Label "X" has hit the bigtime with its smash recording of "St. Louis Blues Mambo" by Richard Maltby. The record, a mambo version of the famous "St. Louis Blues", is currently one of the hottest disks in the country. Seated at the piano above is Maltby while standing behind him are W. C. Handy, writer of the song, and Jimmy Hilliard, A&R head of "X".
for the answer, hear

THE AMES BROTHERS

sing

THE NAUGHTY LADY OF SHADY LANE

ADDIO

20/47-5897

a “New Orthophonic” High Fidelity recording
There’s Gold In Them Thar Hills

There are many factors which go into the making of a hit record. Some say one thing is most important, some another. But almost everyone agrees that the basic material is of the utmost importance, i.e. the song you start with.

The search for the proper song is a never ending task. It is being carried on hourly by every A&R man and every publisher, not to mention artists, their managers, their friends and everyone else who has any sort of connection with them.

Mainly though the discovery of new material is a job for the publisher and the A&R man. It is these two who together find tunes, develop material, and in general are responsible for that end of a record.

The relations between A&R men and publishers has always been, and continues to be a touchy situation. Each of them has very specific problems which sometimes are not understood by the other. Or if understood, are not dealt with fully.

One of the big problems which publishers complain of is the limited time which A&R men have to see them. A publisher can make a date with an A&R man perhaps once every two weeks or so. And for that meeting he has to make a selection of available material to show him based on what he thinks the A&R man is going to want. It is many publishers’ contention that many songs may be in a publisher’s files which he doesn’t take up to the A&R man, but which the latter might very well want.

And some publishers have found a solution to that problem.

It has become the practice now among some of the larger publishers to invite the A&R man up to his office instead of the publisher going to the record company. Several things are accomplished by this method. First, the A&R man is away from the pressures of his office, with the phone constantly ringing and new problems always arising. And secondly, in the publisher’s office, the A&R man can leisurely go over much more material than he ever could in his own office. The entire catalogue is available to him and all the new things are right there before him.

Of course there are difficulties in this method of operation, the most important of which is the problem of getting an A&R man, who is always unbelievably busy, to get time enough to spend the hour or so that it takes.

But so far, A&R men who have followed that method, have found that there’s gold in them thar hills, as the saying goes. For they have come up with hits which otherwise might never have been brought to light.

Here’s a method of operation which A&R men and publishers should seriously think about and try to develop as an adjunct to their present ways of operating. Of course we don’t mean that A&R men shouldn’t still be available to publishers — when they come to call. But we do see here a method of solving both the A&R man’s and the publisher’s problems by developing this additional procedure.
The Greatest Quartet—
On Their Greatest
Record Ever...

THE
MILLS
BROS.

YOU'RE NOBODY
TILL SOMEBODY
LOVES YOU

DECCA #29276

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

www.americanradiohistory.com
RUSSELL ARMS (Epic 9079; 5-9079)

“THE POINT OF VIEW” SONG (2:06) [Frank ASCAP—Sillsman, Allen] A cute calypso-mambo novelty with a clever set of lyrics and a fascinating arrangement is offered by “Hit Parade” TV star Russell Arms as he makes a strong showing with his first Epic platter. Could hit.

“THE TOUCH” [Duchess BMI—Gilbert, Wiener] From the Italian flicker “Tochez Pas Au Grisbi” comes this suity item given a dramatic reading by the crooner, Lovely tune.

SOPHIE TUCKER (Mercury 79470; 79470 x 45)


“DOWN SOUTH” (1:58) [E. B. Parks (Tinkers, Splosh, Mytonline)] Sophie leaps into another of her specialties as she sings about the South. Happy ditty.

PEPI ADORNO (Rainbow 265; 45-265)

“MAMBO ROUND THE WORLD” [Ego Morales] The popular “Round The World Rumba” is set to a mambo tempo by Pepi Adorno and his boys. Good dance disk, commercial delivery.

“IN A SHANTY IN OLD SHANTY” MAMBO” [Young, Little, Siras] Another popular oldie is given a new and memorable arrangement by the boys. Real rocker.

CLARK DENNIS (Tiffany 1311; 45-1311)

“The Ten Commandments” (3:06) [Shelly ASCAP—Ackerson, Skylar] Clark Dennis, who did a great job with “Grandma,” comes up with a dramatic-religious item that could be a real tremendous retail disk. His big tenor voice gives meaning to the ten commandments. Beautiful reading.

“OUR LADY OF GUADALUPE” (3:12) [Doney BMI—Kummerle] Another lovely religious item is delivered with inspiration by the artist’s big voice. Beautiful reading. Should sell like hot cakes over the counters.

BERNIE LEIGHTON ORCH. (Columbia 40344; 4-40344)

“The Pal That I Loved Stole This Song LOVED” [Frist ASCAP—Pease, Nelson] The 3 Beaus and a Peep handle the vocal chores on this walk item presented by the Bernie Leighton orch. Oh happy days of yesteryear.

FALFIFI BABY” (2:18) [Robert ASCAP — Capuno, Friedman, Beck] A similar cornball novelty with the piano in the lead is offered by the Leighton men. Some vocal group bournces through these lyrics.

FOUR FRESHEMS (Capitol 2961; F-2961)

“GOOD INDIANA” (2:39) [ASCAP — Ellington Mills, Bigard] The modern harmony of the Four Fresheems comes over excellently as they render an oldie that’s on the revival track. Different delivery that’s exciting.

“LOVE TURNS WINTER TO SPRING” (2:30) [Vanguard BMI—Dennis, Airduff] Another good piece of romantic material gets the unique Fresheem treatment. Interesting tune.

SAMY KAYE ORCH. (Columbia 40348; 4-40348)

“DARING I LOVE YOU” (2:35) [Republic BMI—Kaye, Shuman, Shuman] Jeff Clay and the Kaye Choir are backed by Sammy Kaye and the orchestra on a pretty waltz tempo. Good tune for community singing. Cute item that could click.

“THE ROSARY OF ROSES” (2:30) [BMI—Two-mey, Wise, Weisman] The boys set up another pretty ork-king that’s dimension of an inviting ballad. Chorus adds to deck.

THE DOLPHINS (“X’-0062; 45-0062)

“WATERFALL” (2:15) [Rytvo ASCAP—Kaminski, Hartman] The Dolphins deliver a lovely waltz tune that will appeal to the female public.

Les BAXTER & LEONARD PENNARIO (Capitol 29590; F-29590)

“MILLION DOLLAR BABY” (3:03) [Ardoim ASCAPFranck] A beautiful romantic theme is presented by the Les Baxter orchestra with Leonard Pennario taking the spotlight on the piano. Chorus joins in on this production number. lush orking.


JIM AMECHIE (Narrator) (CBS 2962; F-2962)

“A JUG OF WINE” (3:05) [Rashain ASCAP—Spina] From the TV show “The Rebakat of Omar Khayyam” comes this single featuring a fine reading of Omar’s verse and the music of Harold Spins. Not much box material.

“THE BOTTLE OF WINE” (Part 2) (3:05) [F-2962] Continuation of the warm and inviting music with a chanting voice in the spotlight.

Page 6 October 30, 1954
CLUSIVE:

WE WANNA SEE SANTA DO THE MAMBO

1. Bill Darnel & The Smith Bros.  
   c/w  
   TOO FAT TO BE SANTA CLAUS  
   X-0067 (4X-0067)

2. Terry Fell  
   c/w  
   LET'S STAY TOGETHER TILL AFTER CHRISTMAS  
   X-0069 (4X-0069)

3. John Greer  
   c/w  
   WAIT TILL AFTER CHRISTMAS  
   G-0038 (4G-0038)

GROOVE RECORDS

"It's What's in THE CASH BOX That Counts"
THE ROVER BOYS
(Coral 61271; 9-41271)

**SHOW ME** (2:08) [Trinity BMI—Hicks] The Rover Boys debut on the Coral label with a terrific style and a good sound on a bounce novelty that comes over with punch.

**YOU’VE GOT IT** (2:14) [Tenn BM—I—Wayne, Sherman] On this end, the boys rhythm through another novelty that could catch a healthy share of coin.

PEACOCK’S Mambo Combo
(Tico 1093; 45-1093)

**MUSKRAT RAMBLE** [Orr] Peacock leads his aggregation through a mambo interpretation of an oldie that’s heading to the top once again. Good beat, great for dancing.

**SOLITUDE** [Ellington] A subdued mambo backing showcases a smooth sax solo that takes the spotlight. Pretty job that should meet with raves from mambo enthusiasts.

HERBERT GANT ENSEMBLE
(Dromo 101)

**FOR EVER LONG** (2:55) [Bland ASCAP—Bill] A melodic Latin tempo number is carried handled by the instruments of the Herbert Gant Ensemble. A pretty item.

**PORTS OF CALL** (3:33) [Leduc ASCAP — Ibert] The sounds of the sea rolling in to shore introduces this heavy item. Not very commercial.

THE KEYNOTES
(Dot 15225; 45-15225)

**THEY SAY** (2:14) [M. Witmark ASCAP—Mann, Weiss, Heyman] The Keynotes make an interesting debut on Dot with an exciting sound on a shuffle tempo ballad. It’s a sound that’s commercial today.

**WHO** (2:05) [T. B. Harbach ASCAP—Kern, Hammerstein, Harbach] A terrific oldie is handled with polish by the crew. Good beat and delivery.

VICTOR YOUNG ORCH.
(Decca 29311; 9-29311)

**PASSION TANGO** (2:59) [Victor Young ASCAP—Forbes] Victor Young, tapping the charts with his “High And Mighty,” offers a beautiful tango from another motion picture, “Passion.” Luxe and fascinating presentation.

**LAST NIGHT WHEN WE WERE YOUNG** (3:06) [Bourne ASCAP—Arlen, Harburg] A romantic melody with a wonderful title, gets a warm and tender instrumental delivery from the Sinfonia Strings. Another top job that could hit.

LRAFL FLANAGAN ORCH.
(Decca 70908; 47-5908)

**THE LITTLE BROWN MAMBO** (2:15) [Harwin BMI—Boumanis, Winger] The classic “Little Brown Jug” is set to a solid mambo beat by the Ralph Flanagan orchestra. Good dance stuff that the kids’ll love.

**THE AMERICAN PATROL MAMBO** (2:27) [Harwin BMI—Winger] Another rhythm number that Glenn Miller clicked with, is set to a mambo beat by the Flanaganians. Solid arrangement.

JOHNNY DESMOND, ALAN DALE, BUDDY GRECO
(Decca 7258; 9-7258)

**DONT’T** (2:15) [Alamo ASCAP—Herschel] Three Coral song stars team their talents on a lifting novelty with a load of appeal. Cute ditty capably handled. Chorus assists. “THERE’S NO HAPPINESS FOR ME” (2:46) [Bregman, Vocco & Conn ASCAP—Dunn, Dunn, Barson] Another pretty litter is cleverly treated by the crooners. Organ backing gives an old fashioned flavor to the tune.

**MARILYN MONROE MAMBO** (2:18) [Peer International BMI—Prado] The master of the mambo and the grunt, does well with both the tempo and the moans on this cute novelty dedicated to the movie queen.

**STEAM HEAT MAMBO** (2:50) [Frank ASCAP—Adler, Ross] One of the hit tunes from “Palmama” is rhythmically belted out by the Prado men.

EDDY HOWARD
(Mercury 70467; 70467 x 45)

**LOVE ME TONIGHT** (2:28) [Leon Rene ASCAP—Rene] Eddy Howard delivers up a good piece of rhythm material on his latest for Mercury. Good commercial side.

**YOU’RE ALWAYS WELCOME TO RHYTHM** (2:44) [Gold ASCAP—Goell, Saxon] On this end, Eddy uses his mellows chords to fashion a pleasing love tune in his warm and inviting manner.

PAUL WHITEMAN ORCH.
(Coral 61254; 9-61254)

**JAPANESE SANDMAN** (1:48) [Remick ASCAP—Whiting, Egan] The delightful Paul Whiteman orchestration of a numbers of years ago that have been attracting so much interest all over again, are based on this one. This lively oldie is real wild. Banjos and all. Could hit in a big way.

**I LOVE YOU** (1:50) [Peist ASCAP—Archer, Thompson] Dick Broom leads the slide whistle as the crew bounces through another great oldie.

ALAN DEAN
(MGM 11844; K-11844)

**THE SONG FROM DESIRE** (2:31) [Miller ASCAP — New- man] This pretty waltz theme from the coming flicker ‘Desire,’ is warmly and feelingly delivered by the voice of Alan Dean.

**TONIGHT, MY LOVE** (2:56) [Paramount ASCAP—Warren, Livingston, Evans] A pretty melody set to a Latin tempo by the Joe Liohn orchestra and tenderly delivered by Alan Dean. Pretty job.

B. J. BAKER & BILL LEE
(Juke Box 1002; 1002)

**TOSS A PEBBLE** [Kennedy Music BMI—Evitt] The warm voice of B. J. Baker comes over with tenderness as she fashion a pretty ballad. Soft George Poole orchestra shows the thrust to best advantage. Good deck.

**YOU’RE OUT OF THIS WORLD** [Kennedy BMI—Diamond, Gilmore] Bill Lee takes on the vocal duties on this lilting ballad. Firm voice that comes over well on a fair tune.

REY DAIVILLA ORCH.
(Muisc 2002; 45-2002)

**BAMBULLA** [—Davilla] Ray Davilla and his orchestra present a piece of mambo material with a Spanish flavor offered by the group.

**LIGHTNING (RELAMPAGO)** [Davilla] Another mambo item, this one entirely instrumental, is presented by the Davilla men. Good dance stuff.

THE CASE BOX

**IN A LITTLE SPANISH TOWN** (2:26) [Feist-Warrock ASCAP—Lewis, Young, Wayne]

**LEON—LITTLE PETUNIA** (2:42) [Ryloev ASCAP—Kamano, Faber, Hartmann]

SMITH BROTHERS

THE CASE BOX

**LAST NIGHT WHEN WE WERE YOUNG** (3:06) [Bourne ASCAP—Arlen, Harburg]

**MARILYN MONROE MAMBO** (2:18) [Peer International BMI—Prado]

**STEAM HEAT MAMBO** (2:50) [Frank ASCAP—Adler, Ross]
TO EVERYONE IN THE MUSIC AND ENTERTAINMENT INDUSTRY
FOR THE SUPREME THRILL IN HAVING OUR TWO SONGS ON
THE "HIT PARADE" AT THE SAME TIME.

Jimmie Crane and Al Jacobs

IF I GIVE MY HEART TO YOU

Currently #1 "Best Selling Sheet Music" Charts
#2 "Most Played on the Nation's Coin Machines" charts

I NEED YOU NOW

Currently #2 "Best Selling Retail Record Charts"
#3 "Most Played on the Nation's Coin Machines" charts

GRATEFUL APPRECIATION TO OUR PUBLISHERS
MILLER MUSIC CORPORATION

P.S. . . . Sincerely Hope You Like Our New Tune
"EV'RY DAY OF MY LIFE"
The Cash Box, Music
Page 10  October 30, 1954

"Oh What a Record!"

THE MARKSMEN
Featuring JACK RICHARDS

Sing

"OH! MA-MA!"
(The Butcher Boy)

"THE OWATA SONG"
(Oh! What A Song)

CORAL 61270 (78 RPM) and 8-61270 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company

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)
   Doris Day (Columbia)
   Connie Boswell (Decca)
   Don Ayers (Major)

2. IF I GIVE MY HEART TO YOU ... Eddie Fisher (RCA Victor)
   Don Cornell (Coral)
   Ralph Merton (Mercury)
   Four Lads (Columbia)
   Bulowonyo Band (London)
   Crewcuts (Mercury)
   Perry Como (RCA Victor)
   DeCastro Sisters (Abbott)
   Rosemary Clooney (Columbia)
   Les Baxter (Capitol)

3. I NEED YOU NOW ... LeRoy Holmes (MG) MAMBO
   Victor Young (Decca)

4. HOLD MY HAND ...

5. SKOKIAAN ...

6. SH-BOOM ...

7. PAPA LOVES MAMBO ...

8. TEACH ME TONIGHT ...

9. THIS OLE HOUSE ...

10. THE HIGH AND THE MIGHTY ...


Al "Jazzbo" Collins set some kind of record last week when he played the Chordettes’ "Mister Sandman" on Cadence thirty-two times on his WNEW-New York Millman Mattisse program. Your boy Albert, opened his show with the Chordettes' hit and as the last notes died away, "I'll call the last record. I think I'll play it again"—and he did. During the three minute span it took to record his turn, calls started to come in to play it again—and again. By this time Jazzbo was caught up in the enthusiasm of his listeners and played and replayed the deck, breaking it up only twice to get the reaction of his listeners. Each time he was deluged with calls to put "Sandman" back on the turntable. Albert was happy, the audience was happy, and don't think for one minute The Chordettes weren't happy.

Pic of the week—Lou Barile (WKAL-Rome, N. Y.) was in town last week and visited the Cash Box offices, but was too late to see the boys as his office had already been closed. Lou spent five days in New York, most of it at the giant-Cleveland World Series. The Lou Barile show is heard 2:30-3:30 Monday thru Friday; 7:30-8:30 Saturday; 2:30-3 Sunday. Jerry Nesler (KANX-Kansas, O., T. H.) is sending in his listings from the Hawaiian Islands. Jerry is from San Diego, Calif. ... Ed Needham (WKLX-Concord, N. H.) has taken over the Concord Ballroom, a show made up mostly of the Cash Box top fifty tunes. Ed has been appointed chief announcer at WKJL ... Dick Gilbert (KTLF-Phoenix, Arizona) writes in to tell us he’s sold out commercially with more than 100 sponsors weekly. Tommy Mara was a guest on Art Ford’s (WNEW-New York) show "Stand of the Week" for the week of October 11. The Young MGM singing star starts a nationwide personal appearance tour in December, opening at Blimbush in Beacon, December 18. ... Tommy Edwards (WREO-Cleveland, Ohio) celebrates the 1st Anniversary of his weekly newsletter. ... Radio Station WCIN-Cincinnati, Ohio celebrates its 1st Anniversary of broadcasting on Friday, October 22. The station, which is designed to service the needs of the Negro population of Cincinnati and surrounding areas is celebrated by presenting a gigantic "Variety Show and Dance" at the Armory Auditorium.

We won't be receiving any more communications from Bob Martin (KMYR-Denver, Colo.) until he gets back from his honeymoon about November 1. ... Roy Leonard, program director of WDKF-Framingham, Mass., in town last week visiting the boys at Cash Box and Buddy Balsam, record promotion man. Also in to see Buddy was Bob E. Lloyd of WAVY-New Haven, Conn. ... The November issue of TV-Radio Mirror features a picture story on WWDJ-Washington, D. C. all night jockey Buddy Klink. ... Bob E. Lloyd has come up with a whole new field of promotion for one of his sponsors, Manishevit's Wine. Altho Manishevit's doesn't know it yet, Bob is promoting the only known wine bottle with a "biter top." Well, Chuck Thompson has finally done it. He can now remove his chin fuzz, wife Joan happily reports, "cause his song, "Miss America," has been recorded. Hearing of his plight through stories and pictures in trade publications, Doonate, a California violinist, has cut his own arrangement of the tune. ... Earl McDaniel (KFTV-Denver, Calif.), who started programming the Cash Box top 30 tunes as a regular feature on his Friday show several months ago, has now increased it to the top 30.
She Took The Nation by Storm with
"If I Give My Heart To You"
She's Positively Sensational on
This New MAJAR Release......

Denise Lor
singing
"AND ONE TO GROW ON"

words and music by the writers of "Mary Lou"
GEORGE WAGGNER & J. RUSSEL ROBINSON
arranged and conducted by
JOE LEAHY and his Orchestra

MAJAR RECORD No. 135

"And One To Grow On"
Copyright 1954
J. RUSSEL ROBINSON, INC.
Solly Cohn, Prof. Mgr.

b/s
"EV'RY DAY
OF MY
LIFE"

MAJAR DISCS
1697 BROADWAY (CI 6-0081) NEW YORK, N. Y.
General Mgr. CONNIE De MARIA
Sales Mgr. STANLEY BORDEN

"It's What's in THE CASH BOX That Counts"
YOUR VOTES DECIDE THE WINNERS

IN THE 9th ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND RECORDING ARTISTS OF 1954

VOTE TODAY—FILL OUT AND MAIL PREPAID POSTCARD IN THIS ISSUE

Sponsored and Conducted Exclusively by

THE CASH BOX

"The Official Publication of the Automatic Music Industry of America"
NEW YORK:
The selection for the music business this week is "The Sandman" by the Chordettes on Cadence. The record is skyrocketing and looks as though it will go number one. If it does, that means three top ones for Archie Bleyer's firm, the other two having been "Elk Campfire" and "Bernando's Hideaway." Betty Madigan set a record for the Boulevard. 

Mannie Greenfield has become personal manager for Jack Lacy, WINS disc jockey, and set his five year deal with the station. 

The Dolphins, a great new group from the west coast, have their first release set out on "X. . . (I Had A Million Dollars)" and "Any Old Night Is A Lonesome Old Night." 

Frank Sinatra will introduce Eileen Barton when she opens at the Mme. Novembre November 2. 

Kay Armen has been signed to an MGM recording contract. 

Vince Floriani, author of "Skindie Miebig" and "Fed Cabbage," in town for a few days. 

Harold Rome has written both the words and music for the new musical "Feast," which he is currently producing. 

Joe E. Brown is once again given a plum role in a two hour long Technicolor production which he will be in the future. 

The Evanston Showcase Theatre here, fact which has Bob quite upset. Play is entitled, "The Bar Bets," and features the New Promotion man at Decca Distinct, Warren Ketter, who has been associated with Decca several years ago. 

He has since worked with Decca and more recently with Dave Garbow, both here in Chicago and in New York. 

Ron Terry now hosting new Saturday night show, " מדועYmdQa. . . Variety show seen on ABC-TV, each Saturday from 11:30 P.M. to 1 A.M. Features duet of professional of course. 

Just in time for the holidays, Capitol's promotion manager, Dick Linke in town for a few days this past week.林考ackt to the studio are: "This is Dick Linke." He is currently on an extended tour. 

Also from Capitol comes word that Tommy Leonetti will be in the Windy City for a couple of weeks in December working on his next disk. . . . The Norm Petty Trio, whose "Mood Indigo" is climbing the charts, has been signed to a Mercury contract, Ditto Anna Marie Alberghetti. 

And Buddy Morrow, Mercury's Kenny Meyers, while just back from a promotional junket to New York, went to town on BMI, currently working on Lou Monte's "When I Hold You In My Arms" which has been getting lots of air play from Montreal and other cities. This disk, which is looking mighty promising. 

Bob Smith telling one and all about "Kiss Crazy Baby" a Kapp record by the Crackerjacks, which is getting lots of air play in Montreal by the De Castro Sisters were sold to one of the majors. "What Would I Do" which this beautiful gal warbles in a Universal-International produced disk. 

Perry Eddy has temporarily left the Cameo for an appearance on the "Fresh Air" show in Montreal. 

New Orleans for the next two weeks. 

Several promotion people here in the Windy City saw Rumors, and were powerless for WJJJ's Stan Dale, honoring Stan's First Anniversary with the station.

LOS ANGELES: 

As the East recovers from hurricane "Hazel," Hollywood has its headaches too. But we don't have a single rain in our own city. All right, the weather has been damp in the Northwest, and it is time to make the best of it.

For cutting several new sides at Capitol, Melrose studio Nat "Kings" Cole left for New York on Oct. 28. . . . The exciting marquee novelty by The Gays and Dells which we told you to watch for last week is titled "Mambo Swing." The record is already earning a national name, and distributed by National Music Sales Corp. . . . It was rumored that the masters on "Teach Me Tonight" by the De Castro Sisters have been signed to an exclusive three year pact which is not, or never has been, up for sale. . . . At Reel City, Century records head, returned to New York where he was testing his guns for Lenny who was at the "Hitchin' Thou Good" girl. 

He also introduced the firm's newest novelty "No, No, Not Grandma" by Millie Van. . . . Kelly Norwood's new release on the Acet label has that solid hit potential. 

Builder-operator, Murray Weinger, is paying big fees to get name TV personalities to appear in his show. In addition to the Jimmy Durante show, Billboard, editor, Murray Weinger, is paying big fees to get name TV personalities to appear in his show. In addition to the Jimmy Durante show, 

BILLY WARD

and His Dominos

"GIMME, GIMME, GIMME"

"Come To Me Baby"

JERSEY #163

JUBILEE RECORD CO. 315 W. 47TH ST., N.Y. 19

Recorded by NAT "KING" COLE

Capitol #2949

REMIX NATURE CO. NEW YORK, N.Y.

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

N.Y. Music Ops' 17th Banquet

The Best Ever Held

Some of the artists appearing at the Music Operators of New York dinner are shown above: (top left) Liberece and Vincent Lopez; (top right) Patti Page and Vincent Lopez; (middle left) Mantovani, Martin Block and Vaugh Monroe; (middle right) the Barry Sisters and Steve Lawrence; (bottom left) Alun Dale and Jill Coyee; (bottom right) Richard Hayman and Sunny Gayle. 

Sunny Gayle, Patti Page, Mantovani, the Larks, Vaugh Monroe, the Cherrys, Alun Dale, Jill Coyee, Steve Lawrence, Danny Capri, Merv Griffin, Tommy Mars, Wendy Wynn, Liberace, Valentino, Danny Davis, Dick Duane, Jerry Vale and the Armed Forces Winged Victory Chorus.

Vincent Lopez and Liberace teamed up on a two-piano rendition of the popular Lopez novelty "Nola," a feature which was one of the highlights of the evening. Lopez also staged a "Shake the Maracas" contest among some of the popular members of the coin machine industry.

In every way, the affair was a total success and the guests complimented association president Al Derwin and his staff for their great job in co-ordinating the talent and the affair.

The coin machine and music trade, usually an extremely difficult group for a performer to play to, gave the visiting stars complete attention and respect throughout the entire affair.

The Cash Box, Music

Page 13

October 30, 1954
NEW YORK—Lollobrigida, famous Italian film star, who has been in New York in connection with the premiere of her latest picture “Bread, Love And Dreams,” now showing at the Paris Theater, has just signed a two-year contract with Coral Records. This new phase in the spectacular career of the actress started when she was rehearsing for her part in the Sid Caesar TV show. Her coach, Violet Grattan, heard her sing “to relax,” and then on there has been a marathon to sign her up. The deal was finalized at the offices of Leonard Schneider, executive vice president of Decca. Miss Lollobrigida will record four songs especially fashioned for her by the well known Italian composer, Ulpio Minucci. The records will be made in Rome shortly after she returns, for release before the end of the year. Present as she signs the contract are, left to right: Rob Thiele, A&R head of Coral; Dr. Milko Skofic, husband and manager of Gina; Ulpio Minucci; Violet Grattan; Larry Spier; and Leonard Schneider.

Gina Signs
THE CASH BOX

CLASSICAL

VERDI'S "REQUIEM"—ARTURO TOSCANINI—RCA Victor Records LM-6016 (2-12" L.P.) List: $11.54

NRC Symphony Orchestra assisted by soloists Herva Nell, Soprano; Fedora Barbieri, Mezzo-soprano; Giuseppe de Stefano, Tenor; Cesare Siepi, Bass and the Robert Shaw Chorale. The beautiful "Requiem" issued in time for the holiday season should be a big Christmas item. A religious piece, it appeals not only to the market who loves and buys religious LP's but to the larger market of musically inclined lovers. The composition stirs the emotions as it is impeccably performed by Toscanini and the fine supporting cast of voices. The two record set is packaged in a luxury-type box with a deluxe booklet containing extensive notes and Michelangelo reproductions.

ARTHUR RUBINSTEIN—"CARNAVAL"—Schumann—"PRELUDES, CHORALE AND FUGUE"—Franck—RCA Victor LVM-1822 (1-12" L.P.) List: $5.57

Arthu Rubinstein needs no introduction nor do his talents need superlatives. This foremost pianist brings to the plane a skill that has meant much to music lovers for many years. His treatments of Schumann's "Carnaval" and Franck's "Preludes" are brilliant. What could effect the sales somewhat is the abundance of the recordings previously waxed. A colorful festive seizure will aid in catching the imagination of many enthusiasts who already own a copy of "Carnaval" will probably want to add the Rubinstein version to their collection.

SYMPHONIE FANTASTIQUE—Berlioz—Mercury Records MG 60054 (1-12" L.P.) List: $5.95

Antal Dorati conducts the Minneapolis Symphony Orchestra. Berlioz' "Phantasmagorie" is a fairly well known piece to most classical listeners. In fact, melodically, it is one of the lighter pieces that lends itself to the marginal pop-classical buyer. Expertly performed by the Minneapolis Symphony Orchestra with Antal Dorati at the helm, it will help make many delightful evenings at the phonograph. Brilliantly colored sleeve will serve as a silent salesman when displayed.

BEETHOVEN—Sonatas, Op. 2—No. 1 in F Minor—No. 3 in C—Solomon RHC Symphony LVM-1823 (12" L.P.) List: $5.97

The delicate shadings of the talente Solomon are caught in the grooves of a 12" L.P. The idiosyncrasies of Schubert Sonatas. The three pieces have been recorded too often and Beethoven collectors will want this release. Solomon creates different moods with the expertise of an artist, having long faithful years of practices behind him and warmth and fire within.

JAZZ

"GARNERING" featuring EROLL GARNER—EmArcy MG-26016 (10" L.P.) List: $3.00

SEEP PURPLE, SONNY BOY, TIPPER, OUT WITH EROLL, RELAXIN' AT SUGAR RAYS' MINOR METEOR IN THE JAZZ WORLD.

The various moods of the enduring Garner torch and style come over beautifully on the 10" L.P. listening the ace of the 80's on a number of good boppers and a few old favorites. His handfuls of chords and often humorous delivery should appeal strongly to many admirers. Particularly a pleasure following Bebop's greats with the characteristic right hand bit behind the tempo, but always catching up. Dee Jays and Garner fans will probably wear the grooves off this one. A stock item that'll never get stale.

THE ARTISTRY OF BUD POWELL—Norgran Records MGM 23 (10-1" L.P.) List: $5.00

MOONLIGHT IN VERNONタイム; TIME WAS\SPRING WAS HERE; BUTTERCUP; FANTASY IN BLUE; A MIXED METAL; LADY LUCK 20;

Bud's well known to the modern music buyer and this release will undoubtedly sell well. Bud's been one of jazz's leading men for many years as "The Atomic Ten" and "Moonlight In Vernon". His material is an essentail part of any jazz enthusiast's treasured collection. Bud's known to the modern music buyer and this release will undoubtedly sell well. Bud's been one of... (Text continues...)

THE MUNDELL LOWE QUINTET—RCA Victor LJM 5092 (1-10" L.P.) List: $5.00

SPRING WILL BE A LITTLE LATE THIS YEAR; PANTOMIME; PRELUDE TO A KISS; THERE GOES BUD; BUD'S LONG HAS THIS BEEN GOING ON; DREAM THAT DREAM; SPRING IS HERE; STREET OF DREAMS; TAKE THE BLUES FOR A WALK; THE TANGO BABA and the entire catalogue of two guitars and their technique, swinging bass; drums; celeste and Marimba (cellestes and marimba used in place of the vibes) brings forth some engaging sounds, soft and rich but not cacaphonuous. An interesting experiment that will no doubt find many as a "must." This was designed for a very select audience. (Text continues...)

CHILDREN

TOM AND JERRY—"Down On The Farm"—MGM X1067; "Meet Robin Hood"—MGM X1082; "In Bohemia"—MGM X1091; "Charlie The Choo Choo"—"Terry The Tug-Boat"—MGM X1093; "The Fire Engine"—"Rocket Ship To The Moon"—MGM X1094 (6-75 rpm 45'S)—List: $6.00

MGM's top kiddie disk sellers, Tom and Jerry, the popular movie and comic book characters featuring many makers in the above mentioned EP's. The delightful tales are expertly presented by narrator, Bert Morrison as LeRoy Holmes supplies the music. Especially attractive is the "Lake Shore" episode which was one of last year's best movie cartoons. Children will enjoy this very much and all of these waxings. The attractively designed sleeves, if displayed correctly, will insure tremendous sales. Good Christmas items.

Prosen Advocates Early Play
For Xmas Tunes

NEW YORK—The Cash Box this week received the following letter from Sidney Prosen, well known publisher and composer:

Mr. Sid Prosen
Cash Box Magazine
26 West 47th St.
New York, N. Y.

Dear Sid:

Here is an open letter, to all concerned, which I sincerely hope you can read on to insert in one of your forthcoming issues.

There is no question but that the greatest festive season in the world is Christmas. Morally, much more so than materially, it is of great importance to everyone, especially the disc jockey as he has a great responsibility to his listening audience, to his sponsors and to himself. If the Christmas spirit is not prevalent early enough, the disc jockey affects the entire economy of the United States, leaving merchandise on shelves of every type of manufacturer because, when the spirit is low, so goes economy of the country which, in turn, affects him directly. If money is not spent freely, his earnings will definitely be cut down to a bare minimum. True, we have a song by Teresa Brewer titled "Ebenzer Scrooge," but whether or not it is our song does not matter. The point is, it should matter to the disc jockeys, and I believe if they don't act on this seriously, they can see the adverse effect it can cause by not programming Christmas songs early, making for a real Christmas spirit. When a great bulk of Christmas music is present, Christmas just can't really be Christmas. Kindest regards,

Sidney Prosen
Village Music Company
Hometown Music Co., Inc.
Music Didn’t Give Give currently Ralph. Need Need Need (Chorus) Steve Allen’s TV “Tonight.” Steve took his viewers to the New York Palladium to catch a part of the Wednesday Night Show which highlights some of the best Mambo dancers in the world. Rainbow has issued a new Alfredito Cha-Cha-Cha album and the man also cut a single “Santa Baby Mambo.” Ralph Flanagan on the market with “The Little Brown Mambo” and “The American Patrol Mambo,” RCA Victor. Stan Steinhauser moves from Seeco Records to Ansonia Records. Stan will be Foreign Sales Manager in charge of all overseas operations and assistant to the president, Ralph P. Perez. In contrast, the development of the domestic markets outside of the local Spanish accounts which are already set up. Stan is making plans to visit Detroit, Cleveland, Boston and Baltimore before the end of the year to set up dealerships and distributors. Ansonia is currently “hot” with a number that has been selling to the Spanish trade. It is “A Lo Obscuro” by Angel Viloria and his Conjunto Chano where Steinhauser reports has sold 75,000 to date. The label also has plans for a complete LP catalogue. Four are being released for release and will be on the market by December. Ansonia subsid, Balseiro, already has its first LP out “Talfo Hernandez.” The addition of Steinhauser to the Ansonia firm will enable headman Perez to give more time to the enlargement of the catalogue with new recordings specifically aimed at the domestic market. Jerry Winston, whose Mardi Gras label took off its first try with a hit via the La Playa Sextet’s “Jamaica Mambo” and “Johnny Guitar Mambo” tells him he came to sign the group. It was up in the mountains where Jerry was vacationing, and he had heard about the talents of the group that had won the affections of the entire Borscht circuit. He went to catch their act, was sold—but so completely—that he signed them up before he left. With an act and no label available, he formed the Mardi Gras Recording company and the rest is sales history. The plate looks like it may become the number one mambo before very long.
From Coast to Coast... A HIT!

'YOURS'

Dick Contino
with DAVID CARROL and his ORCHESTRA

coupled with "OOH MAMBO"
MERCURY 70455  70455X45

A GREAT VOICE

TOMMY PRISCO
sings
"ONLY LOVE ME"
COUPLED WITH
"WHEN YOUR IN LOVE"
MERCURY 70468  70468X45

EDDY HOWARD
sings
"LOVE ME TONITE"
COUPLED WITH
"YOUR ALWAYS WELCOME HOME"
MERCURY 70467  70467X45

BILLY FARRELL
sings
'RUNAROUND'
COUPLED WITH
"BOODLYA BOOTEN BABY"
MERCURY 70474  70474X45

GEORGIA GIBBS
sings
"MAMBO BABY"
COUPLED WITH
"LOVE ME"
MERCURY 70473  70473X45

MOVING UP FAST

GREAT PERFORMANCE

SOCKO HIT

"It's What's in THE CASH BOX That Counts"
Murray Jordan
WLIB—New York, N. Y.
1. Hey, There (R. Clooney)
2. This Ole House (Capitol)
3. If I Give My Heart To You
4. Tell Me, Tell Me (E. Fisher)
5. What's That Sound? (Duke Ellington)
6. Who's Sorry Now?
7. I Like You
8. Peanut Butter, Jelly
9. High And The Mighty
10. Goodnight Sweetheart

Bill Balleance
KNX—Los Angeles, Calif.
1. If I Give My Heart To You
2. Hey There (R. Clooney)
3. I Need You Now (E. Fisher)
4. Sh-Boom (Crawford)
5. Hold Me, Hold Me (Don Cornell)
6. High And The Mighty
7. Skokiaan (Four Ladies)
8. It's The House (R. Clooney)
9. Papa Loves Mama (Pam & Company)
10. Smile (Nat "King" Cole)

Gene N. Fonder
KTAE—Tyler, Tex.
1. I Need You Now (E. Fisher)
2. This Ole House (R. Clooney)
3. This Is Home (Rose Russell & Four Girls)
4. Be My Love (Crawford)
5. Skokiaan (Ralph Marterie)
6. Tell Me, Tell Me (Lena Yadd)
7. Little Shoemaker (Gaylords)
8. What A Dream (Partie Page)

Ed Penney
WTOA—Cambridge, Mass.
1. Mandolin Man (Amos Bros)
2. Tell Me, Tell Me (Lena Yadd)
3. In A Mere Moment (Lena Yadd & Four Girls)
4. N. Y. S. Bluebirds (J. & N. Kramar)
5. I Got My Eye On You (Duke Ellington)
6. The Pleasure (Sisters)
7. I Want You All To Myself (Sisters)
8. Muskrat Ramble
9. Mr. Sandman (Chordettes)
10. The Sandman (J. Brian)

Sam Bradley
KUDU—Columbus, Oh.
1. I Can't Wait A Waltz From A Parting Pair
2. I Need You Now (E. Fisher)
3. Sh-Boom (Crawford)
4. Sh-Boom (Crawford & Fratelli)
5. Hold Me, Hold Me (Don Cornell)
6. Little Shoemaker (Gaylords)
7. If I Give My Heart To You
8. Hold My Hand (Don Cornell)
9. Whither Thou Goest
10. Papa Loves Mama (Pam & Company)

Arky Kay
WVLK—Leesburg, Ky.
1. Hey There (R. Clooney)
2. This Ole House (R. Clooney)
3. Sh-Boom (Crawford & Fratelli)
4. I Need You Now (E. Fisher)
5. What A Dream (Partie Page)
6. Tell Me, Tell Me (Lena Yadd)
7. If I Give My Heart To You
8. Hold My Hand (Don Cornell)
9. Whither Thou Goest
10. Papa Loves Mama (Pam & Company)

Bob E. Loyd
WAVV—New Haven, Conn.
1. The Things I Didn't Do
2. I Can't Tell A Woman I Love (Sisters)
3. Teach Me Tonight
4. You're Mine (Sisters)
5. It's Crazy (Nat "King" Cole)
6. Always You (Pam & Company)
7. Yours (Dick Carney)
8. C'mon Down (Stan Ford)
9. Nice-Named Jane (J. Kramar)
10. I Love My Mama (T. Leonti)

Bob Larsen
WEMP—Milwaukee, Wis.
1. If I Give My Heart To You (Onslow)
2. Hand Me My Handkerchief (Don Cornell)
3. Papa Loves Mama (Pam & Company)
4. I Need You Now (E. Fisher)
5. Let Me Tell You (Tanとなる)
6. Sh-Boom (Crawford)
7. Hold My Hand (Don Cornell)
8. In A Little Spanish Town (Ruth Carlyle)
9. Skokiaan (Ralph Marterie)
10. Papa Loves Mama (Pam & Company)

Bill Burns
WXAM—Miami, Fl.
1. Hey, There (R. Clooney)
2. I Need You Now (E. Fisher)
3. What A Dream (Partie Page)
4. Tell Me, Tell Me (E. Fisher)
5. Hold My Hand (Don Cornell)
6. Skokiaan (Ralph Marterie)
7. Papa Loves Mama (Pam & Company)
8. Melancholy Baby (W. Gibson)
9. Whither Thou Goest
10. Papa Loves Mama (Pam & Company)

Harry Nigula
WBJS—New Orleans, La.
1. Dream (Four Aces)
2. You Were Doin' The Mambo (Four Aces)
3. Nearer My God To Thee
4. Toy Or Treasure (Kay Starr)
5. Call Me Maybe (Bing & June)
6. The Things I Did Last Year (Perry Como)
7. What A Dream (Partie Page)
8. High And The Mighty
9. Whither Thou Goest
10. Papa Loves Mama (Pam & Company)

Bill Bryant
WQAM—Miami, Fl.
1. Hey, There (R. Clooney)
2. I Need You Now (E. Fisher)
3. What A Dream (Partie Page)
4. Tell Me, Tell Me (E. Fisher)
5. Hold My Hand (Don Cornell)
6. Skokiaan (Ralph Marterie)
7. Papa Loves Mama (Pam & Company)
8. Melancholy Baby (W. Gibson)
9. Whither Thou Goest
10. Papa Loves Mama (Pam & Company)

Bill Previdi
KDFE—Albuquerque, N. M.
1. Shells, Rattle And Roll
2. I Need You Now (E. Fisher)
3. What A Dream (Partie Page)
4. Tell Me, Tell Me (E. Fisher)
5. I Give My Heart To You
6. Skokiaan (Ralph Marterie)
7. Papa Loves Mama (Pam & Company)
8. Melancholy Baby (W. Gibson)
9. Whither Thou Goest
10. Papa Loves Mama (Pam & Company)

Mort Nasaum
WHHI—Nutley, N. Y.
1. Hey, There (R. Clooney)
2. If I Give My Heart To You
3. Hold Me, Hold Me (Don Cornell)
4. Skokiaan (Ralph Marterie)
5. Papa Loves Mama (Pam & Company)
6. Hello, How Are You (Pam & Company)
7. I Need You Now (E. Fisher)
8. Papa Loves Mama (Pam & Company)
9. Melancholy Baby (W. Gibson)
10. I Give My Heart To You

Ed Reilly
WBRW—Waterbury, Conn.
1. Hey, There (R. Clooney)
2. This Ole House (R. Clooney)
3. Skokiaan (Ralph Marterie)
4. I Need You Now (E. Fisher)
5. Hold Me, Hold Me (Don Cornell)
6. Skokiaan (Ralph Marterie)
7. Papa Loves Mama (Pam & Company)
8. Melancholy Baby (W. Gibson)
9. Whither Thou Goest
10. Papa Loves Mama (Pam & Company)

Dick Gilbert
KTYL—Phoenix, Ariz.
1. If I Give My Heart To You
2. They Were Doin' The Mambo (Four Aces)
3. Hey, There (R. Clooney)
4. Let Me Tell You (Tanとなる)
5. Sk-Boom (Crawford)
6. Hold Me, Hold Me (Don Cornell)
7. Whither Thou Goest
8. Papa Loves Mama (Pam & Company)
9. Nice-Named Jane (J. Kramar)
10. Papa Loves Mama (Pam & Company)

"It's What's in THE CASH BOX That Counts"
Two At Once

Norman Wain
WDOG—Cleveland, Ohio
1. Teach Me Tonight (R. Cleo, J. Hale)
1. I'm a Little Leavin' (Bassam/Chen)
2. Rain, Rain, Rain (Larsen/Larsen)
3. This Old House (R. Cleo)
7. The Band's ((Joplin)) Band (R.
8. Mama Doll Song (Patti Page)
9. I Want You All (Kitty Kallen)
10. It's A Woman's World (Four Acres)

Rudy Paolongelti
WRRA—Itasca, N. Y.
1. Hey There (R. Cleo)
2. Shake 'Em Off (Pattie Page)
3. Bits 'Bout (Crewcuts/Howard Rambo)
4. Toy Or Trap Song (Kim Smith)
5. Hold My Hand (Don Cornell)
6. Songs Of The Road After The War (Papa Lomane/Papa Momo)
7. This Is My Heaven (Ralph Cleo)
8. Those Blues (Ralph Cleo)
9. Where Can You Be (J. Martin)
10. My Name Song (S. Roman)

Will Lenay
WSTC—Concord, Ohio
1. Shake, Rattle And Roll (Bill Haley & Comets)
2. Hola (Herb Gardner)
3. Hey There (R. Cleo)
4. If I Give My Heart To You (Ralph Cleo)
5. Tell Me, Tell Me (J. Valls)
6. High And The Minan (Papa Lomane)
7. Papa Loves Mambo (Papa Momo)
8. Papa Loves Mambo (Papa Momo)
9. Care Mia (David Whitfield)
10. Skokiaan (Four Acres)

Maurice Jackson
WVCO—Columbus, Ohio
1. Teach Me Tonight (R. Cleo)
2. Hand Me Down (DeCastro Sisters)
3. Hey There (R. Cleo)
4. If I Give My Heart To You (Ralph Cleo)
5. I Need You Now (J. Valls)
6. The Things I Don't Do (DeCastro Sisters)
7. Papa Loves Mambo (Papa Momo)
8. Wishing You Were Again (Frank Passe)
9. Smile (Nat King Cole)
10. Skokiaan (Ralph Cleo)

Frank Pollock
KOOL—Phoenix, Ariz.
1. When I Stop Lusting (I. Sacks, E. Seals)
2. Break Up (Gerald Sacks)
3. Smile (Nat King Cole)
4. If I Give My Heart To You (Ralph Cleo)
5. It's A Woman's World (R. Cleo, J. Hale)
6. Boy Anthony
7. Love, You Didn't Do Right By Me
8. Walters Of Love (C. Stapleton)
9. Make Me
10. Hold My Hand (Don Cornell)

Dave Maynard
WHIL—Medford, Mass.
1. Hold Me Close (Billboard)
2. Love, You Didn't Do Right By Me
3. Madonna, Madonna (Benett)
4. Piano Man (Papa Lomane)
5. It's A Woman's World
6. You Heart, My Heart (Larsen/Larsen)
7. Must Be Love
8. Teach Me When (DeCastro Sisters)
9. I Can't Tell A Waltz From A Foxtrot (Donna Christian)
10. The Honey Drippers (Bill Williams)

Singing Disk Jockeys
REGIONAL RECORD REPORTS

Rudy Paolongelti
1. Hey There (R. Cleo)
2. Shake 'Em Off (Pattie Page)
3. Bits 'Bout (Crewcuts/Howard Rambo)
4. Toy Or Trap Song (Kim Smith)
5. Hold My Hand (Don Cornell)
6. Songs Of The Road After The War (Papa Lomane/Papa Momo)
7. This Is My Heaven (Ralph Cleo)
8. Those Blues (Ralph Cleo)
9. Where Can You Be (J. Martin)
10. My Name Song (S. Roman)

Mike Wolsohn
WNRQ—Norfolk, Va.
1. I Need You Now (E. Fisher)
2. When I Stop Lusting (I. Sacks, E. Seals)
3. All Ways (Betty Madison)
4. Tell Me, Tell Me (J. Valls)
5. You Were There (The Mars)
6. I'm A Little Leavin' (Bassam/Chen)
7. Smile (Savoy Gale)
8. Papa Loves Mambo (Papa Momo)
9. Papa Loves Mambo (Papa Momo)
10. Ula (Wurman Momo)

Jervy Nester
KANJ—Hawaii
1. I Need You Now (E. Fisher)
2. If I Give My Heart To You (Ralph Cleo)
3. They Were There (The Mars)
4. If I Give My Heart To You (Ralph Cleo)
5. Hold My Hand (Don Cornell)
6. Love Me Like You Do (Savoy Gale)
7. Smile (Savoy Gale)
8. Papa Loves Mambo (Papa Momo)
9. Papa Loves Mambo (Papa Momo)
10. Skokiaan (Ralph Cleo)

Larry Wilson
KWSB—Rapid City, S. D.
1. If I Give My Heart To You (Canne Bascom)
2. Hold My Hand (Don Cornell)
3. Henry (Don Cornell)
4. Oppenhouse (Kay Brown)
5. If I Give My Heart To You (Ralph Cleo)
6. Papa Loves Mambo (Papa Momo)
7. Papa Loves Mambo (Papa Momo)
8. The Band's ((Joplin)) Band (R.
9. Hey There (R. Cleo)
10. Fanny (Eddie Fisher)

Bill Boner
KRDI—Rosedale City, S. D.
1. Papa Loves Mambo (Papa Momo)
2. Hold My Hand (Don Cornell)
3. Oppenhouse (Kay Brown)
4. If I Give My Heart To You (Ralph Cleo)
5. Papa Loves Mambo (Papa Momo)
6. Papa Loves Mambo (Papa Momo)
7. Papa Loves Mambo (Papa Momo)
8. The Band's ((Joplin)) Band (R.
9. Hey There (R. Cleo)
10. Fanny (Eddie Fisher)

RCA Signs Morton Gould

GROSSINGER, N. Y.—In their first attempt at collaborating together, Al Jacobs and Jimmie Crane have come up with not one, but two smash hits. They are "I Need You Now," and "If I Give My Heart To You." Both have made the Hit Parade at the same time. Left to right at grossinger's during Eddie Fisher's golf tournament are: Al Jacobs; Lester Simms of Bush, and Jack Berta of the hits; Eddie Fisher, who recorded "I Need You Now"; and Jimmie Crane.

Chordettes "Mr. Sandman" Breaks For A Hit

NEW YORK—The Chordettes are currently riding h!s as a result of the biggest of them all, "Mr. Sandman" which has sold 125,000 records in its first three weeks.

Eugene Fruci

Engel For Pic Promotion

NEW YORK—Universal Pictures Company has engaged Lyle Kenyon Engel, well-known music promotion consultant to handle the overall music promotion on the Company's forthcoming musical film: "It's All Part," in Technicolor starring Tony Curtis, Gloria De Havilland, Gene Nelson, and Paul Stewart which is scheduled for release as one of U's most important films of the new year.

Engel will handle music promotions in association with Universal's Eastern Advertising and Publicity Department, contacting disk jockeys, show pluggers and sheet music sellers as well as national and regional television outlets.

Engel recently handled several successful music promotions for United Artists through "Manhattan Louie" and "The Moon Is Blue."
First Results of 9th Annual Cash Box Poll To Be Announced Next Week

New York—The first poll results in the Cash Box's Ninth Annual Music Poll of the top money-making records and recording artists of 1954 will be announced on October 30th's issue. As the votes come streaming in to our New York offices, compilations are now being prepared for the first report.

Operators are urged to rush their votes in as quickly as possible so that they may be computed for the first results.

Voting is limited to jule box operators and is tallied on the basis of one vote for each machine or walk box an operator owns. Voting will continue for another six weeks with the final results appearing in the December 4th issue.

Below is a list of the top tunes of the year in each category to aid operators in their voting:

Top PopULAR Songs Favorites of 1954

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Girl, A Girl</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Cara Mia</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Changing Partners</td>
<td>Bobby Byrd</td>
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<tr>
<td>Crazy About You Baby</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Cross Over the Bridge</td>
<td>Carl Perkins</td>
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<tr>
<td>Don't Let Me Be Lonely</td>
<td>Ray Charles</td>
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<tr>
<td>Goodnight Sweetheart</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Goodnight</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Happy Wanderer</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Heart of My Heart</td>
<td>Ray Charles</td>
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<tr>
<td>Here, Bernard's Hideaway</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>High and the Mighty</td>
<td>Ray Charles</td>
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<tr>
<td>I Get So Lonely</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>I'm a Fool to Care</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>I Need You Now</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>If I Give My Heart to You</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>If You Love Me</td>
<td>Ray Charles</td>
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<tr>
<td>In the Chapel in the Moonlight</td>
<td>Ray Charles</td>
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<tr>
<td>Island of Capri</td>
<td>Ray Charles</td>
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<tr>
<td>Joe</td>
<td>Ray Charles</td>
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<tr>
<td>Little Shoemaker, The Little Things Mean a Lot</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Make Love to Me Man Upstairs, The</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>The Man with the Banjo, The</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Marie</td>
<td>Ray Charles</td>
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<tr>
<td>My Papa</td>
<td>Ray Charles</td>
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<tr>
<td>Raggs to Riches</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Rich-Roach</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Sexy Love</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Sh-Boom</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>St. Mary</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Stranger in Paradise</td>
<td>Ray Charles</td>
</tr>
</tbody>
</table>

Top Country Song Favorites of 1954

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Up Buddy</td>
<td>Smiley Wilson</td>
</tr>
<tr>
<td>Bimbo</td>
<td>Smiley Wilson</td>
</tr>
<tr>
<td>Cotillion in the Rain</td>
<td>Smiley Wilson</td>
</tr>
<tr>
<td>Don't Drop It</td>
<td>Smiley Wilson</td>
</tr>
<tr>
<td>Even the Goodnight Sweetheart, Goodnight</td>
<td>Smiley Wilson</td>
</tr>
<tr>
<td>I Don't Hurt Anymore</td>
<td>Smiley Wilson</td>
</tr>
<tr>
<td>I'll Be There</td>
<td>Smiley Wilson</td>
</tr>
<tr>
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NEWARK, N. J.—Paul Brenner (left) one of Jersey's leading disk jockeys, welcomes London recording star Mantovani to his new 1-2 p.m. daily television show "Musical Jackpot." Mantovani is in the U.S. for a short stay and will visit disk jockeys, dealers and operators during that time. Brenner staged a "What Is Mantovani's First Name?" contest among the members of the studio audience. For the correct answer, the contestant would receive Mantovani's "Music of Sigmund Romberg" album. One no dice guess correctly. Music for the TV stint is provided by the Nocturnes (MGM) and the Jay Stanley Trio. Songs are by Cece Blee, Sandy Evans and Iris Lynn. The show had its premiere on Monday, Oct. 4th.

BBS and Burgundy Records Merge

DETOUR, MICH.—Art Sutton of Burgundy Records, Detroit, Michigan, and Bill Bov-B of BBS in Philadelphia, Pennsylvania, announced this week that a merger of the two companies was consummated and the new firm will handle a complete line of R&B-C&W and pop records. They will prepare a package deal for the package field which will be ready for distribution late this Fall.

The home office will be in Detroit, Michigan while the Eastern branch will be maintained in Philadelphia. Existing personnel will be managed from both offices.

BBS-Burgundy is preparing a full phonograph line which will be ready for marketing by the first of the coming year.

Art Sutton is the composer of "Cabages & King's" and Bill Bov-B wrote "Here In My Heart" the song that led the top of the Hit Parade and made a star of Art Martino. Bill and Art also announced this week that they would work as a song writing team.

BBS Burgundy has also announced the appointment of Arnold Sally to handle promotion for the Eastern Coast while Terry Shaffer remains in charge of promotion for the Mid-Western territory.

Robinson Forms Pubbry

NEW YORK—J. Russel Robinson, writer of many hit tunes including "Margie," "A Portrait of Jennie," "Meet Me In No Special Place" and "I'll Be There In No Particular Time" among others, has formed a new publishing firm to be called J. Russel Robinson, Inc. The firm starts with 75 copyrights and 40 of his new compositions.

The organization will comprise Robinson as president; John Sjerry, v.p. and counselor; and Sally Cohn, who for many years was with Lee Feagin and would be the general professional manager.

Robinson's number one plug tune will be the Denise Lor follow-up to "If I Give My Heart To You," "And One To Grow On" on the Major Disc label. The tune was written by George Wagemegn and Robinson.

Key Music will be the selling agent.
Liberace & Lopez

NEW YORK—One of the highlights of the Music Operators of New York banquet last Saturday night was an impromptu sounding of Liberace and Vince Lopez. Liberace was going through his act with the entire audience in rapid attention, when suddenly he asked Vince Lopez who was leading the band to join him at the other piano. The two played a medley of songs that have been associated with Lopez through the years and brought wild applause from the listeners.

Nat Cole Cuts "If Give My Heart To You"

NEW YORK—In an unusual cover job, Capitol Records has had Nat "King" Cole color a tune that is already at the top of the lists and which has been out for four months. The song is "If I Give My Heart To You" and is published by Miller Music, of whom Lester Simms is professional manager.

Leading versions of the song are those by Kaye Lawlor and the Doris Day Trio. On Columbia and Commodore Boswell on Decca. In addition there are at least nine other recordings since almost every diskery has cut it.

The current cover job came as a big surprise to the industry, for it is rare that a diskery will undertake to cover a song with a top artist after it has already reached the top. However, it is obvious that Capitol believes there's still a lot of ground it can cover with its version.

M-G-M Records

BILLY ECKSTINE sings

"LOVE ME"

"ONE SWEET KISS"

MGM 11950 (278 pm) $1.15 (45 rpm)

KATHRYN KING sings

I Want A Puppy

In My Stocking

For Christmas

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Broadhead, Wisc.

Cleveland, Ohio

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2. Hold My Hand (Don Cornell)
3. Muskrat Ramble (McGuire)
4. Oop-Shoop (Crawford)
5. If I Give My Heart To You (Day/Boswell)
6. I Need You Now (E. Fisher)
7. Woman's World (Four Aces)
8. Cara Mia (David Whitedil)
9. I Want You To Myself (Kitty Kallen)
10. Little Spanish Girl (Russ Carlyle)

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The Midnights on Federal Records come up with the fourth in the "Annie" series, titled, "Annie's Aunt Fannie." Operators and stores don't have to be afraid to order "Annie's Aunt Fannie" as it is being played in just as many places as his grand move in the right direction. This kind of cooperation will earn him the respect of the general buying market and benefit the trade generally. Louis Robbins of Sparx have a "Annie's Aunt Fannie" record that has all the earmarks of being a hit here. Harry Apostelis, Alpha Distributors, reports he has four platters that are really moving. They are "Earth Angel" by the poster boys for the C. 8000 "Remember Me" by Bill Cloud, "Rock and Roll Break" by Richard Berry on Flair. ... Phil Chess in town working on Willie Mabon's new one. ... Bess Berwind, Atlantic and King, who represented the band in releasing her new group, The Gentlemen, doing "Something to Remember You By" and "Eared Out Of My Life" by the Herald Records really moving on their new Charlie & Ray. "I Love You Madly," Plate is only about out of every platter of every other platter, and everywhere there is every indication that the wax has it. Pop labels are already rushing to cover with "The Four Coins" on Epic session already in the can. ... By week's end, Old Town Records, just signed the Turtles and a pop combo, the Ballantines, a male group, and the Ballantines, a male group. ... Leez Magid supervised his first session for the group and is looking for a good turn with "Going Down To Big Mary's" and Bobby Shields, blues singer who Lee describes as a combination of Frankie Lane and Johnny Ace. ... Varetta Dillard, Savoy Records, recently began working on releasing her new group, the Screamers. ... Jack Holmes (WLOF-Norfolk, Va.), celebrates his fifth anniversary on October 31. The station will hold quite a shindig. ... Harry Fain, a new old timer in the business, has now added the mill in almost every capacity. ... singer, agent, booker, and in general is one of the leaders in the business. ... Mar noodles, in a six-piece rhythm section doing "Hurt Me To My Heart," that is an early cut by Bill Cloud, and "Tell Me," Hill Buchanan, Monument Music, working on the cover and is still letting the cover be heard by the public. ... The Fountain of Life Singers blend on "Peace Be Still" and "Jesus My Savior." ... The Jackson Gospel Singers sing "Heaven Bound Train," "Gala Walks With Jesus," "Miriam Abravam" advises that Clyde McPhatter, hopscotch from a special session and was cut immediately. ... Ivy Marcus spent the week visiting the Pacific Northwest and the California coast, and Washington districts. ... Ivy has a hit in the new Johnny Ace "Never Let Me Go," the deck gaining momentum by the hour. ... Nashville reports that the LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennett LaBennet...
Stars Over Harlem

While huddled in close pow-pow with personable Cash Box staffmen Norman Orleck and Bob Austin we chanced to glance to a new ad which gave out with the good, good news that likeable and energetic former King west coast representative Al Sherman had just formed his own distribs up out Hollywood way . . . Immediately after leaving the C.B. we took it upon ourself to give A.I. a call to wish him the best of luck and with sailing, and at this very scrubbin' he's doing just that. Already he had secured about twelve lines with the phones constantly ringing and the roster getting bigger and bigger with each time-le.

Moments later we make a mad dash for our transportation to proceed to our uptown happy hunting grounds where we find a whole host of famous names awaiting our arrival.

Among those who took time out from very busy chores to give us a quick chili-chat and hand shake with the purchasers of the wax ditties, were stellar hitmakers Ruth Brown, Willis Jackson, Lucky Thompson. The personable Joe Holiday kept things groovy in the reced keep of the premises. And speaking of Joe, this could be just the time for him to come through with another of his tasty mambo readings. If you recall, his little group gave to customers some of the nicest platters with a latin beat ever heard in these parts. He brought along his latest Prestige etching of another of his wonderful originals called "I Love You Much" b/w "Tea For Two", which are completely loaded with all the good things it takes to make a lush and grab coin after coin. We've tested this one in the teen-agers favorite hang-outs and they welcomed it with open arms and hearts.

Charles Brown's "Let's Walk" platter after many months of relaxing on the racks, suddenly starts to blaze away and away like a house aflame . . . Amos Milburn and "Baby" still climbing and making a strong bid for a top slot spot . . . A pleasure it was indeed to meet and a talk with Margie Day who moved on into our midst quite of sort and quiet like to adjust booking dates. Checked with Decca distrub office which informed us of the little lady's latest "Mole In The Hole" reading ready any moment to make with the big noises. Perry Como and "Papa Loves Mambo" getting attention plus uptown. Same goes for Doris Day and "If I Give My Heart To You". The many "Shoofly" slings drawing rape after rape, and buck after buck, B. B. King and "You Upset Me Baby" could be the one the behing little blues boy's been awaiting for to once again cause the old racks and juice boxes to rock and roll continuously from sun up till then . . . The Clavens, Edna McGee and swinging handmaiden Paul Williams comprise the line-up which is bringing the big smiles to the Apollo Theatre crowd . . . Pats Domino's "Love Me" currently sporting a new tar . . . The Uptown retail salesmen call it their pride and joy, and because its the one they use to set the proper mood when catering to their purchase of the down home happenings . . . From the mid west come the throw sound and make us that distrub representative Paul GII is still the busiest of the busy boys around the Chicago parts. On a recent trip out that away, this writer had the pleasure of making the rounds of the Windy City jocks and spots with the very personable Paul who makes use of every second of the dim and bright. "King" Cole and "Hajji Ban". Need I say more.

"It's What's in the Cash Box That Counts!"
Coming Up In R&B
Listed Alphabetically

ANNIE PULLED A HUM-BUG
Midnights (Music City 746)
San Francisco

OH YES I KNOW
Jewels (RCA 12003)

SOMEBODY TOUCHED ME
Ruth Brown
(Atlantic 1044)

WELLS LOTTA' LOVE
B. B. King
(RPM 416)

Cash Box Commented On
"Smutty" Disk Campaign

CONNERSVILLE, Ind.—The following is one of the many letters The Cash Box has been receiving in reference to its anti "smutty" disk campaign:

The Cash Box Publishing Co., Inc.
26 West 45th Street
New York 36, New York

Att: Mr. Joe Orleck

Dear Sir:

We have been getting Cash Box for little over a year, I always enjoy the Editorials along with the record information it supplies. However, the most heartening encouraging and valuable Music Editorial I have yet to read was printed in the Cash Box October 2, 1954.... Stop Making DIRTY R & B Records.

Our shop is small but we have built a nice business on having The Greatest Variety of records for the buying public. Along with serving our public we also have pride and prudence. Some of the latest Rhythm and Blues releases have been so "smutty" that we are ashamed to admit that there may be one in stock. And that is because we were tricked into buying them for the opposite side which is usually a tangible number.

We want to please our customers. We also want to run a respectable business. I'm sure there are other dealers that feel as we do. You can't pull people from the store by shoveling filthy muck around them.

I do hope that record companies and people who profess to be artists will heed the warning and suggestion you offered. Our sincere thanks for putting in print.... Stop Making DIRTY R & B Records.

Yours truly,
Mrs. Harold Kelley
Spec)' Record Shop
Connersville, Indiana

**Puppy-Disk Tie-In**

NEW YORK—Above is a photo of promotional tie-in that should result in healthy sales for two firms. Being sold as a package in this Kathryn King Prevue record of "I Want A Puppy" My Stocking For Christmas" and a grey toy poodle manufactured by the J. E. Godridge Co. The song is on a 6-78 rpm microphone record and is coupled with "Little Merrie Christmas."

**Chester Record Co.**

450-52 Carthage Grove Ave
Chicago 15, Illinois

WILLIE MABON
"POISON IVY"
B/W
"SAY, MAN"
CHESS 1580

LINDA'S DREAMS
"SINCERELY"
B/W "TEMPETING"
CHESS 1581

LOWELL FULSON
"RECONSIDER BABY"
CHESTER 806

BOBBY LESTER
and THE MOONLIGHTERS
"SHOO DOO BE DOO"
B/W "SO ALONE"
CHESTER 806

JOSIE'S SINGS!

THE CADILLACS
"I WONDER WHY"
B/W "GLORIA"
JOSIE 744

THE FOUR BARS
"IF I GIVE MY HEART TO YOU"
B/W "STOP IT QUIT IT!"
JOSIE 745

JOSIE RECORD COMPANY
5 WOOLF ALLEY N. W. B. Camping
New York 10, N. Y.

ATOMIC RECORDING CORP.
P. O. BOX 3066
New York 16, N. Y.

Another Great Hit By
The Boss of the Blues!

"WELL ALRIGHT"
"MARRIED WOMAN"
JOE TURNER

ATOMIC 1060

Canon 35mm Black and White Film

It's What's in THE CASH BOX That Counts!
ANGEL FACE with FRANK MOTLEY
(Big Town 114)

"WHEN THE SAINTS GO MARCHING IN" (2:13) [4 Star Sales BMI] Angel Face belts the driving "Saints" and Frank Motley lends his capable horns to the backing. All exonerates the jazz standard is treated to an enthusiastic reading herein.

"DON'T EVER LEAVE ME" (2:21) [4 Star Sales BMI—Crawford] Angel Face changes pace on this platter as she sings a slow blues with expressive warmth. Angel Face puts the torch to the lyrics.

ELMORE JAMES
(Flair 1057)

"SUNNY LAND" (2:45) [Flair BMI—James, Jones] Elmore James sings out a slow rhythm blues, simple but strong. Good blues wax.

"STANDING AT THE CROSSROADS" (2:50) [Flair BMI—James, Jones] James picks up the tempo on this item and dishes up the middle beat blues in which he tells the story of his two timing lady. Good, solid middle of the road material and treatment.

JOHN LEE HOOKER
(Modern 942)

"COOL LITTLE CAR" (2:46) [Modern BMI Hooker] Hooker fashions a slow blues in the John Lee Hooker style. Hooker has a cool new car and invites his baby to take a ride with him.

"BAD BOY" (2:46) [Modern BMI Hooker] John Lee used to be a bad boy, but he's learned his lesson. Story is told to a slow beat and Hooker chants the moving lyrics in his usual authentic Southern manner. This deck has it for strong sales.

WILLIE RESTUM
(Capitol 2962)

"ONE NOTE BOOGIE" (2:18) [Moonlight BMI—Willie Restum] A quick beat boogie with a driving sax the lead instrument. Can't sit still listening to this one.

"RESTUM IN PEACE BLUES" (2:36) [Moonlight BMI—Willie Restum] Flip is a change of pace with Restum blowing a full toned sax reading of a rhythmic slow blues. Item picks up tempo about midway and takes off in wild fashion with a crazy unmelodious vocal that appears. Good bawling wax.

HAPPYLAND SINGERS
(Specialty 870)

"SINCE I MET JESUS" (2:40) [R. Martin BMI—A. Bradford] The Happiness Singers etch a slow tempo gospel item, in which the caller, Clarence Fountain, handles the lead with a fervor laden excitement, as he is answered by the chorus smoothly and steadily to set up an effective counterpart.

"ALONE AND MOTHERLESS" (2:06) [Venice BMI—C. Fountain] A middle tempo religious ditty with a story lyric. Effectively performed.

ROBERT ANDERSON
(Apollo 290)

"NOTHING SHALL DESTROY MY FAITH" (2:47) [Bess BMI—Anderson] A slow religious piece performed simply but with feeling. Anderson's full voiced presentation is effectively supported by an easy chorus backing and piano and organ. Tender item.

"SINCE MY HEART'S BEEN CHANGED" (2:53) [Bess BMI—Anderson] Another slow, inspired number with Anderson's big voice projected in cathedral tones. Deck picks up tempo about midway and Anderson drives for an exciting reading.

DISSIE HUMMING BIRDS
(Peacock 1736)

"CHRISTIAN TESTIMONIAL" (2:44) [Lion BMI—Ira Tucker] Those top-notch Humming Birds etch a sincere and stirring slow gospel item in cantorial tones. A beautiful work that will undoubtedly stir up a healthy gospel sale. Ira Tucker is worth traveling to hear.

"WILL THE LORD BE WITH ME?" (2:41) [Lion BMI—Rose Anna Moore] Another fine side with a faster tempo. The precise teamwork of this group is a treat.

SPIRITUALS

ORIGINAL FIVE BLIND BOYS
(Peacock 1735)

"HAVE YOU TALKED TO THE MAN UPSTAIRS" (2:40) [Stanley, Morgan, Manner] The Five Original Blind Boys borrow the pop hit and transform it to a religious piece. The boys lend an authenticity by frenzied screams and "Blind Boy" feeling, but despite the handclaps and tam-tamming the etching still seems to retain that pop feeling.

"IN THE GARDEN" (2:41 P.D.) A slow inspiring gospel piece with which the boys seem to feel more at home. Archie Brownlee, in the lead, sings in thrilling fashion. This side will sell well.

JOE HOUESON
(Money 203)

"WAY OUT" (2:35) [Money Music BMI—Gray] Joe Houston blows a wild quick beat item that should have the kids hopping.

"ALL NIGHT LONG" (2:35) [Money BMI—Gray] A similar item for the same dance market. Houston's good and the deck excites.

SONNY THOMPSON
(King 4746)

"CAT ON THE KEYS" (Parts one and two) (2:46 and 2:59) [Jay & Cee BMI—Thompson] A fascinating two sided wax with scintillating keyboard and sax work. Easy on the ears listening.

BUDDY TATE
(Atlantic 206)

"SENT FOR YOU YESTERDAY" (2:40) [Brigman, Vooce & Conn ASCAP—Basie, Durham, Rushing] Buddy Tate and his swinging little aggregation dials up a quick beat bouncer with a smart sound for the dance crowd. Wax solid fare for the hip teener.

"JACKIE" (2:43) [Challenge Music BMI—Skip Hall] The flip is a slow melty item featuring the soft round sax tones of Tate. Mood listening.

OTIS BLACKWELL
(Jay-Dec 794)

"MY JOSEPHINE" (2:12) [Beacon BMI—Blackwell] Otis Blackwell does a fine job of folk singing as he chants the engaging story of his love, Josephine. Infectious tempo.

"AIN'T GOT NO TIME" (2:16) [Beacon BMI—Blackwell] Flip is a slow southern type blues sung with warmth and feeling. Blackwell's sincere style makes this an ok piece of wax.
THE ROBINS
(Spark 107)

The Robins come up with what looks like a winner in "Loop De Loop Mambo." The group really rides this one with a spectacular treatment of a solid piece of material. The lads get in on the current dance craze with an item that has a freshness, drive and novelty. Should be the best the Robins have come up with yet. The flip, "Framed," is another humorous jump item, in which the group uses the familiar narration and song technique. Lyrics are just what the title implies. The horns are framed by the police. Cute ditty. Two good sides, but "Loop De Loop Mambo" should make it quick.

JAZZ

THE BUDDY RICH QUINTET

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

(Norton Records 126)

"BONGO, BASS AND GUITAR" (3:28) [Evergreen Music ASCAP—Dennis, Adair] An unusual novelty with banks by Buddy Rich, not the greatest voice in the business, handles his chores pleasantly and the wax is light, commercial and pleasant.

"SPORTIN' LIFE" (2:35) [JATAP—Edison] Buddy gets back at the drums on this side as he and group swing into a middle tempo jump piece. Buddy has an all star cast performing, consisting of Willie Smith, alto sax; Bob Polan, baritone sax; Harry Edison, trumpet; Milt Bernhart, trombone; George Wiggins, piano and Joe Comfort, bass. Good sound, good wax.

CHICO O'FARRILL

(Norton 127)

"Havana Special" (3:05) [Antolo ASCAP—O'Farrell] Chico O'Farrell's modern mambo treatment has a double appeal. The jazz fan will find his Latin sound and the mambo fan can perform his terpsichorean feats. Happy marriage. Good wax.

THE SAL SALVADOR QUARTET

(Capitol 65005)

"Cabin in the Sky" (3:05) [Posit ASCAP—Duke, Latouche] Salvador fronts his own group in the latest of the modern "Kenton Presents" series. The guitarist comes up with some first rate plucking and is simply fortified by the remaining trio, Eddie Costa on vibraphone and piano; Kenny O'Brien on bass; and Joe Morello, drums.

"Groundtrippin'" (2:44) [Benton BMI—Sal Salvador] Sal and the boys etch a Salvador quick tempo original. The group produces a fetching piece with lots of appeal.

THE BAND

(Remington 270)

"The Shaw " (2:20) [Sport International] Short Latin piece with vocal by Bobby Escoto. Vocal is of a nature that will help appeal to the Latin market. Deck has more punch and appeal in the breaks when it works without vocal.

The Cash Box

RHYTHM 'N' BLUES REVIEWS

THE CASHE BOX

SLEEPER OF THE WEEK

"LOOP DE LOOP MAMBO" (2:40)

(Quintet BMI—Leiber, Stoller)

"FRAMED" (2:45)

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“You Can Have Too Much of A Good Thing”

MEMPHIS, TENN.—A one-time lover who always played the same record on the juke box, was fined $21 in Memphis City Court, recently for training a critic who wanted to hear something else.

“Every time I punched the record for three weeks, he’d cut it off,”骥克·米斯利, president of the King B Bonnie.

Jerry Neilson, 15, wore a bandage on his forehead. He said he had testified that Broadway played the “Hoochie Koochie Man” by Muddy Waters over and over until he could stand it no longer.

“I told him I was tired of it and asked him not to play it again,” Neilson said, “but I couldn’t take it and hit my head.”

Neilson said the wound inflicted by Broadway required four stitches at the hospital. Broadway said he used his fist.

Broadway faces 21 days at the workhouse, a house devoid of juke box music, unless he can raise the money for his fine. He said he was broke because all his extra change went to play “Hoochie Koochie Man”.

Cardinal Disks Makes Xmas Tie-In

KANSAS CITY, MO.—In the never ending search for a new gimmick, Cardinal Records has come up with a clever trick that ought to result in loads of cash for all concerned. It’s a Christmas EP which is enclosed in a Christmas card. In an attractive EP-Yulette greeting features the Melody on four of the most popular all Christmas songs: “White Christmas”, “Silent Night”, “Holy Night” and “Jingle Bells”.

A promotional counter card is being handed to retailers to further explain the idea, and first reports indicate that it’s meeting with great approval from everyone.

The recordings are also being released in a form for juke box operators and dealers.

Greeting card and auto accessory stores will also handle the item.

Bill Blasso, president of the Cardinal firm, reports that this is the biggest Christmas disk that the company ever had.

Team On Tune

NEW YORK—Press agent Ed Smollett and wife, who is former band vocalist Myself Allen, and George Wallington and his wife, Billie Records, were talking about one evening last month when they upset and penned one titled “My Lover Who Lived”. Ed and Billie are both with the Virginia Wicks publicity office.

Published by Mills, the tune has just been recorded by West Coast singer Mae Williams for American Records. Quick action on their initial effort has spurred the part time tunemakers to pen a dozen other melodies, some singly and some in unison or a fraction thereof, and these more songs have been taken up with wavings forthcoming.

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

The Cash Box, Music

Page 28

October 30, 1954
### Publicity Agent Added To Hank Snow Staff

NASHVILLE, TENN.—Hank Snow, whose RCA Victor recording of "I Don’t Hurt Anymore" has been riding in the number one position across the nation on all charts for many weeks now, recently added the services of a publicity agent to his staff.

Mrs. Mae B. Axton, Jacksonville, Fla., a former school teacher, magazine and newspaper writer and TV producer, has been named to the post by Snow. Mrs. Axton, interviewed by Charlie Lamb of The Cash Box, was enthusiastic about the new association. "Hank Snow is one of the really great artists of all time," Mrs. Axton commented, "I’ve worked with a lot of fine people in church, school and civic affairs, and I fervently believe that Hank Snow is one of the very finest. For these reasons, I am extremely happy to have the opportunity to help introduce the talents, abilities, and fundamental greatness that is Hank Snow to more and more people."

"As Hank once told me," Mrs. Axton remarked as the interview ended, "We country music artists are servants of the American people. It is our humble duty to give them the songs that enrich their lives and give them added pleasure. The everyday American people give us whatever success we achieve. They deserve the credit and the homage. Their number includes the very able disk jockeys, disk box operators, distributors, publishers, recording people, retailers and our fans in general, as well as our fellow artists."

Snow’s newly acquired publicity representative will headquarter in Jacksonville, Fla., but will work closely with all country music affiliates and other followers of this music throughout the country.

### Duke of Paducah Gets DJ Program

NASHVILLE, TENN.—Are comedy- and versatile master-of-ceremonies, The Duke Of Paducah, whose famous tag-line... "I’m Going On This Way. These Shoes Are Killing Me" has rocked audiences with laughter from coast-to-coast, makes his debut as featured star for the Purina program, January 1, 1955. Eddy Arnold formerly held this spot for the Purina people.

The "Duke" steps into the role of Disk Jockey for the new Purina show, which will be transmitted in front of a live audience. The format allows for records to be played by the local disk jockey in each market carrying the show. The fifteen minute transmitted show will be aired three times weekly, covering some three-hundred and twenty-five stations, with an anticipated coverage of four hundred stations within six months after initial broadcast.

As a special feature of the show, the "Duke" will interview 'known personalities once or twice a week. And, the interviews will be with famous and interesting persons from every field of endeavor.

The Duke of Paducah submitted the idea for the show about three years ago to Brown Brothers Advertising Agency in Springfield, Mo., and only recently the audition was given the OK, and the format for airing completed.

### First Session

**NASHVILLE**—Mitchell Terok, noted songwriter and artist, goes over some songs for his first Decca session. Featured with Terok above is Paul Cohen, Country & R&B head of the diskry.

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### The Ten Country Records

**DisK JockeyS Played Most This Week**

<table>
<thead>
<tr>
<th>1. I DON’T HURT ANYMORE</th>
<th>Hank Snow (RCA Victor)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. ONE BY ONE</td>
<td>Kitty Wells &amp; Red Foley (Decca)</td>
</tr>
<tr>
<td>3. MORE AND MORE</td>
<td>Webb Pierce (Decca)</td>
</tr>
<tr>
<td>4. WHAT’CHA GONNA DO NOW</td>
<td>Tommy Collins (Capitol)</td>
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<tr>
<td>5. THIS OLE HOUSE</td>
<td>Stuart Hamblen (RCA Victor)</td>
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<tr>
<td>6. EVEN THO</td>
<td>Webb Pierce (Decca)</td>
</tr>
<tr>
<td>7. IF YOU DON’T, SOMEBODY ELSE WILL</td>
<td>Jimmy &amp; Johnny (Choss)</td>
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<tr>
<td>8. THIS IS THE THANKS I GET</td>
<td>Eddy Arnold (RCA Victor)</td>
</tr>
<tr>
<td>9. A PLACE FOR GIRLS LIKE YOU</td>
<td>Farson Young (Capitol)</td>
</tr>
<tr>
<td>10. YOU’RE NOT MINE ANYMORE</td>
<td>Webb Pierce (Decca)</td>
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</tbody>
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**Plus The Next Five**


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"It's What's in THE CASH BOX That Counts"
I DON'T WANT ANYMORE
(Decca 29952; 9-29952)

DONT' LET THE DEEPEST
HIDDEN HURDLES disturbs
THEY INDEED.

ROM GRAD

W roar

MORE AND MORE
Webb Pierce
(Decca 29952; 9-29952)

3. THIS IS THE THANKS I GET
Eddy Arnold
(RCA Victor 20-5887; 47-5887)

4. THIS OLD HOUSE
Stuart Hamilton
(RCA Victor 20-5719; 47-5719)

5. ONE BY ONE
Kitty Wells & Red Foley
(Decca 29965; 9-29965)

6. WHATCHA GONNA DO NOW
Johnny Cash
(Capitol 2891; F-2891)

7. IF YOU DON'T SOMEBODY ELSE WILL
Jimmy & Johnny
(Chess 4859; 48-4859)

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

9. THE NEW GREEN LIGHT
Hank Thompson
(Capitol 2720; F-2720)

10. TWO GLASSES, JOE
Ezra Tubbs
(Decca 29229; 9-29229)

“I HOPE MY DIVORCE IS NEVER GRANTED” (2:18)
[Milenie ASCAP—F. Rose, H. Heath]

KITTLE WELLS
(Dorothy 29-92513)

THE TALENTED KITTY WELLS, whose
disks always mean money in the
pockets of ops and dealers alike,
comes through with a potent plat-ter
in this catchy, rhythmic number.

WERLEY FAIRBURN
(Capitol 2963; F-2963)

THU SHALT NOT STEAL” (2:27)
[Athens BMI—D. Eversly]

“PAPA LOVES MAMBO” (2:07)
[Sharpe-Bernstein ASCAP—
Hoffman, Manning, Rychter] Minnie
Pearl, Grandpa Jones and even the
instruments seem to be having a good
365 time as they wax their version of the
current smash that the label has gotten
through recording.

GOTTA MARRY OFF OUR DAUGHTER” (2:26)
[Acuff-Rose BMI—C. Taylor] An
amusing item dealing with the
problems of the parents. A most
enjoyable pairing by Jones & Pearl.

ZEB LEMENTS
(MGM 11852; K-11852)

“BLUE TEXAS BLUES” [Blazon
BMI—Clements] Zeke Clements
full and round tones are a treat to
the ear on this captivating, rhythmic
piece. Fishing lyrics coupled with a
delightful vocal style make this
an item.

“THAT'S WHAT DORA DON'T
TO-NITTE” [Blazon BMI—Clements] 
Clements holds off a dandy, quick
heat ditty ditty and sends it
across in relaxing style. Pretty mel-
dody.

AL ROGERS & HIS
SMOKY MOUNTAIN BOYS
(“X”-0064; 4X-0064)

“I AINT SPOKEN PER” (2:04)
[Campbell BMI—Dewine, Rogers]
Al Rogers and his Smokey Mountain
Boys sticketch a tantalizing, middle
tempo item in a mainstream manner.
Rogers' delightful vocal style should
pull a good share of the sales and
spins.

“WORKIN’ MAN’S BLUES” (2:27)
[Fairway BMI—Rogers, Kesler] On
the lower slicing the chant the
chant laments the fact that “the lit-
tle man does the work and
worry while the big man gets the pay.”
A smooth performance.

“BRING IT BACK TO ME” (3:45)
[Commodore BMI—F. Hall, Lewis] Under
half is a charming piece of
material that gives a kick to
polished fashion. Pleasant listen-

“LITTLE DIRTY FACE” (2:28)
[Commodore BMI—F. Hall, Lewis] Under
half is a charming piece of
material that gives a kick to
polished fashion. Pleasant listen-

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

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

Please enter our subscription for 1 year ($2 issues) at $5. Enclosed our
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Announcing

A SPECIAL SECTION OF THE CASH BOX

(Dated November 20th at the SECOND ANNUAL COUNTRY DISK JOCKEY CONVENTION

WASM'S GRAND OLE OPRY

Recording Artists, Publishing Firms and Record Companies Are Invited To Participate With Congratulatory Ads

Last Date On Which Ads Can Be Accepted Is Thursday, NOVEMBER 18th

Rush Your Ad NOW to

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

Distributed in conjunction with

The 29th Anniversary of WSM'S GRAND OLE OPRY

The Cash Box, Music

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October 30, 1954

Reporting from the Southland, . . . Jim Wilson, WHOQ, Orlando, Fla., opines that one of the best all-round entertaining Opry shows to come his way was the one Jimmie Rodgers recently presented thru that section. Those featured on the tour were: Ferlin Huskey (Capitol), Marty Robbins (Columbia), Martha Carson (Capitol), and Mae Wiseman (Dot). All the artists were in to visit Jim on his "Hillbilly Jimmie," while in Orlando, Ernest Tubb and company extend their current personal appearance tour thru Texas, and onto the West Coast! Hill Monroe (Decca) filling a good schedule of personal appearances, according to word from Besse Mouldin. Monroe and his Blue Grass Boys working Virginia, the Carolinas, and Southern Georgia and Florida. Johnny and Jack and Kitty Wells recently caught in the path of the hurricane "Hazel" while working the Carolinas. Grandpa Jones (RCA Victor) was grounded on his flight out of Canada, due to same hurricane. Eddy Arnold, Eddie Hill and Cousin Minnie Pearl team up for tour this month. And, speaking of Arnold, it's interesting to note that his latest recording . . . "This Is The Thanks I Get" took six complete sessions to perfect . . . dating back to 1947? Tommy Dilbeck, a "Texan" penned the tune. Definitely headed for top build-up is Capitol's Faron Young . . . under the direction of Hubert Long. Faron's release from the U. S. Army is effective November 16. Initial reaction of Faron's latest wax by Capitol's branches proved to be his biggest yet, according to reports. Incidentally, all sides of Young's newest release were written by Tommy Collins. Titles are: "If You Ain't Lovin' . . . You Ain't Livin'" and "If That's The Fashion." Carl Smith and his Tunesmiths, along with Johnnie and Jack and Kitty Wells recently did 3,500 paid admissions at the City Auditorium in Asheville, N. C. Jimmie Rodgers Show (RCA Victor) makes bid for the turntables with its latest . . . "How Do You Think I Feel" and "Why Don't You Let Me Go?" . . . latter being penned by Victor's newly acquired artist, Floyd Wilson. The Solemn Ole Opry Judge Hay, long associated with Grand Ole Opry, has taken over the editorship of the Pickin' and Singin' News, Judge Hay is ably assisted by Vanth Keith, Martha Fergusson, and Dave Stanley. The "New Pickin' and Singin' News" carries items of interest to the fans, and includes columns by Grand Ole Opry's Cousin Minnie Pearl, and WSM announcer Grant Turner.

Murray Nash, of Acuff-Rose Publications, vacationing prior to big fall and winter activity. Webb Pierce, who has remained at the top of the heap . . . 'hit' record-wise for about eighteen months now, continues at a strong pace with his current waxing of "You're Not Mine Anymore" and "More and More." The latter tune picking up goodly share of the play off the strength of its similarity to Webb's biggest recording . . . "Slowly."

HAYRIDE HAPPENINGS

Carolyn Bradshaw moves into the spotlight with her recent recording of "Oh, I Like It," which has created a lot of excitement among the trade. A featured artist on the "Louisiana Hayride," Carolyn, is managed by A. M. "Pappy" Covington who heads up the Artist Service Bureau at KWKH. Carolyn has just joined Cliffie Stone's television show in California for a few weeks. Floyd Kramer, Jimmy Day and their band, and Van Howard (Imperial) have returned to Hollywood for a series of dates in California. This is the group that provided the music on the majority of the ABC network recordings. Johnny Horton (Mercury) is getting set for a series of TV shows and may return any day now. Horton will do at least two shows a week if things pan out. Betty Amos (Mercury) is now featured as a regular on the 'Hayride.' "Johnnys" record advises that Tillman Frazier and Pappy Covington are caring for Betty's bookings. Jimmy Lee and Johnny Mathis (Chess) continue to do a bang-up job with their recording of "If You Don't, Somebody Else Will." Jim Reeves, Jerry and Dido Bowley and J. E. and Maxine Brown still on tour, covering the West Coast and into Canada. Group returns to Shreveport around Nov. 6, Elvis Presley (Sun) is due on hand with a real solid version of "Blue Moon Of Kentucky" made his appearance on the Hayride Oct. 16, Elvis' new one is "I Don't Care If The Sun Don't Shine" . . . an oldie . . . and "Good Rockin' Tonight."

WAX-WISE

This week, recognition is given to a congenial and deserving Charlie Walker who records for Decca! Charlie, who holds forth on KMAC-KISS, San Antonio, Texas, is a natural Texan, born in Colwell County, Nov. 2, 1935. As a boy, the great Jimmie Rodgers was his idol, and he spent hours listening to the "Blue Yodelers" records. And, at an early age, Charlie 'decided' he wanted to be an entertainer. He broke into radio in Dallas in 1943. He worked with several bands, including Bill Boyd's Cowboy Ramblers, Pappy Hal Horton, Cousin Herald Goodman, and Gus Foster. Charlie served two years in the army, most of which was spent in Japan with the 8th Army Signal Corps. While in Japan, he entertained at many camp shows, and did a daily radio program. It's reported that Charlie Walker had the first Country band to ever broadcast in Japan. After the service, Charlie returned to radio where he subsequently became a singer and disc jockey. It was Mrs. Jimmie Rogers, widow of the late Jimmie Rodgers, who brought Charlie to the attention of Ernest Tubb, who was instrumental in getting him a recording contract with Decca Records. Charlie is a regular guest of some of the country hits as "Fortunes In Memories" and "Fool Salad Greens." Charlie is well liked by all his friends in the trade, and is rated as one of the top disk jockeys in the nation. Standing 6'6" tall, Charlie has black hair, brown eyes, and his favorite hobbies are hunting, fishing and golf. Charlie's current Decca record is "Tell Her Lies and Feed Her Candy" and "You Don't Need No Other Daddy But Me." A genuine good fellow . . . we sincerely hope to hear from him for a long time to come!"
UNEXCELLED ENGINEERING

...for matchless performance and profitable operation

Everything you need for matchless performance and profitable operation in every location has been built right into Seeburg Select-O-Matic “100” Music Systems.

Examine the Select-O-Matic “100” as critically as you can...you’ll find that it is characterized by unexcelled engineering from top to bottom, inside and out.

And, all this plus Full-Spectrum High Fidelity and Omni-Directional Sound!
Juke Box Ops It’s:

TO MAKE SOME MONEY!

As the freespender disappears, as the business boom begins to subside, the coin machine operators are among the very first to feel the effect of this return to a more normal economy.

This is because the moment that customer traffic in the retail outlets begins to slacken the percentage of those dropping coins into machines grows smaller.

Those juke box operators who are still featuring nickel play find that, as their intake goes lower, they are faced with severe loss.

And regardless of the most diligent business efficiency which they can practise, they still can’t compensate the differential between paying 300% more for their machines, supplies, parts, living expenses and all other necessities, and charging only half of what they charged in 1939, when the U. S. Nickel was really worth 5 full American cents.

The nation’s leading economists proclaim that the 1954 U. S. Dollar is now valued at 54¢—compared to the 1939 U. S. Dollar. That being the case, the 1954 U. S. Dime is worth 5.4¢ and, similarly, the 1954 U. S. Nickel is worth 2.7¢.

In short, the 1954 U. S. Nickel is now worth just a little more than half of what it was worth in 1939, but in 1939 the juke box operators paid 300% less for their machines, parts, supplies, living expenses and all other necessities.

When the juke box operator switches over to Dime play—he isn’t getting a really full complete 1939 U. S. Dime (worth 10 American cents) what he is getting is 4/10th of a cent more than what the 1939 Nickel used to bring him.

As The Cash Box pointed out to the timid some years ago—that even if the operator lost half his regular play on his 5¢ juke boxes when he changed over to 10¢ play—he would still be earning more than he earns on 5¢ play.

Even tho his actual intake (should he lose 50% of his nickel players when he changes to dimes) would be exactly the same as he is now taking in on nickels—HE WOULD BE EARNIGN MORE MONEY—because he would be saving half the number of service calls, half the wear and tear, and half the general expenses to keep his business going!

That alone caused many operators to switch over to Dime play. Because, as they stated then, and have stated since, they felt that even if they got only half as much play, but that the wear and tear on their machines would only be half as great, that their service calls would be cut in half, and that they would only need buy half as much to handle their routes, they realized that Dime play would make MORE MONEY for them.

Yet all this is only half the story. The chart that appeared on Page 48 of the October 16, 1954 issue of The Cash Box won such wide acclaim that many, many thousands of reprints have since been made of it for operators.

As operators scanning this chart point out, “Even Uncle Sam found it necessary to jump 100% on the price of his First Class Main Postcard—from 1½ to 2¢.”

Even that isn’t all the story. All any operator need do today is take a good long look at the little shoe shine boy who has painted out the old “Shine 5¢” to “Shine 15¢” on his little, handmade, shoe shine box.

Certainly the average operator, who has so many thousands of dollars invested in his business today, has the same business acumen and intelligence as has the little shoe shine boy.

The kid who pops into the place of business regularly calling, “Wanna shine, Mister? Only 15¢,”

All that can be written after that is simply: “It’s DIME to make some money!”
Thank You for Your Support of ROCK-OLA

After seeing and hearing our new 50 and 120 selection models in distributor showrooms throughout the country.

David Rockola
President

ROCK-OLA
HI-FIDELITY
50 SELECTION
MUSIC
Model 1442

Designed specifically for those locations that demand the finest in Hi-Fidelity music but require fewer record selections. Has the same outstanding ROCK-OLA features as the DeLuxe Model.

"it's What's in THE CASH BOX That Counts"
Wonderful Acceptance

HI-FIDELITY Music

ROCK-OLA
HI-FIDELITY
12 SELECTION
MUSIC
Model 1446

A beautiful phonograph with the time tested and proven ROCK-OLA service-free mechanism. Still the smallest phonograph in the world built to play 120 selections.

ROCK-OLA Manufacturing Corp.
800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS

"It's What's in THE CASH BOX That Counts"
N.Y. MUSIC DINNER DRAW 1,000


NEW YORK—An overflow crowd of over one thousand music operators, their families and guests, attended the 17th annual dinner and banquet held by the Music Operators of New York on Saturday night, October 16, in the grand ballroom of the Waldorf Astoria Hotel, this city.

It was acknowledged by the many coinmen attending the association’s dinners over the past years, that the 1954 affair was the largest and finest ever conducted.

The atmosphere of the city’s finest hotel, the hushous filet mignon dinner (so efficiently served), the top star-studded show, and the general camaraderie of the coinmen, added up to the most wonderful evening for the coinmen and their guests.

The dinner came to an end at 10 P.M. A national radio hook-up (Station ABC) went on the air at 10:05 P.M. and for a half hour an array of recording artists, headed by Martin Block, who acted as master of ceremonies, paraded in front of the microphone (See music section for talent story).

A great amount of credit for the arrangements and smooth accomplishments of all matters must go to those coinmen who served on the various committees, and the members of the association office staff, Al Denver, president, assisted by Nash Gordon, business manager, and Dorothy Volk, worked without a let-up during the entire evening. They are due a vote of thanks by the members.

The souvenir program, in addition to being extremely striking in appearance, was loaded with more advertising than in any previous year.

Entire tables were occupied with members of the music distributing organization, who also had factory representatives on hand, Bill Fitz Gerald, advertising and sales promotion manager, and Jack Mitrnick, regional representative, represented A3I; M. W. Kenny, chief engineer, and Jack Gordon, regional representative, represented Seeburg; and Bob Bear, sales manager, A. D. Palmer, advertising and sales promotion manager, Al Deitz, credit manager, and A. J. McIlhenney, regional representative, represented Wurlitzer.

Distributors of amusement machines also joined in for the fun.

Many out-of-town coinmen (see Eastern Flashes) were on hand.

The 17th annual affair reached a pinnacle. If the 1955 banquet only matches this accomplishment, it will be tremendous.

Photograph below shows only partial view of large attendance. Many guests were located in the balcony.

CHICAGO—David C. Rockola, president of Rock-Ola Manufacturing Corporation, this city, whose firm just presented two new automatic music machines to the trade, a 50 selection high fidelity phonograph and a 120 selection high fidelity phonograph, for which the firm has been tremendously complimented, stated this past week:

“As great advances as the automatic music industry has made these past postwar years, those will be pale in comparison to the progress yet ahead, when experiments and developments which are going on behind the closed doors of all the leading manufacturers come into being.”

He also said, “Automatic music, because of the introduction of finer high fidelity reproduction, is just now beginning to reach the status for which it was originally destined.

““There is no longer any doubt,” he continued, “that any man who desires a business of solid and substantial proportions with a growth potential that is absolutely unequalled, in comparison to any other business where capitalization of a modest nature can instantly produce income, knows that this is the time to enter into the business of automatic music.

“This business has just started progressive growth. It is just now beginning to assume proportions which are gaining ever greater attention from outstanding financial organizations and which, of itself, is leading the way in the latest developments which have been presented by the manufacturing firms engaged in this highly specialized electro-mechanical field.”

But even these great advances which have been accomplished these past years, according to Rockola:

“Will pale into insignificance as new developments come into being. New ideas and new products which, just right at this moment, being worked on most diligently behind closed doors in the experimental departments of the leading manufacturers.”

He advised, “Our own factory, regardless of the commendation which we have already received for our new phonographs, is hard at work developing even greater products for the future.

“The automatic music business, therefore, offers a tremendous and progressive field for those with conservative investments,” he continued, and also said, “this business of automatic music has only just begun to reach its acme. The panorama before it is so vast that few have the foresight to as yet be able to completely understand its entire significance in the world of music.”
Neither Rain, Nor Sleet, Nor Strikes—

MIAMI MURMURS

Miami coinmen who have taken up bowling seriously are now discovering muscles they never knew existed. Monday night is Bowling Night for the following sponsored teams: American Operating, Acme Music, Marino Music Co., All Coin Amusement, Advance Music Co., and Music Makers. The teams comprise what is being called the A.M.O.A. League. Most of the sponsors bowl on their own teams. Raoul Shapiro, who has been with Supreme Distributors many years, has purchased a music route of his own, the Tropical Music Co. The Miami City Commission passed a new ordinance eliminating the 11 P.M. curfew. Operators are enthusiastic over the many extra hours of potential play. A real shot in the arm for the juke box business. A cocktail party was given in honor of Anita Helene Kaufman, daughter of Jack Kaufman, of Key West and New York, on October 22. Harry Baron, old time coin operator now running a penny scale route, back from a vacation trip to New York. Music Makers donated a juke box to the Edison Park Elementary school for use at its Carnival. Southern Distributing Co., very happy over the enthusiastic response accorded the new AMI Model "F" phonograph. Willie Levy, Mello Music Co., recuperating from a minor but nasty operation. Willie is in a hurry to get well 'cause the gin players miss him.
Seacoast Takes On Home Juke Box As Nat'l and Export Distribrs

NEW YORK—Seacoast Distributors, Inc., this city, announced this week that it had been appointed exclusive national and export distributors for a new non-coin-operated, non-selective juke box for home use, by the manufacturers Allegro Electronics Corporation, this city, well known in the field of high fidelity and electronic manufacturing.

The home juke box called "Juliette" is exactly like a current automatic music machine with an automatic record changer available in either standard 45 rpm, or a combination of three speeds. Twelve records can be played. The cabinet is constructed of sturdy wood, and comes in three different colors. It is 36 inches high and 30 inches wide. An revolving plastic dome, light up grill, fine amplification to give quality tone, and volume control. When lit up, it looks exactly like a professional juke box.

According to officials of Seacoast, the "Juliette" will sell for under one hundred dollars.

Seacoast is now busily engaged in setting up a network of distributors throughout the nation. Territories are available to coin machine firms, as well as those in the record and music business.

"The machine will fill a long needed niche," said the Dallas Music manager "as they can be located in rum- prus rooms, finished basements, hotel lobbies, hotels, etc. as well as being used for rentals by operators."

Mitnick Guest Speaker

WHITE PLAINS, N.Y.—Jack Mitnick, regional sales representative for AMI, was guest speaker at the meeting of the Westchester Music Club, held last Tuesday, October 18, at the American Legion Hall, this city.

Addressing a large turnout of members, Mitnick spoke on 10c play, the ASCAP type legislation, and the industry in general.

DALLAS, TEX.—Herb Rippa and Joe Matta, co-sponsors of the Dallas Operators Association, this city, called for 100 reprints of The Juke Box Page, August 18, 1954 issue, "Why 10c Play?", to be distributed at a special meeting of the organisation on October 25.

Chi Coin’s "Flash BOWLER" Proves Popular With Nation’s Players

CHICAGO—Chi Coin’s new "Flash BOWLER" is proving to be a very popular game with players all over the country, according to Ed Levin, director of sales.

"We are receiving many reports," said Levin, "that players are sending the tokens at the exact same time and are not participating in the same game."

"The sensation ‘Flash-O-Matic’ score feature of Flash Bowerl" has taken the playing world by storm. "This scoring feature incorporates the unique benefits of a series of strike and spare scores which flash progressively from left to right on the ‘Flash-O-Matic’ scoring panel and continue to travel until the pins are hit."

"A player," Levin continued, "must score each strike which they hit the pins at the same time and strike and spare count is the highest of the group."

"This required time and skillfully directed shooting results in tremendous competitive play. Members maintained constantly from player to player, from frame to frame and from game to game."

Levin further stated, "In order to meet the great demand for this popular bowling game, production at Chicago is being kept at an accelerated clip."

Distinguished Guests Address Meet of U. M. Ops of Michigan

DETROIT, MICH.—Ed Carlson, president of the United Music Operators' Association of Michigan, introduced a meeting on Monday night, October 18, at the Fort Wayne Hotel, this city, to which an impressive list of distinguished guests appeared and addressed the operators.

Prior to opening its regular business meeting, Roy Small, conciliator and auditor, introduced the members, and then introduced the guests.

Small told the members "The reputation of the people in the coin ma- chine business is the responsibility of all of us."

The United Music Operators of Michigan is making it possible for coin machine operators to take part in bringing about better understanding and understanding with the public. Friendship, cooperation and ethical practices will establish the conditions you must desire.

"You do not want this organization only for what it is. You want it more for what it promises to become."

"It is in this world is not so much where we stand, but in what direction we are moving. The two greatest movers of the human mind is the desire of good and the fear of evil."

"A variation in position to progress can be built on a foundation of a moral character and this character is the determining factor of life success and the only guarantee of its permanence and prosperity. Expectations are for the hour, principles for the ages."

"Fortunately we have friends with the "pretty woman" and "pretty man" who know that the majority of the music operators are ethical business men and women, and these friends are willing to help us bring to the public our own aims and efforts to do good.

"Our interest in the teen-age problem is also a large one and we agree that the United Music Operators' Association of Michigan recognized leader to benefit the public as we were during the war years."

"The first newspaper of CKLW, Tom George and Larry Georges, are from WJBK. Inspector Ralph Baker, in charge of the Youth Bureau, who was attending as Police Commissioner Edward Pigeon's personal representative, and Lt. Davey of the Youth Bureau."

All of these men, in short talks, informed the members that they would help them in this battle to further its program to combat juvenile delinquency.

Inspector Baker told the gathering: "In our discussions with young people we have often heard them complain of the lack of music at various centers. This plan will not only eliminate that, but will give them a chance to meet big name celebrities which will increase their participation in the programs."

The regular business meeting, which followed, was mainly devoted to sales reports. John Van Bart, who was voted to set January 1, 1955 as the target date for converting to 10c play.

Lou Fisher was appointed by Ed Carlson as Sgt. at Arms.

Board of Directors will meet on Mon- day, November 29, to set up the program for necessary publicity to accomplish 10c play.

MUSIC OPERATORS

FREE Nationally advertised, $29.56 "Captive" 3 Speed portable record OPERATORS, now you can buy, 4 RPM, from BELL "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 35c per record. Discount for cash and large orders.

"Flash-O-Matic" scoring feature is a unique benefit of Flash BOWLER which gives the operator a competitive edge over the ordinary coin operated operators. Minimum order of 5 records per month per machine. New record pre-leases mailed upon request. Our representatives will gladly call to see you in person at your convenience. Mail or phone your request to—

MUSI C OPERATORS CORPORATION

Studio 915, Carnegie Hall, 154 W. 57th St. (Circle 6-0195) New York 19, N.Y.

Merit Home Products

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

MERIT HOME PRODUCTS

DEPT. CB-30, 107 Manhattan Ave., Brooklyn 6, N. Y.
Gottlieb Equals 53 Mark

Firm Attributes Success to Meeting Trade's Demand

CHICAGO—Executives of D. Gottlieb & Company surprised the founder and head of the firm, David Gottlieb, the last week, by advising him that they had already equalled their 1953 production and sales mark.

As Nate Gottlieb of the firm reported, "This is an achievement of which we are extremely proud. It proves that our theory to help every one of the operators through the nation to enjoy the highest possible trade-in valuation for their equipment thru a plan which David Gottlieb instituted many years ago, 'limited production,' is not only working to the interests of all concerned with our products, but, at the same time, has won such confidence throughout the industry that all will purchase the equipment which we produce on an investment basis at all times."

The fact that this is the first coin machine firm to report such a marvelous record for this year has heartened a tremendous number of people in the industry, it is believed.

When questioned, David Gottlieb, founder and head of D. Gottlieb & Company stated:

"It is more than just qualified and limited production that helps the trade. It is the extensive and intensive tests which we have set up for years and years whereby every single one of our machines, long before technically prepared for market, is tested and retested right on actual locations all over the nation.

"Sure we have discarded many machines. Machines that, in some cases, we all believed would, before the extensive tests, prove to be the greatest ever presented to the market.

"But," continued Gottlieb, "when our nationwide distributing organization reported on what had resulted on actual location tests, we simply forget about the game. We started out on another which contained all the various features that they had asked for and, in this study, we realized the games we were manufacturing were the kind of games the operators wanted.

"As long as this firm exists," he stated, "it shall always remain our policy, in deep gratitude and thanks for what the operators have proved they think of our games, to present only such products that are so intensively tested we know that they must meet with the general demand of the trade."

As Dave's son, Alvin Gottlieb, said after listening to this:

"How can anyone, anywhere, doubt that the products we produce and will produce in the future, after listening to my Dad, will always be the greatest amusements the American market and even all the foreign nations desire?"

K. C. Music Ops Association Meet On 10c Play

Invite Bill Gersh, Publisher of The Cash Box to Speak Before Mass Meet of Organization

KANSAS CITY, MO.—Charles Ben- Jiminosa, chairman of the Arrangements Committee, phoned to The Cash Box today to arrange for Bill Gersh, pub-isher of The Cash Box, to be the principal speaker on 10c play before the Kansas City Music Operators As-sociation.

Said BenJiminosa, "For some time now the operators here have been discussing 10c play. We have arrived at many plans with the result that some of these have created confusion and, I might add, some disension among the membership.

"There is a definite belief here, now that all of the pay telephones in this area have gone to 10c, that the music operators should also change over to dime play.

"We have invited Bill Gersh, pub-isher of The Cash Box, to speak to us at the request of the membership. "Bill has been kind enough to accept. Advising us that he will speak here on his way back from California. This will give us plenty of time to call together a general mass meeting of

The Cash Box

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Gottlieb Equals 53 Mark

Firm Attributes Success to Meeting Trade's Demand

CHICAGO—Gill Kitt of Empire Coin Machine Exchange, this city, was presented with a fourth child by his wife, Valerie, on Saturday, October 2.

The baby boy, named Barry Michael Kitt, weighed 7 pounds, 2 ounces. Barry joins brother Allan and sisters Pamela and Wendy as members of the Kitt household.

CHICAGO—"Flying Saucer" Fuselage Spins Round and Round Cockpit Swings Back and Forth, Up and Down

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

"What’s It in THE CASH BOX That Counts?"
PHOENIX, ARIZ.—John J. Hourihan, secretary of the Arizona Music Guild, reported this past week:

“The operators who are members of the Arizona Music Guild, Phoenix Chapter, donated a phonograph, bowling game and two pickleball games to the Congregation of the Good Shepherd here in Phoenix.

“This is a home for delinquent girls who are wards of the Maricopa County Juvenile Courts. The home is conducted by Catholic Nuns.

“Believe me,” Hourihan continued, “the Nuns were truly thankful for these gifts. They have assured us that their wards receive healthful and relaxing recreation from the equipment which was furnished to them by our Phoenix Chapter of the Arizona Music Guild.

“By the way,” Hourihan explained, “none of these machines will operate with a coin. They are so arranged that the girls can play them to their hearts’ content and thereby enjoy themselves without any need for any type coin or token.”

The Arizona Music Guild has made it part of its public relations program to donate phonographs and games of all kinds to every worthwhile club, school, institution and other organization in the State.

“It not only donates the equipment free of any charge, and in perfect working order, but, it also services and repairs the machines from time to time without any cost whatsoever.”

The Arizona operators have given numerous music and amusement machines to the Fort Grant School for Boys, the Maricopa County Juvenile Detention Home, the Phoenix Boys’ Clubs, the Arizona Boys’ Ranch, and to other civil and charitable institutions.

Officers of the Arizona Music Guild are: Ben Spalding, president; Roy Garrison, vice-president; John J. Hourihan, secretary-treasurer and Walter Fullerson, business manager.

Members of the Board of Directors are: Ben Spalding, John Reese, Elton McCanvlin, Roy Garrison and John J. Hourihan.

The organization reported that it has been tremendously pleased with the articles which have appeared in The Cash Box and the relief that these donations which operators all over the nation have made to worthwhile institutions.

Win Recognition For Gifts of Phonos and Games to Schools, Clubs, Institutions and Various Other Organizations

CHICAGO—United Manufacturing Company’s employees are walking around with their chests puffed out of pride, having ‘walked out in front of them due to the fact that their boss, Lyn Durant, took time out to congratulate the entire organization on the marvelous production record which they reached this past week on four new products going thru the production lines simultaneously.

“The new machines are ‘Comet Shuffle Targettes’, ‘11th Frame Shuffle’, ‘Partial Turn’ and ‘Sing-A-Notes’. All executives of the factory were tremendously pleased to hear of the record which the firm’s factory established and was made possible by the efforts of the entire organization.”

Alderman Hank Dabek, “This is, in my experience, one of the grandest achievements which any set of employees have ever accomplished. It proves the craftsmanship as well as our skill and the determination of the people. Every one worked with a will to get out on schedule to meet the orders which had backlogged on the sales department when we were shorted on electric current as the two big Commonwealth Edison Company generating plants were cut off by flood waters.”

Sales manager Bill DeSelm reported, “This is the first time that everyone has got the games they had ordered on time. We never believed that it could be done. I bow my head in wonder at the skill of our technicians. This is something that had to be seen to be believed. We feel that our ‘Shuffle Alley’ may have hit higher quantity, but, we continued, ‘we’re never before able to meet such outstanding quality working on four games simultaneously.’

‘That’s more’, he said, “each one of them was a first run and was intricate, from a mechanical and production standpoint, than was our ‘Shuffle Alley’. The accomplishment of our factory, by setting a new production mark, proves that we can really boast about.

‘I’m just as proud of our people that I could shout the news off the highest tower in the world.’

Chicago Bowling League News

CHICAGO—The bowlers of the Chicago and Lehigh Valley League informed us that this was definitely an ‘A’ week during this week’s play. Results were:

ABC #2 took 2 from Mercury, Gil Loob lead ABC’s victories with 44. High for Mercury again was Bert Loob with 505. High for men, Atlantic took 2 from B&B Novelty. Mike Blumberg lead Atlantic with 502. trailing just behind was Mike Mannick with 470, Martin Peroni was high man for B&B with 506. Western Automatic took 2 from Coven. High man for Western was Bill Nylund with an even 500. Frank Lazes was high man for Coven with a 459.

ABC #1 took 2 from Star Music. Al Rice was high for ABC with 518. With Bob Gruafer lending assistance at 505. Charlie Alesi was high for Star Music. Myrtle Sochacki of the Ray team bowled 456, high for women.

Decca took 2 from Pasche. Bob Dufort, Ray’s regular, was at 547. With an assist from Frank Tumoski who bowled 525. Rene Galletti carried on the winning streak for the Galletti family, in the absence of Ray, however, by bowling 528, high for Pasche.

Melody Music took 2 from Coral. A. Evans was high for Melody with 489. Tom Cicero lead the Coral team with 512.

Winning games once again and retaining their first place standings was the Ooms team, who won two games from Gillett. High for Ooms was Johnny Ooms with 458. Henry Leonarewicz was high for Gillett with 496.

Action Typifies "4-Belles"

CHICAGO—Action keynoted ‘4-Belles’ this week in five-ball game which D. Gottlieb & Company, this city, introduced into the trade this past week.

‘4-Belles’ has enticing player appeal,” said Alvin Gottlieb, “with its tempo and spot of action.

“It abounds in activity with five sensitive pop bumpers keeping play at an indefinite climax.”

The game also has five trapezes which arc and 5 replays. There is a 1 to 8 rotation sequence. High score totals over 7 million.

According to Alvin Gottlieb, ‘4-Belles’ has undergone rigid and intense testing both at the factory and on location.

“It has proven its mettle by coming through these tests with an ‘A’ grade. Our salesmen, continued Gottlieb, ‘can rest assured that ‘4-Belles’ will give them more fun than ample returns while being trouble free. We here at D. Gottlieb & Company look this to be a smash hit.”

‘4-Belles’ is now on display at all D. Gottlieb & Company distributors.

WURLITZER 1250 .......... $265
WURTH-OLA 1428-Blonde .... $175

ATLAS MUSIC COMPANY
2118 N. Western Ave., Chicago 47, Ill.
Armitage 6-3055

8Y 6S—It’s What’s in THE CASH BOX That Counts

NY Juke Box Banquet Aired On Nat’l. Hookup

NEW YORK—The Music Operators of New York City, after a three week strike, and at the same time gave the juke box industry a big boost, when they were able to get the ABC radio network to broadcast part of the talent of the various operators at the 17th annual banquet from the Waldorf Astoria.

Grossly 10:05 PM, Saturday night, October 16, the airing lasted until 10:00 PM. Act-

ing as master of ceremonies, Martin Sochuck, President of the Operators, introduced the banquet of juke box operators, and then introduced the talent, of whom some sang.

Artists appearing on the radio show to our right was Richard Hayman, Betty Madigan, Sunny Gale, Patti Page, and Monty Lane. The Englishman, leader, who expressed his thanks to the juke box operators.
Rising Singer Inspects AMI “F”

NEW YORK—During the showing of the new AMI model “F” phonograph at Runyon Sales Company, this city, Tommy Mars, MGM recording artist, dropped in to visit with the operators. In the above photo, Art Garvey (left), Bally regional representative, who was visiting at Runyon at the time, looks over the new juke box with Mars.

Conn. Music Ops Go Dime Play

HARTFORD, CONN.—Members of the Connecticut State Coin Association will inaugurate dime play on new juke boxes, according to Abe Fish, president.

The members will inaugurate the same plan as used by the Westchester operators, who have reported great success. Only new multiple selection juke boxes will be used, and a certain percentage of EP records will be installed, according to the operator’s own estimate of what the location needs.

Fish and Carl Pavoral, president of the Westchester association, were in a long conference when they met in New York at the annual banquet of the New York music operators.

“We intend to get started immediately,” Fish told The Cash Box.

Dime Play Juke Boxes Operating In New York City?

Yes, there are some—and operating successfully.

Charles Rubenstein, operating arcades for longer than he wishes to remember, tells about his dime play juke boxes—1 in the arcade on 42nd Street and 8th Avenue (classical music); 1 in the arcade on 125th Street (Rhythm & Blues music); 1 in a location in a Bronx ice cream parlor; and 1 in a Queens ice cream parlor.

“I realize that even my location machines doesn’t make me a full fledged operator,” states Rubenstein. “However, I changed these locations over to a dime, and while there was some objections from the owners, I stayed with them for several hours and convinced them that the patrons, in a large majority would put in dimes. Naturally, some patrons refused to insert dimes at first, but strangely enough, after some other patrons played the machine, these very same people returned to the machine and inserted dimes. I’m fully convinced that with the proper education, plus a smattering of ‘puts’ and patience, dime play can be successful in New York City.”

It’s What’s in THE CASH BOX That Counts
OPERATE Williams
STAR POOL*
2nd coin
STAR FEATURE
permits player to score from 5 up to 200
replays

SEEE YOUR DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL
4224 W. FILLMORE ST. CHICAGO 24, IL.

CALIFORNIA CLIPPINGS

LOS ANGELES

The showing of the new AMI model "F" Oct. 14 and 15 was lauded as one of the most successful ever staged in the history of Budger Sales Company. Preview Bill Holmberg was more than pleased with orders for new machine equipment which were reported to be coming in in large numbers. Tom Sams, district sales representative for AMI and Eugene Wasson, service engineer, were also present to make the two day event complete. The Mayleys, the Z-Center Selectors, were on hand to help the many recording artists who came in to chat with operators and pose for pictures around the new AMI. The full rich tone of multihorn high fidelity sonority combined with the thrill of the new "F" to draw crowds of many 55 new features and eight attractive colors with keen interest. On hand to answer all the questions were T. Ray, Ben Helmer, Paul Martin and Don Ames. Showings in San Diego, San Bernardino and other Southern California cities were scheduled for this week. Tom Sams left town with a flat tire; a few kicks and a couple of dollars, but he would make even the seasoned traveler daze. He attended showings in Phoenix, San Francisco, Portland, Seattle, Spokane and Edmonton, Alberta Canada to name but a few. All this traveling and Tom a newwyed of only a few months too—Ouch his poor wife! The introduction of the new AMI has sparked activity all along coastline.

At the Paul A. Laymon & Co. showroom a record throng of operators trekked in to buy parts and equipment for their routes. Some of the out-of-town ops who had been in town for the overall new rack over the new Bally "Variety" In-Line game and "Jet" and "Rocket" Bowlers. . . Even the most meticulous buyer could find just the right equipment for his route from the large display of new games and phonos at the various distributors along the row. . . Commanding the center of attraction at the C. L. Unick & Co. show was Mahavani, England's sports In-Line game. The place was swarming with activity as six truck loads of United's "De-Luxe Carnival" Gun pulled out in front. Excitement mounted as the_unveiling. Al Balanc at the controls of the game and operators all pitched in to help unload the guns. Quite a rare sight, to say the least! The ops who waited in through the doors of the Company hoping to carry home a new Seaburg Hi-Fi phonos were completely out of luck. Every new machine in the place had been sold out and a backlog of orders was existing at the factory. However, ops were entertained with a large display of games and guns at both the main building and the branch sales offices. The latest additions to the Williams line were not available for inspection, however, favorable comments especially the "Star Pool" Five Ball and the "Super Jet" Gun. . . Al Cane of Cane Distributing Co. stated that September has been their best month of the year with the new "Jet" Gun representing industry. He has many to surpass it. As yet, no date has been set for showing of the new Rock-Ola 50 and 120 selection phonos here. . .

After a quick trip to San Francisco to confer with Lou Wolcher of Advance Automatic Sales Co., Robert Bard, proxy of Bard Distributing Co., came back to the meeting that he had been the appointed Southern California distributor for Wolcher's new 17 column cigarette vendor. . . Maurine Floyd is back on the job again after vacationing in Salt Lake, Las Vegas, Reno and San Francisco. Bill Yedin, LA op, recently left for Utah on a hunting trip, Bill bagged the biggest deer in the area last year and is going back to try his luck again. . . Bob Alexander and his partner Lee K. Mudrick of L. & G. United recently moved their office and shop to 2326 W. Pike, they will do repair and service work for ops and install P. A. systems. Bob and Lou were formerly with the D. W. M. Co. in the city.

Sam Ricketts of California Music Company has just completed remodelin
g the vast juke-box operation. All old equipment has been replaced with new machines and equipment. A women's condition was given to Church and Youth groups and the rest was junked. Sam stated, "I decided that I'd rather give the stuff away to needy organizations or junk it rather than see other operators get a hold of it." Sam is to be highly complimented for the stand he has taken. . . We hear that Bill and Gary Thompson of Long Beach have requested the route and are now operating Credit Game. Also, Russ Lilly, the boys really hosed up the plans of Aubrey Stemler, Western regional rep., for Eastern Electric. After attending the NAMA convention in Washington, D.C., he left for full of work which the big enough to. All plans were set and a school's rain had to lay over for several days before he could get to New York to catch a plane for the Coast. . . Lawrence Wolk visited operators and one-stops along W. Pike this past week plugging his latest invention of "New Year Eyes" he's "There's A Small Hotel" . . . Calif. Music Company will soon have on display a complete line of Ronson lighters for premiums and gifts. . . Leuenhagen's Record Bar has been enlarged to allow for a bigger display of records. Mary and Kay were observed out of the closet and said they are now going to install a new filing system in order to give operators a wider selection and faster service.

E. E. Peterson came in from San Diego this past week boasting about his team which played 8 weeks and is even better than last year when they won the San Diego championship. . . Al Cierro came in from Santa Maria to pick up material for the new home he is building. . . Bob Grindley, former LA op, trekked up from his home in Palm Springs to chat with all the old timers along coinrow. . . Bill Gordon, Standard Co., was in this past week hooking a large rack of new "Lite-a-Name" in Palm Springs. His partner, John Bennett of the Kenomatic Co., Taft, Calif., was in town for the first time in several months. . . Mel Teixeira, Santa Maria; D. D. McClurg, Santa Barbara; M. J. Trevino, Oxnard and Harry Irwin from Ventura were also in . . . Other visitors included G. F. Smith, of In-Line Game Co. in L.A.; Fred Potter, of Mills Mfg. Co.; John Mudrick of the M. W. Co. in San Diego; Robert Martin, of Sams & Co.; Kansas Gray, San Bernardino; and Paul Kain, Bloomington. . . Several other ops came in from surrounding communities including Mel Smodnider, Compton; Reed Olson, Tarzana; and George Kohler, Redondo Beach. . . Roy Jones, Jack Reeser, and Kenneth Wolf from San Diego were seen picking up business mgr. for the Calif. Music Merchants Ass'n, LA Division, announced that Phil Shatz recently joined the organization as their newest member.

Cool weather setting is helping indoor plays for coin business and collections improving along with orders for new equipment. . . Outlook for music ma
cine play reported big as cafes, dining spots and after dusk operations begin in New England. . . Ed Ravreby, World Fair, back from NAMA show in Washington where he met many old friends and inspected new coin machines. Among column: Ed cut up jackpots with Joe Ash of Philly; Irv Blumen
thal of Baltimore; Dennis Donahue, former v.p. Mills Novelty, Chicago, now with Cole Spa Mfg. Co., Chicago; Bill Belles, of Kenney, Chicago; Art Weintan, of Exhibit; Jack Nelson of Bally; Mike and Joe Munves of New York; Barney Sugarman and Abe Green of Ruman Sales, New York and Newark, N. J.; John Hilelita, Newark, N. Y.; Gordon Mills, former v.p. of Panoram Soundex Corp.; and many many others. Daughter Ruth Ravreby and Dick Mandel, sales manager, kept things humming on the home front while Ed was in the nation's capital. Ops seen at World Fair this week included Leo Glasband, Lynn; Dave Baker, Atlantic; Pechy Cassananta, Milford; Bert Clapper, Miami; Paul Strahan, Greenfield; John Conti, Providence; Charles Stevens, Waltham.

Barney and Louis Blatt entertained hundreds of ops from all over New England for the opening of their Atlas Distributors on Commonwealth Ave., where they presented the new AMI model "F" music machines. Ops were congratulating the Blatts on their return to the coin biz after an absence of a couple of years. . . Kitty Kalten cancelled out her engagement at Blistraub's— reported ill in a N. Y. hospital. . . Jerry Flatto, Boston Record Distributors, back from Manhattan where he judged a beauty contest at St. Nick's Arena. He caught Billy Williams, Vaughan Monroe, Richard Hayman, Jaye Morgan, Jerry Vale, Tom Prisco and the Mariners. Among ops at Boston Record Distributors this week were Bob Fenó, Greenfield; Al Dolini, Hyannis, Bob Sequin, Newport, Vt.; Art Stohan, Greenfield. . . Several of the local ops attended the cocktail party at the Sheraton for Manitou, England's top orchestra leader. . . Marion Sutcliffe, Juke Box Haven, entertained large numbers of out of town ops who were catching the AMI show at Atlas. Marion's one-stop, next door to Atlas, is catching on with ops through promotions of visiting record artists. Among ops at Juke Box Haven were Jerry Plum of Joe's Music, Nashua, N. H. . . Boston still on daylight saving time. Goes on Standard time Nov. 1.
West Mich. Ops
View AMI "F"

GRAND RAPIDS, MICH.—Bill Miller, president of Miller-Newmark Distributing Company, this city, hosted approximately 200 operators and their wives from all over western Michigan on Sunday, October 10, who attended his showing of the new AMI model "F" phonograph.

"The showing was a tremendous success" said Miller, "as every operator agreed that we've 'got it' this year. Not only were they amazed at the sonorous sound, but they were amazed at the easy serviceability of the new 'F'. The fact that they could make their choice of colors, which in effect makes every phonograph a custom job, made a great impression on the operators.

"Miller-Newmark Distributing Company looks forward to a busy year filling the orders for the new 'F'," concluded Miller. "

Pictured to the left (top) A group of western Michigan operators and their wives enjoyed the hospitality of Miller; (bottom—1 to r) Al Mohn, Universal Coin Machine Co., looking over the internal mechanism of the juke box; while Joe Welden, Grand Rapid's sp, and Bill Miller look on.

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EASTERN FLASHES

The music operators, their families and friends, who attended the 17th annual banquet of the Music Operators of New York on Saturday night, October 16, in the main ballroom of the Waldorf-Astoria Hotel, without exception, acknowledged that they had the most wonderful night of their lives. The setting, naturally, being in the best hotel in the city, added to the beauty of the affair. The meal was exceptionally fine, and served efficiently. And of course, the star-studded show was out of this world—not only due to the number of top recording artists who performed, but because of the planning and production which made it possible. Unlike previous years, where an over-abundance of artists appeared, one after another, dragging the show into the early hours, this year a limited number of top stars sang and played, which was just enough to satisfy the large audience. Credit for this wonderful evening of accomplishments must go to the leadership of the association. Al Denver, president, in particular, deserves suffering from a several-hour engagement, of course, for the noble task of supervising the talent show, as well as a thousand and one more details. Nash Gordon, business manager, and Dorothy Volk, his assistant, who, alike no longer on the Association office, started working for the day, did indeed arrive. For the first time in many years, there wasn't a single speech by anyone, except for the appearance of Draver, who acknowledged an ovation, with a single sentence of thanks to the guests making the success it was.

There were many out-of-town commun on hand for the music ops banquet. Among them were: Bill FitzGerald, AMI's advertising and sales promotion managers; Jack Milne, regional sales representative for AMI; from the Seeburg factory, M. W. Kenney, his wife and family and Jack Gordon, regional sales representative from Wurlitzer's plant. Rockamore sales manager; A. D. Palmer, advertising and sales promotion manager, Al Dotrich, credit manager; Hank Barber, head of Landschaft & Barber, advertising agency handling the Wurlitzer account; and regional sales representative Al1 Kenney from Boston. ... Sol Gottlieb, the ever-smiling D. Gottlieb & Company re presentative, greeted his many friends. ... Lou Wolcher, Advance Automatic, San Francisco, dropped in on his way home from Washington where he attended the NAMA show. ... V. Van Nattan, sales manager of Auto-Photo Co., Los Angeles; Abe Fish, president, Connecticut State Operators Assn.; Herman Pettin, Baltimore, Md.; Joe Fishman and his charming Mollie from Athlone, Phila.; Marc Perlman, Athlone, Hartford, Conn.; Mr. and Mrs. Al Schlesinger of Poulsbo, N. Y. ... It's possible we missed seeing some of our friends, due to the large crowd and we apologize in advance for omitting their names.

Abe Fish, president of the Connecticut Assn., and Carl Pavoni, president of the Westchester group spent most of the banquet night discussing dime play. We were called into the talk and Fish advised us that the Connecticut org. starts dime play. ... Coinrow affected this week by the trucker's strike, which tied up coin, was really delivered, in some instances, deliveries of equip to wholesalers. ... Games operators' assoc., Auto mobile Coin Employers Assn., Of Long Island, has graduates: John H. Holman, pres.; Harry Pugliesi, vp; and Charley Ehrle, sec-treas. Voted to serve on board of directors: Sandy Moore, Herman Saperstein and Tillof Gross. ... Mildred McCarthy, Castelli Amuse, Co., Huilsville, N. Y., visits the wholesa lers. ... Bill Kane, American Hand Dryer, Phila., spends a day with Joe Young, local dist. ... Gertrude Browne, New York, on the street, buying. ... Lou and Harold Herman, County Amusement, Mt. Vernon, N. Y., have a chauffeur and servicemen, whom they tab the world's champion "sleepers." Rainey (King Kong) Burton out in the truck this week. Came into a no parking zone so that he could drive away when a traffic policeman was approaching. He got out, parked the truck, then stood under the windshield wiper. ... Bob Jacobs, National Amuse, Co., who distributes for Williams Mfg. Co. in N. Y. State from Albany down, displays "Jet Fighter" on his floor. Tell slip. We have a secret about it in a week or so. ... Manny Ehrenfeld, Pasqua, N. J. op, running a number of his juke boxes at 2 for a dime, with the nickel chute returning coin. Claims it's initial step to educate public to insert dimes.}

ALABAMA ACTIVITIES

Big event this week in Alabama was the showing of the all new AMI model "P" phonos at the Birmingham Vending Company, Birmingham, Max and Harry Hervich held open house on the 13th, Wednesday, and Max reports much enthusiasm from the operators. On display was the new AMI that Mr. Kenney's new "American Bowler" and "National Bowler," V. N. Albritton of J. H. Kenney and Henry J. Hooevar of AMI were on hand at the open house. ... The Jefferson County J. E. Banks, Huntsville, was busy with records while Jack Hoskin was tallying the receipts. ... Sidney Kronenberg of Alamat Vending Company out of the city attending the NAMA Convention at Washington D. C., Fred Goldstein of the Bonita Vending Co. talking coffee vendors. Fred reports a good season this past summer with cold drink machines. ... Nathan Advisors of Allen Vending Company reports a boost in business this week. Nathan has his routes in A-One condition for the coming winter months. ... David C. London of London Amusement also reports he has his routes ready for the big winter. His local agent was 

... the coin chute.

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TO ADAPT THE SEEBURG M100-A TO 45 RPM

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Williams’ DAFFY DERBY, Floor Sample
Chicor’s 2-PLAYER TO THE WORLD TRAINER
Deco’s SPACE RANGE, Like New
Gencor’s 4-PLAYER SKEE BALL, Brand New
Gencor’s SILVER CHEST, Upright Bingo Game
Chicor’s 6-PLAYER HOME RUN, Like New

TERMS: 1/5 Deposit. Balance C.O.D. or SIGHT DRAFT.

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CHICAGO CHATTER (Cont.)

One of the things that makes it a real pleasure being a part of the coin machine industry is the generosity of the peoples who are engaged in the business. Just the other day, in a conversation with Al Stern of World Wide Distrib, learned that the Edgewater Hospital was opening its new addition. Al raved about the modern beauty and the tremendously improved facilities of this new addition. “You’re invited,” he said, “to be present the evening of Saturday, October 30, from 8 P.M. to 12 midnight to see the official opening. Mayor Kennelly, Bishop Shiel, and many, many other dignitaries will be present”, he concluded. Al advised that in addition to his own, the many contributions made by the industry to this hospital had helped to construct this $2,000,000.00 wing to this heart disease center. People like Ray Moloney, Lyn Durant, the Cash Box, Nate Feinstein, and many, many others, as Al Stern reported, had given their money to make all this possible. Heart-warming generosity on the part of the coin machine people here.

These are but two very, very, tenner-woemer incidents about what coin machine people do every day in the week to help great causes. There are, among the men here, some of the most profound and outstanding charitable peoples in the history of this or any other city. Many of them, like Ray Moloney, Lyn Durant, Sam Wolberg, Dave Gottlieb, and so many, many others, don’t even want their names mentioned, for the great work they do every day in the year to help someone see a little bit of the brighter side of life.

We do most sincerely hope that our readers will excuse us, but, somehow, we believe that the time has, at long last, arrived when we should tell a little more about the grand and charitable things that peoples throut this area have done for all peoples and, without any doubt, by so doing, helped all this industry worldwide. . . . We recall that, when we phoned Robert E. Sheil’s office to be very late in the day, to advise him that Bob was in the Hospital that had asked for a phone and a game or two that not only did Bob rush out there, but, he donated 4 phones and about 14 shuffle games. And this was Bob’s 37th such donation. Nor has he ever said anything to anyone to bring any glory to himself, but simply to do his bit for the lives of destitute and saddened peoples so very much happier. . . . And to another man, Robert (Bob) Gnarro, we do lowly offer our heartfire. Here is one man who has never yet turned down anyone who asked for a phonograph free of charge, in perfect condition, completely filled with recordings, and constantly gives service without a single murmer. So many peoples to whom Bob Gnarro has made donations have phoned to advise us what a grand and marvelous gentleman he is. And to this man, then, can many of the operators thrust the area solemnly say a fervent “thank you”. Because it’s “Thank You, Bob Gnarro who has given and minded their bats and balls and do things to help one and all gain greater dignity, respect and prestige. . . . Which also recalls that to mind the two very grand people here in our City of Chicago, Maurice and Eddie Ginsburg have, for sometime now, held an open door policy in perfecting and organizing one that through both Eddie and Maurice have advised The Cash Box, “Whenever you need a phonograph to be donated to some worthwhile organization—just phone us. We’ll put it in perfect working order. We’ll fill it with records. We’ll deliver it. And if you tell the people how happy we are to be able to make this donation.” . . . And Ben Coven, Mike Spagnola, Al Stern, along with the Ginsburgs forever are more than willing to help out in any such charitable effort.

Bert Bondioli received a phone call one day, not so very long ago, from a public school principal who asked whether they could obtain a juke box. They actually wanted to buy it. The kids were willing to scrape together their pennies and nickels and dimes and even go out and earn some extra coin for it. Bert simply smiled. Just answered, “Give me your address and I’ll deliver it in Bob Gnarro who has given and minded their bats and balls, and do things to help one and all gain greater dignity, respect and prestige.” We recall that to mind the two very grand people here in our City of Chicago, Maurice and Eddie Ginsburg have, for sometime now, held an open door policy in perfecting and organizing one that through both Eddie and Maurice have advised The Cash Box, “Whenever you need a phonograph to be donated to some worthwhile organization—just phone us. We’ll put it in perfect working order. We’ll fill it with records. We’ll deliver it. And if you tell the people how happy we are to be able to make this donation.” . . . And Ben Coven, Mike Spagnola, Al Stern, along with the Ginsburgs forever are more than willing to help out in any such charitable effort.

For Bishop Shiel’s CYO (Catholic Youth Organization). Even if Fred lives to be 200 years old the blessings of so many, many peoples will always flow toward him. Just another coimnan who knows what it means to help. And help without even telling how much he has helped. . . . Vince Shay called up one day and said, “Look, I’ve got a very kind priest here who takes care of those unfortunate in our County jail, but, he’s very much like to get a juke box for his church.” Two days later Vince brought him again, and said, “Say, aren’t our people in this industry the very greatest? Do you know what”, he asked, “this priest not only got a free juke box but three games and records and service and, what’s more, a real ‘thank you’, too.”

To all the very fine peoples here who make this industry such a pleasant place to work, to all of them, everyone of them, the many, many, many we just didn’t have the room to mention as we reminisced along, we think that all of them, every single one of them, should be most sincerely and truly by one and all everywhere in the world of coin machines for their great generosity, for the grandiloquent efforts and the marvelous manner in which they have helped to make this industry even greater. Or, to put it even more succinctly, and in the statements of an operator here who just irritatedly phoned to say, “Say, why don’t you call me, too, when you want to make a donation? We’ve got some very fine machines in perfect working order; we could give away. So don’t overlook us the next time around.” His name was Phil Weissman. It’s people like Phil and all the others who have made Chicago so great. So outstanding a place to be born in, to live in, and to work in. To just call ‘My Home Town’.  

“7It’s What’s in THE CASH BOX That Counts”

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**FOR SALE**

**WANT—Genco Bingo Rolls, must be completed in working order. PARMA MOUNTAIN SUPPLY, 2573 VALLEY VIEW AVE., SALTON CITY, UTAH.**

**WANT—Distressed merchandise for return privileges. Purple label Capitols, Columbia, Coral, Decca, Victor, Mercury, King—78's and 45's—also L.P.'s. Please quote price we pay freight. C & L MUR-5IC CO., 11 RAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y.**

**WANT—Seeburg 100A; Wurlitzer 1250 and 1500; 100 Solution Seeburg Boxes. Equipment must be in good working condition and no broken platters. H. BETTI & SON, 1706 MANHATTAN AVE., UNION CITY, N. J. Tel.: Union 3-874.**

**WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new or (3/2) RPM in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th Avenue, NEW YORK, Tel.: JUdson 6-4568.**

**WANT—Will pay following prices providing machines are clean, mechanically perfect, and prepaid to Boston. Seeburg:—100-A $300; 100-B $460; 100-HL $475; 100-C $550. Wurlitzer:—1015 $83; 1100 $125; 1250 $150; 1400 $275; 1450 $275; 1500-1550 $300. REDD DISTRIBUTING COMPANY, INC., 290 LINCOLN STREET, ALLSTON, MASS. Tel.: Algoma 4-4040.**

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

**WANT—Show Boats, Circus, Rodeo and Frolics. GOLDEN GATE NOV-ELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3968.**

**WANT—A M. L 40, 80, 120 selection equipment — Phon-o Hideaways, Steppers, Wall Boxes, Bar Brackets, Seeburg 100 A & B, Scales, Arcade equipment, 1c and 5c Vendors, Bally Futurities, 1953 Pin Games. Write stating condition, number, model, and prices. THE ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.**

**WANT—Your used or surplus records all sizes, 45's or 78's. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.**

**WANT—to buy panorams any quantity. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029-35 PROSPECT AVE., CLEVELAND, OHIO. Tel.: Tower 1-6175.**

**WANT—all types of arcade machines and Gantlet & 6 & 8 Flipper Pinball Games in any quantities. Top condition, prices wanted and when ready to ship, INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.**

**WANT—Tubes: 2051; 2050; 70L7; 24A1; 243; 5V4; 6L6; 6N7; 6L7; 6N6 metal; will pay $40 a hundred. Must have minimum quantity 50 of a type. Have you other types? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.**

**WANT—Bingo, late model Shuddle Allers. For resale, Send list. Have all types of amusement equipment for sale. DALE LOWY & CO., 58B TENTH AVENUE, NEW YORK, N. Y. Tel.: Clickeying 4-5100.**

**WANT—Frolics, Rodeo, Circus, and Seeburgs, Model BL's Co's. FOR SALE—3-45's. In stock. NOBRO NOV-ELITY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CALIF.**

**WANT—for resale—22 ft. Rockola—American or National Shuffleboards—Late Bingo Games—Shuffle Bowlers—Lee Mfg. Carmel. State best price and condition first letter. STANLEY AMUSEMENT CO., 1523 BROADWAY, TACO-MA, WASHINGTON. Tel.: BR. 3663.**

**WANT—Mills Panoramas—any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE, WASH. Tel.: Garfield 3585.**

**WANT—from all over! Literature on any machine that takes coins and sells anything—drinks, Bismos, fortunes, Pocket Books, cigarettes 25 c each, aspirin at 5 c each, single hand-aids, newspapers. WITTNER ENTER-PRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.**

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

**WANT—Northwestern 49's: Challengers; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other penny games or THE ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA for resale. Will pay top prices in any quantity. Write, phone or wire: MOCHIGUS ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: 10 4722.**

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

FOR SALE—Japoly $60; Wild West $40; Dealer $165; Niagara $40; Twenty Bands $125; Rock-Ola $140; Majorette $45; Super Pennant $275; Grand Slammer $250; Hayburner $85; $100; Hayburner $50; Beauty $210; Star Series $65; Drift Light $85; NEW AMUSEMENT CORP. EXCHANGE, 5335 PAYNE AVENUE, CLEVELAND, OHIO. Tel: Friedson 1-7277.

FOR SALE—A.M.I. Model D-80 $525; A.M.I. Model D-82 $675; NEW AMUSEMENT TRADING CO., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel: Central 9292.

FOR SALE—Wurlitzer Bar Boxes $1140; Wurlitzer Wall Boxes $325; A.B.C. Coin Acceptor. Tel: 2-3324 or 2-1646.

FOR SALE—Beauty $225; Chinatown $350; Pennsylvania $200; Safe Action $25; Dick Jockey $25; Fighting Iris $35; Frolics $200; Hayburner $250; Yacht Club $250. REEL DISTRIBUTING CO., 4910 NATURAL BRIDGE AVENUE, ST. LOUIS 15, Missouri.

FOR SALE—Close Out! All Games with Formica and Large Pains. No reasonable offer refused. Used Twin, 4 Used, 5 Player, 6 Used Players, 6 Player Deluxe, United Super. Make your own offer on individual games. AMUSEMENT SUPPLY CO., 2684 CONEY ISLAND AVENUE, BROOKLYN 35, NEW YORK. Tel: Dewey 2-9602.

FOR SALE—Complete Arcades or a single machine. We have the largest stock of Second Hand and New Illustrated Arcaede Machines in the world. Also parts and supplies. Send or call for list. MIKE MUNYK, 577 TENTH AVENUE, NEW YORK 10, N. Y. Tel: Chickerling 4-6626.

FOR SALE—Special sale for October only. Chicago Coin Bowlers: 6 Player Deluxe Top $65; 6 Player Deluxe, reel scoring $95; 6 Player Match Bowler $125; 6 Player Super Match with 10th frame feature $145; 6 Player 10th frame special—doubles in 5th frame $160; 6 Player Name Bowlers—match feature $165; 6 Player Double Score Bowler Top $325; 6 Player Double Score Bowler Top $350; 6 Player Double Score Bowler $375; 6 Player Double Score Bowler $375; 6 Player Triple Score Bowler $325; 6 Player Gold Cup Bowler—triple score, feature $325; 6 Player Medalist $350. WE SELL—replay and match score feature $225; 6 Player Advance Bowler—doubles triple and quadruples $350. United Shuffle Alleys: 4 Player Formica Top $40; 5 Player Formica Top $50; 6 Player Regular Formica Top $60. 6 Player Deluxe Original Automatic Top $75 and up. and down scoring glass $65; 6 Player Supreme Top $90; 6 Player Supreme Top $120; Official Match Bowler, reel scoring Formica Top $90; Super 10th frame doubles in 3rd, 5th & 7th frame $195; Olympic doubles and triples $230; Royal $325; Scott Signs $100; Games $105. Larger king size pins can be installed for $10 extra on each game. MONROE COIN MACHINE EXCHANGE, 4243 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel: Superior 1-4600.

FOR SALE—For nothing—information as to how we established 10 cent plus rule and what effect it has had on our business. HENRY C. KNOBEL-LAUCH & SONS, 51 WARREN ST., GLEN FALLS, N. Y.

FOR SALE—FINEST BINGO—Factory Reconditioned—like finding $50 in your pocket. Remember old BINGO machines. Prices: $85—Partly Played Palms (almost New) $395; Yacht Clubs (Improved superliner frequency) $205; Palm Beach $140; Deluxe Palm Beach $370; Beach Club $345; Atlantic City $130; Leader $65; Conley Island $80; Holdem (6 card) $60; Geneva 400's (per-35
cent $275, 2 47M Seeburg Phonographs $95 each; 1 46M Seeburg Phonographs $285; 1 Hayburner Deluxe $275; 1 Hayburner $250; $50; 6 Player Baseball $250; Williams’ 6 player All Star. NEW AMUSEMENT CO., 184 WIND- STROM STREET, HARTFORD, CONN. Tel: Chapin 9-6526.

FOR SALE—3 Brand New Spark Aristo 1e Sales $75 each; 3 Bally Surf Cars $575 each; 1 Bally League Baseball $250; Williams’ 6 player All Star Base- ball Co., INC., 301 VLIET STREET, SHREVEPORT, LOUISIANA. Tel: 3-4508.

FOR SALE—Binks Zippers and Whirls brand new. Supply going very fast. Get them while you can for as low as $29.50 with further discounts for size orders. WE—AUTO-BELL NOVELTY COMPANY, 29 WEST KINZIE ST., CHICAGO, ILLINOIS.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other coin machines. One letter, one wire, or phone call will convince you. FACTORY REPRESENTA- TIVES FOR United, Keyney, Bally, TANAR DISTRIBUTING INC., 3401 W. 36TH STREET, MIAMI 42, FLA. Tel: 64-4684.

FOR SALE—Reconditioned phonographs—ready for location. Seeburg 146-147-148; Wurlitzer 1015; Rockola 1422-1426; AMI Wall Box 5c-10c. WRITE, WITH YOUR LOCATION, M.I.C. DISTRIBU- TORS INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C.

FOR SALE—Ready for location Wur- litzer 1015, 1008 and 1004, Seeburg 146M, 147M, 148M. Special prices on 5020, 4520 and SWL-56. We Buy all Used Machines. M.I.C. DISTRIBUTORS INC., 1221 MAIN ST., PURSALL, 9, N. Y. Tel: Summer 4938.

FOR SALE—Parts and supplies for Jukes, Shuffle, Pin and Telequin Games. Special! Metal Tool Box of Automatic Hardware inc. buttons, nuts, bolts, screws, brackets, switch, springs at $10 value for $2.49. CHAMPION DISTRIBUTING CO., 3743 W. GRAND, CHICAGO, ILL.

FOR SALE—We have a large stock of reconditioned Five Falls. Our packages are in a Second. We therefore cannot sell off any phonographs. We have many phono- graphs on hand and will sell to wholesalers. WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCINNATI, OHIO. Tel: Mowana 5000-1-2.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our prices on any phonograph you have before you buy. UNITED, INC. 4243 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel: West 3-3224.
Originators of the Automatic Selective Juke Box in 1927

AHEAD THEN - AHEAD NOW

AMI Incorporated

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

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

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

(Also Known As the "C. M. I. (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 prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basic to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having for shipment completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber's 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.

**EXPLANATION**

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

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**WURLITZER**

4. **1615, '46, 24 Sel., 78 RPM**
   - 75.00

5. **1600, '46, Colonial, 24 Sel., 78 RPM**
   - 78.00

6. **1608, '47, 100 Sel., 45 RPM**
   - 450.00

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**PHONOGRAPHIC**

4. **1015, '46, 24 Sel., 78 RPM**
   - 75.00

5. **1010, '47, 24 Sel., 78 RPM**
   - 95.00

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**SEEBURG**

4. **1605, '47, 30 Sel., 45 RPM**
   - 650.00

5. **1600, '47, 45 Sel., 45 RPM**
   - 450.00

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**REVIEWS**

1. **786th Consecutive Week's Issue**

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**MANUFACTURERS**

Manufacturers and date of game's release listed.

Code: (B) Bullets; (CC) Chicago Coin; (Ex) Exhibit; (G) Genera; (Gt) Gottlieb; (K) Keeley; (U) United; (W) Williams.

4* **ABC (Un 3/51)**
   - 15.00

4. **Across the Board (Un 9/52)**
   - 15.00

4. **Ali Baba (Got 6/48)**
   - 25.00

4. **Alice (Got 8/51)**
   - 20.00

4. **All Star Basketball (Got 5/51)**
   - 20.00

4. **Amarcord (Un 4/50)**
   - 20.00

4. **Army Knights (Got 12/53)**
   - 175.00

4. **Arctic Industry (Got 11/51)**
   - 45.00

4. **Army/Navy (Un 4/50)**
   - 20.00

4. **Atlantic City (B 5/52)**
   - 125.00

4. **Baby Face (Un 12/48)**
   - 20.00

4. **Banjo (Ex 3/48)**
   - 20.00

4. **Bank-A-Ball (Got 5/50)**
   - 15.00

4. **Barnacle Bill (Got 8/48)**
   - 10.00

4. **Basketball (Got 10/48)**
   - 20.00

4. **Beach Club (B 2/52)**
   - 250.00

4. **Beauty (B 11/52)**
   - 175.00

4. **Be Bop (Ex 3/50)**
   - 15.00

4. **Bermuda (CC 11/47)**
   - 15.00

4. **Big Hit (CC 7/52)**
   - 50.00

4. **Big Top (Ge 2/49)**
   - 25.00

4. **Black Gold (Ge 3/49)**
   - 50.00

4. **Blue Skies (Un 11/48)**
   - 15.00

4. **Boston (W 5/49)**
   - 15.00

4. **Bowling Champ (Got 2/49)**
   - 25.00

4. **Bowl League (Got 8/47)**
   - 10.00

4. **Bright Lights (B 5/51)**
   - 42.50

4. **Bright Spot (B 11/51)**
   - 70.00

4. **Broadway 48 (B 6/50)**
   - 65.00

4. **Buffalo Bill (Got 5/50)**
   - 20.00

4. **Buccaneer (Got 10/48)**
   - 20.00

4. **Build Up (Ex 2/49)**
   - 10.00

4. **Battles & Bows (Got 3/49)**
   - 15.00

4. **Caban (Un 3/53)**
   - 125.00

4. **Carnel Caravan (Ge 6/49)**
   - 15.00
### PINBALL GAMES (Cont.)

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**TOTAL NO.** **TOTAL VALUE**

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"The CONFIDENTIAL PRICE LISTS"

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The Cash Box, Page 51 • END OF MONTH INVENTORY ISSUE • October 30, 1954
### ARCADE EQUIPMENT (Cont.)

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>1. Coin Basketball</td>
<td>$135.00</td>
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<tr>
<td>Champ</td>
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</tr>
<tr>
<td>1. Case 44 Player Derby</td>
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<tr>
<td>1st Coin Goalete</td>
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<tr>
<td>2nd Coin Goalete</td>
<td>$35.00</td>
</tr>
<tr>
<td>3rd Coin Goalete</td>
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</tr>
<tr>
<td>1. Coin Bell Roll-Score</td>
<td>$29.50</td>
</tr>
<tr>
<td>2. Eledeo Pool Table</td>
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<tr>
<td>3. Evans Bat-A-Score</td>
<td>$75.00</td>
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<tr>
<td>4. Evans Bola-Score</td>
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</tr>
<tr>
<td>5. Evans Ski Ball</td>
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<tr>
<td>6. Evans Super Bomber</td>
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<tr>
<td>7. Evans Play Ball</td>
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<tr>
<td>8. Evans Ten Strike ’46</td>
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<tr>
<td>9. Evans Tommy Gun</td>
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<tr>
<td>10. Exhibit Dale Gun</td>
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<td>11. Exhibit Gun Patrol</td>
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<td>12. Exhibit Jet Gun</td>
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<td>13. Exhibit Space Gun</td>
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<td>14. Exhibit Pony Express</td>
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<td>15. Exhibit Silver Bullets</td>
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<td>2nd Exhibit Six Shooter</td>
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<tr>
<td>16. Exhibit Varsity</td>
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<td>17. Exhibit Shooting Gallery</td>
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<tr>
<td>18. Groeten Met. Typer</td>
<td>$79.45</td>
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<tr>
<td>19. Genco Sky Gunner</td>
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<td>20. Genco Silver Chest</td>
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<td>21. Genco Night Fighter</td>
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<td>1st Genco Basketball</td>
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<td>22. Genco Super Basketball</td>
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<td>23. Irish Poker</td>
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<td>24. Jack Rabbit</td>
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<td>25. Jungle Joe</td>
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<td>26. Keeney Air Raiser</td>
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<td>27. Keeney Anti-Aircraft B1</td>
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<tr>
<td>28. Keeney Sub Gun</td>
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<td>29. Keeney Texas Leaguer</td>
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<tr>
<td>30. Kirk Night Bomber</td>
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<td>32. Mills Panoram Peak</td>
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<tr>
<td>33. Mills Panoram Peak</td>
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<td>35. Mutoscope, Fly, Sanders</td>
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<td>36. Mutoscope, Photo, (Pre-War)</td>
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<td>37. Mutoscope, Photographic (late)</td>
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<td>38. Mutoscope Silver Gloves</td>
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<td>40. Mutoscope, Voice-O-Graph</td>
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<td>42. QT Pool Table</td>
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<td>44. Rockola Ten Pins HD</td>
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<td>45. Rockola World Series</td>
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<td>46. Scientific Baseball</td>
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<td>47. Scientific Basketball</td>
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<td>48. Scientific Batting Eye</td>
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</table>
Barrels its way into the Best Locations

BECAUSE IT HAS BETTER TONE

No phonograph equals the Wurlitzer 1700HF for rich, full, true High Fidelity Tone. Better tone attracts more play. More play means more money. Ask the location owner who listens to it all day long—he'll tell you the tremendous advantages of Wurlitzer tone. Coupled with built-in volume level control, Wurlitzer Hi-Fi is the greatest play promoter in the history of automatic music.

SEE IT-HEAR IT-BUY IT
AT YOUR WURLITZER DISTRIBUTOR
THE HIGH EARNING, HIGH FIDELITY

Wurlitzer 1700HF

TAKES THE MASK OFF THE MUSIC

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856
UNITED'S
SINGAPORE

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MORE WAYS TO SCORE

4 NEW SPECIAL CARDS FOR EXTRA SCORES

LITE-A-NAME CARRY OVER FEATURE

SUPER SELECTION

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EXTRA BALL • ADVANCE SCORE
4-IN-LINE SCORES 5-IN-LINE SPECIAL CARDS

Number Selection Feature
DIAMOND DIAGONAL SCORES
4 CORNERS SCORE

Horseshoe Spot Feature
Spots 5-8-15

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ADVANCING SCORES
ALL BALLS RETURN
LATEST E-Z SERVICE FEATURES

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SHUFFLE ALLEY BOWLING GAMES

TARGETTE
6 PLAYER SHUFFLE-TYPE SKEE-TARGETTE GAME

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR
Variety with Sensational Magic-Lines

Profit Boosting Feature

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

Jet-Bowler

With Match-Score Features

Rocket Bowler

Without Match-Score Features

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!