungneill ASCAP—Allen] Pery Faith sets up another string support for Merv's delivery of another romantic piece of material based on a story by Dworp.  

THE TOP KICKS  
(45-706)  
"WHY DON'T YOU BE MY HEART THAT LOVES YOU" (2:20)  

MILLE VAN  
(20th Century 105; 45-105)  
"NOT NO NOT GRANDMA" (2:05)  
[Kavelin-Muse BMI—Fouch, Wilson] Newcomer Millie Van makes a strong showing on her initial Century disk with a cute bounce novelty that should catch on.  

THE BARRY SISTERS  
(Cadence 1248; 45-1248)  

THE BARRY SISTERS  
(2:24)  
"YOU DON'T STEAL ME SWEETHEART" (2:38) [Staas BMI—Ortiz, Taliaferro] The group assists the girls with a fitting back drop for their pleasing treatment of a slow waltz ballad. Pretty tune.
the most excitement ever created by any record!

Destined to be one of the truly great records of our time...

Vera Lynn

SINGS

MY SON, MY SON

WITH

Frank Weir

AND HIS SOPRANO SAXOPHONE

1501 & 45-1501

"It's What's in THE CASH BOX That Counts"
Eddie Fisher Tournament

GROSSINGER, N. Y.—The Cash Box camera picks up some of the whoopin' and feastin' at the two-day clambake and golf tourney hosted by Eddie Fisher at the Grossinger Hotel, Sept. 22 and 23.

Top row left: Bob Keener (Coca-Cola advertising manager); Manie Sachs, Mrs. Irving Berlin, Irving Berlin, Mrs. Jennie Grossinger and Eddie Fisher.

Top row right: Richard Adler, Eddie Fisher and Jerry Ross.

2nd row left: Milton Blockstone, Eddie Fisher and Hugo Winterhalter.

2nd row right: Nick Kenny, Jennie Grossinger and Fisher.

3rd row left: Fisher, Joe Carlton (addressing the group), Jennie Grossinger and Sonny Werblin.

3rd row right: Among those with Fisher are Joe Carlton, Irving Berlin, Bill Silbert, Morris Diamond, Bob Sudoff and Freddy Robbins.

Bottom row left: Paul Grossinger (left) receives the "Host Of Hospitalities" award from Mickey Addy.


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

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

1. HEY THERE .................................. Rosemary Clooney (Columbia)
   Ralph Marterie (Mercury)
   Four Lads (Columbia)
   Bulawayo Band (London)

2. SKOKIAAN .................................. Doris Day (Columbia)
   Connie Boswell (Decca)
   Denise Low (Major)

3. IF I GIVE MY HEART TO YOU ............ Les Baxter (Capitol)
   Leroy Holmes (MG M)
   Don Cornel (Coral)

4. SH-BOOM .................................. Nat "King" Cole (Capitol)
   Sunny Gale (RCA Victor)

5. THE HIGH AND THE MIGHTY ............... Kitty Kallen (Decca)
   Eddie Fisher (RCA Victor)

6. HOLD MY HAND ...................................

7. I NEED YOU NOW ..............................

8. SMILE ......................................

9. IN THE CHAPEL IN THE MOONLIGHT ......
   Rosemary Clooney (Columbia)

10. THIS OLE HOUSE .............................

11. PAPA LOVES MAMBO 12 THEY WERE DOIN' THE MAMBO 13 OOP-SHOOP 14 THE LITTLE SHOEMAKER 15 TELL ME, TELL ME

KLIF (Dallas, Tex.) will undertake a mammoth (everything in Texas is mammoth) celebration, "KLIF Appreciation Night," at Hy Pader's Plantation. Buddy Morrow and his orchestra, Bob Manning, Charlie Appelwhite and a host of other record names will be on hand. Hosts will be KLIF deejays Bill Stewart, Bruce Hays, Kenny Sargent, Gene Edwards, Rex Jones and the rest of the KLIF family. Admission is "Free" on the night KLIF will have the public for helping to make it "America's number one independent station according to the most recent ratings from foods."
"TIME WAITS FOR NO ONE"

Recorded by
THE HILLTOPPERS

FEATURING JIMMY SACCA

on Dot #15249

WARNER BROS. MUSIC DIVISION
REMICK MUSIC CORP. 488 MADISON AVE., NEW YORK 22, N. Y.
REMOVAL OF 20% CABARET TAX CAN HELP HALT MUCH JUVENILE DELINQUENCY

Juke Box Ops Urge THE CASH BOX Continue Drive to Get All in Industry to Cooperate in Nationwide Effort to Eliminate 20% Wartime Cabaret Excise Tax So That Dancing to Juke Box Music Will Again be Possible by Getting Congressmen and Senators to Vote It Out of Existence in Forthcoming Congressional Session.

AGREE ELIMINATION OF 20% WARTIME CABARET EXCISE TAX CAN HELP HALT MUCH JUVENILE DELINQUENCY NATIONWIDE BY ALLOWING KIDS TO DANCE AWAY EXCESS ENERGY TO ECONOMICAL JUKE BOX MUSIC.

CHICAGO—Overwhelming commendation for the numerous letters and comments that came in as a result of the article which appeared in this past week’s (October 9, 1954) issue of The Cash Box relative to the fact that the entire juke box industry get together in an all out effort to help remove the onerous 20% Wartime Cabaret Excise Tax.

As The Cash Box explained in its October 9 issue, the time has come to act, now that this publication has urged all the nation’s juke box operators to do everything in their power to get this wartime excise tax measure voted out of existence. The Cash Box has historically reviewed all its many efforts in this direction.

The result was phone calls, wires and letters from juke box operators urging The Cash Box to continue its efforts, stronger than ever before, so that all in the industry would get together in a nationwide force to help eliminate the 20% Cabaret Tax or, at least, have this excise tax measure amended as far as the juke box industry is concerned.

The Cash Box pointed out that this was the time when everyone of the nation’s juke box operators should write to their Congressmen and their Senators, as well as get their friends, suppliers, religious and civic leaders, and their officials, to do the same. Because this must be an all out effort and everyone of the forthcoming Congressional Session might be induced to vote this excise tax measure out of existence.

The Cash Box also pointed out that the American Federation of Musicians was engaged in an all out effort to also do this very same thing. This organization had this would bring about greater employment of live musicians. This would not, in any fashion whatsoever, conflict with what the juke box operators of this nation want.

The fact remains that the removal of this tax will not only give employment to many people all over the nation but will, of its own accord, boom business for a great many organizations so that, if Congress is interested in better business for the nation, this is one move it can accomplish to help bring about better business.

The Cash Box withheld from mentioning the most important effect the one in the 20% Cabaret Tax would have, as far as this nation and the juke box industry is concerned. That would be to help, to a great extent, halt juvenile delinquency.

It is agreed among many that because youth has nowhere to go, which brings about mischievous boredom and, furthermore, because youth does not seem to have its own favorite places to wear off excess energy with which it is naturally endowed, much trouble has resulted. The problem of juvenile delinquency has become a major factor in the nation’s crime.

If the kids were allowed to dance off this excess and vibrant energy to economical juke box music which would, at the same time, eliminate boredom by giving them favorite meeting places, like they used to have prior to the introduction of this wartime excise tax measure then, perhaps, much juvenile delinquency would be halted and even eliminated.

This is something for deep and serious consideration by the nation’s Congressmen and Senators. This, something, if these legislators are also parents, for them to most seriously think about. The fact remains that the kids will be dancing under the supervision of business men where the juke boxes are located. This, in itself, is the finest kind of supervision there is for the kids of the nation.

Here, then, by the removal of this onerous 20% Wartime Cabaret Excise Tax, is a probable answer to the present nationwide juvenile delinquency crime wave. This is something everyone in the industry wants to help eliminate.

The juke box industry has given away juke boxes everywhere in the nation. Has helped to create youth. Has done everything in its power to help halt juvenile delinquency. Now the nation’s lawmakers can, with one fell swoop, do what so many others have failed of doing.

The nation’s legislators, by voting the 20% Wartime Cabaret Excise Tax out of existence, are then doing something that has every possibility of halting, and even eliminating, juvenile delinquency.

WRITE THIS LETTER TO YOUR CONGRESSMAN AND SENATOR TODAY!

My Dear Congressman: (OR)
My Dear Senator:

By eliminating the present 20% Wartime Cabaret Excise Tax you will help to halt much juvenile delinquency nationwide.

There are hundreds on hundreds of places where teenagers just hang around doing nothing. The result is that trouble starts, many times, because these kids just want to get rid of pent-up youthful energy, vim, vigor and, more especially, do something to simply rid themselves of boredom.

Prior to War II, that is, prior to when the 20% Wartime Cabaret Excise Tax came into being, as a wartime money raising tax measure, the teenagers of that period patronized these same places. But then they enjoyed themselves immensely by dancing to great orchestras and bands of the time, and most economically so, because of the juke boxes located in these very same places.

There was little, if any, juvenile delinquency then. The youngsters simply wore off their excess energy dancing. And were happy doing so.

Removing the 20% Wartime Cabaret Excise Tax now will have the same resultant effect. These youngsters will, once again, be able to dance away their extra energy and, at the same time, thoroughly enjoy themselves under the supervision of outstanding retail businessmen in their communities.

Thereby, much juvenile delinquency will be eliminated, with the elimination of the 20% Wartime Cabaret Excise Tax. At least as far as this tax refers to dancing to juke box music.

There is also no doubt that you have, time and again, been confronted with the problem of juvenile delinquency and what to do about it, from parents who are your constituents, just as I am one of your constituents, and also a parent.

It is my hope, as a parent, that you will take this matter of helping to eliminate the 20% Wartime Cabaret Excise Tax into very deep and serious consideration.

Its removal, at least as far as dancing to juke box music is concerned, will prove of tremendous worth and import to all parents everywhere in our great and grand nation.

Please do let me hear favorably from you in this regard.

Very truly yours,
Cash Box Ninth Annual Poll Starts
Juke Box Operators to Select 1954's Top Money-Making Records and Recording Artists in All Fields

NEW YORK - The Ninth Annual Music Poll sponsored and conducted by The Cash Box in behalf of the automatic music industry gets under way this week. The results of this poll will determine the top money making records and artists in the popular, rhythm and blues and country fields during 1954. It will also determine which newcomers the juke box operators feel show the most promise.

Voting, which is limited to juke box operators and is tallied on the basis of one vote for each machine or wall box an operator owns, will continue for eight weeks. Results will be announced in the December 4, 1954 issue.

Listed below, to aid the operator in casting his votes, is an alphabetically arranged list of 1954's top favorites.

A yellow poll card is enclosed in this issue.

Top Popular Song Favorites of 1954

A GIRL, A GIRL
ANSWER ME, MY LOVE
CARA MIA
CHANGE PARTNERS
CRAYZY 'BOUT YOU BABY CROSS OVER THE RIDGE
DARKTOWN STRUTTERS BALL FROM THE VINE CAME THE GRAPE
GOODNIGHT SWEETHEART
GOODNIGHT
HAPPY WANDERER, THE HEART OF MY HEART
HERE
HERNANDO'S Hideaway
HEY THERE
HIGH AND THE MIGHTY, THE HOLD MY HAND

Top Rhythm & Blues Favorites of 1954

ANNE HAD A BABY
EED TIDE
GOODNIGHT SWEETHEART
GOODNIGHT
HONEY HUSH
HONEY LOVE
HUNTS ME TO MY HEART
I'LL BE TRUE
I'M YOUR HOOCIE KOOCIE MAN

1953 Award Winners

Best Record
"Song from Moulin Rouge" DONALD B. FAITH
"Till I Waltz Again With You" TEDDY ROSSO
Best Orchestra - RAY ANTHONY
Best Male Vocalist - PERCY COMO-EDDIE FISHER (tie)
Best Female Vocalist - JONI JAMES
Best Vocal Combination - HILLTOPPERS
Best Small Instrumental Group - LES PAUL & MARY FORD
Best Country & Western Record - "Mexican Joe" JIM REEVES
Best Country & Western Artist - HANK THOMPSON
Best Folk Record - "No, Help-Wanted" CARLISLES
Best Folk Artist - WALT PIERCE
Best Rhythm & Blues Record - "Hound Dog" BILLIE MAE THORNTON

MOST PROMISING NEW:
Orchestra - FRANK CHACKSFIELD
Female Vocalist - EARTHA KITT
Male Vocalist - JULIUS LA ROSA
Female Combination - SAVOY BROS
Male Combination - BILL HALEY & His Comets
Country & Western Artist - JEAN SHEPARD
Folk Artist - DARRYL HEWITT
Rhythm & Blues Artist - FAYE ADAMS

THEY'RE HAPPENING on JUBILEE

JOE FOLEY
"DAY IN DAY OUT"
"More Than Anyone Else"
Jubilee 5160

BILLY WARD
and His Dominoes
"GIMME, GIMME, GIMME"
"Come To Me Baby"
Jubilee 5163

THE ORIOLES
"IF YOU BELIEVE"
"Longing"
Jubilee 5167

JUBILEE RECORD CO., INC.
315 W. 47TH ST., N. Y. N. Y.

More and more people are beginning to realize that one of the best methods of combating juvenile delinquency is with the juke box. Youth organizations throughout the country are installing coin operated phonographs wherever teenagers gather. There is definite evidence indicating that delinquency declines sharply when young ears have a place to go and hear their favorite artists and records. And there is no less expensive medium for top entertainment than the juke box. Above is a photo of one such youth gathering.
A GREAT NEW INSTRUMENTAL RECORD

MALCOLM LOCKEYER AND HIS ORCHESTRA

ON THE WATERFRONT
From The Columbia Picture Starring MARLON BRANDO

MERCURY 70456 & 70456X45

NEW YORK:

Hear that Hugo Peretti and Luigi Creatore have just cut a terrific version of "Mambo Baby," the Ruth Brown hit, with Georgia Gibbs. The boys up at Mercury are really excited about it. Eileen Barton was forced to cancel out of the Copa this week because of illness. Eileen had received rave reviews. The Barry Sisters replaced her.

Herb Marks' daughter, Jean, was married to Arthur Citron on September 30. Danny Winchell and his manager have split. A restriction has been put on the disk of "I Want Eddie Fisher For Christmas." Betty Kaye informs us that Maurice Keny, managing director of the New Musical Express of London, is in town until October 30 and staying at the Park Sheraton.

The Wilder Brothers, label "X" artists, whose latest release "Bottom Of The Well" is beginning to take off, go on an operator and DJ tour through Ohio, Chicago, Milwaukee and Cincinnati before opening at the Beverly Hills Country Club in Covington, Kentucky.

Paul Borucki, who formerly headed the record division of RCA Victor, has been appointed president of RCA Estate Appliance Corp. Nelson J. Rettenberg, director of the Editorial Department of EMI is scheduled to speak before the Music Operators of Northern Illinois.

Pat Terry appearing on the Ted Steele TV show for the week of October 18, then off to Chicago for the Howdy Doody TV show. The Gaylors are at The Casino Royal in Washington, D.C. through October 14 after which they're due to start a one-nighter tour.

CHICAGO:

A couple of days ago, Stan Dale, disk jockey on Chicago's WJJD, mentioned on the air, the fact that Capitol Records had sent him a 33 1/3 LP cut of a couple of rock & roll hits of a record that has been very popular in the past week. Capitol's current hit and he remarked at what a convenience for disc jockeys and radio stations this was. Art Tatum is a VP, and K&K man of Mercury Records was listening at the time and as a result, has instituted the same policy for Mercury on a trial basis. Should this work out, it could easily be the answer to the problem which exists here in Chicago where several stations have not as yet converted to 33 1/3s. Don Cornell literally brought the house down this past week when he appeared at the Edge-water Ballroom in Detroit. No sooner had he finished his final number when the roof caved in. A fire followed. Fortunately, Don escaped unhurted, but many of the guests left in a hurry. Incidentally, Don's current waxing of "Hold My Hand" is really zooming.

Bonnie Kroll, see promotion gal, now handling Columbia Records promotion with the Sammons Company here following more than a year's association with another major label. Speaking of promotion gals, Jerry Lettieri, who has been working in the Coral offices for the past two or three years, has taken over Chicago promotion for that label. Deca distributors plan an all out promotion on the "White Christmas" album, which features Bing Crosby, Danny Kaye and Peggy Lee. Incidentally, Peg funny for a bit of a break on a better than usual Fitter 10/4. It is reported that "Glockenspiels, Traps And Plenty of Pipes" by Leon Barry, a high fidelity LP disk on the Republic label, was the hit record of the Hi-Fi Show here the past week. Pearl Eddy has just moved to the Cameo Restaurant where she is practically a symbol, after a successful week at the Lake Club in Springfield. Pearl's Label "X" waxing of "Devil Lips" b/w "That's What A Heart Is For," looking more and more like a hit.

LOS ANGELES:

There's plenty of activity around town as everyone in the trade gets set for the big fall and winter ahead. Altho they have suffered growing pains the same as any new independent diskery does today, Century Records has come forth with many fine releases. Their first waxing of "Money Honey" brought them into the nation's spotlight. Then came the first and original cut of "Whiter Than Thou Gooi" by Laura Loman which has been covered by all the majors and has already stepped out as a "Sure-Shot" for a hit. Now their latest entry into the Pop market should take the country by storm. It's a humorous novelty titled "No, No Not Grandma" by Billy Van. Polly Fisher, wife of the late Carl Fisher, has returned to the entertainment field after an absence of several years. Her husky voice and dynamic personality scored opening night plaudits at the Sadie & Shirlee in Bakersfield recently. If her rare singing style can be carried on records we'll have another great recording star. On behalf of Coral Records, Les Brown was presented a commemorative plaque of this Palladium Concert Album which is the biggest selling album in Coral's history. Presentation was made on Larry Finley's KXST-TV Christmas Show 12/3 by Mike Kurlan of Modern Distributing Company, Coral Distributor.

Marlin Maxwell bewailed at Ciro's Oct. 5th for two weeks was replaced by Sammy Davis, Jr. With their hit Abbott waxing of "Teach Me Tonight" riding high in the charts The De Castro Sisters leave for pre-Christmas dates in Cleveland. Peggy will take a two weeks rest for a minor throat operation before the group leaves for Honolulu Dec. 19th. The Cheers visited the city's nightclubs and disk jockeys this past week plugging their latest release "I Need Your Lovin'" (Brazoos). Lester Sill and Stanley Stein have taken over personal management of the group. RCA Victor honored The Ames Brothers with a gala cocktail party for the trade and other major labels. Their Coconut Grove 10/5, prior to their opening at this world famous nitey 10/8. Willie Restum, newest pactee on the Capitol roster, is out with his first release titled "Restum In Peace Blues" which is a sitar and tam-tam blues in several languages. Flip side features an instrumental treatment of "One Note Boogie" with Restum and his orchestra. With fan mail pouring in every day, Betty White's newest discovery Arthur Duncan, is proving to be a talented and popular artist after 15 wks. on her NBC network TV show.
MAMBOMANIA

If there is any doubt that Mambo is getting a tired ride just because any musical program, be it pop, country or r & b, TV programs are highlighting big production numbers amongst the mambo dance, Pa Falla
van, on a recent national TV show devoted a portion to mambo with Angie and Margo, schattling New York Paladium dance steps to recover their magic to the vast army of viewers. Directly opposite Sullivan at the same time, the Coignite Comedy Hour featured Tito Puente doing his "Papa Loves Mambo". So 40 million people saw mambo, some of them getting their first indoctrination. Nightclubs are gearing up for a splash on the Latin tempo. For the first time the New York nitey, Copacabana, is featuring a Cha-Cha-Cha routine in their production. Most of the major pop recording artists are now showcasing one mambo bit in their acts. To name a few -- Perry Como, Johnnie Ray, Vaughn Monroe, Billy Eckstine, Nat King Cole, Harry
tkins, etc. Almost every band is adding mambo to its book and every recording bit in issuing is selling several mambo discs.
LES BROWN: “Concert At The Palladium” — Coral CX-1 (2-12” LPs) List. The Second World War destroyed the band business. Mainly because of financial problems, bands either folded or made drastic changes in their structure and personnel. Few of the latter could keep the band of renown. Changes in the crew and style have been minor through the years and the only alterations made were renovations that would keep up with the changing tastes of the American public. In September of ’53 Les took the band into the Hollywood Palladium for a three-week stand. He arranged to do a live recording and the album was released. The cream of the 3 week crop is offered. Backed by an all star cast of instrumentalists this rare collection is one that is not to be missed. A true collector’s item.

DINAH SHORE—“Dinah Shore TV Show” — RCA Victor LPM-3214 (10” LP) List: $3.99

ANY PLACE I HANG MY HAT IS HOME, I’VE GOT A CRUSH ON YOU, LITTLE GIRL, BLUE.—CAN’T BELIEVE THAT YOU’RE MINE.—ANOTHER BOYFRIEND.—GOING ON THE BOY NEXT DOOR; ALONE AT A TABLE FOR TWO; A FELLOW NEEDS A GIRL.

Every year newcomers in the singing profession become famous and every year singers fade out of the popularity picture. There is only a handful of personalities that last through the years; performers like Perry Como, Frank Sinatra, Tony Martin and Nat Cole. Dinah Shore is one see scenes to who fits into this category. She reached new heights in popularity thru her TV show aired upon NBC. This waxing includes eight soundtracks of Dinah’s telecasts during the first two years of the show. A wonderful selection of favorites that the Shore enthusiasts will be wild about.

NOEL & GERTIE—Noel Coward and Gertrude Lawrence RCA Victor LCT-1156 (12” LP) List: $5.67

PRIVATE LIVES, SHADOW PLAY, RED PEPPERS and OTHER NOEL COWARD SELECTIONS.

Two of the all time greats of the legitimate theatre are Noel Coward and the late Gertrude Lawrence. Their fabulous achievements as a team and individually are evidenced. For years they have held the world-wide public in the palms of their hands during the 1930’s. During those depression years, they were the most talked about stage personalities. RCA Victor presents LP form some of the artists’ triumphs. One side features the in the Love Scene from Act 1 and the Scene from Act II of “Private Lives”; excerpts from Shadow Play” and two numbers from “Iced Peppers.” The second side star Coward alone singing some of his classics. Of all the sides were waved in the thirties. Adults who remember Noel and Gertie and their conquests during this era will definitely want this package.

EMBRASSE—Bernice Parks—Mercury Records MG 25184 (11-10” LP) List: $5.00

YOU’D BE SO NICE TO COME HOME TO; DO IT AGAIN; BLUE REVIVE; TWO KINDS OF LOVE; EMBRASSE; THE MAMMY SONG; YOUR GAME OF LET’S PRETEND; NOWHERE OUT.

Here’s a girl with a distinctive voice, a good voice and a wonderful style. Bernice has handled tunes with ease and success for years. She has a record in the Nat Cole show. Bernice is a star with a great future ahead of her. A simple Laura Dennis recording that would be great for any collection.

HULA—The Waikiki Hula Boys—Columbia CL 665 (10” LP) List: $4.85

Hawaiian music has a dreamy, romantic quality so captivating that the sound of its gentle tones has lured many a tourist to the shores of the isles. On this album, some of the most famous Hawaiian musicians deliver a collection of some less familiar Hawaiian melodies. The Waikiki Hula Boys employ the use of a Ohe, one of the most ancient of Hawaiian instruments in their delivery. Fans of this type of music will appreciate the album. Limited appeal.

THE BALLEY—Boston Pops Orch. (Fiedler); Leonid Stokowski Orch.; Arturo Toscanini; Boston Symphony Orch. (Pierre Monteux & Charles Munch) — RCA Victor LM-6113 (3-12” LPs) List: $19.10

BEETHOVEN: 9TH SYMPHONY; STRAVINSKY: FIRE BIRD SUITE; RAVEL: LA VALSE; DAPHNES & CHORIS; VON WEVER: INVITATION TO THE DANCE; BERLIOZ: SLEEPING BEAUTY. RCA Victor is headed for a tremendous packaged-coules season if “The Ballet” album is any indication of the deluxe LP’s scheduled for this year. This set contains all the big ballet hits, those of which have been previously released and the other six of which are new Victor issues. The disc jockey’s top co-operators and orchestra present these pieces. The beautifully bound case, in addition to the three great LPs’ also contains a brief history of ballet, fabulous paintings by George Platt Lyres, one of the leading ballet photographers, a short synopsis of each ballet, short bits on each conductor and for hi-fi fans an Impala was waxed. Ballet lovers will adore this. Should be a great Christmas gift too.
Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE  
   Mario Lanza (RCA Victor LM 1837; ERB 1837)

2. MUSIC, MARTINIS AND MEMORIES  
   Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)

3. SEVEN BRIDES FOR SEVEN BROTHERS  
   Original Cast (MGM E 244; X 244)

4. THE PAJAMA GAME  
   Original Cast (Columbia ML 4840; A 1098)

5. SWING EASY  
   Frank Sinatra (Capitol H 528; EAP 1, 2-528)

6. SELECTIONS FROM THE THREES GLENN MILLER  
   Story (EPBT 3057)

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  
   New Year’s LP 2, 3; EP 5011, 5012)

10. VOICES IN MODERN  
    Four Freshmen (Capitol H 522; EAP 1, 2-522)

Youngest Admirer

NEW YORK—Betty Midgian seems to have found her youngest admirer, and at the same time The Cash Box seems to have discovered its youngest reader. The above picture was taken at Tony’s Record Shop in Jamaica, L. I., where Betty swapped last week to autograph pictures and greatest smash hit, the best-selling MGM record of “Always You” and “That Was My Heart You Hurt.” The proprietor of the store is seen above with Betty and the young fan, David Pine, who happens to be the son of Betty’s personal manager, Arthur Pine.

Known from Coast to Coast

LESLEY DISTRIBUTORS  
ONE-STOP RECORD SERVICE

NEW YORK  
750—104th AVE  
(Phone: Plaza 7-1977)

HARTFORD, CONN.  
134 WINDSOR ST.  
(Phone: Jackson 4-7133)

Music Operators

FREE Nationally Advertised, $29.95 “Capri!” 3 Speed portable record player to the OPERATORS who send us a prepaid order for $100 records or more. OPERATORS, now you can buy, 45 RPM, Top Bell “HIT PARADE” RECORDS, recorded by Top Flight Artists, for half of what you now pay. TWICE as many plays because TWO HIT SONGS, one on each side. Price to operators is $35 per record. Discount for cash in advance. An attractive saving if you place contract for one year for minimum order of 5 records per month per machine. New record releases mailed upon request. Our representatives will gladly call to see you in person at your convenience. Mail or phone your requests to—

Music Merchandisers Corporation

Studio 915, Carnegie Hall, 154 W. 57th St. (Circle 6-0195) New York 19, N.Y.
NEW YORK—Sammy Davis, Jr., shows Jeff Chandler his latest Decca record "Because Of You" at Danny's Hideaway while Milton Raskin, head of Decca, and Mike Connor, p.r. man for the company, beam their approval.

"Cash Box" Lists Used On Record Show

YOUNGSTOWN, OHIO—The Committee in charge of the Annual Police- men's Benefit Ball in Youngstown, Ohio, publicly thanked songstress Betty Madigan for attracting record-breaking crowds to this year's affair, which took place Oct. 2-3rd in the Stanbrook Auditorium.

The Committee told the MGM story that until her name was ad- vertised as the singing attraction on the all-star bill, tickets were selling at a very slow pace. But, as soon as her name appeared in the ads, and the Youngstown deejays started spin- ning her current MGM recording of "Always You" and "That Was My Heart You Heard!", the affair was sold out within twenty-four hours for both days.

Berlin On DJ Tour

NEW YORK—Irving Berlin was in the midst of his first personal disk jockey tour around the country this week, visiting jocks in Boston, Phila- delphia, Chicago, Cincinnati, Detroit and Cleveland to promote the recordings from his "White Christmas" motion picture score.

Stars For Makisik's

NEW YORK—Tony Bennett, The Four Aces and Joni James are the next top name stars to appear at Ben Makisik's Town and Country Club in Brooklyn following Billy Daniel's three last week.

Makisik said that Bennett will open for ten days beginning October 8th to be followed by The Four Aces Oct. 22nd and then Joni James, who will wind up at The Town and Country November 17th.
"It's What's In The CASH Box That Counts!"
NIGHT CLUB REVIEWS

Tony Pastor At the Palladium, Hollywood

HOLLYWOOD, CALIF. — Tony Pastor and his orchestra received a great Hollywood reception Sept. 28th at the Palladium. Before a big crowd of dancers and celebrities headed by his former vocalist, Rosemary Clooney, it was a warm welcome indeed. Mitchell Miller, Columbia A & R head, and Percy Faith, popular Columbia Record artist, were on hand and were later joined by Artie Shaw, Josie Evans and husband Kirk Wadata. Jerry Gray and Georgie Auld were among the crowd, both members of the original Artie Shaw band with Tony Pastor.

Pastor played very danceable music throughout the gala opening night, and was very well received, as were the songs by maestro Pastor and his new vocal 'bud' lovely Lucy Peser, who received an added thrill with a big basket of flowers from Rosemary Clooney. Stubby Pastor, trumpeter, joined in the small-ban " Dixieland Style" and proved a big hit.

Tico Robbins and his popular Mambo orchestra have been heard over by popular demands and will play the next three Friday and Saturday nites during the Tony Pastor current engagement.

Klaus Landsberg scooped the town again by having his KTTLA television camera photograph Rosemary Clooney and her actor husband, Jose Ferrer, at dinner in the famous Mambo Dance Time. Artie Shaw and band leaders Georgie Auld and Jerry Gray also got in on the act, adding to the opening night festivities.

Brubeck & Bostic At Basin Street, New York

NEW YORK—Dave Brubeck and Earl Bostic share the honors at the Basin Street with strong support from Carmen McRae and the Mutt Mathews Quartet. A well rounded and entertaining show.

Brubeck's scintillating piano work, the solid alto sax work of Paul Desmond and the rhythm work of Bob Bates on bass and Joe Dodge on drums have transformed a cold audience into an enthusiastically responsive one. Brubeck, who is credited with being responsible for the changeover of West Coast tastes from Dixieland to Modern, had the blase table sitting out of his hands by the time he had finished his set of modern classical interpretations. The group has an entirely different sound than that associated with any other combo. The readings are alive and filled with spirit and it is obvious Brubeck will win many converts to Modern before he is through.

On an entirely different vein Earl Bostic dished up a variety of tunes in his specialized jazz-rhythm and blues treatments. His newest recordings, "Mambastic," "Mambaluna" and "Blue Skies" was well received and his tapers and final number, "Let's Have A Ball Tonight," was the wilder sax performance we've ever seen. Bostic was supreme. A great show and a crowded room.

Show should fill the room every night.

Mitzi Mason At Casa Seville, Long Island

Mitzi Mason, MGM recording artist, made her night's club debut at Casa Seville on Long Island last week and fared exceptionally well, voice wise, considering that this was the first time she faced a huge audience. With additional arrangements, there is no question but that she will be able to learn the trick of singing to individuals in the audience. In this particular show, her eyes were closed during a portion of her appear-

ing, possibly due to the strong lights. However, her vocal was well, as was proven by the fact that she was held over for an additional week following her second performance.

The Cash Box, Music
The Cash Box, Music

Oct. 16, 1954

The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout-the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

WANT YOU’LL CALL MYSELF

I CAN'T TELL A WALTZ FROM A TANGO

THE BANDIT

SH-BOOM

GOT MY EYES ON YOU

The Big Ones!

Mood Indigo

Petty's Little Polka

Norman Petty Trio

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

St. Louis Blues Mambo

Beloved, Be True

Richard Malbry & His Orch.

"78" X-0040 "45" X-0043

Devil Lips

That's What A Heart Is For

Pearl Eddy

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

It's easy to find the hits...they're on "X"

Hollywood, Calif.—Mitch Miller, Columbia A & R head, presents The Cash Box Scroll to Doris Day for having made the most programmed record of 1952 with her hit tune of "Secret Love," as voted by the nation's disk jockeys in The Cash Box Poll. Maestro Percy Faith looks on. Photo was taken between sessions at Radio Recorders where the trio were cutting an album of tunes from the movie, "Young At Heart."

Down In the Bottom of the Moon of Manakoora

Wildor Brothers

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

In a Little Spanish Town

It Was Nice Knowing You

Ray Carlos & His Orch.

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

Teach Me Tonight

Oop-Shop

Helen Grayco

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

It's What's In THE CASH BOX That Counts

Records Mark the Hits!

A Product of Radio Corporation of America

www.americanradiohistory.com
NEW YORK — It was announced this week by Irving Townsend, advertising manager of Columbia Records, that the company’s “Priceless Editions” program will be extended through the month of October because of the response the campaign has been receiving to date.

The “Priceless Editions” program offers free to each purchaser of a Columbia LP or EP, one unreleased pressing by a popular, jazz or classical artist.

Columbia executives report that the campaign has been successful for the time it has been running, that funds are being allotted for additional advertising, more certificates for free records and more point of sale material to tie in with the disc's new fall releases. Distributors have already been notified.

Columbia’s A & R department is watching with interest the mail response to this program. Consumer preferences, buying habits, etc., will influence future Columbia releases and the more popular of these “priceless records” will become available as commercial pressings.

“Priceless” records feature such artists as Rosemary Clooney, Frankie & Johnny Driscoll, Barbra Streisand, Goodman, Harry James and others.

Records are 7" 33 rpm.

Modernaires Celebrate 14th Anniversary

HOLLYWOOD, CALIF.—The Modernaires celebrated their 14th anniversary as vocal group Sept. 29. The Mods were formed during the days of the Glenn Miller band as part of the Miller unit and have stood the test of time to become one of the top vocal groups in the country.

Of the original Modernaires Paul Kelly and Hal Dickinson remain. Allan Copeland, John Drake and Fran Scott all joined the Modernaires at intervals shortly after the original group was inaugurated. All have celebrated 12 years together.

Recently the Modernaires are seen Monday through Thursday on The Bob Crosby Show over the CBS-TV network and record for Coral Records.

Harmonizing

DETROIT, Mich.
1. Shake, Rattle & Roll (Mambo)
2. Strum at the King’s Castle
3. If I Give My Heart to You (Ralph McTell)
4. Hold My Hand (Carroll Carroll)
5. Shake, Rattle & Roll (Hey)

ST. LOUIS, Mo.
1. I Need You Now (E. Fisher)
2. Shakin’ All Over (Aston/Maxwell)
3. If I Give My Heart to You (R. Carter)
4. Hold My Hand (Carroll Carroll)
5. Shakin’ All Over (Aston/Maxwell)

ATLANTA, Ga.
1. Hold My Hand (Dann Carroll)
2. Shakin’ All Over (Aston/Maxwell)
3. If I Give My Heart to You (R. Carter)
4. Hold My Hand (Carroll Carroll)
5. Shakin’ All Over (Aston/Maxwell)

MILWAUKEE—During his recent appearance at Jimmy Fazio’s Theater-Restaurant in Milwaukee, Don Corban got together with a few of the boys and made like a quartet. Left to right, they are: Bob “Coffeehead” Larsen, WEMP disc jockey Tom, a favorite bartender at Fazio’s; Don; and Jerry Carr, Don’s music conductor.

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

Moody Indigo

1. If I Give My Heart To You (R. Carter)
2. Hey There (Benny Carter)
3. Shakin’ All Over (Aston/Maxwell)
4. If I Give My Heart To You (R. Carter)
5. Hold My Hand (Carroll Carroll)
6. Shake, Rattle & Roll (Hey)
7. Peach Leaves (Sharon)
8. Shakin’ (Wright/Adams)
9. Teach Us Tonight (De Costa Sisters)

Baltimore, Md.
1. Shakin’ (Wright/Adams)
2. Hey There (Benny Carter)
3. If I Give My Heart To You (R. Carter)
4. Shake, Rattle & Roll (Hey)
5. High and Mighty (Paul & Ford)
6. High and Mighty (Paul & Ford)

Richmond, Va.
1. Hey There (Benny Carter)
2. Shakin’ (Wright/Adams)
3. If I Give My Heart To You (R. Carter)
4. Shake, Rattle & Roll (Hey)
5. Peach Leaves (Sharon)
6. Shakin’ (Wright/Adams)

Terry F. Hensley

Pittsburgh, Pa.
1. Hey There (Benny Carter)
2. Shakin’ (Wright/Adams)
3. If I Give My Heart To You (R. Carter)
4. Shake, Rattle & Roll (Hey)
5. Peach Leaves (Sharon)
6. Shakin’ (Wright/Adams)

1. Shakin’ (Wright/Adams)
2. Hey There (Benny Carter)
3. If I Give My Heart To You (R. Carter)
4. Shake, Rattle & Roll (Hey)
5. Peach Leaves (Sharon)
6. Shakin’ (Wright/Adams)

St. Louis, Mo.
1. I Need You Now (E. Fisher)
2. Shakin’ All Over (Aston/Maxwell)
3. If I Give My Heart to You (R. Carter)
4. Hold My Hand (Carroll Carroll)
5. Shakin’ All Over (Aston/Maxwell)
6. Shakin’ (Wright/Adams)
7. Peach Leaves (Sharon)
8. Shakin’ (Wright/Adams)

Phila.
1. If I Give My Heart To You (R. Carter)
2. Shakin’ (Wright/Adams)
3. If I Give My Heart To You (R. Carter)
4. Hold My Hand (Carroll Carroll)
5. Shakin’ (Wright/Adams)
6. Shakin’ (Wright/Adams)
7. Peach Leaves (Sharon)
8. Shakin’ (Wright/Adams)

Boston, Mass.
1. Shakin’ (Wright/Adams)
2. Shakin’ (Wright/Adams)
3. If I Give My Heart To You (R. Carter)
4. Hold My Hand (Carroll Carroll)
5. Shakin’ (Wright/Adams)
6. Shakin’ (Wright/Adams)
7. Peach Leaves (Sharon)
NEW YORK—Roy Hamilton, Erect Recording company, has a miraculous escape from serious injury when he was driving to Lower Massachusetts for an engagement. When cut off by another car his chauffeur momentarily lost control and hit a bridge. The car completely overturned and the chauffeur, but Roy escaped with a minor injury to his lip which required no stitches. The car is out of action for about 5 or 6 days until the stitches can be removed. . . .

Bob King (WRAP-Norfolk, Va.) has been working overtime recording over every B-material. He has made LaVerne Baker's 'I Can't Hold Out Any Longer.' Atlantic Records, a hit in the Norfolk-Portsmouth area. When the recent Big Show (Roy Hamilton, Drifters, LaVerne Baker, Faye Adams, et al.) opened last week beginning with baby vocaling . . . Lee Magid signed with Sidney Seigel to do several B & B sessions for the dawn show this week. . . .

R & B has a new release that looks like a double sided winner for King. Bostic has the standard 'Turn on My Hands' and a jump ditty titled 'Umblo Stomp,' two delectable sides. . . . Herman Lubinsky's predic- tion of a 'Sports' and 'Barney Lewis' due out. . . .

Leo Theuer and his band are ready to go to New York. . . .

Leo's Los Angeles (Continued): well dance at the Four Ballroom, Oct. 10 before heading East. . . .

Leo's Los Angeles (Continued) reports that Louis Jordan's "Put Some Money In The Pot, Boy cause The Juice Is Running Low" (Where—what titles) is starting to show great signs that it will be a big number . . .

Leo Jones leaves on an East- ern tour Nov. 1st. . . .

Leo Jones and his band will soon leave on a coast-to-coast tour under the personal management of Al Dale. . . .

Paul Shorten of Allied Music said, San Francisco is down word that 'Let's Make A Whole Lot Of Love' by The Dodgers on Aldabon is breaking wide open throughout the Bay area.

DON FRIEZE, PREXY of Golden State Songs and Hollywood Records, an- nounced that he now has over 200 recorded songs from Jack Landersdale Boyd Music catalog . . . With 'Tick- Tock,' 'Oop Shoop' and 'Bee Bye' still selling well The Bihari Brothers have had to continue their pressing plant on a round-the-clock schedule. Orders are also piling up for R. B.'s newest 'You Upsat Me Baby.'

Perez Prado, King of the Mambo, opened at the Club Oates Oct. 1st. . . .

Last week's exclusive on the Four Ballroom where their star artist Amos Milburn was appearing along with Roy Milton.

JAZZ JOTS

Contemporary's new Barney Kessel album, Vol. 2, a treat to the ears. Kessel gets off some great ideas and full range sound that should help make this album great. . . .

Leon Hess, Long Island's best piano man and his band are due this week.

Lou Jordan, pianist, has returned to New York for the first round of his successful engagement.

"Lights On" benefit for the National Council to Combat Blindness on November 20 at Carnegie Hall . . . Eddie Heywood, currently appearing at the Composer Room, was a recent guest of Gene Stewart on his WABC all night show.

The Stan Kenton Festival of Modern American Jazz appeared at Carnegie Hall this past weekend. Kenton reported the compositions of pianist George Wilington. Among the 14 Wolling- ton originals played were such favorites as the Woody Herman number, "Miles Davis" and "Godchild," and the pianist's own Trio rendi- tion of his full length "Variations," which runs 6 minutes. The show also featured an in person interview with Walling who is debuting his new String Quartet and drawing rave notices at the Carnegie Room of the Park Chambers Hotel. . . .

Pianist, Herman Chittison, long a favorite with East Side nobby music fans opens with his trio at the Waverly Lounge of the Hotel Earl in Greenwich village this week. . . .

For those who have never heard of "The Happy Days," the Jazz Band of the Norwalk, Conn., high school, are appearing at the Norwalk Playhouse. . . .

NYC—Show pictures show Ella Johnson signing long term agreement with Mercury Records. This will be Ella Johnson's first venture as a single, although she will remain with the Buddy Johnson band. Mercury Records will release her on single as well as with the Buddy Johnson organization.

Her first record being released this week: "We'll Do It, b/w It Used To Hurt Me." Shown in photo (1 to r): Bob Shad, A & R Director, Mercury Records; Ella Johnson; brother Buddy Johnson.

LOS ANGELES (Continued):

The focus of this issue is on Freight, the classic black - rock group from Los Angeles, who are currently embarked on a west coast tour. Their recent release, "You Started It," has been receiving widespread acclaim since its release. The group's live performances are characterized by an intense energy and raw, powerful sound. With their distinctive sound and style, Freight is carving out a unique niche in the Los Angeles music scene.
Coming Up In R&B
Listed Alphabetically

BIP BAM
SOMEDAY
Clyde McPhatter & The Drifters
(Atlantic 1043)
New York

DID YOU EVER SEE A MONKEY PLAY A FIDDLE
Tommy Broden
(United 177)
Memphis

HEARTS OF STONE
Charms
(Decca 6062)
Atlanta, New Orleans

LET'S MAKE UP
Spaniels
(Vee-Jay 116)
Newark, New York, St. Louis

LOOP DE LOOP MAMBO
Robins
(Spark 107)
Los Angeles

MAMBO BABY
Ruth Brown
(Atlantic 1044)
New York

D.J. Leads In Hollywood Honorary Mayor Voting

HOLLYWOOD, CALIF.—Larry Finley, KFWB disk jockey, is campaigning to win the Honorary Mayor of Hollywood election. A number of top personalities are backing him and plenty of dollars are pouring into the coffers of the Kiwanis Club’s Fund for Underprivileged Kids. It’s ten cents a vote. So far, Finley leads. Other candidates include Reed Browning, Johnny Carson, Tennessee Ernie Ford, Tom Frandsen, Sheriff John, Pimpy Lee, Bill Leyden, Jack McElroy, Hugh O’Brian, Jack Owens, Bill Stella, Lawrence Welk, Betty White and Stu Wilson. Welk won the Honorary Mayor title last year. Campaign ends Oct. 17th.

Finley celebrates his third year as deejay on KFWB Oct. 19th. Restaurant Charyle Morrison is honoring him by giving him a one night engagement at the Hollywood Meambo. Larry will enliven the show. Special honors will also be paid to Lucille Parnons and songwriter Jimmy McHugh. Impressionist Will Jordan will entertain along with Stuart “Rick” Rose now stationed in Washington who will appear for the one night engagement at the courtesy of Uncle Sam.

Doortone Groups On Tour

HOLLYWOOD, CALIF.—The Modallions and the Penguins, rhythm and blues vocal groups who are gaining national prominence via their recordings of “Black 59,” “The Letter” and “Earth Angel,” have been booked for a series of one-nighters by the Ben Waller Agency starting in El Paso on November 1st. Both groups are under the personal management of Doortone Williams, Doortone Record proxy.

Hitting Big!
DAY IN—DAY OUT
by MARVIN & JOHNNY
8508 Sunset Blvd., Hollywood 46, Cal.

in NEW YORK CITY
in CHICAGO
in NEW ORLEANS

The Cash Box, Music
Page 26
October 16, 1954

in SAN FRANCISCO

in NEWARK

in MEMPHIS

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

EBB TIDE
Ray Hamilton
(Epic 9064)

HURTS ME TO MY HEART
Faye Adams
(Herald 434)

MAMBO BABY
Ruth Brown
(Atlantic 1044)

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

EBB TIDE
Ray Hamilton
(Epic 9064)

HURTS ME TO MY HEART
Faye Adams
(Herald 434)

MAMBO BABY
Ruth Brown
(Atlantic 1044)

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

EBB TIDE
Ray Hamilton
(Epic 9064)

HURTS ME TO MY HEART
Faye Adams
(Herald 434)

MAMBO BABY
Ruth Brown
(Atlantic 1044)

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

EBB TIDE
Ray Hamilton
(Epic 9064)

HURTS ME TO MY HEART
Faye Adams
(Herald 434)

MAMBO BABY
Ruth Brown
(Atlantic 1044)

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

EBB TIDE
Ray Hamilton
(Epic 9064)

HURTS ME TO MY HEART
Faye Adams
(Herald 434)

MAMBO BABY
Ruth Brown
(Atlantic 1044)

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

EBB TIDE
Ray Hamilton
(Epic 9064)

HURTS ME TO MY HEART
Faye Adams
(Herald 434)

MAMBO BABY
Ruth Brown
(Atlantic 1044)

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

EBB TIDE
Ray Hamilton
(Epic 9064)

HURTS ME TO MY HEART
Faye Adams
(Herald 434)

MAMBO BABY
Ruth Brown
(Atlantic 1044)
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

<table>
<thead>
<tr>
<th></th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OH WHAT A DREAM</td>
<td>Ruth Brown</td>
<td>Atlantic</td>
</tr>
<tr>
<td>2</td>
<td>EBB TIDE</td>
<td>Ray Hamilton</td>
<td>Epic</td>
</tr>
<tr>
<td>3</td>
<td>ANNIE HAD A BABY</td>
<td>Midnighters</td>
<td>Federal</td>
</tr>
<tr>
<td>4</td>
<td>HURTS ME TO MY HEART</td>
<td>Faye Adams</td>
<td>Atlantic</td>
</tr>
<tr>
<td>5</td>
<td>HEY THERE</td>
<td>Sammy Davis, Jr.</td>
<td>Decca</td>
</tr>
<tr>
<td>6</td>
<td>HONEY LOVE</td>
<td>The Drifters</td>
<td>Atlantic</td>
</tr>
<tr>
<td>7</td>
<td>I DON'T HURT ANYMORE</td>
<td>Dinah Washington</td>
<td>Mercury</td>
</tr>
<tr>
<td>8</td>
<td>HIGH HEELS</td>
<td>Bill Doggett</td>
<td>King</td>
</tr>
<tr>
<td>9</td>
<td>GOD ONLY KNOWS</td>
<td>Carols</td>
<td>Capitol</td>
</tr>
<tr>
<td>10</td>
<td>YOU'D BETTER WATCH YOURSELF</td>
<td>Little Walter</td>
<td>Checker</td>
</tr>
</tbody>
</table>

**Detroit**

<table>
<thead>
<tr>
<th></th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ANNIE HAD A BABY</td>
<td>Midnighters</td>
<td>Federal</td>
</tr>
<tr>
<td>2</td>
<td>EBB TIDE</td>
<td>Ray Hamilton</td>
<td>Epic</td>
</tr>
<tr>
<td>3</td>
<td>HURTS ME TO MY HEART</td>
<td>Faye Adams</td>
<td>Atlantic</td>
</tr>
<tr>
<td>4</td>
<td>OH WHAT A DREAM</td>
<td>Ruth Brown</td>
<td>Atlantic</td>
</tr>
<tr>
<td>5</td>
<td>SHAKES, RATTLE AND ROLL</td>
<td>Joe Turner</td>
<td>Atlantic</td>
</tr>
<tr>
<td>6</td>
<td>SEXY WAYS</td>
<td>Midnighters</td>
<td>Federal</td>
</tr>
<tr>
<td>7</td>
<td>HONEY LOVE</td>
<td>Drifters</td>
<td>Atlantic</td>
</tr>
<tr>
<td>8</td>
<td>BABY, I NEED YOU</td>
<td>E &amp; J. Garofalo</td>
<td>Vee-Jay</td>
</tr>
<tr>
<td>9</td>
<td>HEY THERE</td>
<td>Sammy Davis, Jr.</td>
<td>Decca</td>
</tr>
<tr>
<td>10</td>
<td>YOU'D BETTER WATCH YOURSELF</td>
<td>Little Walter</td>
<td>Checker</td>
</tr>
</tbody>
</table>

**Nashville**

<table>
<thead>
<tr>
<th></th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ANNIE HAD A BABY</td>
<td>Midnighters</td>
<td>Federal</td>
</tr>
<tr>
<td>2</td>
<td>HURTS ME TO MY HEART</td>
<td>Faye Adams</td>
<td>Atlantic</td>
</tr>
<tr>
<td>3</td>
<td>OH WHAT A DREAM</td>
<td>Ruth Brown</td>
<td>Atlantic</td>
</tr>
<tr>
<td>4</td>
<td>SEXY WAYS</td>
<td>Midnighters</td>
<td>Federal</td>
</tr>
<tr>
<td>5</td>
<td>EBB TIDE</td>
<td>Ray Hamilton</td>
<td>Epic</td>
</tr>
<tr>
<td>6</td>
<td>HONEY LOVE</td>
<td>Drifters</td>
<td>Atlantic</td>
</tr>
<tr>
<td>7</td>
<td>WHEN MY HEART BEATS LIKE A HAMMER</td>
<td>Joe Turner</td>
<td>Imperial</td>
</tr>
<tr>
<td>8</td>
<td>SHE QUEEN, BABY, PEARL</td>
<td>Joe Turner</td>
<td>Imperial</td>
</tr>
<tr>
<td>9</td>
<td>YOUR CASH AIN'T NOWHIN' BUT TRASH</td>
<td>The Cheaters</td>
<td>Atlantic</td>
</tr>
<tr>
<td>10</td>
<td>EVIL IS GOING ON</td>
<td>Howling Wolf</td>
<td>Chess</td>
</tr>
</tbody>
</table>
Lee Andrews and The Hearts (Rainbow 259)

**"BELLS OF ST. MARY" (2:19)**

The classic favorite is given a soft r & b reading by Lee Andrews and the Hearts and the group does a smart job. Already making some noise in Philadelphia.

**THE FAIREST** (2:49) [Nathan-Seevers] The group blends another smooth pretty, easy on the ears. Both decks are for the relaxing mood.

**THE JEWELS** (R and B 1363)

**"OH YES I KNOW" (2:24)**

[Granite BMI — Jackson, Jackson] The Jewels come up with a good item in this plate. The calypsoish treatment is off the beaten track and the lads blend in fine style. Lead is effectively good and we think this side will get a strong reception.

**A POOL IN PARADISE** (2:14)

[Flair BMI — Torrence, Ray] A slow blues ballad tenderly exudes how something has on the ball. Deck falls slightly below "Oh Yes" in strength.

ANNIESTEN ALLEN

(Capitol 20455)

**"NO MORE LOVIN'" (2:49)**

[Danby BMI — Roberts, McCoy] Anniesten Allen makes an appearance on Capitol with a slow rhythmic blues effort. Cal sings in the authentic blues vein and sells the sorrowful lyrics with feeling.


**RED PRYSOCK**

(Mercury 70440)

**"HEY THERE" (2:55)** [Frank ASCAP—Adler, Bos] An instrumental r & b-jazz version of the current pop biggie. Good listening.

**FATS PLACE** (2:07) [Brent BMI — Gordy] A swinging instrumental featuring the Prysock horn. Lead is blazing on this platter and the lock should enjoy a good sale.

**'AUL GAYTEN**

(Checker 801)

**"I'M TIRED" (2:48)** [Are BMI—Gayten] Gayten sings his full voiced blues, a middle tempo ditty in which he says "goodbye." He's de-

**"I'M READY" (2:45)** [Are BMI—Bivson]

**"I DON'T KNOW WHY" (2:45)** [Are BMI—Cordell & London]

**MUDDY WATERS**

(Chess 1579)

**"MUDON"**

Muddy Waters has another winner to offer his fans in "I'm Ready," a middle tempo bounce item that showcases the talented blues chanter's vocal salesmanship. Muddy swings out. Lyrics are pretty potent and Waters delivery is Grade-A. Beat is solid and orking is torrid. A great bet to make it. The flip, "I Don't Know Why" is another middle beat item and Waters does his usual fine job. However, the material is just a bit more on the routine side and is shaded by "I'm Ready".

**THE CASH BOX**

**AWARD OF THE WEEK**

**"DON'T YOU HEAR ME CALLING YOU" (2:10)**

[Commodore BMI—Domino, Bartholomew]

**"LOVE ME" (2:03)** [Commodore BMI—Domino, Bartholomew]

FATS DOMINO

(Imperial 5313)

Fats Domino has a two sided.

A mambo quick tempo titled, "Don't You Hear Me Calling You" and a slow blues, "Love Me." The former is an infectious romantic ditty with a beat that tickles Domino sings engagingly and the platter could stir things up for the chart. The faster deck, "Love Me," has Fats moaning the blues, and Fats is a master at it. The chanter has been spotted in a bit of a slump but this platter could be the one to start things moving strong again. Melody is very simple and the lyrics easy to remember.

**THE CASH BOX**

**Rhythm 'n Blues BEST BETS**

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

**"WINTER WONDERLAND"** Bill Doggett

Bill Doggett

King 4742

**"STACK OF DOLLARS"** Tiny Bradshaw

Tiny Bradshaw

King 4747

**"LING, TING, TONG"** The Five Keys

The Five Keys

Imperial 300

**"WINNER WONDERLAND"** (2:39) [Bregman, Vocco, Com ASCAP—Smith] That happy min-


**TINY BRADSHAW**

(King 4747)

**STACK OF DOLLARS** (2:08) [Jay & Cox BMI—Bradshaw, Jones, Robinson] A rhythmic Latin tempo item with a beat that gets into your tappin’ feet. Featuring some great piano and sax work. This side has loads of appeal and should prove to be a strong seller.

**OSCAR MCLOLLLIE**

(Modern 940)

**"LOVE ME TONIGHT" (2:40)** [Leon Rene ASCAP—McLolle] McLolle is in the cat kick on this side. The tempo is middle beat with a big pop flavor and the kids will find this in their vein.

**THE FLAIRS**

(Flair 2056)

**"HOLD ME, THRILL ME, CHILL ME" (2:43)** [Flair BMI — Gunter] An infectious beat jump handled in good style by the talented group. Rom bounces with vivacity. Good deck that should go well with teeny box locations.

**THE SOUL STIRRERS**

(Specialty 868)

**ANY DAY NOW" (2:25)** [Venice BMI—Wagoner, Butler] The Soul Stirrers sing a sensitive and touching gospel tune beautifully. Lead handles his chores with a stirring ten-

**GOODBYE" (2:20)** [Venice BMI—S. Chinn, Cott] The other side is a fast moving boomer sung with restraint. The "Stirrers" have a wonderful sound and manner of delivery.
"TIME ON MY HANDS" (2:30) [Miller ASCAP—Adamson, Youmans, Gordon]

"UBANGI STOMP" (2:02) [Arama BMI—Bostic

EARL BOSTIC

(King 4741)

in stature and who is on his way to becoming one of the top names in the field, comes up with a couple of sides that spell p-o-n-e-y, "Time On My Hands", the lovely standard, is dished up in dreamy mambo tempo that makes equally spell-binding listening as well as dancing pleasure. The Bostic horn is as always, excellent. The under side, "Ubangi Stomp", is an exciting jump ditty in which the Bostic sax is accentuated by the thump thump of the drum that gives it the African flavor, A solid piece that could be the side. Two solid coin pullers.

LUCKY THOMPSON

(Decca 29-964)

G "MOONLIGHT IN VERMONT" (3:01) [Michael H. Goldsen ASCAP—Suesendorf, Blackburn] Lucky Thompson blows a soft, sweet tenor sax reading of the tender item. Floating mood.

B "LITTLE BOY, BLOW" (2:31) [Great BMI—Lucky Thompson] Change of pace on this deck. Tempo is up and Lucky blows a driving but sweet horn. Good listening.

GUITAR SLIM and his Playboys

(Imperial 300)

G "NEW ARRIVAL" (2:30) [Commodore BMI—Jones, Young] Guitar likes his pocket full of money and his whiskey, gin and wine. Ditty is a middle tempo boppy tune with everything you could use.

B "STANDIN' AT THE STATION" (2:38) [Commodore BMI—Jones, Young] Slim sings the blues on this slow beat platter. Slim says goodbye to his baby and hung his head and cried. Slim sings with feeling as he portrays the woebegone and disillusioned male.

SILVERTONE SINGERS OF CINCINNATI

(Silvertone 2043)

G "JESUS MY SAVIOUR" (2:40) [Excello BMI] The Silvertone Singers dish up a middle tempo rhythm-gospel tune in good style. Singers have an authentic spiritual flavor.

B "RESCUE THE PERISHING" (3:00) [Excello BMI] The Singers collaborate on a sensitive item, opened softly and changing to a shouty lead while maintaining the tempo. Stirring.

THE FIVE KEYS

(Capitol 20469)

G "LING, TING, TONG" (2:08) [St. Louis BMI—Towler] The Five Keys dish up a tongue twister novelty for the new affiliation. Rem is a lively r & b ditty with the play on Chinese sounding lyrics complete with Chinese sound effects. Ditty could catch because of the catch phrases.

B "I'M ALONE" (2:22) [Crestwood BMI—Gayton, Jones, Mendelson] Flip is a rhythmic blues ballad that the "Keys" sound completely at home on. The group sells well on this platter and clicking is a strong coupler for the upper deck.
**HOLLYWOOD—Lea Brown and Johnny Mercer were pleased as they listen to their new Coral version of “Doodle-Doo-Doo”.

“**Butterfly**” Case Settled

NEW YORK—A consent injunction has been issued in New Jersey under terms of which the Record Corporation of America must withdraw all its albums of “Madame Butterfly,” which London Records has claimed were pirated from them. Record Corporation must notify all its dealers to return whatever albums they have in stock and must give those dealers full credit.

**Ethel Smith On Tour**

NEW YORK—Ethel Smith, internationally known organ recitalist, launches her fall-winter national concert tour October 26, when she performs with the Indianapolis Symphony at the Murat Theatre, Indianapolis, Indiana, her third recital with his symphonic orchestra. This concert will be sponsored by the Indianapolis Medical Association, which is sponsoring its annual convention on the 6th and personally requested the organ star’s presence at the Hammont. Other concerts to follow Ethel Smith will take in the cities of leveland, Dallas, New Orleans, and Milwaukee.

**ANNIE’S LATEST**

**M C No. 746 — 45 - 746**

“**Annie Pulled A Hum-Bug”**

(b/w)“**HEAR MY PLEA”**

by THE MIDNIGHTS

That’s to be confused with MIDNIGHTERS’ recordings.)

**MUSIC CITY RECORDS, Inc.**

1815 Alcator Ave. Berkeley 3, Calif.

Pédiment 5-7100

Distributors — Still choice among.

**Sensational Blues Instrumental**

**“DOUBLE SHOT”**

b/w“**TIME OUT”**

Louis Brooks and His Hi-Toppers

EXCELLO 2042

Strong Spiritual

“I**’M WAITING AND WATCHING”**

Sons of the South

EXCELLO 2043

ASHBROOK RECORD CO., INC.

177 3rd Ave. N. NASHVILLE, TENN.

PHONE (312)2121

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

**MOVIE REVIEW**

**“Adventures of Hajji Baba”**

Song: “Hajji Baba” Recorded By Nat “King” Cole—Capitol

Dmitri Tiomkin—Bea

Fear Joes—MG

The swashbuckling “Adventures of Hajji Baba,” 20th Century Fox’s newest near East adventure should pull big with all age groups, especially the youngsters who go for the blood and thunder type story. In this cate-

ory, the flicker has everything from the horseback chase to knife and sword play.

The CinemaScope film is the story of a young Persian barber in the post Arabian Nights era who gets involved with a Caliph’s daughter. Faywaz, played by Elaine Stewart, against his father’s wishes, makes plans to escape from the palace with a courier, to marry Prince Nur-Eli-

Din, Hajji Baba (John Duvall) and the courier and escorts the lovely Faywaz in his place.

The two are captured by a band of beautiful women bandits who prey on passing caravans and merchants. Nur-

El-Din, hearing of the capture, sends his army and saves Hajji Baba and Faywaz from torturous death.

However, during this period, Faywaz has discovered that she is really in love with Hajji Baba. With lances, knives, swords, and trick riding, Hajji wins the princess and marries her.

It’s an imaginative adventure filmed in beautiful color that shines on the Cinemascope screen.

The title song of the picture is ex-

cellently performed by Nat “King” Cole. The tune is heard at least a dozen times throughout the film. There’s no doubt that this recording will sell in great quantities since the flicker will be visited by hordes of teenagers.

**“Carmen Jones”**

Despite the fact that the leading singers all have excellent voices, operatic voices were substituted for jazz voices of this production. It is almost impossible to separate the music from the waltz Bailey, who does an excellent job with a small part.

Although the picture doesn’t have the same color and excitement which the stage production had, it should go a long way in repopularizing the Bizet music.

As far as the principals are concerned, the film will undoubtedly be a candidate for the best drama of the season, Dorothy Dandridge and Pearl Bailey being the winners in the end.

NEW YORK—Opera and jazz came together at the recent opening of the new room, The Composer in New York. Above, from left to right, Julius Radel, music administrator and leading conductor of the New York City Opera Company, and Fran Keegan of “The Fifth Season” toast Eddie Heywood who is featured at the bistro.
A Busy King

NASHVILLE—On October 1, Pee Wee King and his Band started a series of television shows out of Cincinnati, Ohio each Friday night 9:30 to 10:30 for the Wedman Company. The show is carried by W.L.W, Cincinnati, WLW-C in Columbus and W.L.W-D in Dayton. It's a combination country western-pop television show with the first guests being Little Lille Long and Patti Page. Pee Wee and the boys are still doing their regular Friday night show in Louisville and the Saturday night WNC radio show. This marks the 5th year in Louisville, on radio, the 6th year on TV and the 3rd year for the NCB. The TV might show. In addition, the crew has just finished a tour in Kansas. Then they played Billings, Montana, a Shrine Western Festival, where they broke the house record. They go on to play Bloomington, Ind., the Lake Shore Country Club in Chicago, the Melody Mill in Dubuque, Iowa, a March of Dimes program in Springfield, Ill., and then to Tulsa and Oklahoma City. Then, says Pee Wee and the crew have nothing scheduled.

Justin Tubb Quits As DJ

NASHVILLE, TENN.—Justin Tubb, who records for Decca Records, and whose success during the past fifteen months has held forth on Radio Station WHIN, Gallatin, Tennessee as a Disk Jockey, resigned this position effective October 1st. Young Tubb leaves his deejay position at the station so that he will be able to concentrate more on his recording activities and personal appearance engagements, plus TV and radio spots. Justin's latest release is "Looking For A Date" and "Suffering Heart." Also, the younger Tubb shares honors with his father in their recording of "Looking Back To See" which is currently riding the hit charts.

Young Visits Distribi

NASHVILLE, TENN.—Ernie Young, president of Excello and Nashmore Records companies, recently left for contact work with his distributors, promoting his latest R&B and Spiritual releases. Young will cover Memphis, Texarkana, on to Dallas, Houston and from there to the West Coast. Ernie Young is devoting close attention to his Sons of The South vocal group and their Spiritual recording of "I'm Waiting and Watching."

Tannen Acquires Tunes

NASHVILLE, TENN.—Nat Tannen, president of Tannen Music, New York, announced while here in town, that he had acquired all rights to the following music: "Just Another Day To Cry" was taken over from Downtown, Music, N.Y.; and "You Don't Have To Be A Baby To Cry" was acquired from Franks Music Co., N.Y. Both tunes are considered valuable catalog music.

"You Don't Have To Be A Baby To Cry" was a big number just awhile back, recorded by Ernest Tubb, and the song was written by Terry Shand and Bob Merrill. "Tomorrow Is Another Day To Cry" was written by Billy Hayes and Roselle Allen, has already been recorded anew by Rex Allen on Decca and The Davis Sisters on RCA Victor. Both tunes are scheduled for top promotion, Tannen said.

Franks Manages Artists

SHERVEPORT, La.—It was announced here this week that Tillman Franks, formerly associated with The Bill Carlides, who record for Mercury, has taken over the exclusive personal management of Jimmy and Johnny Mathis. Jimmy and Johnny who record for Chess really riding the popularity charts with their recording of "If You Don't, Somebody Else Will."

Country Music On WGM

NEW YORK—Don Davis will inaugurate a new program on WGMG starting Monday, Oct. 11th, from 5:30 to 6:00 A.M. Titled the "Don and Davis Show," it will be heard Monday through Saturday at the same hour and Sunday from 6:30 to 7:00 A.M.

Davis will play the outstanding recordings by country stars and add his personal commentaries and after each number. "Country music has always been with us from the old English, Irish and Scottish folk songs," Davis declares. "But it is just recently that country music has come into its own among the popular listeners."

"On my new early morning program over WGMG I intend to present a cross-section of all country music and feel very devout of this type of melody will bear their kind of music and, I hope, popular listeners will tune in and find out what they've been missing all these years," Davis adds.

The Pee Wee King show over WFLY was a smash hit and the show opened this week with Patti Page (first guest) Redd Stewart and Band. Little Eddy (contacted) asked the show with the band giving good support to Redd and her rage Miss Page singing many of her hit songs (including her greatest record hit of all that was written by Redd and Pee Wee "Teenssinee Waltz").

... Ray Scott (6) who spinned records for many years at WZAP-Covington, Ky. has left that station and is now with WDAP, 50,000 watt Florida station in Gainsville, W.V.D.A. Ray did much in this area for country music. The Mid Washington Hay Ride celebrated its sixth year on TV for a tea company. Members of the original cast still on the show were Bill Thrall (Driver of the Hay Ride) Buddy Ross, and Red Turner. Jimmie Skinner (Decca) and Jimmie Williams (Acorn) closed out the Verona Lake (Folk music park) this week with the largest attendance in the park's history... Country and Western talent of WLW sign exclusive deals with label "X" and Vocon Music Pub. (Booby Melvin's) company that was learned this week. H. A. Somson head of WLW promotion and talent announced that all country and folk artists not already signed by recording companies will be handled through the station's own staff. The original songs will go to Vocon. Artists include The Kentucky Boys (Red and Zeke), George Yarbrough, Kenny Price, Phillie and Bally Holmes, Paul Arnold, Rockin' Rudy Hansen, Red Turner, Redd Stewart and Pine Mountain Boys. No details were given as to what percent will be the Croyley take, if it is to be compulsory for the artist to sign.

THE NEW TEXAS SONG—"IT WON'T BE TEXAS TO YOU" IS REGOTTED BY THE CENTRAL TEEXANS ON FRANZ SCHUBERT MUSIC RECORDS 425 W. BROADWAY, FR. WORTH

CINCINNATI CUT-UPS

HILLBILLY, FOLK & WESTERN JUKE BOX TUNES

1 DON'T HURT ANYMORE Hank Snow (RCA Victor 20-5698; 47-5698)
2 ONE BY ONE Kitty Wells & Red Foley (Decca 29065; 9-29065)
3 EVEN THO Webb Pierce (Decca 29107; 9-29107)
4 COURTIN' IN THE RAIN T. Texas Tyler (4 Star 1660; 45-1660)
5 LOOKING BACK TO SEE G. Hill & J. Tubb (Decca 29145; 9-29145)
6 R. Wells & G. Jones (RCA Victor 20-5770; 47-5770)
7 J. E. & M. Brown (Fabor 107; 45-107)
8 DON'T DROP IT Terry Fell ("X" 0010; 4X-0010)
9 GOODNIGHT SWEETHEART, GOODNIGHT Johnnie & Jack (RCA Victor 20-5775; 47-5775)
10 THIS IS THE THANKS I GET Eddy Arnold (RCA Victor 20-5805; 47-5805)
11 THIS OLE HOUSE Stuart Hamblen (RCA Victor 20-5739; 47-5739)
12 HEP CAT BABY Eddy Arnold (RCA Victor 20-5805; 47-5805)

THE TEN FOLK AND WESTERN RECORDS

Hank Snow (RCA Victor 20-5805; 47-5805)
Tommy Collins (Capitol)
Webb Pierce (Decca)
Stuart Hamblen (RCA Victor)
Eddy Arnold (RCA Victor)
Johnny & Jimmy (Chess)
Webb Pierce (Decca)
Foran Young (Capitol)
Josie Taylor (Four Star)
Goodnight Sweetheart, Goodnight. 12) GO, BOY, GO.
13) YOU CAN'T HAVE MY LOVE.
14) YOU'RE NOT MINE ANYMORE. 15) LOOKING BACK TO SEE.

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

THE CASH BOX, Music Page 31 October 16, 1954

COWSING
HERB HENSON
"When You Give A Rose
To A Redhead"
CAPITOL # 2925
CENTRAL SONGS, INC., 6308 SUNSET BLVD., HOLLYWOOD 28, CALIF.

MOVING BIG
JACK 1005S
SCORES AGAIN
"FOOLISH JEALOUSY"
EXCELSO 2041 ORDER NOW! GET THE ORIGINAL
45'S & 78'S
NASHBORD RECORD CO., INC. 177 3rd AVE., N., NASHVILLE, TENN., Phone A-2131
NEW YORK—The compliments were mutual as Gina Lollobrigida's greeting to fellow actress Hilda Simms (right) was "How beautiful you are." Then Miss Simms, who also conducts the "Miss America Days" program on WGY, New York, settled down to the cheerful business of interviewing her famous guest. As a musical salute for Gina, Hilda scheduled "The Isle of Capri" the Duke Ellington way.

**Torok Cuts First Sides For Decca**

NASHVILLE, TENN.—Mitchell Torok, who was recently signed to an exclusive recording contract with Decca Records, has just recorded his first session for the label. Torok, formerly with Abbott Records, is a noted songwriter as well as a talented artist. The lanky lad is credited with such Torok Tunes as: "Caribbean," "Mexican Joe," "Arabian Baby," Living For Love—"Hosty Keynote Henry," "Weep Away," "Danceettes," "Haunting Waterfall" and a score more. Torok attended Wharton Jr College in Wharton, Texas, and was a classmate of Decca's Arlie Duff. Torok prepared himself for a commercial and artistic career, and was graduated from Stephen F. Austin State College in Nacogdoches, Texas in 1963 with a Bachelor of Arts degree.

Professionally, in addition to entertaining, where he will probably remain, Torok has done some sports announcing, worked as a cartoonist, decal, news photographer, and sports writer. In 1962-63 he was an outstanding quarterback, and was among the top ten passers in the nation, among the small colleges.

**Swinging Hits By The Nation's No. 1 Western Band Leader**

"I Can't Tell A Waltz From A Tango"

**Peanut Butter King**

RCA VICTOR-20/47-5809

Current Release

"Here Lies My Heart"—Ridgeway—BMI
"Keep Your Eye On Darling"—Ridgeway—BMI

RCA Victor 20-47-5847

"It's What's in THE CASINO Box That Counts"
"MORE THAN ANYTHING ELSE IN THE WORLD" (2:25)

"LOOSE TALK" (2:28)

Carl Smith

(Columbia 21317, 4-21317)

Carl Smith keeps turning out top sellers, one after another, and his latest release bids fair to follow suit. The chanter 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 piece dished up in tantalizing fashion by the skillful performer. It's a powerful two-sider that should make the hit brackets in short order.

"More Than Anything Else In The World"

(Hill & Range)

COLUMBIA-21317

"Loose Talk"

(Central Songs Inc.)
JIMMIE WILLIAMS
Sings (Acorn 334)
"HEY, HEY, LITTLE DREAMBOAT"
b/w "My Sisters Are Crying"

WHITE OAK MUSIC — BMI
CINCINNATI 24, OHIO
Cleveland’s Favorite

CLEVELAND, OHIO—Lou Monte, RCA Victor record star, received a plaque from Bill Randle on behalf of radio station WERE in Cleveland as a symbol of appreciation for all Lou has done for the city of Cleveland. This is the second time Randle has given this award to an artist. Shown left to right: Bill Randle, Lou Monte, Raymond T. Miller, president of station WERE, and William Stables of Main Line Cleveland, Inc., former mayor and prominent Cleveland citizen.

Meeting Dates Of Music Operators’ Associations

Oct. 13  Phonograph Merchants’ Assn., Cleveland, Ohio  Place: Hollenden Hotel, Cleveland, Ohio (executive board).
Oct. 14  New York State Operators’ Guild  Place: Governor Clinton Hotel, Kingston, N. Y.
Oct. 16  Westchester Operators’ Guild, Inc.  Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

Folk and Western Roundup (Continued)

WAX-WISE

Fred Striker, Fairway Music, currently hintin’ the road working on Goldie Hill’s waxing of ‘Treatment Me Kind’ and ‘When the Good Old Times Are Gone’ for RCA Victor. Steve Sholes A&R chief of RCA Victor’s C&W division has been busy cutting new records for the label. The new songs have been recorded at the RCA studios in Nashville, Tenn. and are being released at regular intervals.

JIMMIE WILLIAMS

Rambler Lou of WOHL, Niagara Falls, N. Y., worked a promotion with Slim Whitman and Mac Wiseman recently and racked up a 3,000 paid admission performance for the two artists. . . Rod Brasfield also set for dates with Lou at Duneland and Oakwood, Ontario. Rambling Lou started as a regular in the WWVA Jamboree in Wheeling, W. Va. and recently did a great spot on the “Saturday Night Jamboree” on WWVA Station KFPI in Wheeling, W. Va. Reports from Mark Sanders and the Ranch Boys with Janie Pearson and the Big Red Band from Dothan, Ala. . . . Lost at the State Fair in Hutchinson, Kansas. Group did their best performance in the Big Red Band. Mark Sanders and Janie Pearson are also on KTIV-TV from Hutchinson each week. It’s reported that Sanders and the Ranch Boys moved from Redfield, S. D. . . . Hank Snow and the Rainbow Ranch Boys anticipating a tour of the Pacific Northwest this month. The (Bill) Carlises (Mercury) just returned from a tour in Canada and immediately went into a huddle with Mercury’s Dee Kilpatrick regarding new label, celebrity, and next session . . . Robert Long, manager of Army’s Young Long (Capitol), reports that Faron opened a brand new entertainment spot for Jimmie Williams (Decca) Oct. 23 at Creations Hall in St. Louis. In-studio publicity and promotional build-up drive will begin right away on Young Long. His release from the Service is expected in early November . . . Jack Turner (RCA Victor) concludes his engagement at the Houston County Tri-State Fair in Dobbin with an intense turnout. “Truly Reed” features his band, The Singing River Boys for the Fair Celebration, October 11-16 . . . Jimmy Davis (Decca) on tour of Texas, Arizona, New Mexico and WWVA, Radio and the West Coast. Davis’ tour kicked off on Oct. 1 and will conclude on Oct. 15. Davis recently did a Miller leave Kansas and Alabama. . . . Welker Fairburn (Capitol) getting good build-up from manager Keith Rush of Vancouver, Wash. . . . Artists from WLS and WLS of the WLS National Barn Dance, Chicago’s Eight Street Theatre, is having a face-lifting job. Modernized on the outside and re-positioned on the inside, the entire building is being air-conditioned. The big job is expected to be completed in November, but in the meantime the National Barn Dance is being broadcast every Saturday night from there before capacity audiences as usual. Glen Campbell (with Tom Edwards of WEJE, Cleveland, Ohio and guested on Tom’s “Hillbilly Jamboree,” stayed over and made an appearance on the station’s Saturday night broadcast from the stage of the Ember Arena. Campbell’s arrival in Cleveland on October 8th . . . Homer and Jethro working the Big Oil Exposition in Texas Oct. 15-17 . . . The comedy team has no more to travel via train, bus, auto or bicycle, but the airlines have notified them they have flown more than 127,000 miles this year in personal appearances . . . Sid Polak, under the umbrella of the “Ozark Jubilee” renaissance on Oct. 16 for a special show for the Music Operators of New York . . . Jimmy Williams and (d) at WNOP, Newport, Ky. inked a personal management contract with Joe Grieshop (songwriter) and cut first session for that label last week.

HANK SNOW

WELKER FAIRBURN

Folk and Western Roundup (Continued)

N. Y. . . . The newly acquired Decca artists The Foggy River Boys cover the Porter Wagoner release of “Company’s Comin.” Publisher is Earl Burton Music, Inc. of Springfield. Johnny Mullins is the writer. . . . Gene O’Quin (Capitol) out with a promising new release . . . it’s called “It’s No Wonder.” . . . Chess Records introduces another new C&W artist to its line-up . . . he’s Wayne Walker with “Now Is The Time” and “You’ve Got The Best Of Me.” Wayne is from Shreveport, La. . . . Jimmy Rodgers Snow recently cut another session, release date coming up soon . . . Homer and Jethro (RCA Victor) cut with a new release for the Christmas trade; “Sunny Baby” backed with “Night After Christmas.” The disk is expected to do as well as their last year’s “All I Want For Christmas Is My Upper Place” which resulted in the WLS studios being flooded with real and miniature dustettes from the listeners . . . Slim Whitman (Imperial) couples the old with the new in his latest release . . . the new one is “I Hate To See You Cry” and the other is Slim’s arrangement of an old pop . . . “Singing Hips” . . . Sid Kessel, Nashville rep for Southern Music, about to set new talent with major recording label . . . The Tennessee Mountain Boys, Johnnye and Jack, (RCA Victor), probably have another hit in the making with their current release of “Beware Of Him” and “Kiss-Crazy Baby.” Their first single “Goodnight, Sweetheart, Goodnight” this coupling offers the same rhythmic patterns and style . . . Tod Adams’ Ernie’s Record Mart, reports good sales for Jack Tombs’ (Excello) latest wax . . . “Feudin’ Jealousy” . . . Redd Stewart just cut his first session as a single for RCA Victor.
Select-o-matic

...THE LEADER IN STYLE
AND PERFORMANCE

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's Finest and Most Complete Music Systems
Music Operators: HOW TO LOSE MONEY BUYING RECORDS

The other day a very well known music operator visited us. We talked about this, that, and the other thing. We complimented him on the marvelous public relations work he was doing for all in his territory. Then, as an afterthought, we asked:

"Say, how come you're no longer sending us your ten top money-making tunes as you used to do each week?"

He hesitated. Then, in a somewhat embarrassed fashion, he told us:

"Well, if you want to know the whole truth, I don't have anything to do with the records we buy. I've got a little girl working for me in the office and she takes care of this for me."

Is there any need to go any further? We could stop right here and, without any doubt, hundreds of music operators reading this would, just like this music man did, after we let go at him with all we had regarding the most important and vital essential to his business—the buying of records, he just as shamefaced as he was when he left us.

Here was an outstanding music operator. A music operator who could, without doubt, repair any type of phonograph on his route. An operator who knew electronics and mechanics. An operator who knew how to really operate. He has been engaged in the operating business for over twenty years.

An operator who spent his good money on public relations advertisements to benefit himself, as well as all the operators in his territory, who called together all other operators to arrange for a better commission basis. Who had dozens of locations that have been his locations from the day he started in business.

But a music operator, like hundreds of other music operators, who just didn't know music. He had made himself dependent on some little girl in his office to purchase what she thought, sitting in that same office eight hours a day, was what his customers on his many locations would like to hear.

If ever there was anything that could be called gross neglect and absolute inefficiency, certainly this is it. This music operator isn't alone in this gross neglect of the most vital element of his business, the buying of records.

Hundreds of other music operators all over the nation are just as shamefully neglecting their locations. The very same operators who cry that present collections aren't big enough. Operators who howl because machines don't come down in price when they, themselves, read that labor continues to win ever higher wage agreements all over the country. When they know that because costs are high they must absolutely practise the very greatest efficiency.

Without records, of what value is even the finest automatic phonograph in the world? Without the right kind of recordings, the records that the patrons of each and every different and individual location want to hear, what value is there keeping the phonograph in the location and bowing about losing money on this operation?

How in the world can a little girl, confined in the office of an operator approximately eight hours each working day, know what the different kinds of people who patronize certain types of locations really want to hear?

Even if and when a location owner phones her and tells her of records his patrons request from him, which is something no music operator worth his salt ever wants to hear has happened to his business, all she can do is simply comply with the request, and hope that these records will bring some coin into the phonograph in that location.

The fact is that the record requested by this location owner may not even be the correct recording to be used in that very location. If the operator, himself, will visit the location, remain there for a while when the place is busy, listen and talk with the people who patronize the place, to learn the kind of people they are and the kind of music they like, he may be the most surprised man in all his territory to find that, when he properly programs his phonograph with the kind of recordings he learns the patrons of his various locations really want to hear, his collections will take a sky high jump.

There is only one way to properly program any automatic phonograph, and that is to spend sufficient study time in the location where the phonograph is located. To thereby learn exactly what the people in each individual location really like to listen to in the way of music. Then, and then only, will the operator be able to properly program his phonograph, and he able to enjoy top collections from each one of his locations.

How to lose money? It's very simple, Mr. Music Operator. Just leave the programming of the phonograph on each one of your locations to some 'little girl' confined in your office eight hours each working day. Just let her, without any knowledge whatsoever of the different kind of people who patronize each of your individual locations, or the kind of music they really like to hear, do all the record buying for you!
DETROIT, MICH.—Roy Small, Conciliator and Public Relations Counsellor of United Music Operators of Michigan, was just as happy and elated as any present at the biggest gathering in the history of this organization when, by unanimous vote, all members present decided to adopt 10c play for the City of Detroit.

Prior to this evening meeting there had been an announcement from the Board of Directors and these men, too, asked the approval for the City of Detroit to adopt 10c play.

After a dinner served particularly for them at the Port Wayne Hotel, here, the Board of Directors, along with all the officers and members of the organization, as well as new members who attended for the first time, met for their monthly meeting on the Ballroom floor.

After the regular business schedule, Roy Small, with great flair and much friendship, introduced Bill Gersh, publisher of The Cash Box. He explained that Bill would have the floor from now on as long as he desired to speak, and that he was the invited guest of the United Music Operators of Michigan, to speak to all present on 10c play.

After a very stirring speech with many in audience raising their hands to ask questions, which ranged from when to start and how to start, up to the point where a motion was made by Lou Fisher, seconded by Tony Vance, and a vote then taken of the entire organization.

The result of this vote was unanimous adoption of 10c play for the City of Detroit.

A special meeting to be held on October 18, when the day would be set for the entire city to change over to dime play.

The distributers present, Lou Nemesh, Joe Brilliant, Carl Angott and Tony Sanders all joined in and made stirring speeches of their own telling how they would cooperate 100 percent with the operators.

Lou Fisher, Pat Patton, Tony Vance, Ed Carlson, Roy Small and many, many others also got up to speak on 10c play.

Living Ackerman, well known Detroit attorney, congratulated the entire organization on its great and progressive development. He explained that he had hoped, when he arrived to attend this, but that to U.M.O. that the men would vote to adopt 10c play.

Edward L. Carlson, president of U.M.O. and Harry L. Norton, secretary and Anthony Strum, the officers in attendance, Honorary past president, Frank Alluvio, was also on hand.

The Board of Directors, John J. Brozes, Lou Fisher, Harvey Gilbert, Gust Kobson, Vincel Meil, James Bobson, Tony Vance, Everett Watson and Sam Willans were all thrilled to hear the entire membership approve dime play.

Members of the Entertainment Committee who helped make this meeting so outstanding an affair, headed by Chairman Lou Nemesh, and including Carl Angott, Frank Angott, Joe Brilliant, James Dunne, Dominic Carrado, Gordon Frutman, Nick George, Fred A. Grisale, Mike Hanowski, Sidney Ketchum, George Kelly, Mary Ann Knutson, Frank McNickels, George Patton, R. Pinkston, Wanda Rheunion, Martin Rice, Harry Riche, James Roth, Jr., Wm. Ryan, Tony Sanders, Sam Supenza, Jr., Dale Sauve, Clarence Spooner, Frank Staff, Frank Stanikiewicz, Peter Tocco and Grace Ziegler were greatly complimented.

Some of the operators present, like Tony Vance, Dominic Carrado, Pete Tocco, Joe Brilliant, Lou Fisher and many others, indicated that they would start changing over to 10c play immediately, and that the greater majority of their routes would be operating on dime play by the time they came to the special meeting two weeks from now, October 18.

In the meantime, a committee has been appointed to return with the information the members desire regarding cost of changeover for phonos as well as wall and bar boxes. Also the best and easiest way to make the changeovers and also whatever other information, such as the letters and type advertisements to location owners, that should be arranged prior to the entire city switching over to 10c play.

Living Ackerman, well known Detroit attorney, congratulated the entire organization on its great and progressive development. He explained that he had hoped, when he arrived to attend this, but that to U.M.O. that the men would vote to adopt 10c play.

Edward L. Carlson, president of U.M.O. and Harry L. Norton, secretary and Anthony Strum, the officers in attendance, Honorary past president, Frank Alluvio, was also on hand.

The Board of Directors, John J. Brozes, Lou Fisher, Harvey Gilbert, Gust Kobson, Vincel Meil, James Bobson, Tony Vance, Everett Watson and Sam Willans were all thrilled to hear the entire membership approve dime play.

Members of the Entertainment Committee who helped make this meeting so outstanding an affair, headed by Chairman Lou Nemesh, and including Carl Angott, Frank Angott, Joe Brilliant, James Dunne, Dominic Carrado, Gordon Frutman, Nick George, Fred A. Grisale, Mike Hanowski, Sidney Ketchum, George Kelly, Mary Ann Knutson, Frank McNickels, George Patton, R. Pinkston, Wanda Rheunion, Martin Rice, Harry Riche, James Roth, Jr., Wm. Ryan, Tony Sanders, Sam Supenza, Jr., Dale Sauve, Clarence Spooner, Frank Staff, Frank Stanikiewicz, Peter Tocco and Grace Ziegler were greatly complimented.

Some of the operators present, like Tony Vance, Dominic Carrado, Pete Tocco, Joe Brilliant, Lou Fisher and many others, indicated that they would start changing over to 10c play immediately, and that the greater majority of their routes would be operating on dime play by the time they came to the special meeting two weeks from now, October 18.

In the meantime, a committee has been appointed to return with the information the members desire regarding cost of changeover for phonos as well as wall and bar boxes. Also the best and easiest way to make the changeovers and also whatever other information, such as the letters and type advertisements to location owners, that should be arranged prior to the entire city switching over to 10c play.

Living Ackerman, well known Detroit attorney, congratulated the entire organization on its great and progressive development. He explained that he had hoped, when he arrived to attend this, but that to U.M.O. that the men would vote to adopt 10c play.

Edward L. Carlson, president of U.M.O. and Harry L. Norton, secretary and Anthony Strum, the officers in attendance, Honorary past president, Frank Alluvio, was also on hand.

The Board of Directors, John J. Brozes, Lou Fisher, Harvey Gilbert, Gust Kobson, Vincel Meil, James Bobson, Tony Vance, Everett Watson and Sam Willans were all thrilled to hear the entire membership approve dime play.

Members of the Entertainment Committee who helped make this meeting so outstanding an affair, headed by Chairman Lou Nemesh, and including Carl Angott, Frank Angott, Joe Brilliant, James Dunne, Dominic Carrado, Gordon Frutman, Nick George, Fred A. Grisale, Mike Hanowski, Sidney Ketchum, George Kelly, Mary Ann Knutson, Frank McNickels, George Patton, R. Pinkston, Wanda Rheunion, Martin Rice, Harry Riche, James Roth, Jr., Wm. Ryan, Tony Sanders, Sam Supenza, Jr., Dale Sauve, Clarence Spooner, Frank Staff, Frank Stanikiewicz, Peter Tocco and Grace Ziegler were greatly complimented.

Some of the operators present, like Tony Vance, Dominic Carrado, Pete Tocco, Joe Brilliant, Lou Fisher and many others, indicated that they would start changing over to 10c play immediately, and that the greater majority of their routes would be operating on dime play by the time they came to the special meeting two weeks from now, October 18.

In the meantime, a committee has been appointed to return with the information the members desire regarding cost of changeover for phonos as well as wall and bar boxes. Also the best and easiest way to make the changeovers and also whatever other information, such as the letters and type advertisements to location owners, that should be arranged prior to the entire city switching over to 10c play.

Living Ackerman, well known Detroit attorney, congratulated the entire organization on its great and progressive development. He explained that he had hoped, when he arrived to attend this, but that to U.M.O. that the men would vote to adopt 10c play.

Edward L. Carlson, president of U.M.O. and Harry L. Norton, secretary and Anthony Strum, the officers in attendance, Honorary past president, Frank Alluvio, was also on hand.

The Board of Directors, John J. Brozes, Lou Fisher, Harvey Gilbert, Gust Kobson, Vincel Meil, James Bobson, Tony Vance, Everett Watson and Sam Willans were all thrilled to hear the entire membership approve dime play.

Members of the Entertainment Committee who helped make this meeting so outstanding an affair, headed by Chairman Lou Nemesh, and including Carl Angott, Frank Angott, Joe Brilliant, James Dunne, Dominic Carrado, Gordon Frutman, Nick George, Fred A. Grisale, Mike Hanowski, Sidney Ketchum, George Kelly, Mary Ann Knutson, Frank McNickels, George Patton, R. Pinkston, Wanda Rheunion, Martin Rice, Harry Riche, James Roth, Jr., Wm. Ryan, Tony Sanders, Sam Supenza, Jr., Dale Sauve, Clarence Spooner, Frank Staff, Frank Stanikiewicz, Peter Tocco and Grace Ziegler were greatly complimented.
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-
ating 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.

EASILY ACCESSIBLE MECHANISM
FLUORESCENT ILLUMINATION

Available with twin chutes
10° and 3 for 25°

DELUXE JUMBO FOR NON-REPLAY AREAS

SEE IT AT YOUR DISTRIBUTOR NOW!

D.Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS
Features Multi-Horn Hi-Fi Sound

Cross-over frequency dividing network that sends low frequencies to the bass horn and high frequencies to the treble horn. Each horn handles the frequencies for which it was specifically designed. One horn picks up where the other leaves off so that there is no fading in the important middle range.

A new, extremely light but rigid die cast high fidelity tone arm uses the General Electric variable reluctance cartridge, with a single instant-change stylus. Acoustical output of the full range amplifier, with a signal well beyond 20 to 25,000 cps, equals 50 watts with ordinary speakers.

The turntable runs with the precision of expensive studio transcription turntables. It was a new sure-grip friction drive and plays records horizontally, the same way they are recorded, to prevent any waws, rumble or flutter.

With its solid, one-piece back, the new Model "F" ends "back-door" nuisance. The door at bottom front of cabinet leads to the new amplifier, credit sail, junction box, cash box, receiver, opening to the bass horn speaker enclosure, and slug rejector. Service is easy and fast because of this ease accessibility to inside equipment.

Commenting on the multi-horn fidelity system of the new series, AMI engineers said the use of horns is universally accepted by audio engineers for exact duplication of sound waves. Without horns, waves set in motion by the vibrations of loud speaker diaphragms tend to dissipate, snarl and build up unpleasant resonances. With the horns, sound waves grow to their original quality and magnitude without alteration of wave patterns. Faithful bass reproduction requires horns of great size that provide ample room for the slow vibrations of the lower frequencies to develop. AMI engineers have created such a bass horn and ingeniously forced it into the lower portion of cabinet.

The folded bass horn is more than the equivalent of nine 12-inch speakers, or nearly 50 inches long when extended. Like the giant pipes of an organ, the horn brings out the lowest, low with unparalleled fidelity. True lows are obtained without the juke box "boom."

The treble horn is activated by a loudspeaker or "driver" diaphragm also. Unlike its bass counterpart, however, the size of this horn must be greatly restricted to avoid distortion and electronic exaggeration.

High frequency waves vibrate rapidly and the instant response necessary to their high fidelity reproduction requires a diaphragm of extremely small diameter such as the one-inch metal disc used in AMI's treble horn which is flared to disperse music to all parts of the room. This horn is located at eye level to avoid tonal muffling from furniture, rugs, drapes and other objects that obstruct low-placed high frequency speakers.

Everything can be heard on the new machines from 40 to 14,000 cps. Visitors to the High Fidelity Show held in the Palmer House, Chicago, recently had a sneak preview of the new Model "F." It was the only juke box on display at the show.
Westchester Music Ops Grow
More Enthusiastic Over Dime
Play as Collections Continue
Jump. Skeptics High In Praise

PORTCHESTER, N. Y. — "10c Play
Experiment By Westchester Ops
Success" was the headline of a feature
story which appeared in October 2
issue of The Cash Box.

Since this report was made, West-
chester operators are more and more
jubilant over the results. Collections
have been mounting steadily, and
the most skeptical music operators are
now the most outspoken in their
praise of the dime, 3 for 25c play.

Not only are these operators satis-
fied with their initial conversions,
but are now expanding their programs
to take in practically every location pos-
sible.

One of the foremost operators here,
Max Klein, observed dryly that origi-
nally he was against the idea of 10c
play. "I am completely satisfied that
dime play can be a success and in-
crease our collections greatly, if it is
done correctly" now states Klein.

"Our average gross collections, as of
now," he continued, "are up from 30
to 40 per cent. We have had prac-
tically no trouble, with the exception
of a complaint from location owners,
on the average of about 1 to 12 spots.

We were able to overcome any objec-
tions to dime play in these few spots
by educating the owners and bart-
tenders to explain to the patrons that
they can select extended play records,
(insert from 20 to 30 records in
each machine, depending upon the loca-
tion) which gives them 2 times for
a dime, 6 for a quarter. This extended
play feature is very important at the
start and has been extremely helpful
in overcoming any location com-
plaints. And, of course, the plan
was initiated with only new model phono-
graphs.

Another prominent operator, Sey-
nour Pollak, was babbling with enthu-
siasm. "Altho we've been on dime
play a short time" he said, "we've
found that our collections continue
to increase each week, as the patrons
evidently become more agreeable to
inserting dimes. At this time, we find
that our gross collections have risen
to from 60 to 75 per cent over what
it was on 5c play. The location owners,
receiving greater shares for them-
selves, are also very happy over the
changeover!"

Pollak also credits much of the pro-
grame's success to the use of extended
play records.

Bally Service Schools
For 5 More Cities

CHICAGO.—The highly successful
Bally Service Schools have been
scheduled for five more cities. Paul
Calanari and Bob Brether of the Bally
engineering staff are heading to the
Pacific Northwest to conduct
service schools sponsored by Dunis
Distributing Company, Eddie Morri-
son and Johnny Michaels of the Dunis
organization will be hosts at the
locations to be held at the Park Hotel,
Great Falls, Montana, October 18;
Dunis Headquarters, Spokane, Wash-
ington, October 19; Danis Headquar-
ters, Seattle, Washington, October
20, 21; Calanari and Brether then
move on to Dunis Distributing Com-
pany, Portland, Oregon, October 22,
where popular Lou Dunis will
greet coin machine men from that
area.

While Calanari and Brether are
covering the Northwest, Henry "Brow-
ne" Brown, another seasoned veteran
of the Bally engineering staff, will
conduct the Bally Service School at
New Orleans Novelty Company, New
Orleans, La., October 19, 20. Louis
Boozer and Ray Boxworth will be
hosts at this gathering.

At all schools the Bally engineers
will provide up-to-the-minute servic-
ing methods and other pertinent in-
formation on current Bally products,
"Jet" and "Rocket" novelty in-line
game, and S-18 and S-23 pop-
el kicks-rides, "Moon-Ride" and
the "Champion" half-time play
exclusively used in new flashy colors plus other
improvements.

Calanari and Brether are urged to
attend these schools, as they are
certain to obtain many pointers that
will do much to increase earnings
and reduce service calls to an absolute
minimum.

"It's What's in THE CASH BOX That Counts"
Music Op Helps Promote Grand Opening at $40 Million Shopping Center

DETROIT, MICH. — The grand opening of the famed J. L. Hudson Department Store's $40,000,000.00 Northland Shopping Center, in this fast growing northwestern suburb of the Motor City, was made even more outstanding by a music operator who had, after overcoming many difficulties as to the installation of a Seeburg high fidelity hideaway system and wall boxes in the $150,000.00 drug store in the Northland Shopping Center, brought noted recording artists to the grand opening along with hundreds of their recordings which they autographed and gave away free of charge.

The operator is comparatively new to this industry. His name is Sam Williams of Williams Music Systems. He is a member of the Board of Directors of United Music Operators Of Michigan.

Formerly having been connected with drug stores and drug ads all his life, he decided, on entering the music business, to concentrate on the business of music sales, and, incidentally, to increase his knowledge of the industry. Williams is a veteran of the music business, and has long been a leader in the field of music sales.

The grand opening of the Northland Shopping Center was attended by a large crowd of people, including many of the leading music operators of the city.

The grand opening of the Northland Shopping Center was one of the largest and most successful openings in the history of the city. The store is located in one of the most densely populated areas of the city, and the opening drew a large crowd of people.

The store is easily accessible to the public, and the various departments are well-stocked with a wide variety of goods. The store is open from 9:00 a.m. to 9:00 p.m., Monday through Saturday, and from 10:00 a.m. to 6:00 p.m. on Sundays.

The store is particularly noted for its department store in the area of music, which is well-stocked with a wide variety of goods. The store is open from 10:00 a.m. to 9:00 p.m., Monday through Saturday, and from 11:00 a.m. to 5:00 p.m. on Sundays.

The store is particularly noted for its department store in the area of music, which is well-stocked with a wide variety of goods. The store is open from 10:00 a.m. to 9:00 p.m., Monday through Saturday, and from 11:00 a.m. to 5:00 p.m. on Sundays.
NEW YORK — Barney (Shugy) Sagerman, and Abe Green, Runyon Sales Company, with offices in New York and Newark, N. J., announced the showing dates of the new AMI model "F" phonograph.

Sagerman and his New York staff will host music operators in his territory at their coinrow showrooms on Tuesday and Wednesday, October 12 and 13. Green and his Jersey organization will hold open house on Thursday and Friday, October 14 and 15 at their Newark showrooms.

"The model "F" phonograph is the greatest phonograph AMI or any other phonograph manufacturer has ever offered the music operator," declared Sagerman. "The new high fidelity innovation included in the "F" cannot be described. The absolutely true tone produced by the AMI engineers is amazing. No other music machine on the market is even close to it. And, of course, the beautifully designed cabinet, with the choice of a number of colors, must be seen to be appreciated. We invite all operators in the New York territory we cover, and those in the New Jersey area, to be our guests."

Refreshments will be served to visiting coinmen.

Jack Mitnick, AMI regional representative, who'll be moving around to as many distributing organizations as he can cover during the showings, will be on hand at Runyon's New York showing on Tuesday, October 12.
TAX HIKES AHEAD

Many States Face Financial Troubles. Seek Ways and Means to Hike Sales and Business Taxes. Coinops Fear Big Increases of All Coin Machine Taxes When State Legislatures Convene

CHICAGO — Reports emanating from the annual conference of the National Tax Association, the state tax collectors, definitely indicate that the fears of many operators, which have been reported here for sometime, that the states all over the nation would be seeking to hike sales and business taxes, were most completely correct.

Even tho the states took a record breaking $11.1 Billion this past year, they find themselves facing serious financial troubles.

Minnesota, it is reported, plans a new sales tax. New York wants higher gasoline taxes. California expects to obtain higher truck taxes. Connecticut recently boosted its sales tax from 2% to 3% which was supposed to be a "temporary measure" but which, it now seems, will become permanent.

Almost every single state in the union has one plan or another for increasing all business taxation in an effort to stave off financial bankruptcy. And almost every plan, in one form or another, hits at the coin machines industry.

Operators have for sometime now been writing to this publication advising that they feared greatly increased taxation when their state legislatures once again convened.

The Cash Box has, for over eleven years now, called for the industry to create a "National Tax Council" to help all and any operators who run up against sudden tax increases and have no past precedents or legal statistics with which to forestall such increases.

So far the few attempts which have been made to bring about a "National Tax Council" have failed. It is the hope of this publication, now that the states have become desperate for more income, that something will be quickly brought into being to help the many operators who will need such aid.

It must be remembered that, as the states increase license and tax fees, the cities and counties threaten the state usually follow suit. This means that if the state sees fit to hike a machine license from $25 to $50 the city that is obtaining $10 for the same machine license will, in almost every case, hike the fee to $20.

The average operator can't stand any more such license fees increases. He is hard put to meet the license fee demands each year to keep his machines in operation as it is.

Increases all over the nation will terribly affect the industry and, therefore, it is the hope of this publication that somehow a "National Tax Council" will quickly come into being to start collecting the necessary legal data to help the operators who will be faced with hiked taxation as their state legislatures convene.

Full Bally Line For Fall Season

CHICAGO — Bally Manufacturing Company, this city, is a very busy place these days, turning out a complete array of coin-operated amusement devices that does much toward filling the total requirements of man operators in every section of the nation according to Jack Nelson, Bally sales manager. "For example," he said, "in the vast area where in-line games are the rage, we are currently offering Bally 'Variety,' the new game with the 'Magic-Lines' feature which permits player to move lighted number up or down for greater scoring of opportunities. And from the way orders are pouring in, 'Variety' has not only smashed all previous production records of Bally in-line games, but he proved the popularity of the changin numbers feature."

Nelson also went on to describe the new "Jet Bowler" and "Rocket Boller" featuring the new "Speed-O-Meter" aswell as the "Speed Control Skill" with Aim Skill. Bouncing out the Bally line of pin-makers are two kidd rides, "The Champion" horse as "Moon-Ride." "The Champion" has been recently returned to the Bally line completely re-styled in fancy colors with extra sturdiness built in to withstand severe abuse on location.
NEW ENGLAND NIBBLES

Indian Summer, with temperatures in the 80's, has brought renewed buzz to outdoor locations throughout the New England states. The pleasant weather has induced many field trips by coin distril personnel to the hinterlands. Reports from around the territory indicate collections on the up in places and for heavy play. Among those visiting Readi Distributing Co. this week were Leo Glasgow, Lynn; H. Rogers, Peabody Amusement Co.; Paul Young, Strehan; Jonathan Furiman, Joe O'Connor, Danielton, Ct.; John Agelico, Norwich, Ct.; and Ernie Geramondi, Bristol, Conn.

Ed Rayreby, World Fair, and Lee Williams, Projectors along with Bill Boles of J. H. Keeney Co., will make the Washington coin meet (Oct. 16-19). One seen at World Fair this week included Dave Baker, Melo-Tone Music, Arlington; Fred Pape, Waco Lewis & N. H.; and Louis Tobey, Manchester, N. H., Ed, who was out of action for a few days with a virus infection, now back at the helm. Brighten Ave., continuing on to Commonwealth Ave, is becoming known as coin row. On the row are World Fair, Jerry Golumbo's Music and Television Corp., Atlas, Junk Box Haven, Jerry Platto, Boston Record Distributors made another New Yorkafari, this time within the confines of宇宙 the new A1 Ltd., ready for the opening of the new A1 Ltd., the shop.

The opening of the Duck hunting season on Saturday, October 2nd saw the operators out in the field. Elgin McDaniel of Wadena, Minn, reports that he didn't do so well this past week because he was too busy looking after the Thanksgiving turkey and records for their routes were Mike Young of Soldiers Grove, Wis.; Frank Master of Grand Rapids, Minn.; Ray Stone of Rose Lake, Wis.; Stan Woznak of Little Falls, Minn.; Ben Jahnke of Hutchinson, Minn.; Ed Le Blanc of St. Cloud, Minn.; Art Hagens of Grand Forks, N. D.; Ted Fischer of Waconia, Minn.; Oscar Winter of La Crosse, Wis.; Charles Serson of St. Cloud, Minn.; Oscar Englund of Alexandria, Minn.; and Al Eggermont of Marshall, Minn.

THE CASH BOX

UPPER MID-WEST MUSINGS

The World Series showed down activity in the coin machine field in more ways than one. One humorous incident occurred in Minneapolis when Dave Chapman and Ted Lown, both Minneapolis operators, were watching the last game of the Series at the offices of the Lieberman Music Company when the front door opened and a voice was heard explaining that the coin on the corner had just changed hands and neither Ted nor Chappie even got up to make a dash to hustle the location. Van Middlemarck of Bismarck, N. D., stopped in the Twin Cities on his way back to Bismarck. The staff of the Lieberman Music Company both in Minneapolis and Omaha, Nebraska, are getting ready for the showing of the new A1 Ltd. The shop is ready. The opening of the Duck hunting season on Saturday, October 2nd saw the operators out in the field. Elgin McDaniel of Wadena, Minn, reports that he didn't do so well this past week because he was too busy looking after the Thanksgiving turkey and records for their routes were Mike Young of Soldiers Grove, Wis.; Frank Master of Grand Rapids, Minn.; Ray Stone of Rose Lake, Wis.; Stan Woznak of Little Falls, Minn.; Ben Jahnke of Hutchinson, Minn.; Ed Le Blanc of St. Cloud, Minn.; Art Hagens of Grand Forks, N. D.; Ted Fischer of Waconia, Minn.; Oscar Winter of La Crosse, Wis.; Charles Serson of St. Cloud, Minn.; Oscar Englund of Alexandria, Minn.; and Al Eggermont of Marshall, Minn.

Chi Coin Intros New Bowler

CHICAGO—Chicago Coin Machine Company, this city, through its director of sales, Levin, introduced, in the past week the introduction of an entirely new play principal on its new six-player "Flash Bowler.

"Never since 'advance scoring,'" said Levin, "has a bowling game stirred such excitement. For the first time, the player's skill determines the value of strikes and spares.

"This accomplished," Levin revealed, "is the new 'Flash-O-Matic' scoring.

"This 'Flash-O-Matic' scoring feature is located on the score glass just below the Scoring Lanes has a series of strike and spare scores which flash progressively from left to right and continue to travel until the first pick is scored.

"The object, of course," Levin clarified, "is to shoot the puck skillfully to stop the strike and spare count on the second strike possible score which, in the 'Flash-O-Matic,' is the Lunch Break is never over until the coin is returned to the machine, and the news is spread. The game is set up in the same way, and the score is kept in the same way.

"As soon as the player finishes his striking and after his score (180) is high score for the entire game) is tallied in any particular frame, the 'Flash-O-Matic' again begins to travel from left to right for his next frame play. The highest score of the game is shown and the one player is playing the game.

"Because 'Flash Bowler' requires player timing as well as a skillfully directed shot," stated Levin, "new form of play has been introduced.

"Boys must actually play 'Flash Bowler' to feel the thrill of accomplishing a new high score because of 'Flash-O-Matic' scoring."

"Flash Bowler" has a new look in cabinet design. It features large-shutting legs. The cabinet has wide-grooved side moldings that extend from the front to the rear giving the game a long appearance, and yet the entire cabinet is only 8 feet long.

The score cabinet features a hinged glass score frame which is locked automatically by shutting the frame from the front and held securely with a tamper-proof latch.

The foul line rod, glass moldings and trim are highly polished chrome. A newly designed, highly colored Die-cast playfield is introduced for the game.

"Flash-O-Matic scoring," predicted Levin, "will prove to have much more player appeal than any of the many features which have previously been introduced into bowling games by Chicago Coin Machine Company for the past three years."

He also revealed that "Flash Bowler," will be the first machine with quantity shipment being made.

NEW golden palomino horse
NEW rigid steel base
NEW flashy color cabinet

REALISTIC WESTERN HORSE
REALISTIC WESTERN SADDLE
SAFE, LOW-SPEED START
PAUL RIGHTS TO VICTORY
LIFE-LIKE RIDING ACTION
STURDY, TRAVEL-PROOF MECHANISM
SLEW-PROOF COIN MECHANISM
Smoother, Quieter Operation

A10 RIDE RIDE

FLAT SHOE-APEAL

SPACE-GUN SHOOT-EFFECTS
POSITIVE SEAT
ADJUSTABLE RIDE

ALL-METAL CONSTRUCTION
NATIONAL EYE-APPEAL

Paul Huesch Becomes Fourth Time Daddy

CHICAGO—Paul Huesch, general sales manager of J. H. Keeney & Company, Inc., this city, became a father for the fourth time when his wife, Rosemary Huesch, presented him with a 9-pound, 14-ounce baby boy on Thursday, September 30.

The baby boy, named John Arthur Huesch, was welcomed by sisters, Pat, who will be 7 years old in April, and Ginny, who will be 3 in November, and brother, Pat, just 5 this month.

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

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

FLAT SHOE-APEAL

SPACE-GUN SHOOT-EFFECTS
POSITIVE SEAT
ADJUSTABLE RIDE

ALL-METAL CONSTRUCTION
NATIONAL EYE-APPEAL

10c A RIDE
WHO LOSES WHEN AN OPERATOR WON'T BUY NEW MACHINES?

To the intelligent and progressive operator the above sounds like a very foolish question, indeed. It is a very foolish question if asked of the progressive operator, indeed. As any of these men will immediately answer—"The operator loses, of course!"

Whether it's the purchase of new machines, or new shelves, or a new air conditioning, or a new competitor, or a new government, or anything else, the business man who desires to progress must be in favor with the general public, his customers, must constantly hear in mind the three R's of good business:

Renew, Revive, Replenish.

There are, believe it or not, some operators here and there about the nation, who believe that they are outsmarting their location owners, and also believe that they are low-winking their distributors and/or the manufacturers, when they stop buying new equipment.

As everyone who has been in this industry for any length of time, or any other industry for that matter, knows —they are simply kidding themselves.

The coin machine operator caters to the very people all other business men cater to. When this coin machine operator, who thinks he is outsmarting his location owners, distributors and/or manufacturers walks into a restaurant that hasn't changed a chair or a table cloth or modernized its kitchen; that doesn't give him the proper type of air conditioned and modern atmosphere; and where food is just something to be stuffed into his mouth from unclean dishes, and not something truly delectable to what his appetite—he just simply walks out of the place. What's more, he never goes back. And he also tells all his friends, "What a lousy joint it is!"

What, then, does this operator think the players tell each other about the worn out, dirty, decrepit old games he's still trying to force them to play?

What happens when a progressive, modern, up-to-the-minute operator, an operator that's on-the-ball, walks in and shows his operator's loc'ons the differences between new machines, constantly changed new machines, better service, finer cooperation, for greater intakes?

How long does the operator remain in business who thinks he's outsmarting his location owners by not bringing them new equipment? Only until such a situation as this one—Where the progressive operator finds out what's happening and bargains down on his equipment?

Would it really be a marvelous business world if there wasn't constant change? If there wasn't constant challenge to the more agile and less thinking power the operator who engages himself in any business? If there wasn't that challenge for the business man to keep himself on his toes because of new improvements and developments that, of themselves, create constant competition.

The operator in this industry is no different than the business man in any industry today. He must quickly adapt himself to modern business methods. He must be sufficiently flexible to change with the changes which come into force in the places where he places his machines.

The old type dirty looking restaurants and taverns have turned into beautiful and more expensive locations. These restauranteurs and tavern keepers keep up with the constant changes in their business. With the continued purchase of new merchandise, and progressive modernization programs. They know that they cannot long last in business unless they are on their toes all of the time.

There is no way to dodge facts. The operators who are constantly progressing, who are definitely on the way up, who lead their territories, are the operators, like the business men in their communities, who keep pace with the progress of their industry.

Such operators bring their players, the general public, the best and newest machines, so that no competitor can challenge their right to their locations. At the same time, they have the satisfaction of maintaining their locations at the meeting levels and promoting their industry in their areas, both financially and progressively.

Who loses when an operator won't buy new machines? The location owner loses. Since the operation of the machine is not actually the location owner's business, he looks at it as a part of the hardware which he doesn't have to worry about. He can always go down another tourist, with very faded and disgusted eyes. And, as every operator knows, he very nicely says, "Take your machine out of here."

Who loses when an operator won't buy new machines? The public loses. The public tires of the old. Just like the public tires of drinking the same kind of juice every day for every day of every day for five days a week. The public likes change.

Any junk box operator who won't change his records constantly very soon finds the yatties of his phonograph graphs going somewhere else to play the music they like—new music—new records.

The same is even more true of the games business. Games are still novelized. The public likes them while they're new and fresh and challenging to their skill. But, once the player has played, played, played and played them some more, the public wants something new and different, to revive and replenish the challenge that is contained within them as to their presence and skill to play anything well.

Who loses, then, when the operator won't buy new machines? The operator who won't buy new machines! Because this operator is no longer a good business man. Because this operator won't cater to his customers. This is because, the operator doesn't want other business men to cater to him, be this he doesn't have to cater to his public.

This sort of operator should get himself out of this business as soon as he possibly can. Because this operator is simply wending the path of bankruptcy. Not only financially, but bankruptcy of good service which, in turn, takes years to rebuild by some other operator. Some other operator who practically breaks his heart rebuilding what this first operator tore down.

Who loses when an operator won't buy new machines? The whole industry loses. Every operator loses. For the kind of an operator who won't buy new machines, the whole building bad will with the players.

He's neglecting them. He's scaring them. And they, in turn, scorn all that is coin operated.

Yes, everyone loses, not only in sales, but also in prestige, in progress. Any man in the future greats that this industry for all those men and women in this field who have worked so hard to win respect and prestige and great attention from all the public.

Like someone once said, "You've simply got to gas up your car regularly to keep it running."

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

Keeny, Exhibit Display Products at NAMA Show

CHICAGO—J. H. Keeny & Company, Inc., and Exhibit Supply, both of this city, are displaying products at the annual convention of the NAMA (National Automatic Merchandising Association) which got under way Sunday, October 10, and extends thru Wednesday, October 13, at the National Guard Armory, Washington, D. C.

The Keeny firm is displaying its new "Coffee Vendor" and 18-inch "Electric Cigarette Machine" while Exhibit, with its "Vacuum Card Vendor," is showing interesting adaptations in vending for a variety of articles of the vacuum system.

Representing Keeny at the show are Roy McMillan, president; John Conroy, vice president; Paul Huesch, general sales manager, and Walter Huesch, chief engineer.

Art Weinand, vice president and sales manager, firm's card vendor production line manager and card department chief, are representatives.

The Keeny booth number at the show is 298. The Exhibit display is located in booth 512.

Stepping Relay Bulletin

CHICAGO—The Guardian Electric Manufacturing Company, this city, announced it now has available a completely new Stepping Relay Bulletin. This 12-page booklet contains illustrations, dimensional drawings, technical chart data and general information.

With this new stepping relay bulletin, including data for add-subtract, continuous repetition, electrical reset and other applications. The bulletin, known as P-84, is offered to the trade free.
Mrs. Oomens Sets Record In Chi Phono Bowling League
Rolls High Series of 525 For Women
As Oomens Team Goes Into First

CHICAGO — Mrs. Izzy Oomens racked up a 525 high series this past week to establish a new record for women in the Chicago Automatic Phonograph Bowling League. She held the former mark of 515, set last year.

Passed by Mrs. Oomens' 525, the Walter Oomens Sons team went into first place by sweeping three games from Decca Records, last year's champ. Carl Latino, led the Oomens' men with 486 while Frank Tatone was high for the losers with 481.

Atlas Music came to life and took three from the erstwhile leader, Mercury, dumping the latter into a second-place deadlock with B & B Novelty, with team dropped a pair to Coral Records.

Marvelous Morrie Minkus rolled a 547 to top Atlas while R. Kick clicked with a 478 for Mercury. Eddie Walker's 562 (high for the men for the night) and Hank Sochacki's 594 paced Coral while Warren (Bunk) Pardee's 505 and Marino Pieroni's 487 topped B & B.

A third three-game winner was Star Music over Paschke Phonograph. Jerry Shuman garnered a 504 for Star. Teammate Tony Galgano hit for 500 while Ray Gallet's 511 was high for Paschke.

Two-game winners were ABC Music Team No. 2 over Western Automatic, Coven. Music over ABC Music Team No. 1 and Melody Music over Gillette Distributing. High bowlers were Irv Calio, ABC No. 2, 491; Bill Nyland, Western, 431; Frank Lanza, Coven, 430; Len Christofferson, ABC No. 1, 515; Vic Jaccino, Melody, 548, and Frank Leonarczyk, Gillette, 488.

The standings as of Monday, October 4:

<table>
<thead>
<tr>
<th></th>
<th>W</th>
<th>L</th>
<th>GB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walter Oomens Sons</td>
<td>10</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>B &amp; B Novelty</td>
<td>8</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mercury Records</td>
<td>8</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Decca Records</td>
<td>7</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Melody Music</td>
<td>7</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Coral Records</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Paschke Phonograph</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Star Music</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>ABC Music No. 1</td>
<td>5</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>ABC Music No. 2</td>
<td>5</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Atlas Music</td>
<td>5</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Western Automatic</td>
<td>5</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Coven Music</td>
<td>3</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Gillette Distributing</td>
<td>3</td>
<td>9</td>
<td>7</td>
</tr>
</tbody>
</table>

Williams' Distribs Acclaim "Super Jet Fighter's" Speed Play Action

CHICAGO—Executives of the Williams Manufacturing Company, this city, were thrilled this past week with the number of reports which they have already received from their distributors from all over the country telling them that their "Super Jet Fighter" gun game is clicking with the players.

As one distributor advised, "The 'Super Jet Fighters' which I have sold to operators in my territory are earning 30% better than any other machine these men have featured on the very same locations."

"The operators as well as myself," he continued, "believe that this is due to the speed play action of the 'Super Jet Fighter'."

"Not only is it interesting, but, it's fast. Faster than any other similar type machine we've yet had. The players like the speed. The operators especially like the speed play. The 'Super Jet Fighter' is one of the very best machines we've ever had on locations here."

"What's more," he concluded, "the take stands up. It doesn't just jump up the first week and then gradually fall down. From what our operators/customers tells us, the intake has been going up steadily, week after week."

Sam Stern, executive vice-president and general manager of Williams Manufacturing Company, said:

"This is only one report. But," he stated, "it can be termed a general synopsis of what all of our distributors are telling us."

"Everyone is absolutely thrilled with the speed play action of our 'Super Jet Fighter'. All advise that the intake continues upwards with no break as yet in sight."

Peter Jackson Buys Out Continental Coin, Inc.

CHICAGO—Peter S. Jackson announced that he purchased all controlling stock of Continental Coin Devices, Inc., this city, after previously being associated with the firm as one-third owner.

Jackson, who has 27 years of experience in the coin machine business, is the inventor of the firm's new automatic coin changer, "Change-Maker," the release of which was announced in the October 2 issue of The Cash Box.
The basic financial year adopted by all the nation's economists as the year of comparison with all the years that have since followed is 1939.

The reason the economists chose 1939 is because in 1929 the U.S. dollar was actually worth a full and complete dollar: 100 American cents.

In 1939 the juke box operators charged 5c per play. In 1954, fifteen years later, the very greater majority of juke box operators still charge only 5c per play.

But, during those 15 years a great many changes have come about in the nation's economy, of which all are aware, and today, the juke box operator is paying 300% more for his machines and accessories, as well as for his own living expenses—but is still charging only 5c per play.

At the same time the American nickel, too, went down in value, as inflation swept over the nation, and today, the 1964 U.S. nickel, compared to the 1939 nickel, is worth only 2.5c.

In short, the juke box operator is paying 300% more for everything he buys, and sells it for half of what he used to charge in 1939.

How any business man, any juke box operator, can believe that he can compensate the differential between paying 300% more for all his merchandise and selling it for 50% less, is something neither we, nor any one else, will ever be able to figure out.

<table>
<thead>
<tr>
<th>1939</th>
<th>1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>5¢ Cup of Coffee</td>
<td>10¢ and Up</td>
</tr>
<tr>
<td>5¢ Pay Telephone</td>
<td>10¢</td>
</tr>
<tr>
<td>5¢ Shoe Shine</td>
<td>15¢ and Up</td>
</tr>
<tr>
<td>5¢ Subway and/or Street Car Fare</td>
<td>15¢ and Up</td>
</tr>
<tr>
<td>10¢ Bottled Beer</td>
<td>25¢ and Up</td>
</tr>
<tr>
<td>5¢ Ice Cream Cones</td>
<td>10¢ and Up</td>
</tr>
<tr>
<td>2¢ Newspapers</td>
<td>5¢ and Up</td>
</tr>
<tr>
<td>75¢ Steak Dinners</td>
<td>$2.50 and Up</td>
</tr>
<tr>
<td>5¢ Bowl of Soup</td>
<td>15¢ and Up</td>
</tr>
<tr>
<td>5¢ Shoe Laces</td>
<td>10¢ and Up</td>
</tr>
<tr>
<td>25¢ Toothpaste</td>
<td>59¢ and Up</td>
</tr>
<tr>
<td>15¢ (2 for 25c) Cigarettes</td>
<td>25¢ and Up</td>
</tr>
<tr>
<td>5¢ Cigar</td>
<td>10¢ and Up</td>
</tr>
<tr>
<td>50¢ Movie</td>
<td>$1.10 and Up</td>
</tr>
<tr>
<td>25¢ Shave</td>
<td>50¢ and Up</td>
</tr>
<tr>
<td>Haircut</td>
<td>$1.00 and Up</td>
</tr>
<tr>
<td>2¢ U. S. First Class Mail Stamp</td>
<td>3¢</td>
</tr>
<tr>
<td>1¢ U. S. First Class Mail Postcard</td>
<td>2¢</td>
</tr>
<tr>
<td>$5.00 Hat</td>
<td>$10.00 and Up</td>
</tr>
<tr>
<td>$375.00 Juke Box</td>
<td>$1,000.00 and Up</td>
</tr>
<tr>
<td>$900.00 Pickup Truck</td>
<td>$1,500.00 and Up</td>
</tr>
<tr>
<td>17¢ Records</td>
<td>55¢ and Up</td>
</tr>
<tr>
<td>$25.00 Auxiliary Speaker</td>
<td>$85.00 and Up</td>
</tr>
<tr>
<td>$45.00 Per Week Mechanic</td>
<td>$100.00 and Up</td>
</tr>
<tr>
<td>$20.00 Per Week Office Help</td>
<td>$60.00 and Up</td>
</tr>
<tr>
<td>$7.00 Auto Tires</td>
<td>$17.00 and Up</td>
</tr>
<tr>
<td>15¢ Gallon of Gasoline</td>
<td>25¢ and Up</td>
</tr>
<tr>
<td>$15.00 Per Week Porter</td>
<td>$50.00 and Up</td>
</tr>
</tbody>
</table>

Even the little shoeshine boy with his tiny home made box has now repainted the sign on that box to read 'Shine 15c.'

Certainly the juke box operators of this nation, who have so many, many thousands of dollars invested in their business, have as much business acumen and intelligence as the average shoeshine boy.

Here are just a few changes which have taken place in the nation's economy since 1939. After the juke box operator studies them for a while, and whether his fellow operators in his territory do, or do not, want to go to dime play, the rest is left up to his own good judgment.

All this regardless of the fact that records are better and last longer. That the four song tone arm with its tough, hard, wearing needle has been replaced by gram weight sapphire and diamond cartridges. And regardless of all other improvements that cut down on wear and tear.

The fact still remains that phonographs cost more, that sapphire and diamond cartridges cost more, and that because everything else, including recordings, cost more, the juke box operator must obtain more income to be able to meet his overhead to at least keep his head above the engulfing waters of financial bankruptcy by charging more. Just the same as all other business men charge more for the merchandise they sell because their costs, too, have risen 300% and more since 1939.

And the list goes on and on and on, ad infinitum. The nation's economy is so inflated that, today, it is absolutely and vitally necessary to match costs against selling prices to realize even the meager sort of fractional profit. All this regardless of the greatest and finest type of business efficiency that can be practiced by the average business man.

Any man in business today will agree that the above list is but a very small fraction of his increased costs and overhead expenses. There are many, many hundreds of items not included in the above.

But, what is all important, what every operator should realize, is that when he does charge 10c per play, he is still not getting a full, complete ten cents American dime.

What he actually is charging, according to the nation's own economists' valuation of the U.S. dime of today, as compared to the dime of 1939, is but 5.1c.

That's WHY 10c play!!
Rettenberg of BMI To Speak Before No. III. Music Ops

Director of BMI's Editorial Dept. to Speak on "Song Sharks" in Desplaines, Ill., October 14

CHICAGO—Jerry Shuman, chairman of the Arrangements Committee for the Music Operators of Northern Illinois, reported this past week that the next guest speaker for the organization would be Nelson J. Rettenberg, director of the Editorial Department of BMI (Broadcast Music, Inc.).

"Mr. Rettenberg," Jerry Shuman said, "will speak on 'The Song Shark' and How He Operates."

"Very definitely," Shuman stated, "this will prove of great interest to all of us in the music business and gives us some idea of how, what, when and whereof the songs that are picked which, eventually, do or do not become the recording hits for all the juke box operators."

Robert E. (Bob) Lindelof, President of Music Operators of Northern Illinois, reported that he believed Nelson J. Rettenberg would not only make a very outstanding speech but that Mr. Rettenberg would find the members of the Northern Illinois association extremely receptive to this talk.

Lindelof also said, "This next meeting will be held on Thursday evening, October 14 at the Hapsburg Inn in Desplains, Illinois.

---

Chicago coin's Flash BOWLER

- The 100% SKILL GAME now adds new Scoring Thrills with "Flash-O-Matic" Scoring
- Player by timing his shots to hit pins at time when highest strike and spare numbers are lit up on the "Flash-O-Matic" Scoring Panel. Can get as much as 150 for a strike or 100 for a spare in each and every frame. For a top score of 1800.
- Lites in back of the numbers on the "Flash-O-Matic" Scoring Panel blink on and off—traveling constantly and automatically from left to right—stopping only when pins are hit.
- Players skill pays off by hitting pins at the same time when highest numbers on the "Flash-O-Matic" Scoring Panel are lit.

Canadian Ops View "Super Jumbo"

MONTREAL, CAN.—The Laméll Annunciation, Incorporated, this city, recently showed D. Gottlieb & Company's "New Super Jumbo" to local operators. Shown below, grouped around the machine, are from left to right—Romeo, Mr. Letert and Mr. Edman of Parkway Annunciation, J. Weinberg of Judd Distributing Company, Chicago.

Music Operators COME IN AND SEE...

The Latest and Greatest Of All Juke Boxes

AMI MODEL F

RUNYON SALES COMPANY

Special Close-Out Sale!!

Top Domes

For Seeburg 16, 47 and 62, in lots of 3 or more... $10.00 ea.

While They Last !

KOEPPPEL DISTRIBUTING CO.

429 - 10th Avenue - New York, N. Y. (Phone: Circle 6-8939)

---

We are already sure of a most complete attendance and want to take this opportunity to thank our own Jerry Shuman for starting off this brilliant series of meetings—the first one featuring Bill Gerash of The Cash Box who spoke on 'Public Relations'—and now the second meeting which will feature Nelson J. Rettenberg, Director of the Editorial Department of Broadcast Music, Inc.
Want Action?  
EXHIBIT'S  
STAR SHOOTING GALLERY HAS IT!  
3 Target set-ups move into action during each game.

Want Play Appeal?  
EXHIBIT'S  
STAR SHOOTING GALLERY HAS IT!  
All Targets are in view between games to attract player interest.

Want A Gun For ANY Location?  
EXHIBIT'S  
STAR SHOOTING GALLERY IS IT!  
Dime return or free game on Perfect or Match Score—or play selector will give you choice of 8 different plug-in combinations to suit your location.

Want A Full Cash-Box?  
EXHIBIT'S  
STAR SHOOTING GALLERY  
fills it fast and keeps it full!  
★ A Few Choice Distributorships Still Available

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

EASTERN FLASHES

Local columnists claim the Fall season will really get underway starting with the coming Monday, Oct. 11. The past weeks have been interrupted with Labor Day festivities, then the aftermath of World War II. But the news will pick up with the sudden strike of the longshoremen. Most of the wholesalers, who had export shipments ready, were affected. Fortunately, the strike was settled almost immediately after two days stoppage. Also, during this AMI model "F" phonograph and the new Rock-Ola 120 selection phonograph will be unveiled at the distributors.

Barney (Shug) Sagerman and the entire New York staff of Byron Sales will host music operators on Tuesday and Wednesday, October 12 and 13, when the new AMI model "F" will be on display. On Thursday and Friday, October 14 and 15, Abe Green and the staff at Byron Sales in Newark, N. J., will hold its showing. Refreshments will be served at both offices. Then on Thursday and Friday, October 14 and 15, Dave Stern, Bob Slifer and Charlie Reissner, AMI regional representatives, will hold a showing of the new Rock-Ola 120 selection phonos. Refreshments will also be served.

The "Senator," by the way, putting on weight, claims he's the champion "Bar Mittvoh" boy, attending parties practically every week. Jimmie Smith, Westchester op., on the row, doing some buying. Also, seen on coinrow was Bert Berne of Beacon, N. Y. . . . Jack Mitnick, AMI regional representative, Barney Ross, Barney Sagerman and Jack Slemel get involved in a heating contest—all claiming grandchildren are geniuses. . . . Seme's daughter, Eleanor, 21 years, beautiful, and unmarried, returned this past week from a four month tour of Veterans' hospitals in Europe. Eleanor, with a dozen degrees, is an expert in the field of speech therapy. . . . Simon, Inc., tells us the games ops are enthusiastic about Chico's new "Flash Bowler," which gives the player the opportunity to slide up the path at his discretion to take advantage of a flashing changing scoring system on the backglass.

Gracie Voelker and Jimmy Voelker Jr., Buffalo, N. Y., became one when they tied the knot on Sunday, Sept. 28. Both are with AMI. Prominent among the guests were Bob Scott, operator of Coin Amusement Service; Eddie Chilton, mgr. of Century Distributors (Wurzitzer distriba); and Bill Rosset, Young Distributors. . . . Al Lipani, Young Distributor, spends one day visiting one on Long Island, while Joe Young handles the other side. . . . Marvin Liebweit on column visiting the wholesalers. . . . In from South Norwalk, Conn., was Bill Lengyel, . . . Harry and Hymie Koeppel. Koeppel Distributing, mournfully eyes a load of crated phonos stacked high in their showrooms. Equipment slated for export, but dockers' strike held up delivery to ship. Happily, strike ended and equip went out. . . . The Westchester music ops jamming with joy over the results of their dime play experiment, are now extending the coinconversions in a big way. . . . Lou Herman and son Howard, White Plains, N. Y., ops, visit along coinrow. . . . One of the local distributors, in a moment of high humor, hands out calling cards with his name printed in the center, Underneath his name is the word "retired." In each of the four corners, ordinarily used for address, phone, etc., the card reads: "No Phone," "No Name," "No "Business." "No Ride." Bill and Murray Weiner, Weiner Sales, distriba for Eastern Electric's cigarette machine, off to the NAMA Convention in Washington, D. C., Oct. 10 to 13. . . . Mike Murvies relaxed for the first time since spring. The store has been hopping and no one is pushing Mike to ship equipment on the second. . . . Nash Gordon, bus. mgr. Music Operators of N. Y., completes details of a transfer to New York City, and immediately enters into the ticket rush for the big Banquet Saturday night, Oct. 14, at the Waldorf Astoria Hotel. At Denver, president, busy handling the highly complicated job of lining up the star acts for the convention. The ABC radio network with carry part of the show—from 10:05 to 10:30 PM.

NEW ORLEANS NOTES

John Pentecost, Dixie Coin Machine salesman, all agog about his recent visit to Chicago and Grand Rapids with Eddie Hollifield, visiting the various factories. The entire gang at Dixie is up in the air for the first time in a few years, to get a chance at the first showing of the new model "F" AMI phono, scheduled for the week of Oct. 11. Both Hollifield and Pentecost raving about the new machine.

Everyone at Dixie Coin will join in and help Carl join in and help Joe Musso. Too Amusement's ace mechanic, out for a few days with a bad back. . . . Sam Tridico. Tridico Amusement, Norco, La., in town leading up with parts and supplies and hunting for a mechanic. . . . Al Young, that very versatile fellow from the Big Shop, now a Mutual Agreement for the State of Louisiana at Magnolia Park, where Harness Racing is a nightly thrill. . . . Jackie of Rac Amusement, out this week—sick. . . . (Clay Simonsen) of Airline Cigarette Service, celebrates a birthday this week. . . . Pagin-Bob Dupuis-Hallband Bach, manager of the Penay Arcade, has a new Wurlitzer 1700 Hi-Fi is doing better than any phonograph he has ever had in the arcades. . . . Was happy to hear Betty Alban's voice on the phone. After that major operation, she will have to take it easy until November. . . . Operators in this territory are realizing more and more that unity there is strength. The newly formed association, with every coin machine man in town being a member, should help the industry considerably.
THE CASH BOX

The industry is now one month into a great Fall season with activity existing on all fronts. Manufacturers are busy satisfying the demand for new and outstanding money-making equipment. Distributors are experiencing an unprecedented variety of games. Collections for operators are on the increase.

One noted fact is the scarcity of late-model used machines. A typical report is that from Ben Axelrod, Morris Novelties Co., St. Louis, Mo., in which he states, "All the games are moving very well. There are many with diets on hand for late five-ball and bingo games, but we are unable to fill them at this time due to the scarcity of machines." He further states that the industry is trying to get machines in the warehouse, and that the only way to fill orders is to go out and buy machines from the dealers who have them in inventory. The result is that the lists the distributors furnished The Cash Box with for compilation gradually became skimpier and skimpier as a turnaround took place and there was a scarcity of late-model used machines.

The other week, "Chalk up another betterment service for The Cash Box!"

Bill DeSelms, between zillions of phone calls, never forgets to let one and all know what a wonderful job the three musketeers—Johnny Casada, Ken Sheldon and Al Thoelke—are doing as traveling representatives for United. Distributors and operators, far and wide, have commented on the good work and good will these gents are doing as United is a credit to their United service schools. Howie Freer back on the job at Empire after two weeks in the hospital and a week at home. "Now to roll up my sleeves," chirped Howie. . . . Si Redd of Redd Distributing, Allston, Mass., in town and recalled those exciting days of his in the yesteryear at Old Miss. Forgot to ask him if he included riding his sister's bicycle without her knowledge. Music ops who are really interested in building up a location should visit Russell's in Maywood, Ill., and the Melody Lane Drive-In on Chicago's far South Side for ideas. These are two of the top music locations in the Chicagoland area. . . . Dave Rosen telling about how he had refurbished phonographs about 10 years ago.

These gorgeous flowers around the Bally plant, which give the factory an air of charm, we have been told, were designed and arranged by none other than the boss himself, Ray Meloney. The flowers certainly make it interesting visiting this plant and lend an air of outstanding decor to the big factory. Wonder what Ray would do if he had as much growing space around his plant as does Wurlitzer around its North Tonawanda, N. Y., factory. . . . Nothing doing of flowers, understand that Harry Mabie of the Williams' organization has raised some extraordinary orchids in his hot house and that these may win lots of horticultural prizes for him. . . . "Things went along fine all Summer," stated Harry Salap of La Rue Novelty, "and all things point to an increase this Fall and Winter in the phone business." Something to Ponder: Remark uttered one recent evening by a pulping Illinois Central suburban train commuter boarding a train ready to pull away—"Just made it . . . no time to buy a newspaper . . . wish they had newspaper vending machines on I. C. trains."

Phil Weisman at long last grabbed Bill Gersh, co-founder of The Cash Box, and hopped him out to the golf course for a round of putting that little elusive ball. Bill, who has gone out a few times this year after a 15-year layoff from the sport, came back to the offices the next day raving about the classy game Phil plays. Phil, in return, later informed us, "Bill played a very good game, with more outings such as we had, he would return to his old-time form in no time. Keep 'em going on him to put his set of clubs to more use." Mike Dale, who walked around the course with Phil and Bill, reported that he thoroughly enjoyed himself and was fascinated with the one example of how coin machine men relax during off-duty hours. . . . It was a sorry day indeed for Art Gattery of Bally when he saw his alien water, Notre Dame, lose to Purdue. Art, as many will remember, played plenty of tackle at ND during the days of the Four Horsemen and Seven Mules. . . . "Business is peaking along. I always feel good. What more do I want!" voices Charles (Jimmy) Johnson.

Ed Levin was a bundle of enthusiasm when he announced the release of Chico's new "Flash Bowler." . . . Due to the tremendously stirring speech of Bill Gersh at the October 4 meeting of the United Music Operators of Michigan in Detroit, the group unanimously voted to put 10c play into effect. The company will hold a special meeting October 15 when the day will be set for Detroit to go over to such play. Jerry Shuman announces that Nelson J. Rettenberg, editorial director of BMI, will be the guest speaker at the Thursday, October 14, meeting of the Music Operators of Northern Illinois at the Hapshurg Inn in Desplains, Ill. The subject of his talk will be "Making More Shoppers and How He Operates." . . . "I'm concentrating, Herb concentrating," Billy DeSelms was heard remarks thoughtfully to Herb Oettinger. . . . Bob Gannon's new ABC Music Service headquarters getting some very wonderful comments from out-of-town visitors who drive by the place.

Rosemary Huebsh presented Paul Huebsh with a bouncing baby boy on Thursday, September 30. John Arthur Huebsh is the second boy and fourth child for Rosemary and Paul. . . . Jack Nelson, Bally sales manager, was in Canada this past week, and is now taking in the NAMA show in Toronto. D. S. Huebsh, who has been out of the country of late, is back and reports to the Chicago and Walter Harrison of J. H. Keeney & Co., Inc.; Art Weinand and Chester Gore of Exhibit Supply, and Mr. and Mrs. Walter Trutsch, Leo Goblet, and George Kezy of A.B.T. Manufacturing Co. . . . What's this about Earl (Aid Lib) Palmer, a parts catalog, a phone call and a prairie? By the way, Earl's daughter was married recently. . . . T. B. Holiday in from Columbus, Ohio.

CHICAGO CHATTER (Cont.)
"20 Year Club" Wants Meet

Suggest Chicago be Scene of First Nationwide Meet of All "20 Year Club" Members. Believe Much Good Can Accrue For Entire Industry When Old Timers Talk Things Over For General Betterment of Coinbiz

CHICAGO—Jim Mangan of Mangan & Eckland, this city, probably echoed the sentiments of many coinmen who are members of The Cash Box "20 Year Club", when he stated:

"Let's get together and talk things over."

Many others, from all over the nation, are also asking that a nationwide meeting be called of all the old timers in the coin biz, the members of The Cash Box "20 Year Club".

As one of these men said, "The entire industry will benefit when the old timers get together and talk things over as to how we can do the best in this business."

Vince Shay, who has been in the coin biz for over 35 years, and who is now with Empire Coin Exchange of this city, said:

"Much good will accrue for all concerned with the coin biz when the old timers get up and suggest how and what can be done to better this business for all concerned."

From the deep south, one of the nation's leading coinmen, reported:

"The members of the '20 Year Club' I've talked with down here all believe, since we are in all divisions of the industry, that the time has arrived when we should all get together for a breakfast or luncheon or dinner and just talk things over.

"The people in this business are bound to benefit from the discussions we will have. Here will be gathered together, and for the first time, too, everyone of the real old timers in the coin biz will be present. The men who helped build this industry to where it is today. The men who can keep it growing bigger, better and more progressively."

Perhaps the statement of one Cali-for-nia would probably answer a lot of the suggestions now being proposed.

He said, "Let's leave it up to a vote of all the members of The Cash Box' 20 Year Club' as to whether they do or do not want to get together this fall for one big annual reception."

"As far as I'm concerned," he concluded, "I'm for it one thousand per cent and, if I know anything at all about old timers liking to get together once a year, I think every member of the 20 Year Club' will want to meet in Chicago sometime in the forthcoming months, just as we used to meet with each other and talk things over in the old days."

Mr. "20 Year Club" Member:
Do You Want to Meet in Chicago and Talk Things Over?

YES? NO? WHEN?

Signed

FIRM

ADDRESS

Mail to: Bill Gersh, c/o The Cash Box,
32 W. Randolph St., Chicago 1, III.

"20 Year Club" Wants Meet

Suggest Chicago be Scene of First Nationwide Meet of All "20 Year Club" Members. Believe Much Good Can Accrue For Entire Industry When Old Timers Talk Things Over For General Betterment of Coinbiz

CALIFORNIA CLIPPINGS

LOS ANGELES

Latest figures on the Southwest's tremendous increase in population reveal that every month nearly 10,000 newcomers move into Los Angeles County. Meanwhile, births exceed deaths by about 5,000 a month. This staggering growth would lead one to believe that metropolitan Los Angeles would be swelled to an alarming figure, but strange things are happening. These newcomers are not moving into the central city districts and unincorporated communities. Even long time residents are moving to new neighborhoods.

Surveys reveal that the greater LA area has lost 83,000 while Los Angeles County has grown to 250,000 in just four and a half years. The bulk of these newcomers are from the 1950 nationwide census, but looking at some sections—mainly Whittier, Norwalk and the citrus belt—the percentage has jumped up 102 percent to more than 95,000. We pass along these figures to show the vast opportunities for the operator in our sprawling county areas.

The showing of the new AMI will be held Oct. 14th and 15th at Badger Sales Company's showrooms. There's been a lot of talk along coinrow about the new machine and all the operators have been anxiously waiting to see it. Also on display during the two day showing will be the new Gottleib "Super Jumbo" game.

Sorry to hear that E·T·M·O·R·A·C·H·A·L·A·B·O·L·L·I·A·N·S has been laid up in the hospital but hopefully the men will be removed from their loving jobs. We talked with Ed Wilke re the job again.

Harold Lieberman, well known coinman, has been visiting in town. We hear that he likes California so well that he's thinking about moving out here and going into business. . . . Ice Cream Vending Corp, are now located at 363 E. 6th St., next to Diamond Distributing Co.). They have a large operation of Dairy and Ice Cream vendors throughout the city which is headed by the firm's president Jack Stanton. . . . After anxiously waiting for their first shipment of the new United "Deluxe Carnival" Rifle Range for several weeks, Charley Robinson and Al Bettelman of C. A. Robinson & Co. were the happiest guys along Pico when the truck drove up with their first guns. They no more than got them unloaded until they were all sold out again. . . . LA's newest operators are Lew Dubin and his partner Martin Silberman who have gone into business under the firm name of Active Vendors at their new location at 1339 W. Wilcox St. . . . Sid Workman and John Weinberg, West Coast regional for Trico Music Co. When told that collections must be put pretty good Al came back with the statement that it's all small change and doesn't mean a thing—he added "It's only money". . . . The boys are really in there pitching at Paul A. Laymon & Co. since the World Series. Ed Wilkes came up with the statement that you can always bank on a Bally game to which Charlie Daniels added that business is great and the new Bally "Variety" is taking the West Coast by storm. Jimmy Wilkens then chimed in with "And those new Wraltizers are simply selling great". After that yours truly rounded and screamed. What more now? If you ask for one more day . . . John Weinberg, West Coast regional for Bally Manufacturing Co. came in from his home in Dallas to visit with the Laymon crew and chat with local operators . . . Clyde Denever, Balboa, recently left on a hunting trip in the wilds of Wyoming . . . Jimmy Jackson, Palm Springs, also headed for the hills with his son to try their luck at bagging a deer. . . . Altho Sam Ricklin, proxy of California Music Co., admits that business has been very good he adds that record sales have dropped slightly after the terrific Summer season. He attributes it to the reduction in an all which all the country has written of about 20 percent since the census.

Lyn Brown was having a rough time of it during the World Series trying to work and listen to the game all at the same time. He solved the problem by carrying around a miniature size portable radio. . . . William E. Happe has become quite a sports car enthusiast. He's pretty proud over his new Triumph TR-2 red convertible.

Walt Hemple, president of The California Music Merchants Association, Los Angeles Division, announced that their next meeting will be held Oct. 19th at the Hotel Biltmore. He urges all members to attend this meeting. . . . Hank Tornick and Frank Mercari of Minthouse Music Co. were both impatiently waiting for the new Williams' fun with mechanical features. . . . The by now almost annual "Game Show" . . . This is being held by the Elks and the proceeds will be donated to the Elks. . . . No, not quite as many out of town operators came in this past week as usual. . . . Mrs. H. D. McClure, San Lois Obiopa, came in for the first time in several weeks . . . Austin Noble drove in from San Bernardino to take care of business. . . . E. Fred Ross, Pasadena, maneuvered his classy custom built Hudson over the freeway into town. . . . Glen Wallest drove in from La Crescenta along with Larry Collins from Whittier. . . . W. A. Ramzy came in from Glendale as well as Paul Rain from Bloomington. Colton operator Milton Noriega was also seen visiting with the distributors.

www.americanradiohistory.com
Use This Convenient Form For Your Classified Ad

START HERE

FIRM

ADDRESS

CITY ZONE STATE

PHONE NUMBER

ENCLOSE YOUR CHECK—ARMAIL TO:

THE CASH BOX
26 WEST 47TH STREET, NEW YORK 36, N. Y.
FOR SALE—Large stock in world of Boats, U-Drive-Its, Drive-Ins, Photo-Rooms, Moon Rides, Alleys, Movie Machines, Bingo Machines, Guns, Wire, Write, Call Today! REDD DISTRIBUTING COMPANY, INC., 2320 W. MAIN STREET, RICHMOND, VA. Tel.: 84-3264.

FOR SALE—High Score League $169.50; Williams DeLuxe Star Series $187.50; United 6 Way F. T. $149.50; United 6 Way DeLuxe $139.50; Domino $139.50; Spot Lite $119.50. LAKE CITY AMUSEMENT, INC., 4533 PAYNE AVENUE, CLEVELAND 4, OHIO. Tel.: Henson 1-7577.

FOR SALE—Wurlitzer Bar Boxes 2140’s: Wurlitzer Wall Box 3020’s Steppers and Master units. No reasonable offer refused. YOUNG DISTRIBUTING, INC., 597 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Meat on Tree. Call your nearest Exhibitor. A Free title strip. Quick service. New accounts, token deposit with order. We also purchase surplus records. New used only. RAYMAR SALES CO., 17211 MAIN STREET, WATERTOWN, N. Y. Tel.: Olympic 4-6012, 4013.

FOR SALE—Riverside Bowers $125; Bally $55. For sale in beautiful condition. Write immediately. 17211 MAIN STREET, WATERTOWN, N. Y. Tel.: Olympic 4-6012, 4013.

FOR SALE—Collection of 900 Super Pennant machines. Some new, others complete. Versailles 1-7577. T. J. FISHER COMPANY, 1460 E. 22ND ST., COLUMBUS, OHIO.

FOR SALE—Riverside Bowers $125; Bally $55. For sale in beautiful condition. Write immediately. 17211 MAIN STREET, WATERTOWN, N. Y. Tel.: Olympic 4-6012, 4013.

FOR SALE—American’s finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our complete price list. ALLAN J. SCOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

FOR SALE—Premium merchandise for coin machine prices. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). HASTINGS DISTRIBUTING CO., 667 MAIN STREET, WATERTOWN, N. Y. Tel.: Waukegan 13, Wisc. Tel.: Blue- mound 8-6700.

FOR SALE—Genco Seeburg Pools $275; Genco Basketball $599.50. Victor H. DeVries & Sons, 2611 N. Union Ave., Chicago, Ill. Tel.: DeVries 1-4520.

FOR SALE—Allison Model GTR, guaranteed clean and reconditioned $219.50—1/3 deposit with order. UNIVERSAL MUSIC CO., 10 SURRY RD., MASSAPEQUA, L. I. Tel.: Pyramid 7-0766.

FOR SALE—Brite Lites $75; Brite Spot $95; Spot Lite $90. Beach Club, Dude Ranch, Palm Springs, write. ALLIED DISTRIBUTING CO., 706 W. KANSAS CITY ST., CHICAGO, ILLINOIS.

FOR SALE—Attention Operators! We have several hundred late model bowlers, converted to the Edco TOP HAT! Top Hat scores 900, king sized Jumbo Pins have been installed. Priced right. Inquiries welcome. Used bowlers to operators at distributor’s prices. SHREDON SALES, INC., 281 MAIN STREET, BUFFALO 3, NEW YORK. Tel.: Lincoln 9140.

FOR SALE—Attention WISC-SIN-SON DISTRIBUTORS! We have several hundred late model bowlers, converted to the Edco TOP HAT! Top Hat scores 900, king sized Jumbo Pins have been installed. Priced right. Inquiries welcome. Used bowlers to operators at distributor’s prices. SHREDON SALES, INC., 281 MAIN STREET, BUFFALO 3, NEW YORK. Tel.: Lincoln 9140.

FOR SALE—Records!!! Seeburg Style. Free title strips. Quick service, New accounts, token deposit with order. We also purchase surplus records new unused only. RAYMAR SALES CO., 17211 MAIN STREET, WATERTOWN, N. Y. Tel.: Olympic 4-6012, 4013.

FOR SALE—Four Wurlitzer 3020 Wall Boxes $8 ea.: 50 Seeburg 3-Wire Wall Boxes $3 ea. Beautiful equipment, handsome cases, Good condition, or Sight Drafts. KOEPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-9393.

FOR SALE—Seeburg WI-L36 $4; 137 $3.50; 159 $3.50; 207 $4.50; 220 $4.50; 309 $3.50; Rock-Ola 1122 $65; Glove $35; Evans Trim Pin $35; Atlantic City $165; 5-10-25 Seeburg boxes $118; 320 Wall Boxes $15; Jenkins Seals Low Box $30; Universal Twin Bowlers $30; Skeo Alloys $35; Vendo Coin Changer with Stand $95; Holta Crane, like new, $250; 40 Records AMI Stepper $121.50; AMI 5 & 10 Wall Box $12; Se AMI Wall Box $60; 1500 Wurlitzer $150; Bright Lights $65, H & H $100, 250’s $175, K & L $100, MOLINE, ILLINOIS. Tel.: Moline 4-6703.

FOR SALE—Hi-Speed Super Fast shuffle board box was 24 x 12. Purchased new for $80.00. $50.00 if you pick up. Dallas, Texas. Sold on money back guarantee. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Ball Seeburg Unit. Excellent condition. $195. 2 Genco Clover Seeburg. Telephone 37-2350. The Gordon Stout Co., PIERRE, S. D.

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

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzer 1015, 1100, 120, Rockolas 1422, 1426, AMI Model C, Seeburgs 146, 147, 100A, Phone Sterling S.5125 or write: DIXON DISTRIBUTING CORP., 5250 E. 25TH TOWNSHIP, OHIO.

FOR SALE—New in original crate, Exhibitor’s Shooting Gallery $425; New, Wurlitzer Scale (Fortune Telling) $179.50, WESTERN DISTRIBUTORS, 1226 SW 16TH AVE., PORTLAND 5, OREGON.

FOR SALE—Premium merchandise for coin machine prices. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). HASTINGS DISTRIBUTING CO., 667 MAIN STREET, WATERTOWN, N. Y. Tel.: Waukegan 13, Wisc. Tel.: Blue- mound 8-6700.

FOR SALE—Genco Seeburg Pools $275; Genco Basketball $599.50. Victor H. DeVries & Sons, 2611 N. Union Ave., Chicago, Ill. Tel.: DeVries 1-4520.
Progress in automatic music demands the ever-higher expectations of the people who buy. With High Fidelity getting the big call today, AMI, in introducing its new Model “F,” goes all-out and gives it the B.L.T. — BASS, MID, TWEET. Good salesmanship helps move the new thing but all the salesmanship in the world can’t fool the public on music unless they have the music. People start selling after about two years ago. Our sound engineers—and we have sound engineers who are very sound—are not up with the idea of putting horns in the total advantage of an new horn. Full Range High Fidelity was impossible without horns! It took two years of hard night brain war of tiresome, discouraging experimentation, to find out how to get them into a system that would make the cabinet any bigger. The “F” was the fortunate model to receive the startling development—and RIGHT ON TIME.

They Flared the Horn Base
AMI took a bass horn which, in familiar horn shape, would stand over the floor, with a mouth about 6 feet across and, by folding in ingenious shape, got it inside the juke box. From the horn comes AMI’s new SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!

They Folded the Bass Horn
AMI took a bass horn which, in familiar horn shape, would stand over the floor, with a mouth about 6 feet across and, by folding in ingenious shape, got it inside the juke box. From the horn comes AMI’s new SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!

SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!

A new High Output Amplifier, built just for the “F.” A new and truly turntable to maintain the correct record-playing speed, without even the minutest variations, A new feather weight tone arm, General Electric variable reluctance High Fidelity Cartridge, with single stylus, changeable in an instant. New crossover network which feeds highs and lows to proper horns for full range High Fidelity of all notes. Simple enough in operation, when it’s all packaged in a brand new juke box.—but a development requiring years of thought, experiment, and brilliant know-how!

They Flared the Horn Base
AMI took a bass horn which, in familiar horn shape, would stand over the floor, with a mouth about 6 feet across and, by folding in ingenious shape, got it inside the juke box. From the horn comes AMI’s new SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!

They Folded the Bass Horn
AMI took a bass horn which, in familiar horn shape, would stand over the floor, with a mouth about 6 feet across and, by folding in ingenious shape, got it inside the juke box. From the horn comes AMI’s new SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!

SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!

A new High Output Amplifier, built just for the “F.” A new and truly turntable to maintain the correct record-playing speed, without even the minutest variations, A new feather weight tone arm, General Electric variable reluctance High Fidelity Cartridge, with single stylus, changeable in an instant. New crossover network which feeds highs and lows to proper horns for full range High Fidelity of all notes. Simple enough in operation, when it’s all packaged in a brand new juke box.—but a development requiring years of thought, experiment, and brilliant know-how!

SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!

A new High Output Amplifier, built just for the “F.” A new and truly turntable to maintain the correct record-playing speed, without even the minutest variations, A new feather weight tone arm, General Electric variable reluctance High Fidelity Cartridge, with single stylus, changeable in an instant. New crossover network which feeds highs and lows to proper horns for full range High Fidelity of all notes. Simple enough in operation, when it’s all packaged in a brand new juke box.—but a development requiring years of thought, experiment, and brilliant know-how!

They Flared the Horn Base
AMI took a bass horn which, in familiar horn shape, would stand over the floor, with a mouth about 6 feet across and, by folding in ingenious shape, got it inside the juke box. From the horn comes AMI’s new SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!

They Folded the Bass Horn
AMI took a bass horn which, in familiar horn shape, would stand over the floor, with a mouth about 6 feet across and, by folding in ingenious shape, got it inside the juke box. From the horn comes AMI’s new SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!

SONORAMIC SOUND — music that surrounds the listener, and varies him bodily, psychologically — heart and soul. Once hear Sonoramic Sound — horn-produced — and you say: “This must be music as it should be; how could I ever have been content with the music of the past!” This “F” bass horn is so huge, so efficient, that all by itself it’s equivalent to NINE 12 inch speakers!
YOU GET THE FEATURES YOU EXPECT...WHEN YOU GET AMI

- FAST, ONE BUTTON PLAY
- EYE-LEVEL PROGRAM
- POCKET LEVEL COIN CHUTE
- PLAY METER
- POPULARITY METER
- MAKE SELECTION LIGHT
- NEEDLE BRUSH
- HORIZONTAL PLAY
- VERTICAL STORAGE
- ADJACENT TITLES AND SELECTOR BUTTONS
- SINGLE TONE ARM
- SINGLE STYLUS
- SINGLE POINT
- POSITIVE ACTION SWITCHES
- FEWER WORKING PARTS
- SIMPLICITY OF DESIGN
- WASHABLE INTERIOR TRIMS
- EASY REMOTING TO WALL BOX
- CHANGEABLE PRICE OF PLAY CARDS
- PARTS DESIGNED FOR JUKE BOX USE
- FOOL-PROOF MECHANICAL ANNUNCIATOR
- NO-STRIP REJECTOR KNOB
- STURDY QUALITY LOCKS
- CHOICE OF MODELS

Plus 55 NEW developments operators have asked for to make tomorrow’s Juke Box a reality today! (See column at right)

UNIQUE LEGEND CARD 

Explains "F" High Fidelity

The AMI operator learns High Fidelity fast. He runs "F", he knows them, and quickly grasps the "F" principles of superiority. The public naturally doesn’t live, dream, sleep automatic music like the operator. But every patron, and possible patron, likes to get the facts—fast. So inside the showcase front of every "F" is placed this unique Legend Card which gives the public a quick and complete understanding of the "F" brand or High Fidelity, explaining the miracle of its Multi Horn system and the revolutionary new Sonoramic Sound. Naturally, they crowd around the machine to get the pitch—right within easy coin’s reach.

"Multi-Horn High Fidelity" is an exclusive AMI development for reproducing music of a quality and realism until now known only to the concert hall. This instrument incorporates the many high fidelity components essential to superior sound, but its use of horns makes possible the unique SONORAMIC SOUND that surrounds the listener.

The use of horns is universally accepted by audio scientists for exactly duplicating sound waves. Without horns, waves set in motion by the vibrations of loud-speaker diaphragms tend to dissipate, slur and build up unpleasant resonances. However, with exponential horns that expand in area proportionate to the distance from the loud-speaker diaphragms, sound waves are confined and grow to their original quality and magnitude without alteration of wave patterns. Faithful bass reproduction requires horns of great size that provide ample room for the slow vibrations of the lower frequencies to develop. AMI engineers have created such a bass horn and ingeniously folded it into the lower portion of this cabinet. It is equivalent to nine 15-inch loud-speakers using the floor itself as an added extension to couple sound waves and surrounding air for optimum bass acoustics.

The treble horn is activated by a loud-speaker or "driver" diaphragm also. Unlike its bass counterpart, however, the size of the high frequency horn must be greatly restricted to avoid distortion and electronic exaggeration. High frequency waves vibrate rapidly and the instant response necessary to their high fidelity reproduction requires a diaphragm of extremely small diameter such as the 1-inch metal disk used in AMI’s treble horn. This horn, flared to disperse music to all parts of the room, is located above the program panel at ear level. It faithfully reproduces the upper registers without the muffling from furniture and other normal room obstructions which seriously interfere with the efficient operation of low placed high frequency loud-speakers.

55 New Changes and Improvements in AMI Model “F”

1. Multi-Horn High Fidelity
2. Sonoramic Sound System
3. Ear-Level Treble Horn
4. Folded Bass Horn
5. Heavy duty 12 in. Bass Driver
6. 1 in. diam. Treble Driver
7. Cross Over Network
8. High Output Amplifier
9. Amplifier Controls
10. Featherweight Tone Arm
11. General Electric Cartridge
12. Transcription Turntable
13. Dependable Mechanism
14. Unmuffled Sound
15. No Pick-up or Set-down Noise
16. Long Life Ruggedized Tubes
17. Back Door Nuisance Ended
18. Front of Cabinet Convenience
19. Jiffy Change Tone Arm Mounting
20. New Chain Carriage Drive
21. New Gear Motors
22. Front Grill Ventilation
23. Vermin Proof, Rat Repellant
24. Full Width Title Strips
25. Program Classification
26. Audible Credit Take-off
27. Double Strength Glass
28. Heavy Zinc Die Castings
29. Heavy Duty Hardware
30. Automatic Cancel
31. Easy Switch Adjustments
32. Dust Protected Contacts
33. Instantly Removable Turntable Cover
34. Rigidity Constructed Cabinets
35. One Piece Cabinet Back
36. Convenient to Transport
37. No Loss of Middle Range
38. High Frequency “Roll-off” Switch
39. Step Type Switch Controls
40. Extendable Remote Control
41. Concealed Popularity Meter
42. Lighted “Music" Emblem
43. Pure Aluminum Trims
44. Service Light
45. Hinged, Swing-out Selector Panel
46. Entire Coin System Always At Hand
47. Stays Clean Longer
48. Corrosion Resistant Parts
49. Push-in Casters
50. 8 Exciting New Colors
51. Rel-Var Color Guard
52. Individual Lock Combinations
53. Facts on High Fidelity
54. Top Receipts Cash Box
55. Quick-Disconnect Parts

“F’s” a Revelation and a Revolution

"F" music is a revelation, full bodied, deep throated, crystal clear and inspiring—coming in a day of revolutionary demand for the best. It appeals to the young who know there’s no style without fidelity, to music buyers of all ages who want their money’s worth in terms of pleasantness and ease of operation in saying it’s the pleasantest automatic music ever offered the public. At last, ONE Juke box has abandoned the outlaw traffic system of treating music from the speaker! The "F" with its revolutionary "Multi Horn" system opens up the golden age of complete pleasure for the public and a wholly new standard of profit-making for operators.

AMI AUXILIARIES

Here Are 3 New High Fidelity Loud Speakers

5 entirely new models designed and engineered especially for the Model "F" affording the finest High Fidelity reproduction, entering to the eye as well as to the ear.

AMI CORNER LOUDSPEAKER
AMI WALL LOUDSPEAKER
AMI CEILING LOUDSPEAKER

Remote Loudspeaker Control. Volume may be adjusted at loudspeakers or by means of a remote control box for extra convenience.

AMI Hideaways

80 and 120 Selections

Adapted to continuous play or to selective play in connection with AMI Wall Boxes. Give you a whole new world of opportunity to secure locations which must have true high fidelity quality. These Hideaways embody all the advancements for High Fidelity reproduction introduced by the new Model "F" tone arm. High Fidelity Amplifier, turntable and mechanism, Take up to 6 loudspeakers. Monitor Speaker in Unit. Variable Volume Control.

Ready to Serve Any Model “F” Location Need

AMI Wall and Counter Boxes
AMI Bar Grip
AMI Variable Precision Receiver
AMI High Fidelity Equipment with a Top Producing Wall Box!
That's right! The Cash Box will give you DOUBLE YOUR MONEY BACK if you don't agree that The Cash Box is the finest publication for you in all the history of the coin operated machines industry!

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

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

Read the first four issues.

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

YOU CAN'T LOSE!

If anything at all...you can get DOUBLE YOUR MONEY BACK...by subscribing to The Cash Box TODAY!!!
### How to Use "The Confidential Price Lists"

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

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market price as they are quoted. **"The Confidential Price Lists"** acts exactly the same as the market quotation board at the Stock Exchange, posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. **"The Confidential Price Lists,"** rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $50.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. Before quoting we suggest making a request for shipping completely reconditioned 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 depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

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

**EXPLANATION**

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

### Phonographs

**LISTED ALPHABETICALLY**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Serial</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Cash Box</td>
<td>Page 60</td>
<td>October 16, 1954</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>---------</td>
<td>-----------------</td>
<td></td>
</tr>
</tbody>
</table>

| 1. Watch My Line | 10.00 | 12.50 |
| 2. Bally Shuffle Bowling | 15.00 | 20.00 |
| 3. Bally Shuffle Champ | 20.00 | 30.00 |
| 4. Bally Shuffle Shell | 25.00 | 50.00 |
| 5. Bally Shuffle Line | 35.00 | 55.00 |
| 6. Bally Shuffle Bowl | 45.00 | 75.00 |
| 7. Bally Shuffle All | 55.00 | 85.00 |
| 8. Bally Shuffle Shell | 65.00 | 95.00 |
| 9. Bally Shuffle Bowl | 75.00 | 105.00 |
| 10. Bally Shuffle All | 85.00 | 115.00 |

**Notes:**
- 1. Watch My Line: 10.00 | 12.50
- Bally Shuffle Bowling: 15.00 | 20.00
- Bally Shuffle Champ: 20.00 | 30.00
- Bally Shuffle Shell: 25.00 | 50.00
- Bally Shuffle Line: 35.00 | 55.00
- Bally Shuffle Bowl: 45.00 | 75.00
- Bally Shuffle All: 55.00 | 85.00
- Bally Shuffle Shell: 65.00 | 95.00
- Bally Shuffle Bowl: 75.00 | 105.00
- Bally Shuffle All: 85.00 | 115.00

---

**THE CONFIDENTIAL PRICE LIST**

**SHUFFLES**

<table>
<thead>
<tr>
<th>Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4-Happy Days</strong></td>
<td>65.00</td>
</tr>
<tr>
<td><strong>Happy-Gold Lucky</strong></td>
<td>25.00</td>
</tr>
<tr>
<td><strong>Harley Moon</strong></td>
<td>15.00</td>
</tr>
<tr>
<td><strong>Jazzie</strong></td>
<td>10.00</td>
</tr>
<tr>
<td><strong>Jenny (Get 7/52)</strong></td>
<td>35.00</td>
</tr>
<tr>
<td><strong>Jeeves (Get 5/51)</strong></td>
<td>15.00</td>
</tr>
<tr>
<td><strong>Havana (Un 5/54)</strong></td>
<td>325.00</td>
</tr>
<tr>
<td><strong>Havana (Us 6/54)</strong></td>
<td>485.00</td>
</tr>
<tr>
<td><strong>Haywood Win 6/51</strong></td>
<td>180.00</td>
</tr>
<tr>
<td><strong>Hit 6/51</strong></td>
<td>460.00</td>
</tr>
<tr>
<td><strong>Hit 'N Run (Get 4/52)</strong></td>
<td>75.00</td>
</tr>
<tr>
<td><strong>Holiday (Get 12/48)</strong></td>
<td>10.00</td>
</tr>
<tr>
<td><strong>Jim (Get 9/51)</strong></td>
<td>15.00</td>
</tr>
<tr>
<td><strong>King Cheetah (Get 5/51)</strong></td>
<td>255.00</td>
</tr>
<tr>
<td><strong>Knee Deep (Get 11/51)</strong></td>
<td>10.00</td>
</tr>
<tr>
<td><strong>Lucky King (Get 5/51)</strong></td>
<td>45.00</td>
</tr>
<tr>
<td><strong>Magik Man</strong></td>
<td>25.00</td>
</tr>
<tr>
<td><strong>Magik Man</strong></td>
<td>20.00</td>
</tr>
<tr>
<td><strong>Magik Man</strong></td>
<td>15.00</td>
</tr>
<tr>
<td><strong>Magik Man</strong></td>
<td>10.00</td>
</tr>
<tr>
<td><strong>Magik Man</strong></td>
<td>5.00</td>
</tr>
<tr>
<td><strong>Magik Man</strong></td>
<td>2.00</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>24.00</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>11.00</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>7.00</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>5.00</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>2.00</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>1.00</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>0.50</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>0.25</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>0.125</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>0.0625</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>0.03125</td>
</tr>
<tr>
<td><strong>Magic</strong></td>
<td>0.015625</td>
</tr>
</tbody>
</table>

---

**Notes:**
- **4-Happy Days** | 65.00 | 105.00 |
- **Happy-Gold Lucky** | 25.00 | 45.00 |
- **Harley Moon** | 15.00 | 20.00 |
- **Jazzie** | 10.00 | 25.00 |
- **Jenny (Get 7/52)** | 35.00 | 55.00 |
- **Jeeves (Get 5/51)** | 15.00 | 25.00 |
- **Havana (Un 5/54)** | 325.00 | 475.00 |
- **Havana (Us 6/54)** | 485.00 | 535.00 |
- **Haywood Win 6/51** | 180.00 | 225.00 |
- **Hit 6/51** | 460.00 | 550.00 |
- **Hit 'N Run (Get 4/52)** | 75.00 | 95.00 |
- **Holiday (Get 12/48)** | 10.00 | 20.00 |
- **Jim (Get 9/51)** | 15.00 | 44.00 |
- **King Cheetah (Get 5/51)** | 255.00 | 355.00 |
- **Knee Deep (Get 11/51)** | 10.00 | 20.00 |
- **Lucky King (Get 5/51)** | 45.00 | 75.00 |
- **Magik Man** | 25.00 | 40.00 |
- **Magik Man** | 20.00 | 35.00 |
- **Magik Man** | 15.00 | 25.00 |
- **Magik Man** | 10.00 | 20.00 |
- **Magik Man** | 5.00 | 10.00 |
- **Magik Man** | 2.00 | 4.00 |
- **Magik Man** | 1.00 | 2.00 |
- **Magic** | 24.00 | 49.00 |
- **Magic** | 11.00 | 17.00 |
- **Magic** | 7.00 | 12.50 |
- **Magic** | 5.00 | 9.00 |
- **Magic** | 2.00 | 4.00 |
- **Magic** | 1.00 | 2.00 |
- **Magic** | 0.50 | 1.00 |
- **Magic** | 0.25 | 0.50 |
- **Magic** | 0.125 | 0.25 |
- **Magic** | 0.0625 | 0.125 |
- **Magic** | 0.03125 | 0.0625 |
- **Magic** | 0.015625 | 0.03125 |
### Manufacturers New Equipment

#### A.B.T. MFG. CORP.
- **Challenge (Counter Model Gun)** $175.00
- **Rifle Sport, 3 and more Guns, price complete ranges in various types** $1,080.25

#### AMI, INCORPORATED
- **AMI E-40 Phonograph** $795.00
- **AMI E-80 Phonograph** $925.00
- **AMI E-120 Phonograph** $1,050.00
- **W-50 5-lb. 50c Wall Box** $89.50
- **W-720 5-lb. 25c Wall Box** $99.00
- **HS-80 Hideaway** $775.00
- **HS-120 Hideaway** $875.00
- **ANTIVOX Speaker** $27.50

#### AUTO-PHOTO CO.
- **Auto-Photo** $12,545.00

#### BALLY MFG. CO.
- **Champion** $750.00
- **Saturday Night** $650.00
- **Sunday Night** $600.00
- **Yardley** $550.00

#### CHICAGO COIN
- **Slack Bowler** Single Chunk $699.50
- **Double Chunk** $720.00
- **Holiday Bowler** Single Chunk $350.00
- **Double Chunk** $399.50
- **Playtime Bowler** (With Conventional Match Play) $745.00

#### EXHIBIT SUPPLY
- **Junior Jet Ride** Room $395.00
- **Star Shooting Gallery** $595.00
- **Big Bronto** $997.50
- **El Toro The Bull** $997.50
- **Furry The Bull** $997.50
- **Roy Rogers® Trigger** $1,047.50
- **Rudolph The Red Nosed Reindeer** $725.00
- **Rudolph The Red Nosed Reindeer** $725.00
- **Pete The Rabbit** $725.00
- **Pete The Rabbit With A Mustache** $725.00
- **Rawhide®** $725.00
- **Space Patrol®** $1,074.50
- **Sea Skate®** $1,074.50
- **Vaccum Card Player®** $221.00

#### GENCIO & SALES CO.
- **Rifle Gallery** $625.00

#### G. DOTTLEB & CO.
- **Super Jumbo** (With Match Score and Free Play Features) $595.00
- **Lady Luck®** $645.00

#### INTERNATIONAL MOTO. CORP.
- **Drive Yourself (new Driveable)** $795.00
- **Photomax®** $2,151.00
- **3-D Art Parade, 10-lb. show model** $495.00
- **3-D Art Parade, 6-lb. show model** $395.00
- **Universal Card Player®** $690.00

#### J. H. KEENEY & CO., INC.
- **American Bowler** With Match Feature Single Chunk $690.00
- **Double Chunk** $719.00
- **National Bowler** Without Match Feature Single Chunk $650.00
- **Double Chunk** $670.00
- **Electric Cigarette Coin Changer Model** $104.50

### ROCK-OLA MFG. CORP.
- **Model 1388 "Comet Fireball"** Phonos, 120 Selections, 45 RPM $1,060.00
- **Model 1390 "Comet Fireball"** Phonomaster, 120 Selections, 45 RPM $1,120.00
- **Model 1424, Hi-Fi, 50 Selections, 45 RPM** $1,150.00
- **Model 1546 "Comet Fireball"** Chrome Wall Box, 120 Selections $1,280.00
- **Model 1548, Selection Wall Box** $1,120.00
- **Model 1550, 20 Selection Wall Box** $1,045.00
- **Model 1618, 8" Blonde Wall Speaker** $997.50
- **Model 1614, 8" Mahogany Wall Speaker** $987.50
- **Model 1906, Remote Volume** $987.50

#### J. P. SEEGBURG CORP.
- **HI-100-R** Bally 3-D "Matto "795.00
- **MBC-1-Mater Remote** $795.00
- **CYS-450" Wall Speaker Ivory (Tea)** $595.00
- **CYS-12-12 Recessed Speaker** $795.00
- **Pb12 Power Supply** $997.50
- **All Electric Remote** $997.50
- **Amplifier** With Conventional Volume Compensator Unit $997.50
- **Ray-O-Lite "Cone Hunt" Unit** $875.00
- **De Luxe 11th Frame Shuffle Alley** (With Match Feature) $730.00
- **Special Model, 10c, 3 for 25c** $730.00
- **11th Frame Shuffle Alley** (Without Match Feature) $730.00
- **Regular Model, 10c play $685.00
- **Special Model, 10c, 3 for 25c** $705.00
- **De Luxe Carnival Gun** (With Match Feature) $705.00
- **With Conventional Match Play** $705.00
- **Double Chunk** $720.00
- **Carnival Gun** (Without Match Feature) $675.00
- **Double Chunk** $675.00
- **De Luxe Shuffle Targette** (With Match Feature) $695.00
- **Regular Model, 10c play** $710.00
- **Special Model, 10c, 3 for 25c** $730.00
- **Shuffle Alley** (With Match Feature) $730.00
- **Regular Model, 10c play** $685.00
- **Special Model, 10c, 3 for 25c** $705.00
- **Banner Shuffle Alley** (With Match Feature) $720.00
- **Regular Model, 10c play** $705.00
- **Special Model, 10c, 3 for 25c** $720.00
- **De Luxe** $675.00
- **Special Model, 10c, 3 for 25c** $705.00
- **De Luxe** $675.00
- **Special Model, 10c, 3 for 25c** $705.00
- **De Luxe** $675.00
- **Special Model, 10c, 3 for 25c** $705.00
- **Williams MFG. CO.**
  - **Jet Fighter** With Match Free Play Features $600.00
  - **Seven Job Features** (With Match and Free Play Features) $675.00
  - **Big Dolly Derby** $469.50
  - **8" Star Baseball** $469.50

#### THE BILLIARD HOUSE WURLITZER CORP.
- **Model "1700" Phonograph** $2,000.00
- **Model "2600" Phonograph** $2,000.00
- **Model "1650-A" Phonograph** $2,000.00
- **Model "1650-A" Phonograph** $2,000.00
- **Model "1650" Phonograph** $2,000.00
- **Model 5112—12 Conceded** $705.00
- **Model 5112—8 Wall Speaker** $575.00
- **Model 2505 5-lb. 25c Wall** $600.00
- **Model 2506 5-lb. 25c Wall** $600.00
- **Model 2503 5-lb. 25c Wall** $600.00
- **Model 5100 2-lb. Speaker** $600.00
- **Model 5110 2-lb. Deluxe Speaker** $600.00

**Note:** Prices are subject to change without notice.
Operators all over the country report that the Wurlitzer 1700HF rakes in more cash than any other phonograph on their routes.

THERE ARE GOOD REASONS WHY

Brilliant cabinet styling with eye-catching color gets customers' attention. Fascinating action of the Carousel record changer holds it. Fool-proof, easy-vision program selector panel invites their play. Full high fidelity sound system reproduces the music the way they want to hear it, encourages repeat play.

Rake in more take on your route. Switch to the Wurlitzer 1700HF now.

SEE IT–HEAR IT–BUY IT
AT YOUR WURLITZER DISTRIBUTOR
THE HIGH EARNING, HIGH FIDELITY
Wurlitzer 1700HF
TAKES THE MASK OFF THE MUSIC
UNITED'S DELUXE

SHUFFLE TARGETTE

6 PLAYER SHUFFLE TYPE SKEE-TARGETTE GAME

GREATEST COMPETITIVE GAME OF ALL TIME!

SINGLE, DOUBLE, TRIPLE, QUADRUPLE, QUINTUPLE SCORING

TERRIFIC SUSPENSE FINISH

LAST 3 SHOTS QUINTUPLE (5X) SCORE

UNITED'S DELUXE

SAME AS DELUXE SHUFFLE TARGETTE

WITHOUT TRIPLE MATCH FEATURE

CONVENTIONAL SIZE 6 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

www.americanradiohistory.com
FAVOR
IT
FEATURES
Light-up
scores.
Adjustable
for
10
frames
or
5
frames.
7-10
Pick-up.
Last
Frame
Feature
adjustable
to
allow
player
to
keep
shooting
as
long
as
he
scores
Strikes.
Formica
playfield.
Giant
pins.
Choice
of
straight
dime
play
or
1
play
10
cents,
3
plays
25
cents.

JET-BOWLER
WITH MATCH-SCORE FEATURES

Rocket Bowler
WITHOUT MATCH-SCORE FEATURES

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

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

VARIETY
WITH SENSATIONAL

Magic-Lines

PROFIT BOOSTING FEATURE

Speed-Control Skill of skee-ball combined with Aim-Control Skill of bowling results in a bowler that really keep players coming back day after day, month after month. Get in on the big new bowler boom . . . get JET-BOWLER and Rocket-Bowler!