Gisele MacKenzie runs her hands through the stuff that's "Hard To Get", although it's going to be much easier for the pretty singer now, with all the successes and rave reviews she received during the past year. Not only was she consistently effective on the "Hit Parade", but she demonstrated her acting ability on several smash TV shows. And finally she topped off her accomplishments with a hit record "Hard To Get", her first time at bat for Label "X".
ACTION!

...it's a “sleeper” smash!
Already No. 2 best seller in Pittsburgh and breaking in 7 other cities!

THE MAN FROM LARAMIE sung by the VOICES OF WALTER SCHUMANN

C/W LET ME HEAR YOU WHISPER 20/47-6157

from the Columbia Picture 
"The Man from Laramie" in Cinemascope starring James Stewart 
A William Goetz Production Color by Technicolor

A "New Orthophonic" High Fidelity Recording

RCA VICTOR
Somehow Rock 'n Roll refuses to die.

And we have the feeling that it's not going to for a long time.

Almost everyone in the pop business has been predicting the demise of Rock 'n Roll almost momentarily. But just when it seems that they might be right, the trend not only shows up again but becomes even stronger than ever before.

Just take a look at The Cash Box' Top 50 list. In this one week, the following songs are in the Rock 'n Roll kick:


That makes ten of the top fifty in a pop list. It doesn't seem like a drying trend to us.

As a matter of fact we can look for Rock 'n Roll to increase in popularity as it becomes more refined, as A&R men come to know better which pieces of material are best suited for the pop market, and as its method of expression becomes more accepted among the large market that had never been exposed to it before.

As far as the kids are concerned, Rock 'n Roll is to them what Swing was to an earlier generation. It has a meaning for them which draws them to listen to it, dance to it and buy records. Whatever emotional and psychological factors there are behind its acceptance, whatever spark it may have touched off in a teenager's makeup, the one fact that remains certain is that the youngsters today find what they are looking for in the way of music in Rock 'n Roll.

It seems futile to try to deny this fact or pretend that it is a temporary thing. Of course it is temporary in the sense that everything in the world is, but the temporary period of Rock 'n Roll may last for the next decade.

The answer, it seems to us, is to deal with it on a logical basis, i.e. accept the fact that Rock 'n Roll is going to be a strong factor in the music business for some time to come and then go about integrating it into a normal schedule. Naturally everything can't be in that style. But it is obvious that an A&R man who is interested in selling records (and as far as we know every single one of them is) will comb the R&B field very carefully to select the type of material which is exactly suitable to the artist he is recording.

Fortunately the day of jumping on every R&B hit indiscriminately is over. Today improper material is being discarded immediately. Only the most likely tunes are being covered.

This is good for Rock 'n Roll and it is good for the music and record businesses as a whole. For Rock 'n Roll has a great deal to contribute to American music if it is used correctly. And as A&R men learn to deal with it more and more, we have every confidence that it will reach even greater heights than we can yet imagine.
Stuart Hamblen

THE CASH BOX
BULLSEYE of the WEEK

“Lord I Can’t Come Now”

RCA-Victor is so excited over this one they are sending disc jockey copies to its entire list of “Pop & Country” dsb!!

The old man of “This Old House” just borrows a little more time cause he “got a mighty lot to do.”

Martha Carson

THE CASH BOX

Rock Around The Clock
BILL HALEY and his COMETS

1

RCA-Victor

LEARNIN’ THE BLUES
FRANK SINATRA

CA-2183 (F-2183)—Frank Sinatra
CA-5147 (F-5147)—Ray Anthony

2

RCA-Victor

AINT THAT A SHAME
PAT BOONE—FATS DOMINO

DO-3377 (DO-3377)—Pat Boone
WE-55039 (CO-55039)—Fats Domino

3

RCA-Victor

SOMETHING’S Gotta GIVE
McGUIRE SISTERS

DE-2929 (DE-2929)—John Dillon
CA-2996 (F-2996)—Ray Anthony
CA-6143 (F-6143)—McGuire Sisters

4

RCA-Victor

UNCHAINED MELODY
LES BAXTER—AL HIBBLER—ROY HAMilton

6-1377 (6-1377)—Les Baxter
ME-2109 (F-2109)—Roy Hamilton

5

RCA-Victor

HUMMINGBIRD
LES PAUL & MARY FORD—FRANKIE LAINE

LO-1556 (LO-1556)—Les Paul

6

RCA-Victor

A BLOSSOM FELL
NAT “KING” COLE

CA-3095 (F-3095)—Nate “King” Cole

7

RCA-Victor

CHERRY PINK AND APPLE BLOSSOM
WHITE

PEREZ PRADO

DE-2932 (DE-2932)—Per Perez

8

RCA-Victor

SWEET AND GENTLE
ALAN DALE

CA-40530 (E-40530)—Alan Dale
DE-29502 (F-29502)—Ethel Mife

9

RCA-Victor

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
An Announcement
Of Historic Importance To
America’s Record Dealers

from
COLUMBIA RECORDS

This statement marks a milestone in the history of record merchandising.
The plan here outlined represents an entirely new concept of dealer-
distributor-manufacturer cooperation and is the most progressive step ever
taken to expand the sales horizons of the record industry. It opens vast
potentials of continuing volume profits as it employs the most sensationallty
successful of modern sales techniques to create millions of new record buyers
and to multiply purchases by present customers.

In explanation of this new policy, the following letter has been sent to
established Columbia Records dealers throughout the country. It is printed
here as a matter of interest to others connected with the record industry.

COLUMBIA RECORDS
127 SEVENTH AVENUE - NEW YORK 19, N. Y.

August 12, 1955

Dear Dealer:

We take great pleasure in announcing to you a remarkable new plan that
opens -- for the first time -- a vast new horizon of profit opportunities for
record dealers throughout America. This is not just a deal or a promotion,
but a plan so different, so broad in concept, so unlimited in its profit possi-

bilities that we urge you to read every word, study every idea, in the enclosed
material with the greatest attention.

This new plan came about as a result of the series of nation-wide trips
which we recently made to meet with dealers all over the country. On this
trip we had the opportunity and pleasure of speaking to many dealers intimately
and at length and of hearing from them personally about their problems and
ideas for the future. The plan that will be revealed to you here is the direct
result of these discussions -- a plan that would not have been possible without
the many fine suggestions offered by our dealer friends everywhere.

Whenever we traveled we discovered that there was always one question
uppermost in the minds of dealers who were concerned, not only with their own

(Continued on the following page)
business, but with the record industry in general. Everyone asked us, in effect, "what are the major record companies going to do about the record clubs?"

Frankly, at first we did not think anything would have to be done. The clubs were small. They had no outstanding orchestras, conductors, or artists to offer. They accounted for only an insignificant fraction of the total record volume.

However, this picture has changed radically even during the few months we have been traveling to dealer panel discussions. We now understand that the record clubs have attracted a cumulative membership of almost one million, who are purchasing at a rate approaching twenty million dollars worth of records annually!

Not one penny of this volume has been earned by either you, the dealer, or ourselves, the manufacturer.

Our research reveals that in the first quarter of 1955 the mail-order record clubs accounted for about 15% of the total dollar volume of long-playing records sold in the United States. Since they deal essentially in classical repertoire, this would represent about 25% of the purely classical long-playing record business. Compare this volume with the first quarter of 1954 when the clubs did only about 5,5% of the total long-playing record volume, and you will see how rapidly they have grown.

No one really knows just what their sales ceiling will be. Our research consultants report that a vast segment of the American public now prefers to buy a great variety of commodities from direct mail clubs. The book clubs, for instance, have attracted more than 20 million members and have sold them the staggering total of more than one hundred million dollars worth of books.

While the record (or book) clubs will never equal the volume of retail stores, nevertheless, many retailers see that they are unnecessarily losing this extra business.

For some time now, the record clubs have been making strenuous efforts to lease masters from the major companies. We can tell you that we at Columbia Records have been approached several times over a period of two years, and have been offered vast sums of money to lease the prestige of our artists and our trademark to these clubs. To every such offer our answer has been the same: Columbia Records believes that what is best for the record retailer is best for us too. Our business has been built on this close-knit relationship between retailer and manufacturer. We believe that our future is permanently, and properly, allied with yours.

You should realize, however, that the record companies are confronted with an extremely serious problem in retaining their artists in the face of the tremendous inducements offered by the clubs. Because of the clubs' ability to sell any one record in great numbers to its members, they are in a position to offer heretofore unheard of royalty guarantees to recording artists. To date, almost every important classical artist has been approached and offered vast sums to lend his name to the existing clubs. While, because of long-time ties to record companies, no artist of major importance has yet been lured away, you can readily see that it will not be long before important artists will find such offers irresistible.

It is clear then -- from the many anxious letters we have received and from what the many dealers have told us (together with the sales figures and circumstances outlined above) -- that neither the dealer nor the manufacturer can afford to sit back and wait. We simply cannot permit this new source of competition to continue to grow and prosper, with none of this new revenue making its way to those retailers and manufacturers whose financial and emotional investments have built the record business over these many years. For, it is becoming increasingly clear that the record clubs are here to stay -- and they will grow!
They are selling to your customers and ours. They are creating new record buyers every day, customers who do not give you or us a single penny of profit on their club purchases.

The time to do something is now — while the prestige of our artists, the superiority of our recording technique, and the confidence of the buying public are all in our favor.

Here is the plan that you can put into operation right now. A plan that has been thoroughly and carefully prepared by the outstanding experts in America. A plan that gives you a way of doing extra business! A plan that will open for you volume horizons never before available to any record dealer!

The plan, in brief, is this:-

COLUMBIA RECORDS PROPOSES TO ESTABLISH, WITH YOU THE DEALER, THE LARGEST RECORD CLUB IN AMERICA!

Within the next few days, major newspapers, television and radio stations throughout the country will begin to carry powerful advertising messages announcing this new joint venture -- the COLUMBIA ® Record Club.

The greatest campaign ever launched in the record business will advise the public that it can now obtain the most magnificent records ever made -- the famous COLUMBIA ® high-fidelity records -- through a record club plan which is a new concept of dealer-manufacturer cooperation.

Imagine the public's response to this announcement! If unknown companies can sell millions of dollars worth of their own records profitably through the club plan, think of the great success that awaits the record dealer, who, through an even better plan, can offer incomparable COLUMBIA ® records -- the greatest artists, conductors, and orchestras of our time, and what is more, in every field of recorded entertainment!

No doubt you are wondering who will handle all the complex promotional, clerical and accounting operations involved in this plan. Columbia Records has employed the leading experts in club promotion and operation in America. These experts, after thorough study, have concluded that only through a central processing organization can the mechanics of such an operation be worked out. Therefore, with their aid, we have established a complete NATIONAL HEADQUARTERS for this Club.

The Club Headquarters will be organized to handle completely all the complex bookkeeping, accounting, correspondence, shipping and collection for you.

- Headquarters' advertising will bring numbers into your store!
- Headquarters will help you sell the records and the Club Plan!
- Headquarters will ship the records for you!
- Headquarters will collect the money for you!
- Headquarters will send you your share of profit every month!
- And Headquarters will even pay for the free bonus records your customers earn by their purchases.

All these operations will be done for you -- without your lifting a finger!

What then will you have to do? Although NATIONAL CLUB HEADQUARTERS will greatly simplify your job, you cannot realistically expect both the protection and the added income from this Club, unless you, too, will add to our efforts your own energies and merchandising aggressiveness. Although a tremendous national advertising program -- your local advertising -- your own window and counter display material -- will bring new members into your store where you will simply sign them up and forward the necessary information to your Club
Headquarters, we are sure that you will find it highly profitable to conduct your own direct-call operations, personal phone calls, and even, perhaps, door-to-door solicitation to increase the number of members you can bring in.

After that you earn a commission on every record your member buys from your Columbia Record Club — for as many years as you maintain the member in the Club.

Every month your shares of profit are paid to you in cash — growing larger and larger as new members join and old members continue to buy records. Just imagine a plan that sends you money every month in return for your securing members and helping your own customers fill out their Club membership applications when they join. Your commissions can amount to as much as $250.00 a month on just a few hundred members ($2,500.00 a month for a few thousand members) — and you receive your commissions month after month — year after year — without spending a penny for additional inventory — without using an inch of floor space.

Your members will be glad to join because of the many benefits your Club will offer them. The enclosed Presentation lists them all for you. Find out how you can even offer members free records — which don’t cost you a penny! In fact, you will be able to meet and beat those dealers who offer various pricing inducements to draw your customers away from you today.

Now, then, can you take immediate advantage of the Columbia Record Club Plan? All the essential material — everything you need to start signing up members at once — is in the accompanying package or will be delivered to you within the next few days by your Distributor’s Salesmen. In addition, you will also receive a complete Club Plan details about the Columbia Complete Club Plan. Study the information and material carefully. Make sure that your sales personnel are fully briefed. Display the attractive window and counter material prominently. Then get set for the biggest avalanche of new business you have ever seen!

This dramatic plan will add to your profits for years to come. It will create millions of new record buyers — whose interest in music will be encouraged on a regular basis. It will not only bring you your share of the record club business, but will create additional demand for records, phonographs, needles, and so forth, which can only be satisfied by you, the record dealer. There is no doubt that the public has indicated its interest in buying records through the club plan method. You and we can make available to them the finest record club in America. Let us prove once again, together, that the businesses which profit most are the ones that serve the public best!

Let us not allow what has taken place in the book business to happen to the record industry. There a third business, neither book publisher nor book shop, took control of a large part of the industry by winning the club business for itself. Together we can keep this business where it properly belongs — among those retailers and manufacturers who have created the great record industry.

We are sure you will make the most of this momentous opportunity!

Sincerely,

JAMES B. COOK
PRESIDENT

GORDON LIFFERTSON
EXECUTIVE VICE PRESIDENT

HAL B. COOK
DIRECTOR OF SALES

COLUMBIA RECORDS
193 SEVENTH AVENUE • NEW YORK 10, N. Y.
Vital statistics—Harvey Hudson (WLER-Richmond, Va.) telephones to let us know that he has taken a wife. Norman Page (WMAR-Springfield, Mass.) will be married on September 4. He will vacation-honeymoon at Grossinger’s.

Ed Penney, Jr. (WTAG-Boston, Mass.) writes to advise he will be married on August 21 to Patricia Marie in Somerville, Mass. — The Ted Schnidgers (WMMG-White Plains, New York) parents of a nine-pound boy. This is Ted’s second child— the other is four-year-old Lynn.

**THE TEN RECORDS**

**DISK JOCKEYS PLAYED MOST THIS WEEK**

(PLUS THE NEXT TEN)

<table>
<thead>
<tr>
<th>Name</th>
<th>Record Company</th>
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<tbody>
<tr>
<td>Mitch Miller</td>
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<td>Johnny Desmond</td>
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<td>Pat Boone</td>
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<td>Bill Haley (Deco)</td>
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<td>Frank Sinatra</td>
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<td>Fontane Sisters (Dot)</td>
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<td>Julius LaRosa</td>
<td>Cadence</td>
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<td>Les Paul &amp; Mary Ford</td>
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<td>Frankie Laine</td>
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<td>Chordettes (Cadence)</td>
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<td>Alan Dale (Coral)</td>
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<td>Les Baxter (Capitol)</td>
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<td>Mindy Carson (Columbia)</td>
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JERI SOUTHERN
(Dec 29647; 9-29647)

*GREAT NATIONAL MAN* (2-30)
[Saunders ASCAP—Martin, Blanc] From the coming Paramount pic "YELLOW RUSH," Jeri Southern sings one of the tunes. Thrush does a commercial job on a top grade rhumba beat novelty. Cute deck that could catch big.

*WHAT DO YOU SEE IN HER* (5-36) [Redd Evans ASCAP—Weldon, David] A beautiful ballad with standard qualities is given an inimitably tender reading [Herbert] by the thrush. Great song superbly performed. Jeri is tops.

BILL KENNY
(“X”-0155; 4X-0155)

"WHISPERING GRASS" (2-147)
[Millis ASCAP—Fisher, Fisher] "Mr. Ink Spot," Bill Kenny, leans into a striking oldie and fashion it in his unique and ranger manner. Terrific arrangement and delivery.

"THE GYPSY" (2-31) [Leeds ASCAP—Leeds] Another great favorite is dramatically and tenderly treated by the song star. Wonderful tune. Kenny’s orchestral coupling that should make big noise.

FLORENCE WRIGHT
(Seve 1668; 45-1668)


TO WRONG IS TO SIN" [Crossroads BMI—Walsh, Mendelssohn] A sentimental bluesy love tune is warmly delivered here. Slow moving number.

IRVIN FIELDS & TRIO
(Taco 27; 45-27)

*ROSE OF TEXAS* [Planetary ASCAP—George] keyboard master Irvin Fields and his Trio bounces thru a Latin version of one of the country’s fastest rising hits. Fields has a big seller in "Davy Crockett Manbo" and should follow suit with this one. Good deck.

PARADE OF THE WOODEN ROSE" [Universal BMI—Walsh, Mendelssohn] displays some more tricky finger work on this comfy and delightful Latin tempo treatment of a Victor Herbert oldie.

BILL GALLUS
(MGM 1224; K-12041)

"THERE IS NO LOVE" (2-40)

"A TREE FULL OF OWLS" (2-59) [Jose Ferrer BMI—Car- one, Chalk, Hart] The sounds of the country is the introduction for this lilting, light ditty. Cute creation well performed.

THE STARGAZERS
(London 1954; 45-1594)

"AT THE STEAMBOAT RIVER BALL" (1-24) [Hullie ASCAP—Lewis, Stock, Dash] Sonny Farrar and his banjo assist the Stargazers on a cornball novelty that fits well into the current banjo fad. Happy.

"I LOVE YOU A MOUNTAIN" (2-36) [Hollywood ASCAP—Nue- feld, Arthur] Another lively banjo filled novelty. Has that lively air.

CLAUDE GORDON
(Accent 1625; 45-1025)


RALPH FLANAGAN ORCH
(RCA Victor 10-4224; 47-4224)

*NOTHIN’ LIKE LOVE" (2-15) [Columbia Pic ASCAP—Robin, Styne] The Ralph Commercial Orchestra, top form as it rides through a cute up-tempo tune from the pic "Feelin'" Johnny Amore and the Singing Winds handle the vocal chors in fine style. Good deck. Cycle: Strong.

*BEEL BOOP" (1-55) [Pilot ASCAP—Planagan] The crew offers a top grade instrumentation of one of the maestro’s own creations. Solid jump number that the hoilers will greatly enjoy. Designed for dancing.

MAHALIA JACKSON
(Columbia 40554; 4-40554)

"A SATISFIED MIND" (3-95) [Pilot ASCAP—Huddleston, McIntyre] The country field’s No. 1 hit is given a stirring presentation by the striking Mahalia Jackson. Great voice. Great side. Tune could break big.

THE BIBLE TELLS ME SO" (1-37) [Decca BMI—Hays, Rhodes] This is the Georgia field’s No. 1 hit, brought to you by the great Mahalia Jackson. Strong version ought to add much to the tune’s final take.

NORMAN BROOKS
(“X”-017; 4K-017)

IF I HAD TWO HEARTS" (2-144) [MGM ASCAP—Huddleston, McIntyre] Norman Brooks belts out a fast moving romantic novelty that’s pleasing and enjoyable. Artist’s similarity to Al Jolson continues to amaze his listening. Lively deck that could catch.

"LOVELY GIRL" (2-34) [Frank Loesser ASCAP—Mills] This gifted vocalist glides through an inviting romantic waltz number. Easy going side.

ELLA MAE MORSE and
BILLY MAY ORCH
(Capitol 220; K-320)

"AN OCCASIONAL MAN" (2-25) [Saunders ASCAP—Martin, Blair] A "full Latin"东路by by Billie May. Have the edge of her Eloise Mae Morse as she cleverly renders an attractive step off from the forthcoming "Flick "The Girl Rush." Strong side.

"BIRMINGHAM" (2-38) [Saunders ASCAP—Martin, Blair] If "Mush" was a hit, there’s no reason why "Birmingham" shouldn’t be. It’s a cute shuffle beat ditty also from "Girl Rush." Good light-hearted side.

CAROLE BENNETT
(Emex 169; 45-169)


Dot... America's Hottest Label!

The Greatest Record of 1955...

"THE SHIFTING, WHISPERING SANDS"
(PART 1 AND 2)

by Billy Vaughn
HIS ORCHESTRA & CHORUS
Dot-15409

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

"LIVE RIVER" (7:40) (St. Louis ASCAP—Gilbert, Gilbert)

Dick and Jimmy Trio takes a solo run and comes up with a top grade reading of an old classic. Jimmy has an attractive and commercial singing style. Good deal.

THE CASHE BOX, MUSIC

SLEEPER OF THE WEEK

"THE SHINING WHISPERING SANDS" (Plt. 1) [Galloway ASCAP—Gilbert, Gilbert]

"THE SHINING WHISPERING SANDS" (Plt. 2) [Galloway ASCAP—Gilbert, Gilbert]

BILLY VAUGHAN (Out 15409; 15-45409)

Some months back, Billy Vaughan issued a beautiful instrumentation of the oldie "Melody Of Love," a tune that turned out to be one of the big songs of the year. It was an unusual recording in that the treatment had a haunting sound. It was very different from the run-of-the-mill instrumentals. Now Vaughan comes up with another unusual number, and again places himself that has all the earmarks of another top hit. It's a part way winsome version of a song called "The Shining Whispering Sands." Against Vaughan's smooth arching narrator Ken Nordine tells the fascinating story of a wanderer who discovers a wonderland valley of the shifting whispering sands. All of these features comprise a thrilling item. Watch this one closely.

HE" (3:02) [Asa BMI—Richards, Mullan]

[Asa BMI—Richards, Mullan]

AL HIBBIE (Decca 29660; 9-29660)

The fascinating voice of Al Hibbie is just great on the two wonderful and exciting sides of his latest Decca platter. One half is a stirring rendition of an emotional and sentimental ballad dubbed "Hee." It's a tremendous piece of semi-religious material in the same vein as "I Believe." The song fits Hibbier to a T. And his rich, mellow voice gives the lyrics great meaning. The backings sell the cooping short. It's a winning rendition of an up-beat romantic ballad tagged "Breeze" (B.o.w My Baby Back To Me). The star's inimitable phrasing showcased by a top grade Jack Piek backing makes this a strong contender. Two powerful sides to keep a tab on.

DICK JACOBS

(Coral 61479; 9-61479)


MURRAY ARNOLD & LEE GORDON SINGERS

(Marque 1019; 45-1019)

"YOU NEVER HAVE TO ALONE" (2:46) [Mills ASCAP—Arnold] Murray Arnold a mellow voiced crooner, makes his debut the Marque label with a tender and commercial new tune. The Lee Gordon Singers inspire a cheery and backing. Song has that inspirational approach. Good recording.

CHARLENE BARTLEY

(1904; 45-1004)

"THE RAIN SONG" (2:01) (Go- day BMI—Burrows) A newcomer with an interesting style, Charlene Bartley. She displays her wares on this fast, native hit "Wild Goose" type number. Exciting vocal effort.

RONNIE GAYLORD

(Wing 90018; 9001845)

"GINA" — A cute and infectious melody gets a light and pleasing set of lyrics colorfully warmed by Ronnie Gaylord, Jr. His sprightly Italian flair. Kids should like it.

JAN RAY QUARTET

featuring LILYANN CAROL

(1900; 45-1000)

"SWEET SUE" (2:10) [Shapiro, Bernstein ASCAP—Harris, Young] and polished rendition of a wonderful oldie is dished up by Lilyann Carol and the Jan Ray Quartet. Ok side.

JACKSON GLEASON ORCHESTRA

(Capitol 27, 72, 57; 20, 21)

"AUTUMN LEAVES" (3:35) [Ardmore ASCAP—Mercer, Prev- er, Berlin] The tenor saxophonist leads into high gear with the piano- ork arrangement of this beautiful oldie, all the other components four out those rendi- tions. Gleason's is a soft star-studded styling. Just like his LP sessions.

TONY DINO

(Dot 15406; 45-15406)

"TO HAVE AND TO HOLD" (2:56) [Santa Rosa Music-Bond, Pieck, Telfer] A shuffle rhythm romancer with a pretty melody and an inviting lyric is capably chanted by Tony Dino.

JACOB SPEARMAN

(Mercy 70046; 7004645)

"FINGER SNAPPIN'" (Clifton BMI—Lester) An exciting up-beat piece of rocking jazz. Ferguson displays both ends.
LILLIAN BRIGGS
I WANT YOU TO BE MY BABY

HER FIRST RELEASE AND IT'S A HIT — b/w DON'T STAY AWAY TOO LONG
Orchestra under direction of O. B. Masingill

"It's What's in THE CASH BOX That Counts"
NEW YORK:

Sammy Davis Jr. had a great party last Wednesday night at Danny's. All of his friends and celebrities, by the score, turned out to greet him on his return to the East. Chicago promotion man Dick LaPalm marrying his American Airline stewardess, Jean Ann Sterle, in Minneapolis on August 20.

It's always seemed to us "Love Is A Simple Thing" from "New Faces" could become a smash pop hit if it hit the right recording. Van Fleet off to Europe for several weeks. Julie Stearns of Broadcast Music, Inc., having assurances that no new Tony Bennett record will be released immediately, will continue to plug "May I Never Love Again." Ralph Young has signed a four-week deal with the Dunes in Las Vegas starting September 11. Hugo Perretti and Luigi Creatore left for the coast last week where they will record for Decca. "Kitty White" for Mercury. This is the first time that Art Taladrier has appeared in charge of A&R, has sent the team to Hollywood. Karen Chandler and Jack Feis are now under contract to Wynn Lassner Associates. MGM Records, David Rose has signed to headline the first Pasadenas "Pops" concert on September 22. Vicki Young makes her debut appearance on the Matt Dennis show over NBC-TV on August 22. Bill Haley played to over 2500 paid admissions last Saturday night at the Casino Auditorium in Ashbury Park—this despite the hurricanes which had led the management to expect only a couple of hundred customers.

CHICAGO:

Congratulations to Phil Miller, back on promotion staff of Forster Music. Phil began his career with Forster. Buddy Moreno, is among the busiest in town. Has a day job at WLS. Every day from 11 a.m. to 1 p.m., "Saturday Night Special" TV show with Kenny Bowers from 5:30 to 6 P.M. daily. And Buddy fronts his own band, six nights per week at the Riviera in nearby Lake Geneva. Howard Miller and his "Record Store Review" checked into the Chi Titter Friday (19). Howard's cast really impresses: Includes Della Reese (Jubilee), Phil Boone (Dot), Felicia Sanders (Columbia), and Lenay Dee (Decca). Lillian Briggs, Epic's brilliant new star, in town promoting her new disk, "I Want You To Be My Baby." Tune was chosen "Sleeper of the Week" in "The Cash Box" (8/20). George Leacroft of United Record Distributors tells us Lillian started out as a trumpeter player. Everyone in the industry and in town to hear about the death of Larry Norrett, promoter for E. E. Marks. Larry suffered a heart attack while in Pittsburgh promoting "Piddily Putter Putter." Julie Stearn of BMI passing thru our town last week. Inform us, "Tony Bennett's 'May I Never Love Again' gaining momentum! Dick Marx, Johnny Frigo, Jo Ann Miller, and Larman Hunter continue the progressive jazzy policy at the Cloister Inn. Club passed its second anniversary. Gay Cherney tells us "reception grand" at Cal-Neva Lodge, Lake Tahoe, Nevada. Gay's on the bill with Tallahah Bankhead. Warren Kettler beaming over the news that his new band, "Gloria Van, 'Gloria's a great gal with a great voice'”, says Warren. Gloria's first single disk to be released this week. WAAF celebrated 33rd Birthday last week with a big party. Receiving congrats were music director Myron Shulz, deejays Herbie Mintz, Hal Fredericks, Vince Garrity, Studs Terkel, Mike Raybek, and many others.

HOLLYWOOD:

Dick Haymes will open a three-week stand at the Cocoanut Grove August 25, with Peggy Stewart's band backing. While in town, Haymes will record his first sides under his new Capitol Records Contract. The Hi-Lo's, whose Starlite Records have been getting a big play, nationally, joined the Howard Miller show at the Chicago Theatre on August 19. Irwin Zucker, who recently left MGM Records publicity department in New York, has opened his own record promotion firm with offices in Hollywood. The new Sunset label will be releasing several sides soon by Peggy Dietrick. Peggy broke it up recently in Los Angeles when she sang with Jerry Fielding's band at the concerts Jerry used to give early in the morning for other entertainers working Vegas. Charlie Tobias, President of The Songwriters Protective Association in town for two weeks on business. Many of his and brother Gary's tunes are enjoying revivals. Fabor Robison has recorded new singer Brad Marro singing "Hey, Hey Little Baby Can Only Fly So High" for his Abbott label. Murray Arnold, now in his 10th month at the Ambassador's Casino Room cuts four more sides in Joe McKee's new Marquee label this week. Marquee's Australian novelty song "Pooh Bunkum" getting some play.
STANDOUT!

JULIUS LaRosa

singing

"SUDDENLY THERE'S A VALLEY"

c/w

"EVERYTIME THAT I KISS CARRIE"

Cadence 1270

TV Performances

"The Julius LaRosa Show"
CBS TV 7:45 PM Friday Aug. 19.

"The Julius LaRosa Show"
CBS TV 7:45 PM Wed. Aug. 24

"The Julius LaRosa Show"
CBS TV 7:45 PM Friday Aug. 26

"TV's Top Tunes"
CBS TV 10 PM Sat. Aug. 27th.
The Nation’s Newest Novelty HIT!!!

Breaking Wide Open!

The Cash Box Introduces New TV Feature

New York—in its continuing policy of expansion, improvement, and increasing service to the trade, The Cash Box this week introduces its newest feature, “TV Wax Wise.” The first column appears on this page.

In the past year, TV has become an increasingly important factor in the creation of hit songs. Many records have been made overnight simply by having them spotted properly on a major TV show. In recognition of this new medium, The Cash Box will henceforth devote a column each week strictly to the doings of record artists on television.

In this column you will be able to find all the news that pertains to the record business. . . . which artists are appearing on which shows, what songs they intend to do, etc.

We know that this feature will prove useful to everyone involved in the business. . . . the artist, the publisher and the record company.

Carson-Hamblen Disk
In Victor Pop Push

New York—RCA Victor will make a combined effort in the pop as well as the country field on the new Martha Carson-Stuart Hamblen recording “Lord, I Can’t Come Now” and “I’ve Got So Many More Years.” These reviews are going out to pop and country jockeys.

This is Martha Carson’s first release for Victor. She was formerly with Capitol.

Victor is aiming the waxing at the pop, country and sacred fields due to the current success of many inspirational, semi-religious ballads such as “The Bible Tells Me So”, and the recent accomplishments of “This Ole House”, “Open Up Your Heart” and others.

Miss Carson, one of the top vocalists in the religious field, will continue to wax sacred music in addition to songs that have a wider appeal than just the sacred market.

Teddy Bear Tie-In

by The Four Tophatters
The Four Tophatters
Cadence 1268

New York—MGM Records’ Betty Mancini, Pat Boone, and Harry Warren wrote the Snow-Cong people for a mutual promotion effort for both the disk and frozen foods.

Perry Como launches his new “Perry Como Show” on NBC Sat. Sept. 17 with an all star welcoming committee including Sid Caesar, Rosemary Clooney, Frankie Laine and a host of others. Mitchell Ayres and the Bay Charley Singers will supply the music every week. Frank Sinatra will star in a new musical version of Thornton Wilder’s Pulitzer prize play “Our Town” to be seen in color on NBC’s “Studio One” show on Sept. 17. The play has been set to music by James Van Heusen with lyrics by Sammy Cahn. The entire score is original, co-starring with Sinatra are Eva Martini, Paul Newman and Paul Hartman. . . . Eartha Kitt and the Mariners dish up the musical portion of Sullivan’s “Toast Of The Town” on Aug. 25. . . . Tony Bennett takes over as host for the week on “Upbeat!”, CBS Aug. 23 and 25. He’ll sing his latest release “May I Never Love Again” on the latter show. Tony worked the Sullivan show last Sunday. . . . Ken- ton’s “Music Box” CBS’er on Tuesday 8/23 features the Dave Brubeck Quartet, Burl Ives and Jeff Southern, . . . Xavier Cugat, Johnny Long, Billy May and Richard Himmer share the spotlight on “America’s Greatest Bands” CBS Sat. Aug. 30, . . . Teresa Brewer is guest hostess on the 8/30 and 9/1 "Upbeat!" shows CBS. . . . Janis Paige’s new TVer “It’s Always Jan” premieres on CBS 9/10. . . . As a result of his appearance on “The Ted Mack Matinee”, NBC John Felice was inked to a label "X" record contract. . . . LaRosa’s fast climbing “Domani!" platter gets another boost on the ladder when the crooner sings his Cadence hit on his 8/26 CBS stint. . . . French songter Robert Clary, who’s just signed with Eple, goes dramatic for his role on “Appointment with Adventure” 8/28 CBS. . . . Betty Madigan broke the “no guest-star” rule on the ABC show “Step This Way” when she appeared on Aug. 30th. . . . Eddy Arnold was guest m. e. subbing for vacationing Red Foley on the ABC’s “Ozark Jubilee” 8/20. Webb Pierce handles the same chores on the 8/27 show. . . . Moose Charlap and Chuck Sweeney pinned the score for the 8/22 NBC “Producers’ Showcase” musical version of “The King and Mrs. Candle”. The best recorded song from the score is “Young Ideas” waxed by Tony Martin on Victor and by Gordon Jenkins with Stuart Foster on “2X”. Watch the records jump up the hit list after the telecast.

FILM CLIPS

Jimmy Cook of Dan, Dick ‘n’ Jimmy, waxed “Heart Of Gold” for the Crown label. The Lou Forbes-Dave Franklin tune is featured in RKO’s “Tennessee Partner” starring Rhonda Fleming, John Payne and Ronald Reagan. . . . Mack David and Ray Gelzer wrote the title tune for George Gobel’s first movie, Paramount’s “The King and Mrs. Candle”. The best recorded song from the score is “Young Ideas” by Eddy Arnold.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
A Statement On Record Clubs
by James B. Conkling, President
Goddard Lieberson, Executive Vice President
Hal H. Cook, Director of Sales
Columbia Records

Several years ago we ourselves conducted an experimental club program on a limited basis. Although our record test plan was designed to test the creative and retail potential participation, we found dealers apathetic to the club idea at that time. Today we feel that attitude has changed. We found dealers everywhere receptive to a club plan in which they could participate.

The existing record clubs have already made tremendous efforts to lease masters from Columbia and we, believe, from the other major companies. They have approached us several times in attempts to lease the prestige of our artists. They have even approached some of our artists directly with promises of sizeable royalties. But we steadfastly refused participation in these plans because it has always been our firm belief that Columbia could and would reach a mass audience in a subscription program which involved the retailer who is the bulwark of our business.

We have therefore developed our own unique method of subscription by direct mail. This plan has been carefully worked out with the retailer in mind. We know that the book clubs, for instance, have attracted millions of members, some of them more than $100,000,000 worth of books. Almost invariably book club selections have become regular best sellers at retail as well.

The plan is based on a qualitative and quantitative mailing list. The figures we have gathered on this market are unique, for it offers for the first time on a subscription basis the world's greatest artists on high fidelity records.

We think our plan represents a progressive new concept of dealer-manufacturer cooperation.
### The Top Ten Records — City by City

#### New York, N. Y.
1. Rock Around the Clock (Bill Haley)
2. Yellow Rose Of Texas (Mitch Miller)
3. Hard To Get (G. MacKenzie)
4. även 'The Blues (Sinatra)
5. Sweet And Gentle (A. Dola)
6. Danny Boy (Boone)
7. Seventeen (Boyd Bennett)
8. Ain't That A Shame (Boone)
9. Wake The Town (L. Baer)
10. Paper Moon (Cliff Stone)

#### Chicago, Ill.
1. Rock Around the Clock (Bill Haley)
2. Yellow Rose Of Texas (Mitch Miller)
3. Ain't That A Shame (Boone)
4. Seven Teens (Fantasies/Draper)
5. Bible Tells Me So (Nobles/Leave)
6. Maybellene (Chuck Berry)
7. Domani (Julius La Russa)
8. Wake The Town (L. Baer)
9. Goin' Deep (Drapers)
10. Hard To Get (G. MacKenzie)

#### Cincinnati, Ohio
1. Seventeen (Boyd Bennett)
2. Ain't That A Shame (Boone)
3. Yellow Rose Of Texas (Mitch Miller)
4. House Of Blue Lights (Miller)
5. The Kentuckian (Hilltoppers)
6. Goin' Deep (Drapers)
7. Man In A Raincoat (Wright)
8. Hummingbird (Paul & Ford)
9. Wake The Town (L. Baer)
10. It's A Sin (Somethin')

#### St. Louis, Mo.
1. Yellow Rose (Miller/Demond)
2. Seventeen (Quinttes/Drapers)
3. Ain't That A Shame (Boone)
4. Rock Around The Clock (Bill Haley)
5. Am I Blue (Ozzy Brown)
6. Ain In The Hole (S. Smith)
7. Banjo Back In Town (Stone Brew)
8. It's A Sin (Somethin')
9. The Kentuckian Song (Hilltoppers)

#### Shools, Ind.
1. Rock Around The Clock (Bill Haley)
2. Learnin' The Blues (Sinatra)
3. Cherry Pink (Perry Prado)
4. Ain't That A Shame (Boone)
5. Sweet And Gentle (Gibbs)
6. Hard To Get (G. MacKenzie)
7. If I May (Not Cole)
8. Hummingbird (Paul & Ford)
9. Honey Bae (Sister-Finger)
10. Unchained Melody (Weber)

#### Los Angeles, Calif.
1. Rock Around The Clock (Bill Haley)
2. Learnin' The Blues (Sinatra)
3. Hard To Get (G. MacKenzie)
4. Pachuco Lopes (L. Guerrero)
5. Yellow Rose Of Texas (Mitch Miller)
6. A Blossom Fell (Not Cole)
7. Man In A Raincoat (Morlone)
8. Unchained Melody (L. Baxter)
9. Something's Gotta Give
10. House Of Blue Lights (Miller)

#### Atlanta, Ga.
1. Yellow Rose (Miller/Demond)
2. Rock Around The Clock (Bill Haley)
3. I'll Never Stop Loving You (G. Stone)
4. A Blossom Fell (Not Cole)
5. Cherry Pink (Perry Prado)
6. Tina Marie (Perry Como)
7. I'm On The Cover (Sinatra)
8. Learnin' The Blues (Sinatra)
9. Man In A Raincoat (Wright)
10. Hard To Get (G. MacKenzie)

#### Baltimore, Md.
1. Ain't That A Shame (Boone)
2. Seventeen (Boyd Bennett)
3. Rock Around The Clock (Bill Haley)
4. Yellow Rose (Desmond Miller)
5. Hard To Get (G. MacKenzie)
6. Song Of The Dreamer (Fisher)
7. Something's Gotta Give (McGuire)
8. Cherry Pink (Perry Prado)
9. Unchained Melody (L. Baxter)
10. Blossom Fell (Not Cole)

#### San Francisco, Calif.
1. Learnin' The Blues (Sinatra)
2. Rock Around The Clock (Bill Haley)
3. A Blossom Fell (Not Cole)
4. Unchained Melody (L. Baxter)
5. The Planter (The Planter)
6. Something's Gotta Give (McGuire)
7. Cherry Pink (Perry Prado)
8. Roses Of Blue Lights (Miller)
9. Run In A Raincoat (Wright)
10. Hummingbird (Paul & Ford)

#### Cleveland, Ohio
1. Yellow Rose (Chuck Berry)
2. Yellow Rose (Mitch Miller)
3. Seventeen (Boyd Bennett)
4. Autumn Leaves (R. Williams)
5. Bible Tells Me So (Nobles/Cornell)
6. House Of Blue Lights (Miller)
7. Dream (Drapers)
8. Only You (Platters)
9. Rock Around the Clock (Bill Haley)

#### Denver, Colo.
1. House Of Blue Lights (Miller)
2. Rock Around The Clock (Bill Haley)
3. Man In A Raincoat (Morlone)
4. Yellow Rose (Mitch Miller)
5. A Blossom Fell (Not Cole)
6. Old Black Magic (J. Davis)
7. Hummingbird (Paul & Ford)
8. Something's Gotta Give (McGuire)
9. Honey Bae (Act Hansen)

#### Detroit, Mich.
1. Yellow Rose (Mitch Miller)
2. Autumn Leaves (R. Williams)
3. Seventeen (Boyd Bennett)
4. Gum Drop (Oris Williams)
5. Bible Tells Me So (Nobles/Cornell)
6. Day By Day (Four Freshmen)
7. Tina Marie (Perry Como)
8. Langust Walk (J. F. Morgan)
9. Domani (Julius La Russa)
10. Wake The Town (L. Baer)

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**"What's in the Cash Box That Counts"**

With Chorus and Orchestra directed by DICK JACOBS

Coral 61494 (78RPM) and 9-61494 (45RPM)
Sacks Comments on Record Club Plan

NEW YORK—Manie Sacks, vice president and general manager of the RCA Victor Record division, last week made this statement.

"We have received many dealer inquiries as to whether RCA Victor plans to start its own record club. We do not.

"It has always been our conviction that the record dealer is the backbone of the record industry and all our plans have been designed to strengthen the dealer's position.

"The best way to realize the tremendous growth potential we see for the record industry is through aggressive dealing stocked with competitively priced merchandise.

"That is why we lowered the price of our long-playing records as much as 40% earlier this year. As a result record sales have soared to new all-time highs, and dealers, both large and small, have benefited.

"RCA Victor has no intention of adopting any plan that will by-pass the dealer, cut his income, take record customers out of his store, or narrow the consumer's freedom of choice on the wide variety of fine recordings of all labels now available to him.

"We are out to find new customers for our dealers, not to compete with them for retail sales.

"We will continue to direct all efforts towards making sure our dealers never lose a sale or a customer."

THE CASH BOX

IT'S COVERED . . . BUT NO ONE'S CLOSE TO .... THE ORIGINAL ....

"MAYBELLENE"

CHESS 1604

SUNG BY

CHUCK BERRY

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
COUNTRY

JUST KEEP A-MOVIN'—with HANK SNOW—RCA Victor LPM-1113 (12" LP)

JUST KEEP A-MOVIN'; THE BILL IS FALLING DUE, CAN'T HAVE YOU BLUES; A SCALE TO THE BARN; A WIFE TO SELL; A CHEESE TO RAISE; WALKING IN THE SPRINGTIME; CARIBBEAN, BLUE SEA BLUES; CHATTIN' WITH A CHICK IN CHATTANOOGA.

WANDERIN' WITH EDDY ARNOLD—RCA Victor LPM-1111 (12" LP)

THE KITTEN'S WHISPER; CARELESS LOVE; BARBARA ALLEN; DOWIN' IN THE VALLEY; I GAVE HER MY WORD; SHE CAN'T BE TRUE; VERNON GREENWOOD, RED RIVER ROAD; RED RIVER VALLEY; HOME ON THE RANGE; ON TOP OF OLD SMOKEY; SWEET SWEET TEXAS; BORROW MY HORSE; SOMEWHERE THERE'S AN ------.

A SESSION WITH CHEF ATKINS—RCA Victor LPM-1090 (12" LP)

SOUTH; ALABAMA JUBILEE; OLD MAN RIVER; HAVE YOU EVER BEEN LONELY; RED WING; A LITTLE GREEN PEA; MEETING IN PARADISE; SONG OF THE BLUES; GUTS AND HONEYSUCKLE ROSE.

Victor comes out with a trio of releases that'll make the mouth water of any retailer who has a country music following. The top ten artists all on 12" LPs. Hank Snow, currently one of the nation's hottest country artists comes over colorfully on a dozen or more platters, many of which he helped write. Eddy Arnold, in his warm and sincere manner, treats 14 great folk songs excellently. And Chef Atkins, one of the best guitarist in country music, lends his great talent to some top pop standards. Through each of these albums feature leading country artists, the country market is hardly their boundary. All three should do very well with the pop buyers.

JAZZ

DON SHIRLEY—"Piano Perspectives"—Cadence CLP 1004 (12" LP)

SOMEONE TO WATCH OVER ME; LOVE FOR SALE; BLUE MOON; HOW HIGH THE MOON; I CAN'T HELP IT IF I'M SICK; WORRY; STORMY MONDAY; OLE ME; OLE ME; GO OUT OF MY HEART; MAKIN' WHOOPEE; LULLABY OF BIRDLAND.

The problem Don Shirley faces in telling the world who Don Shirley is was solved with the first Shirley album, "Tonal Expressions." This latest album, due to the terrific impact made by "Tonal Expressions," will face a comparably tremendous task. Shirley rose to the heights of "starvation" with his initial how to the record buying public. His virtuosity, warmth and highly individualized technique that transforms commonplace standards into bright and sparkling new tunes is as evident in "Piano Perspectives." Should be one of the season's top sellers.

WAILIN' AT THE TRIANON—Lionel Hampton—Columbia CL711 (12" LP)

THE CHASE; STARDUST; MARK VII; HOW HIGH THE MOON; LOVE FOR SALE; WAILIN' AT THE TRIANON.

Lionel Hampton and his orchestra are given free reign at this session. It is actual rule that the Triana Ball follows. The top ten artists all on 12" LPs. He likes these sessions since the boys, lifted by the enthusiasm of the crowd, really get 'bout. The resulting sides are wild. Hampton fans will be pleased.

PAUL BARBARI AND HIS NEW ORLEANS JAZZ—Atlantic 1215 (12" LP)

SING ON, OH LA LA; JUST A LITTLE WHILE TO STAY; SWINGIN' BLUES; CUBAN STREET PARADE; SISTER KATE; BUGLE BOY MARCH; SOMEDAY SWEETHEART; WALKING THROUGH THE STREET OF THE CITY.

New Orleans jazz fans should find this an interesting (and enjoyable) series of albums. It is New Orleans jazz with a shade of difference that is hard to explain. It swings, is alive and colorful. "Oh La La," sung by Danny Barker is a most engaging item. "Creole Blues" is as bluesy as a group can get. Uncertain caption, since opinion is divided among "shouts," "Congo" offering that is excellent showcase for the counter vocalist. Like it.

CLASSICAL

BRITTEN—The Young Person's Guide to the Orchestra—Decca ASD 6015 (12" LP)

ANTAL DVORAK—MINNEAPOLIS SYMPHONY ORCHESTRA; DEEMS TAYLOR, NARRATOR.

We think Mercury has a winner in this narrated release of Britten's "The Young Person's Guide to the Orchestra" and Chalkovsky's "The Nutcracker." Every parent interested in the musical education of his child, and as record sales have proven, it is a large field, will find Deems Taylor's narrative on the makeup of the orchestra and the function of each instrument a must. The "Guide" was written by Britten on a commission from the British Ministry of Education in 1945. It has since enjoyed great popularity. The reverse is a narrated version of that most popular of Chalkovsky pieces, "The Nutcracker." An excellent selection that young folks have always found delightful. Should be an excellent fall item. Mercury has also released a non-narrated recording of The Young Person's Guide to the Orchestra." It is back with "Variations in High Fidelity" by Ginastera.

A MILANOV RECITAL—Zinka Milanov—RCA Victor LM-1195 (12" LP)

"A MILANOV RECITAL," with Zinka Milanov, a classic for RCA Victor. Miss Milanov's lovely voice has a wide range of expression. She is tender, sad, warm, and filled with love. Accompanying Miss Milanov on the piano is her brother and coach, Bozidar Kune, three of whose pieces are included in the album. Those buyers who prefer the lieders will find much to their satisfaction here.

"It's What's in THE CASH BOX That Counts"
Thiele Reaffirms Faith In R & B As Source of Material For Pop Records

NEW YORK—Bob Thiele, A&R head of Coral Records, this week reaffirmed his faith in the R&B field as a source of material for pop records. Thiele said that despite the fact that people have been saying R&B is dead, the top songs in the country today come from that field.

Thiele was one of the first to recognize that covering R&B hits made also for pop hits. And throughout this entire period he has stuck to his guns, turning out one R&B cover after another—and coming up with hits.

Said Thiele, "It has always been my conviction that a record company should give the public what it wants. Even the slightest survey of the public taste today shows that R&B is what the kids are going for. It has meant, for them; they react to it. "Of course we sometimes make mistakes in what we cover. At the beginning there was a tendency to cover everything that hit the Hot Charts. But today as we know better what the public will buy, we are coming more selective in our choice of R&B material. We now take only those which in our opinion is ideally suited to the artist being recorded rather than attempting to cover every R&B song. But the main point is that it is not dead. Rather it is stronger than it ever was because it now has a more solid base. But at Coral we intend to continue scanning the R&B field very carefully for tunes which our artists can record and we have every faith that we will continue to turn out hits with them."

Link Linked To "He"

NEW YORK—Harry Link may have hit the jackpot with a song called "He", recorded by Al Hibbler for Decca. Link reports that he has turned down offers up to $25,000 for the song.

The tune was written by two of Link's former discoveries when he was with E. B. Marks Publishing. One is Richard Mullan, a top English lyric writer, and the other is Jack Richards who composed the melody. Both are now BMI writers.

The two boys did a series of songs for Svend Sommer, president of Avalon Records Music Publishing companies, and on a one song participation, Link picked "He", the tune which Sommer also considered the best.

Link brought the tune to Paul Cohen with the suggestion that it might be good for Al Hibbler. Cohen and Hibbler's manager Lee Magid got together on the idea and Hibbler recorded the song.

The recording is getting an all out promotion.

Music Men Hold Annual Golf Tourney

ALPINE, N. J.—The Professional Music Men's Annual Golf Tournament was held last week at the Aldercross Country Club in Alpine, New Jersey. In the membership category, Martin Block won first prize and Mike Sukin took second prize and the low gross prize.

Kelly Camarota won the driving contest with a 256 yard drive, Marvin Fisher and Mike Sukin tied in the putting contest, but the coin toss gave the victory to Sukin. Fish won the closest to the hole contest and won the nearest to the pin competition.

In the guest competition, Henry Onorati won the first prize. JuliusLabouriau won the driving contest with a 108 yarder and was also the winner in the nearest to the pin race. Fred Waring was tops in putting among the guests.

"The Clock LITTLE BELL" WILL BRING YOU LUCK WATCH FOR IT

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
ITM

Like THE Dot Story

ITM SLEEPER OF THE WEEK

Epic 9115; 5-9115

Mercury 70685; 70685x45

"AIN'TCHA-CHA COMIN' OUT T-TONIGHT"

Jo Stafford

Columbia 40538; 4-40538

"ONLY YOU"

The Platters

Columbia 70633; 70633x45

"DAY BY DAY"

Four Freshmen

Capitol 3154; F-3154

"MEMORIES TO REMEMBER"

Four Lads

Columbia 40539; 4-40539

M-G-M RECORDS

ROBBIN HOOD

sings

"DANCIN' in My Socks"

and

"Happy Is My Heart"

NAT 17024 (9x press), K12046 (45 rpm)

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"Rock Around the Clock"

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122 N. 12th St., Phila. 7, Pa.

A Smash Hit

Breaking Nationally

"PANCHO LOPEZ"

Lalo Guerrero

English Version Real #1301

Spanish Version Real #218

REAL RECORD CO.

1486 Ne, Fair Oaks, Pasadena, Calif.

Telephone: RYer 18545
Jubilee-Josie Sold to Syndicate
Blaine to Concentrate in Cosnat Distrb

NEW YORK—Jerry Blaine this week announced the sale of Jay Gee Enterprises which includes the Jubilee and Josie labels, all artist contracts, LP's and EP's to a syndicate.

Jerry Dexter, at present associated with Blaine, will head the new firm.

It is reported that Blaine has received a $50,000 non-returnable deposit and that the total sale figure will be close to $200,000.

It also is reported that the new syndicate will put $500,000 fresh capital into the business to expand and consolidate operations.

Blaine, who has distributor organizations in New York, Newark, Philadelphia, Detroit, and Cleveland, will now concentrate on developing and building his Cosnat distributor chain.

Jubilee and Josie will move to new offices on September 1.

T-C Publishing Co. Formed

Hollywood, Calif.—Formation of a new music publishing company has been announced by Charles Morris, president, in conjunction with the release of its first song, “Three Little Stars.”

T-C Publishing Corporation (Texas-California) has as its board of directors, in addition to Morris; Arthur Valanda, vice-president and professional manager; Elmer Holt, vice-president; B. C. Garrison, secretary and Dean Son, treasurer.

John Lee Smith, former Lieutenant-governor of Texas, is corporation counsel.

Valanda, well known in New York and West Coast publishing circles, was West Coast representative for Laurel Music and Goday Music, and served for two years as general manager of Frank Sinatra’s firm, Barton Music. During his fifteen years in the business, Valanda has been responsible for many top successes among them “Young At Heart,” “Hey, Mr. Cottompicker,” “A You’re Adorable,” “One Finger Melody” and many others.

“Three Little Stars,” the company’s first release, was written by Virginia Henry, and recorded for Capitol Records by Nelson Riddle’s Orchestra and Choral Group.

“T-C is dedicating itself to a solid business approach to the music publishing field,” Valanda stated. “We are concerned with presenting only top caliber artists and material, and we all feel very optimistic about the future of the music business in general and our company in particular.”

Valanda also stated that eastern and midwestern offices are now being opened and within the next three weeks field representatives will be active throughout the country.

“We intend to place a great deal of emphasis on promotion and exploitation,” Valanda added. “We want to give each one of our publications every possible chance for success, and are convinced we can accomplish this through new methods of exploitation.  

“The first release is well adapted for both the symphony and dance market, and all subsequent releases will be in the same vein.”

MAYBELLENE
2

Chuck Berry
(Chess 1604)

“IT’S LOVE, BABY”
2

Louis Brooks & Earl Gaines
(Excello 2056)

EVERY DAY
1

Count Basie & Joe Williams
(Clef 81949)

AINT IT A SHAME
3

Fats Domino
(Imperial 5348)

A FOOL FOR YOU
5

Ray Charles
(Atlantic 1063)

SOLDIER BOY
6

Four Fellows
(Glory 234)

WALKING THE BLUES
11

Jack Dupre & Mr. Bear
(King 4182)

ANYMORE
8

Johnny Ace
(Duke 144)

WHY DON’T YOU WRITE ME
9

Jacks
(RPM 428)

MANISH BOY
10

Muddy Waters
(Chess 1602)

IT’S MY LIFE, BABY
11

Bobby Blue Bland
(Duke 141)

ONLY YOU
12

Platters
(Mercury 70633)

STORY UNTOLD
13

Nutmegs
(Herald 452)

DON’T TAKE IT SO HARD
14

Earl King
(King 4780)

SON OF THE DREAMER
15

Billy Brooks
(Duke 142)
NEW YORK:

Groucho Records has jumped into the “Maybellene” derby with a hard driving sequel titled, “Come Back Maybelle”. John Greer turns in the best vocal job in quite some time with his rocking treatment and we look for the tune to rank among the top sellers. Groucho, along with his excellent New York, national sales manager of the label, advises he is also getting a good play on Piano Red’s latest, “Goodbye”. The record is expected at any time. John Greer reported the etching seven times the first day he received it and the company has terms for it.

Los Angeles:

The Penguins, Doowotee recording artists, are currently on tour in the San Francisco Bay Area and the Northwest in a package that includes Big Boy Groves who recorded “I Got a New Car” for Spark Records. In Central Sales, Jim Warren has coffee with Ahmet Ertegun of Atlantic Records and Saul Bahari of RPM. Jim distributes both lines in the Los Angeles area, and is very happy at present with four of the top ten spots on the Cash Box regional Chart held by labels he represents. Larry Mead and Mike Grady of Mambo Records are all excited by The Coits new recordings of some Buck Ram tunes. John Dolphin is相当 busy working out the booking through Colorado, Utah, and Wyoming, trying to open up those territories more for R&B attractions.

Milt Jackson, Eddie Mesner of Aladdin in San Francisco last week looking at local R&B talent... Carl Petersen of the Ben Walker Agency also making bookings on the West Coast... The Penguin’s Joe Bahari of Modern

JAZZ JOTS

Chicagoland: Clef Records first recording of Lionel Hampton’s big band was released last week. Tunes are “Midnight Sun” and the Old Goodman number “Airmail Special”. You’ll hear it on the dial anytime. The record has sold quite well for a single and also as part of The Five Dollars, Miss Brown also advises The Diablos, whose Aids, My Heart is Love, is still selling very well, way, way, recently awarded a record for that d insuring by the Detroit Yacht Club. Bristoe Bryant, disk jockey... Specialty Records has released a new Alton Ponce, The Things I Did For You, and Delwin, who has a very strong after his release of “Peanut” the Steve Allen Tonight” show this week. Stan Fechter who the writer worked on is on all the Cooper-Jones, set of all the 12-6-5 Jacky-Lee with The Vita recording of the tune by the Musical Mississippi, Joe Williams held his second Annual Doootee Teenage Party for the young vocal groups on his label last Friday night.

IN THE CHICAGO AREA

TWO SHAME HITS GET THE ORIGINAL

“NIP SIP”

ATLANTIC 1073

THE CLOVERS

CHUCK BERRY

THE BANDIT

EDDIE BARCLAY with Orchestra and Vocal Chorus

FICG 10-249

Great New Version—Breaking For A Pop Smash

“THE BANDIT”

GENE & EUNICE

WE WRENS

“COME BACK MY LOVE”

(Ranked and orchestrated by Freddie Johnson)

ALLSTATE RECORD DISTRIBUTING CO.
2023 S. MICHIGAN AVE., CHICAGO, ILLINOIS

WEBB'S HOLIDAY at the Crosseto...

“This Is WHAT'S IN THE CASH BOX That Counts”
August 27, 1955

The Top Ten Tunes Noting Heaviest Play, Compiled From Reports Submitted Weekly In The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans

**NEW YORK CITY**

1. EVERY DAY
   Count Basie
   (Ches. 1604)

2. MAYBELLENE
   Chuck Berry
   (Chess 1604)

3. WHY DON'T YOU WRITE ME
   Johnny Ace
   (RPM 428)

4. ANYMORE
   Johnny Ace
   (Duke 144)

5. IT'S LOVE, BABY
   Ruth Brown
   (Atlantic 1071)

6. SOLDIER BOY
   Four Fellows
   (Glory 534)

7. SHIP OF LOVE
   Ray Charles
   (Herald 419)

8. PAINTED PICTURES
   Spanish
   (Yankee 154)

9. LIFE IS BUT A DREAM
   Harry James
   (Paradise 30)

10. A FOOL FOR YOU
    Ray Charles
    (Atlantic 1063)

**CHICAGO**

1. MAYBELLENE
   Chuck Berry
   (Chess 1604)

2. IT'S LOVE, BABY
   Louis Brooks and
   (Chess 2056)

3. IT'S MY LIFE, BABY
   Bobby Blue Bland
   (Duke 141)

4. EVERY DAY
   Johnny Ace
   (Chess 81949)

5. WALKING THE BLUES
   Dupre & Bear
   (King 4182)

6. AIN'T IT A SHAME
   fats Domino
   (Imperial 5348)

7. A FOOL FOR YOU
   Ray Charles
   (Atlantic 1063)

8. MANISH BOY
   Muddy Waters
   (Chess 1602)

9. SOLDIER BOY
   Four Fellows
   (Glory 534)

10. WHY DON'T YOU WRITE ME
    Johnny Ace
    (Duke 144)

**NEW ORLEANS**

1. EVERY DAY
   Basie & Williams
   (Ches. 1604)

2. MAYBELLENE
   Chuck Berry
   (Chess 1604)

3. IT'S LOVE, BABY
   Louis Brooks and
   (Chess 2056)

4. EVERY DAY
   Basie & Williams
   (Ches. 1604)

5. THERE GOES THAT TRAIN
   Fats Domino
   (Mercury 75022)

6. SOLDIER BOY
   Four Fellows
   (Glory 534)

7. HIDE AND SEEK
   Son Turner
   (Atlantic 1068)

8. ANYMORE
   Johnny Ace
   (Duke 144)

**SAN FRANCISCO**

1. IT'S LOVE, BABY
   Brooks & Gaines
   (Excello 2056)

2. MAYBELLENE
   Chuck Berry
   (Chess 1604)

3. DON'T TAKE IT SO HARD
   Earl King
   (King 4780)

4. EVERY DAY
   Basie & Williams
   (Ches. 1604)

5. IT'S MY LIFE, BABY
   Bobby Blue Bland
   (Duke 141)

6. WALKING THE BLUES
   Dupre & Bear
   (King 4182)

7. EDNA
   McAdlions
   (Dance 164)

8. MANISH BOY
   Muddy Waters
   (Chess 1602)

9. A FOOL FOR YOU
   Ray Charles
   (Atlantic 1063)

10. TELL ME, DARLING
    Garland
    (MGM 792)

**NEWARK**

1. MAYBELLENE
   Chuck Berry
   (Chess 1604)

2. DON'T TAKE IT SO HARD
   Earl King
   (King 4780)

3. A FOOL FOR YOU
   Ray Charles
   (Atlantic 1063)

4. EDNA
   McAdlions
   (Dance 164)

5. MANISH BOY
   Muddy Waters
   (Chess 1602)

6. SONG OF THE DREAMER
   Billy Brooks
   (Duke 141)

7. MANISH BOY
   Muddy Waters
   (Chess 1602)

8. WHY DON'T YOU WRITE ME
    Johnny Ace
    (RPM 428)

9. GUM DROP
    Otis Williams
    (Deluxe 6090)

10. MAYBELLENE
    Chuck Berry
    (Chess 1604)

**DETROIT**

1. EVERY DAY
   Basie & Williams
   (Ches. 1604)

2. IT'S LOVE, BABY
   Brooks & Gaines
   (Excello 2056)

3. AIN'T IT A SHAME
   fats Domino
   (Imperial 5348)

4. WHY DON'T YOU WRITE ME
   Johnny Ace
   (Duke 144)

5. WALKING THE BLUES
   Dupre & Bear
   (King 4182)

6. GUM DROP
    Otis Williams
    (Deluxe 6090)

7. SOLDIER BOY
   Four Fellows
   (Glory 534)

8. IT'S LOVE, BABY
   Louis Brooks and
   (Chess 2056)

9. DON'T TAKE IT SO HARD
   Earl King
   (King 4780)

10. WHY DON'T YOU WRITE ME
    Johnny Ace
    (Duke 144)

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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The Top Ten Tunes Netting Hottest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In Dallas, Los Angeles and Other Cities Listed.

**1. FEEL SO GOOD**
   Shirley & Savy (Abdala 3299)

**2. EVERY DAY**
   Count Basie (Clair 61949)

**3. AIN’T IT A SHAME**
   Fats Domino (Imperial 5348)

**4. I HEAR THOSE BELLS**
   Dinah Washington (Mercury 70453)

**5. MAYBELLENE**
   Chuck Berry (Chess 1604)

**6. ONLY YOU**
   Plectrume (Mercury 70433)

**7. A FOOL FOR YOU**
   Roy Charles (Atlantic 1063)

**8. SONG OF THE DREAMER**
   Billy Brooks (Duke 143)

**9. WHY DON’T YOU WRITE ME**
   Jacks (RPM 428)

**10. IT’S LOVE, BABY**
    Brooks & Gaines (Excello 2056)

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**in PHILADELPHIA**

**1. FEEL SO GOOD**
   Shirley & Savy (Abdala 3299)

**2. EVERY DAY**
   Count Basie (Clair 61949)

**3. AIN’T IT A SHAME**
   Fats Domino (Imperial 5348)

**4. I HEAR THOSE BELLS**
   Dinah Washington (Mercury 70453)

**5. MAYBELLENE**
   Chuck Berry (Chess 1604)

**6. ONLY YOU**
   Plectrume (Mercury 70433)

**7. A FOOL FOR YOU**
   Roy Charles (Atlantic 1063)

**8. SONG OF THE DREAMER**
   Billy Brooks (Duke 143)

**9. WHY DON’T YOU WRITE ME**
   Jacks (RPM 428)

**10. IT’S LOVE, BABY**
    Brooks & Gaines (Excello 2056)

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**in LOS ANGELES**

**1. FEEL SO GOOD**
   Shirley & Savy (Abdala 3299)

**2. EVERY DAY**
   Count Basie (Clair 61949)

**3. AIN’T IT A SHAME**
   Fats Domino (Imperial 5348)

**4. I HEAR THOSE BELLS**
   Dinah Washington (Mercury 70453)

**5. MAYBELLENE**
   Chuck Berry (Chess 1604)

**6. ONLY YOU**
   Plectrume (Mercury 70433)

**7. A FOOL FOR YOU**
   Roy Charles (Atlantic 1063)

**8. SONG OF THE DREAMER**
   Billy Brooks (Duke 143)

**9. WHY DON’T YOU WRITE ME**
   Jacks (RPM 428)

**10. IT’S LOVE, BABY**
    Brooks & Gaines (Excello 2056)

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**in ST. LOUIS**

**1. FEEL SO GOOD**
   Shirley & Savy (Abdala 3299)

**2. EVERY DAY**
   Count Basie (Clair 61949)

**3. AIN’T IT A SHAME**
   Fats Domino (Imperial 5348)

**4. I HEAR THOSE BELLS**
   Dinah Washington (Mercury 70453)

**5. MAYBELLENE**
   Chuck Berry (Chess 1604)

**6. ONLY YOU**
   Plectrume (Mercury 70433)

**7. A FOOL FOR YOU**
   Roy Charles (Atlantic 1063)

**8. SONG OF THE DREAMER**
   Billy Brooks (Duke 143)

**9. WHY DON’T YOU WRITE ME**
   Jacks (RPM 428)

**10. IT’S LOVE, BABY**
    Brooks & Gaines (Excello 2056)
Paul Golden

"IT'S NO FUN" (2:25) (Lightning BMI—Golden) Paul Golden waives a slow beat blues weeper with an emotional and effective reading.

"IT'S GONNA BE ALL RIGHT" (2:20) (Lightning BMI—Golden) Golden changes pace with a fast beat rocker. Orking drives and Golden's vocal is ok. The better side and with distribution might do fairly well.

The Bu Bu Turner Group

"HORNET'S NEST" (2:28) (Trianon BMI—Ridal, Turner) The Bu Bu Turner Group offers a quick beat instrumental showcasing the piano, guitar and drums, doing up some easy to listen to Jazz.

"ROSE OF TANGIER" (3:00) [Trianon BMI — Brown] Combination Latin Nest East flavored item with a trumpet lead. Melodic side.

Shirley Gunter and the Flairs

"HOW CAN I TELL YOU" (2:58) [Panther ASCAP—Ram] Shirley Gunter and the Flairs collaborate on a slow beat pretty and turn in an effective performance. The side is styled to pick up pop sales as well as $ R & B. Melodic wax.

"IPSY OPSIE OOH" (2:00) [Flair BMI—Gunter] Flip is a tongue-twister rocker socked out by the glib gal and the supporting Flairs. Good Jump side with nonsensical lyrics.

Gene & Billy

"IT'S HOT" (2:41) (Gallo Quintet BMI—Boyd & Ford) Gene & Billy spin a slow beat narrative type vocal about the torrid weather. A rhythmic steady beat blues well done in lathentic style.

"ZERLENE" (Gallo Quintet BMI—Boyd & Ford) The pair chant a slow beat pretty and the deck comes off a better than average romantic ballad. Vocal is believable and tenderly done.

Bobby Harris

"DON'T DO IT BABY" (2:44) [Harry, Batt] Bobby Harris, with the aid of the Vocaltones, chants a rhythmic jump tune. Item rocks and the kids will like the strong beat.

"CRAZY CRAZY CRAZY" (2:20) [Lowman Pauling] Harris and the group turn in a subdued treatment of the rocker which keeps excitement at a minimum. The lead singer is very clean in his enunciation and this might aid in the sale popwise.

The Cash Box

"ALL BY MYSELF" (2:05) (Commodore BMI—Dominio, Bartholomew) ATRIO DOMINO (Imperial 869)

Fats Domino

• Fats Domino has another hit in his latest, "All By Myself." Domino, with strong pop acceptance now as a result of his "Ain't It A Shame," and his constant overpowering sales ability in the R & B department, should rack up a really strong sales figure with this driving romantic jump. Fats' delivery spurs with buoyancy as he sings his disinclination to shave his love with anyone else. Socko side. The under lid, "Troubles Of My Own," is another strong Domino chart of a slow, melodic blues. Intriguing side that just falls short of "All By Myself."

Johnny Rogers

"CALLING BABY" (2:14) [Adams & Abbott BMI — Rogers] Johnny Rogers rocks along at an engaging pace singing the light-hearted lyrics in which he uses more familiar "babe." Rogers lends the tune personality and drive. It is a good side and with distribution might do fairly well.

"MADLY IN LOVE" (2:15) [Adams & Abbott BMI — Rogers] Rogers sings with ace-type styling. Melodic ballad.

Johnny "Guitar" Watson

"SOMEONE CARES FOR ME" (2:33) [Modern BMI—Watson] Watson sings a slow country blues and plate comes off well. Romantic effort that could pull some action.

"THOSE LONELY LONELY NIGHTS" (2:28) [Fine BMI—King, Vincent] Watson covers the tune currently taking off in a big way and Watson's version is good and could pick up strong sales in areas not already exposed to the King version.

The Five Dollars

"HARMONY OF LOVE" (3:00) [Trianon BMI—Hill] An unusual haunting treatment of a lifting melodic item with the lead singing in back of the rhythm vocals of the group. Might make noise with its different approach.

"DOCTOR BABY" (2:38) [Trianon BMI—Richard Lawrence] The group effects an easy rocking midle beat ditty that is well done and deserves a listen. The group has an effortless style of delivery that is easy on the ears.

Big Maybelle

"MONKEY DON'T STOP NO SHOW" (2:50) [Monument BMI—Single, McCoy] Big Maybelle's phrasing of a slyer than usual rauous shout is chucckle. It's morer than one fish in the sea stuff and Maybelle gives it a sock reading. Should get a strong reaction.

"WHOLE LOTTA SHAKIN' GON' ON" (2:50) [Fram BMI—Williams] This is Maybelle's forte. She rocks out this driving ditty with Maybelle force. Good side. In fact—two good sides.

Amos Milburn

"MY HAPPINESS DEPENDS ON YOU" (2:10) [Aladdin BMI—Ray Williams] Amos Milburn sings a slow romantic blues with sincerity. Milburn turns in a strong performance.野外, with deep feeling and a powerful sound. The jump side is a much milder treatment of material here. The chamber rocks in easy fashion as he delivers the enchanting, melodic, spiritual flavored item. This is Milburn's best in some time and it could be the big one to put him back on top of the charts. Watch it carefully.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
ROY HAMILTON STAKES

SALISBURY BEACH, MASS.—Epic Records smash Roy Hamilton was recipient of a unique honor last week when the governors of Rockingham Park Race Track in Massachusetts ran a special race in his honor, called the Roy Hamilton Stakes. Left to right: Hall Gordon, owner of the Bowery in Salisbury Beach where Hamilton was headlining at the time; Hamilton; winning jockey Darrell Marden, shown holding the Roy Hamilton Trophy; W. C. Freeman, trainer of the winning horse, "Pigs and Drum"; and Bill Cook, manager of Hamilton and well-known disk jockey.

NEW ON GROOVE

NOW... the further adventures of Maybelle...

COME BACK MAYBELLNE

by John Greer

a new PIANO RED breaking big

"GOODBYE"

"SIX O'CLOCK BOUNCE"

a Rocker by The Du Drovers

"I WANNA LOVE YOU"

"YOU'RE MINE ALREADY"

Here's An Exciting Rock & Roll Group...

The Gypsies

"1-2-3 GO"

"GOOD TO YOU BABY"

GROOVE RECORDS • 155 EAST 24TH ST., NEW YORK, N.Y.

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

Boyd Bennett

"Seventeen" (DooTone 364)
King, 1470

Jack Dupree & Mr. Bear

"Walking the Blues"
"Daybreak Rock"
King, 4912

Otis Williams and his New Group

"Gum Drop"
"Save Me, Save Me"
Davis 509B

Earl Bostic

"Dream"
"East of the Sun"
King, 4915

Wing Inks Two

Chicago—Already riding with its first hit disc in Nick Noble's "The Bible Tells Me So," Wing Records, the Mercury subsidiary label, continued to expand its artist roster with the signing of two more vocalists this week. Inked by Wing's a. & r. chief, Lew Douglas, were Gloria Van for the pop department and Alonso Scalé for the rhythm and blues field.

In addition to these new artists, the label's artist roster now includes Nick Noble, Ronnie Gaylord, Lola Dee, Buddy Morrow's Orchestra, Stil Nierman, Eddie Ballantine, Dolores Ware, The Moneymen, Frankie Castro, The Gudabous, The Lew Douglas Orchestra, Tito Puente, Ray Hawkins and the Malcolm Lockyer Orchestra.

Roy Hamilton Party

New York—Bill Cook, manager of Epic star Roy Hamilton, played host to New York's newspaper and trade press representatives at a party given at Basin Street, New York night club, on Wednesday, August 17.

In a short address, Cook expressed his thanks to all who had been instrumental in the meteoric rise of Hamilton from a five dollar a night performer to his current top status in the short period of less than two years.

The ceremonies included an award from Joe Franklin (WABC-TV) to Hamilton for having been selected as the 'Favorite Newcomer' by Franklin's "Melody Lane" listeners.

Marvin Holzman, A & R head of Epic Records, spoke briefly, paying tribute to the younger who has meant so much to his label.

Sure Shots

Philadelphian—Bob Horn, m.c. of WFIL-TV's "Bandstand" kingpin of the afternoon disc shows in Philly, introduces Capitol records stars Lee Paul and Mary Ford, at the "Third Annual Bandstand Picnic." Les and Mary joined such stars as Pat Boone, Lou Monte, Somethin' Smith & The Redheads, Don Cornell, and Dick Lee in greeting the more than ten thousand fans who turned out for the telecasts from Philadelphia's Woodside Park amusement center.

Bandstand Picnic

Platz to Head Essex Music, Ltd.

New York—David Platz, formerly general professional manager of Southern Music of England, was engaged, by Howie Richmond on his trip to England last week, to head Essex Music, Ltd., Richmond's London publicity, as professional manager.

Platz was with Southern of England for 13 years and takes over his new post at Essex September 1.

His first number one plugg will be "Song Of The Dreamers," current U. S. No. hit published by Ludlow Music. Simultaneously, Platz will select a song of British origin to work on in England.

In addition to his popular music activities, Plaza has made many contributions to the development of Latin-American and light instrumental music. In line with this, he will be handling the promotion of "Mediterranean Serenade," an instrumental of French origin recorded by LeRoy Holmes' Orchestra and released this week on the MGM label.

Platz' experience in the British music business is anticipated to give Essex Music, Ltd., immediate representation in performances and recordings and enable him to draw upon a large number of British songwriters for material that will eventually comprise the main segment of the Essex Music catalog.

New "Stardust"

New York—Here's another record first. Capitol has just released an Eddie Dexter Orchestra instrumental version of the verse of the evergreen "Stardust." The familiar major melody of the tune is not heard at all on this platter, only the introductory verse. It is Dexter's first effort for the label.

Hal Fredericks, WWAFF in Chicago, kicked off the side on his show and the Operator's Assn. in Chicago named it the record of the week and ordered 5000 pieces. The coupling to "Verse of Stardust" is "Moonlight." With so many beautiful verses around, this may start a new trend.

Alaska Label

Fairbanks, Alaska—Alaska's first recorded label, A. R. C. Records (Alaska Record Company) will be on the market in a few weeks with a debut disc featuring the Krazy Katz, a west coast vocal group playing the Summer season in Fairbanks at a local bist, John Stone, KFRR disc jay in this city, is trying to promote the platter and the firm is planning an extensive disk jockey promotion.

Grill Joints King

New York—King Records announced this week that Dick Grinnell had joined its A & R department. One of his major functions will be recording King talent with a special emphasis on the pop phase of music.

Grill was formerly with Decca, Coral, Victor and more recently with Leeds Music.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Am - Par Makes Active Debut Early in Sept.

NEW YORK—A series of complete changes in the policy and personnel of Bethlehem Records affecting national sales, distribution and artists and repertoire has been announced by Joe S. Wildi, president of the record company. The move to streamline the operation of Bethlehem has taken effect immediately.

The important personnel change involves the bringing in of Red Clyde who had been Bethlehem's West Coast A & R and sales representative, and who will now replace Murray Singer as National Sales Manager and Creed Taylor as A & R head. Present plans are for Clyde to make his headquarters in New York with trips to the West Coast for record sessions and sales meetings.

Many changes have already been initiated by Clyde in both distributive and A & R capacities. The Bethlehem line has been reassigned to new distributors in several areas with other changes being contemplated for the near future. In A & R, new additions and several cuts have been made in the roster. New exclusive contracts have been signed with Marilyn Maxwell, Frances Faye, Bobby Troup, Terry Young, Chills & Shivers, and several others still being negotiated.

The entire Bethlehem artist roster which has been cut from some 300 to totals seventeen all of whom will receive concentrated promotion and exploitation.

In addition, complete promotion and merchandising campaigns are being planned for fall and winter programs with Paul Werth remaining in his original promotion capacity.

Public Invited to Rehearsal

CHICAGO—The question to "What goes on backstage?" was answered here last week when the public was invited to attend an 8:30 a.m. rehearsal of Howard Miller's "Record Store Revue," currently being at the Chicago Theatre Friday (19).

Miller, popular radio and TV personality, who m.c.'s the revue, allowed the public to be present for the first time and for the first time at the rear of the house at the theatre.

Members of the revue present at the rehearsal included Pat Boone, Felice Sanders, Lenny Dee, The Hi-Los, Delia Reese and Yonely.

President Signs Appell

NEW YORK—The new President Records label has just signed its first recording contract, an exclusive group to a long-term contract, it was made known today by George Werner, president of the firm. Werner signed Dave Appell & His Applejacks, who formerly appeared for ABC-Paramount, to cut their first sides for his President label next week, with the initial release set for early September. The vocal-instrumental sextet was represented in the deal by the Jolly Joyce Agency. The group is currently headlining at Steel's Cafe, Somers Point, N. J., and opens early September at Andy's Cafe, Phila., Pa.

"Okey Dokey Day"

NEW ORLEANS, LA.—On August 11 the City of New Orleans, celebrating the opening of the new Lincoln Amusement Beach, proclaimed the day "Okey Dokey Day." Among the awards to "Okey Dokey" was a gold key to the city, presented by Councilman James E. Fitzmorris, Jr., and a gold record commemorating his 50th anniversary as a disk jockey on WBOQ-New Orleans, by Saul and Joe Bihari, of Modern and RPM Records.

Bethlehem Records Announces Policy and Personnel Changes

NEW YORK—AM-PAR, the new phonograph record subsidiary of American Broadcasting-Paramount Theatres, will make its active debut into the field the first week in September with a 96 ep release on the music from Walt Disney's Mickey Mouse Club, a Monday-through-Friday afternoon session for children which is scheduled to get the full treatment on the ABC-TV Network beginning October 3rd.

AM-PAR will manufacture and distribute the release, according to Sam Clark, president, in association with Simon and Schuster which prepared the product, and the Disney organization. The release will feature the original cast of the Mickey Mouse Club including the Mouseketeers, a juvenile vocal group, and Jimmy Dodd. The recordings were made at the Walt Disney Studios under the supervision of Arthur Schinkin, Simon and Schuster record chief, in cooperation with Disney's musical staff.

"Based on the past success of Disney's music," said Clark, "the initial release of AM-PAR cannot be anything but a very auspicious step into the phonograph record industry. The industry is of great appeal not only to the younger but to teenagers and adults as well, and the Mouseketeers do a rendition of the tunes which will easily make them one of the most beloved vocal groups of all time. It's safe to say the new AM-PAR label will soon be getting constant exposure in millions of homes throughout the world."

Clark and his staff are feverishly completing arrangements for widespread distribution. While nothing has been finalized it is expected that AM-PAR's distributors, when announced, will be among the most formidable in the industry.

In the meantime, AM-PAR's Harry Levine and its air head, Sid Feller, are talking to publishers and artists preparatory to the signing of material and personalities. AM-PAR's first pop release is not anticipated until later this year.

WINS Will Not Play 'Copy' Records

NEW YORK—Bob Smith, WINS program director, announced this week a matter of station policy WINS will not play any copy records in the future.

Smith made it clear that the station will differentiate between 'copy' and 'cover.' In the case of the latter the station will continue to play all artists and all versions. However, where the original has been copied in the matter of original arrangements, vocal or instrumental gimmicks, the station will play only the original.

"The station believes," said Smith, "that there are definite inequities and WINS wants to do its share to protect the original artist who deserves the credit for making the particular record."

Some of the records that the station will play as the original are: I Want You To Be My Baby—Lillian Briggs; Autumn Leaves—Roger Williams; The Man In The Raincoat—Priscilla Wright; Guns Drop—Otto Williams; Maybellene—Chuck Berry; Ain't It A Shame—Fats Domino; Crazy Otto—Crazy Otto; Dance With Me Henry—Leslie Sisters; Hearts Of Stone—Charnas; Earth Angel—Penguins; Ko Ko Mo—Gene and Eunice; Melody Of Love—Billy Vaughn; Tweedee Dee—Laverne Baker; Story Untold—The Nutmegs.

"It's What's In THE CASH BOX That Counts!"
On Godfrey "Talent Scout" Show

Jack Webb flew into town for the premier of his new picture "Pete Kelly's Blues", and just about all the reporters were on hand at the airport to greet him and see his fabulous plane "Mary O'Conor" which I understand was named in honor of stewardess Mary O'Conor who was with the United Airlines for 25 years and now is aboard Webb's house-in-the-sky which has everything but a swimming pool, ... Pearl Bailey is currently appearing at Beverly Hills, and turns in one of the best shows that club has had in a long-long time, ... We are sure happy for Rod Sterling who at one time wrote and produced the "Storm" over WKRC-TV. Rod has two scripts ready for Hollywood that were produced on TV, ... They are "Patrons" and "The Rack". At one time Rod lived around these parts and went to school at Antioch College at Yellow Springs, Ohio. ... News too about Burt Faber gladdened the hearts of many of his Queen City fans. Glad that National success (which was long overdue) has come to him, as he will now be the conductor-arranger-pianist on "Arthur Godfrey and his Friends" on CBS. For more than two decades Burt was around these parts working on WJW-WSAI—and WNOP. ... Ruth Lyons wrote a cute ditty called "All I Want Are The Facts, Ma'am" for Jack Webb of "Dragnet" fame when he appeared on her show 50-50 club. Ruth this week will be on vacation, in her absence Willie Thall will take over.

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CINCINNATI CUT-UPS

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THE TEN COUNTRY RECORDS

1. SATISFIED MIND .......... Porter Wagener (RCA Victor)  
2. I DON'T CARE .......... Webb Pierce (Decca)  
4. THERE SHE GOES .......... Carl Smith (Columbia)  
5. ALL RIGHT .......... Faron Young (Capitol)  
6. YELLOW ROSES .......... Hank Snow (RCA Victor)  
7. BLUE DARLIN' .......... Jimmy Newman (Dot)  
8. CATTLE CALL .......... Eddy Arnold & Hugo Winterhalter (RCA Victor)  
9. BABY, LET'S PLAY HOUSE .......... Elvin Presley (Sun)  
10. LIVE FAST, LOVE HARD, DIE YOUNG .......... Faron Young (Capitol)  


"It's What's in THE CASH BOX That Counts"
NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week In THE CASH BOX ALL FOR ONLY $15. PER YEAR (52 ISSUES)

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Only those records best suited for commercial use are reviewed by THE CASH BOX
WSM GRAND OL' OPRY

Grand Ole Opry are being shown, and by fall the films of 1955 for the first time ever will take place in October. Secondly, there is a great opportunity in Kemnitz, Texas, for new talents to break through. Some of the big stars will make their annual appearances on the WLS National Barn Dance.

LITTLE JIMMY DICKENS

The Wilmour Brothers are holding their season's record at Hemmericks Grove. There is no other place to get a good band like the Wilmour Brothers. The band is led by Charlie Hopper, who is known as the "D." Band. The Wilmour Brothers are playing in the Jamboree tonight.

BELOW TWINS

is enjoying his biggest record right now with his record of "Never, Never, Never and Walking The Streets." Lawrence Thatcher, representative of the Southwest, reports that the "D" Band is doing very well. The band is playing in the Jamboree tonight.

JESSE COATES

was unable to say at the time. Bud Dekelman, who is a record producer, has been working on his recording of "Blue" in his recording of "Blue." He will present the film on the 20th of the month. Bud Dekelman, who is a record producer, has been working on his recording of "Blue." He will present the film on the 20th of the month.

Red Foley injections for Gower, Bob Brown, and Jack Conner are making great improvement.

So Many Millions Years and "Lord I Can't Come Now." A great coupling by a great couple! Harry Gaines, KTA-Radio, informs me that he has made a record for his label. The record is called "Red Foley, WLS National Barn Dance." A great coupling by a great couple! Harry Gaines, KTA-Radio, informs me that he has made a record for his label. The record is called "Red Foley, WLS National Barn Dance."
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MECHANISM!

America's Finest and
Most Complete Music Systems

SEEBURG
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois
NEW YORK—This is of interest to our European juke box operators. Manie Sacks, RCA-Victor vice-president, and in charge of the record division, is now making a trip thru Europe with the intention of studying the record situation, and then, upon his return, recommending to management a plan for expansion of record manufacturing and building of record producing plants. At this time, RCA-Victor has two factories in Europe, one in Rome, Italy, and the other in Madrid, Spain. Recognizing the rapidly expanding record market in Europe, Sacks will spend five weeks traveling thruout the many countries. One of the problems which will be given considerable study will be the matter of reducing the price of records thruout Europe. Another will be the pressing of records in the quantity needed. And Sacks and his associates will also look over the market for tunes and talent.

NEW ORLEANS, LA.—One of the reasons the coin machine market in this city is so good is that the city has progressed so rapidly industrially—and plans are continually being put into operation that brings it into a more important world center as time goes on. It’s reported that within the next five years New Orleans expects to have a new $3 to $5 million International Center housing International House and International Trade Mart. New multi-million dollar building will provide general office space, club facilities, reference library and sufficient private offices for visiting businessmen. It will also provide a minimum of 200,000 square feet of exhibit space. The site for the new center hasn’t as yet been selected, but several spots are under consideration in the downtown area.

DETROIT, MICH.—This is an amazing report. Ward’s Automotive Reports stated that the auto industry’s output for the year passed the 5,200,000 mark last week, and retail sales already have topped 4,500,000 units. This means that dealers have an inventory of 700,000 units, but it is expected these will be disposed of during the next few months. The report stated that factory operations are headed for a downturn this week as more companies swing into model changeovers. The downturn, it said, will continue thru September and into October because of the model changeovers.

“How silly can you get?” is what any intelligent and discerning person might ask seeing the heading to this editorial.

For “illogical logic” simply clashes with itself. It means: “unreasing reason.” How can reason be unreasoning?

This is a true story. The above statement was made by one of the people of this publication to a very well known, and now deceased, record manufacturing executive some years ago.

In the very late ’20’s it was the business of this present employee of The Cash Box to seek advertisements from all those engaged in, or allied to, the coin machines industry.

He approached a very well known record manufacturer one day and suggested to this manufacturer that he advertise to “the juke box industry.”

This manufacturer, big and prominent as he was, had never heard of a “juke box industry.”

So this young and, perhaps, over-agggressive salesman, explained “juke box industry” to this recording manufacturer. He even advised him that there were, at that time, “about 35,000 juke boxes using recordings in the U. S. A.” (What a contrast to the over 550,000 in use today.)

After hearing out this young, enthusiastic and bubblingly-optimistic salesman, this recording manufacturer laughed long and hard.

Said he, “Listen, kid, we’ll sell the records for the nickel these guys are trying to obtain thru the coin chutes on these silly machines.

“Do you realize,” he continued, “that we’re down to the very bottom of bottoms in the recording field?”

“And do you know why?” he asked, and then answered his own question with, “because radio is giving away recorded music absolutely free of charge. So who wants to buy records?”

“And,” he added, “who’ll want to pay to hear these records from a thing called a ‘juke box’?”

When this very young, enthusiastic, optimistic, fighting salesman suggested:

“The people who heard the song for the first time on the radio will want to hear it again, again and again and can only hear it again, again and again from a juke box,” this record manufacturer laughed.

“Look,” said this young kid, “people want to hear this new guy Bing Crosby sing some of the songs again they have fallen in love with. The songs they heard him sing over the radio, only because they make him sing new songs every new program?”

Again this record manufacturer chortled. Poked fun at the kid. Said:

“Listen, sonny, we’ll sell ’em the records, and they can listen to Bing Crosby sing all day long.”

Ilogical logic—the illogicality of youth fighting the logic of his elders to prove that a new era had come into being. That people didn’t care to “buy” another record.

They just wanted to hear the star sing the same tune over again and, in many instances, could afford only a nickel or two to hear him sing the tune they liked.

Because many people couldn’t afford to buy a phonograph, or didn’t want to buy a phonograph, or just liked to listen to his soothing voice while enjoying a glass of beer in their favorite tavern.

Whatever the reason—radio helped boom the juke box business—just as TV, when it comes along and really plugs the new tunes, will also help the nation’s juke boxes SELL MORE MUSIC.

The music the public wants to hear again, again and still again.

Ilogical logic. But it proved that in some cases logic isn’t always logic. Especially where progress, deep thought, foresight and the future is concerned.

Let radio and TV plug the new tunes FREE OF CHARGE. The juke box has that solid fundamental—“IT LETS THE PEOPLE HEAR WHAT THEY WANT TO HEAR FOR AS LONG AS THEY WANT TO HEAR IT.”
CHICAGO.—If for even a moment anyone in the trade thought that the manufacturers weren’t prepared for the new fall season, they have another ‘think’ coming, according to sales managers of the leading amusement games factories.

Every factory has worked through the blistering, torrid summer of ’35 to have games ready for the opening of the fall season.

These new games are now being produced and rushed to market just as speedily as possible in an effort to help the field enjoy what many believe may prove to be the greatest fall season in years.

As has been brought to the fore once before, with employment at the highest peak in the history of the nation and, therefore, with the public jingling more coin in its pockets than ever before, there is every reason to believe that this fall season has all the possibilities of superseding any former such season in the history of the industry.

This is demonstrated in the orders being placed for the new games by one noted distributor, who noted, “Everyone’s looking forward to the fall season to help stir up real action.”

Every one of the amusement factories here are busily at work arranging for speedier production of its new games and will not slacken all attention regarding the fall season. They are all of the belief that, especially if the first reports are any indication at all regarding its new games, “that business is bound to be better than ever.”

Some of the factories held back on introduction of new equipment until the post few weeks in the belief that they would be much better off, as far as sales are concerned, once the heat waves broke. But due to the insistent demands of operators on distributors, who in turn contacted the factories, new machines were put on production lines in advance of schedules.

One sales manager here stated, “Everyone now realizes that this fall season offers every indication of being one of the best. We prepared for it with new equipment. We fully believe that new machines will help the operators step up the play on all their spots.”

CHICAGO.—Reports from all over the country report one of the greatest upturns in years with wall and bar boxes known to the industry in many years.

The phonograph continues to remain the major attraction on the amusement stands, greater and more widespread use of wall and bar boxes has created an entirely new and better music operating era.

The new restaurants, cocktail lounges, taverns and other new localities, are built along modern lines, require greater use of wall and bar boxes music operators report, in view of the unusual shapes of these places, and the twists and turns which hide the phonos itself. But regardless of the fact that the owners of these new spots are demanding much wider coverage of their places with wall and bar boxes, it is also noticeable here and throughout the industry that the older locations also are asking that wall and bar boxes be installed in every possible play spot in their locations.

Music Operators Adding More Wall and Bar Boxes

Miller, MOA Pres., Calls Snodgrass, Secy., and Britz, Treas., to Oakland, Calif., for Special 3 Day Conference

OAKLAND, CALIF. — George A. Miller, president and business manager of Music Operators of America (MOA), has called Harry Snodgrass, Alouxper, N.M., secretary, and Martin Britz, Great Falls, Mont., treasurer, to the main offices at Oakland, Calif., for a special three day conference.

The three heads of the organization, according to Miller, will discuss the present and the future activities of MOA regarding copyright legislation, as well as other matters pertaining to the amusement phonograph industry. Among these topics will be the third performance rights society, the advertising plans of the individual MOA membership drive.

"These matters and several other problems will be brought before the national board of directors at our Fall meeting," said Miller.

Miller stated that he called Britz and Snodgrass to the Oakland headquarters so that they may better acquaint themselves with the activities of MOA and the manner in which its business is transacted from this national point.

"We will also take up," said Miller, "the advisability of opening Chicago and other headquarters in other quarters, and will be ready to recommend a bona fide program for the next twelve months to bring the interest of directors at our coming meeting."

The exact date for the meeting of the national board of directors hasn’t yet been set, but it’s expected it will take place in October or November. The date will be released shortly after these three executives complete their Oakland conference.

"The treasurer and secretary will get together at least three or four times each year, Miller said, so that programs can be arranged from various parts of the United States, beneficial to all members of Music Operators of America.

PORTCHESTER, N.Y.—The Portchester Operators Guild, with headquarters in this city, has been quietly donating juke boxes to a number of worthy organizations in its area for the past several years.

Its latest donation to the Irvington House, Irvington-on-Hudson, N.Y. (an organization devoting its resources for the care of children with heart disease), brought a letter of thanks from its executive director, Joseph B. Caven. Addressing the letter to Seymour Pollock, it said:

"I wish to express our appreciation and thanks for the juke box which you were kind enough to donate to Irvington House.

"It is the main attraction in the canteen which our teen agers have planned and decorated for themselves. The juke box has made the canteen a real interest center for these children. They have always enjoyed dancing or just listening to music—especially on these hot summer afternoons. The local record player just does not compare with our juke box."

"Thanks again for your generosity and your interest in our children and our program."
Each ROCK-OLA phonograph coming off the assembly line is moved to the QUALITY CONTROL Department.

...where it's operated continuously for ONE THOUSAND PLAYS.

Every major part is then thoroughly inspected for wear, defective material and sub-standard workmanship. If it does not meet the rigid standards prescribed, it is returned to production until it does meet these requirements.

These rigid quality-control and inspection measures are responsible for the world-wide reputation enjoyed by the ROCK-OLA Trouble-Free Mechanism and assure the high standard of quality that permits us to issue a warranty and performance bond with every phonograph. This is just one more reason why ROCK-OLA phonographs are:

Worth more when you buy.
Worth more when you trade.
Distribrs Find Expert Export Revamps Click

Many Firms Use Production Line Methods to Revamp Old Equipment for Export Market

CHICAGO—From coast to coast and from north to south more and more distributors are finding that it pays them to set up what might be termed "miniature production lines" to completely and carefully revamp old equipment into just exactly what the export market requires.

Whether it's Boston or San Francisco, Miami or New Orleans, Chicago or Philadelphia, New York or Detroit, or wherever any distributor specializes in export business, machines are actually being revamped to meet the requirements of the importers in various parts of the world.

In revamping these machines the distributors who are doing this work not only respray cabinets, but actually rebuild the mechanism, installing new parts where needed and adding many unusual and colorful touches of their own, along the lines they have learned the export market requires.

A fine example of such expert export revamping can be found in Miami at one of the distributors. Here is an actual miniature production line. Not only are the cabinets of the phonos and other old machines almost changed over, but are completely resprayed, recolored and rearranged.

The mechanisms are taken out, completely cleaned, used parts replaced, and then sent thru another line of mechanics to be perfected in every possible detail.

The finished product is something to marvel at, especially if the original machine is first viewed, prior to the revamping.

This distributor is not the only one doing this sort of revamp work to assure his import trade the finest revamped and reconditioned machines.

From New York to Boston thru Chicago, Detroit, Cleveland, into New Orleans and other cities in the south and southwest, to Los Angeles, San Francisco, Portland and Seattle, and various other outstanding sales centers, this same effort is being put into practice to assure the importers through out the world the very finest buys in revamped machines.

This is to a great extent responsible for the grand spurtage in export business which the industry is enjoying. The distributors who have specialized in sales to the importers around the world, have found that they could best build up the export divisions of their businesses only by offering the very best equipment.

Attention!

If you are seeking information on any coin operated machines of American manufacture, write: "The Cash Box"—the authority of the coin operated machines industry.

O J O!

Si desea informes respecto a máquinas funcionadas por monedas fabricadas en los Estados Unidos, escriban a "The Cash Box"—la firma más competente en la industria de máquinas funcionadas por monedas.

Achtung!

Falls sie Auskunft über jede Art von Münzautomaten amerikanischer Herstellung wünschen, schreiben Sie doch bitte an "The Cash Box"—die Sachverständigen der Münzautomatindustrie.

Attention:

Si vous avez besoin de renseignements sur n'importe quelle machine à distribution automatique de fabrication américaine, écrivez à "The Cash Box"—qui font autorité dans l'industrie de la machine à distribution automatique.

EXHIBIT SUPPLY

Wow!

You Sure Have It!

Joe Kline—Wally Finke, Chicago, Ill.
At the monthly meeting of the California Music Merchants Association, president George Miller thanked all the members for the tremendous response to his recent request for telegrams to be sent to Congress. Many of the members followed through and sent wires to their Senators requesting that the appropriations to the Library of Congress for investigation of the coin operated phonograph business be held up until the situation could be thoroughly investigated on a completely impartial basis. President Miller had a full schedule while visiting in Los Angeles, both socially and business-wise. He lunched at the Chapman Park with Larry Raine and Tim Gayle (Larry’s Advance disk of “Contentment” and “But Yes My Sweet” getting a play from local ops) and while here, George also celebrated a birthday. Next on the agenda for George and the association will be an effort to get some relief for operators from the excessive licensing fees in El Monte, Monterey Park, and Southgate. . . . Ben Chemers welcomed new member Richard Nordin to the local offices of the California Music Merchants. Taking time out from their busy routes to stop into the office and chat with Ben were Al Cohn of Trico Music and John Cabadillas.

Henry Bringas spent a quiet weekend at Marietta Springs resting up after his recent illness. . . . Larry Collins and his children back in town after a motor trip through the East. . . . Ray Powers of M. A. C. Vendors in California Music talking with Sammy Ricklin and Gabe Orland. While we were there, Sammy received a call from his former employee, Jack Lewis, who is now in charge of Artists and Repertoire in the Jazz field for RCA-Victor in New York. Jack wanted to know about all the excitement Gogi Grant’s “Suddenly There’s A Valley” was creating in the Los Angeles area, and figured that Sammy was the boy to give him the straight dope. Victor salesman, Dave Pearce was in and everyone was happy to hear that local Victor sales manager, Art de Paul was out of the hospital and back home recuperating. Sammy takes that well-earned vacation this week and will be taking some short trips around California with Mrs. Ricklin and son, Ronnie. Hank Penny was in visiting everyone at California Music last week. Also Steve Lawrence who has just cut two new sides for Coral. Romano Brown back after being out a couple of days with eye trouble caused by our local villain, Smog. . . . Operator Bob Hathaway passing out cigars along Pico in honor of his 6 lb. 14 oz. baby girl, Diana Lee.

Two “Bulls-Eye Bowlers” were going out the door at Minthouse Music and Hank Tromick says they’ve been going out steadily. . . . Bill Disson of Duarte is off to Canada for a few weeks vacation. . . . Local operator, Dean Brown, contributed a fine photograph to the California Society for the Welfare of Epileptics. . . . John Freeman of Simon Distributing on vacation, so owner Jack Simon staying busy this week. Jack took time out to tell of the grand opening of the new Hollywood Hawaiian Hotel and Apartments in which he has an interest. Featuring luxury apartments, the new hotel has already signed up as permanent residents singer Kay Starr and songwriter Johnny Burke. . . . George Nachtweh became the father of an 8½-lb. baby girl last week. . . . Al Stern of the World Wide Distributing Co. of Chicago here on vacation and enjoying his stay at the Ambassador Hotel. . . . Mr. and Mrs. Johnson of the Mayflower Distributing Co. of St. Paul, Minnesota, in town spending some time with Bill Happel of Better Sales. Also in town visiting Bill are his brother Carl Happel and wife. Carl runs the Better Novelty Co. in Milwaukee. Mr. and Mrs. Happel will spend about 10 days in Southern California and stop off in Las Vegas on their way back to Milwaukee. . . . Sam Rosey, Russ Morgan’s manager stopped in to see Mary and Kay Sotile at Leuenhagen’s last week and was telling them about the accident some of Russ’ boys had way on the way from Cedar Lake, Indiana to Waterloo, Iowa. Piano player Ed Wilder apparently fell asleep at the wheel and both he and one of the six men were injured. However both are out of the hospital now and rejoined Russ in Omaha last week.

Lee Nelson along coin row this week, introducing his brother Dr. C. M. Nelson, who is here visiting him from Oberlin, Kansas. . . . One of the newer ops, Jerry Jacobs, sporting a new Ford station wagon on Pico. . . . Britt Adel- man and Paul A. Laymon Co. off for a two-week vacation. Britt will spend a weekend at Catalina Island and also spend a day showing Disneyland to her daughter Parry. Ed Wilkes is still on vacation and the brisk sales of the “Con-gress Bowler” are keeping Jimmy Wilkeres busy. Carl Johnson of phonograph sales. . . . Visiting ops this week included Clyde Disinger of Balboa, Bill Bradley, Covina, Johnny Knowles from Long Beach, Jessie Herman and her attractive teen-age daughter from La Crescenta, E. B. Stone, San Diego, Mel Wolzinger from Las Vegas, and E. O’Neill from Blythe who had just returned from vacation at Big Bear Lake.

"It’s What’s in THE CASH BOX That Counts"
NEW ENGLAND NIBBLES

Biggest gains in coin operated amusement games and ride industry reported in New England as all-time heatwave continues. As the mercury hit 92 on Tuesday, August 16, coin row was deserted with ops and distributors alike high-tailing it for seaside resorts. The continuous heat has cut the flow of ops from one distributor's showrooms to another in the Hub this summer. Biz, however, is reported terrific, with demand for used equipment, especially pins, games and used phonographs, phenomenal. Kiddie ride ops have had a tremendous season along with arcades and outdoor kiddie spots featuring coin operated mechanisms.

Ed Ravreby, World Fair and Associated Amusements, has opened another arcade; this one in the Farmers Market in Bloomfield, Conn., with 15 pieces, games, shuffle and kiddle rides going for him. This is the second arcade venture for the vet coin industry man in less than a month. His Playland Arcade in Gloucester, opened three weeks ago, with 35 pieces, in conjunction with Jerry Prohler, is going over hotly in the fishing town. Richard Mandell, sales manager here, off on a Worcester sales trip, while Ed tours Connecticut. Ruth Ravreby managing the Brighton Ave. home plant while Ed and Dick are on the road.

This hottest summer in 10 years hasn't found anyone connected with the coin biz complaining, except for the heat... Some Fall buying has even been going on... Bally "ABC" and Bally "Congress" bowler going great at St. Redd's Reed Distributors (Wurlitzer). SI working hard on Salvation Army Drive... Bob Jones, sales manager at Reed's, off on a Springfield trip. Helen Ford, bookkeeper, making daily trips to visit her mother, in the hospital. Redd recently returned from whirlwind tour of southern and western Mass... Heavy action on used pins and shuffleboards reported at all distributors... Biz holding fine at Atlas Distributors (AMI) where Louis and Barney Blatt have been entertaining a number of operators... NO action at the local Fair in Rutland... Foreign shipments occupying staff of Trimount Automatic Sales Corp. (Sturbridge) where air conditioning has made the hot summer bearable. Demand for used phonos and games continues big here... Many platter people spotted at stag party for Ed Penney, WTAO deejay, who is readying for the matrimonial pool... Among the month's "hits" on Chet Woods, Mercury; Jerry Flatto, Boston Record Distributors; Allan Ross, Decca; Cecil Steiner, Records, Inc.; George Hirstone, National... Engagement of Mickey Scippa of Boston Record Distributors and Nancy Mouslain made this frame... Lillian Briggs, Eric recording artist, visited Jerry Flatto at Boston Record Distributors... Singers in the territory this week included Russell Arms, Frankie Laine, Snoopi Lanson... Ops checking in around town included Mike Pascovaltch, Nashua, N. H.; James Atlas, Newburyport; Al Yourcewitz, Brockton; Don Cascule, Portland, Me.; Peter Pondera, Dorchester; Martin Oliver, Portland, Me.; Al Grizzle, Quincy; Leo Glessbald, Lynn; George Marks, Hampton; Kenneth Progin, Fitchburg; McGree brothers, Winthrop; Dave Baker, Arlington; Connie Pocius, South Boston; Al Dolf, Hyannis; and Ralph Lackey, Roxbury.

DALLAS DOINGS

Abe Susman at State Music busy enlarging their showroom, preparing for the new Gottlieb "Tournament" showing... Dick Quam of Henderson reports business better than ever... Weldon Denton leaving for the coast shortly... Mitch Miller in town to promote "Yellow Rose" and to make guest appearances at the opening of the new A. Harris store in Oak Cliff... Medaris going strong with their Hit-A-Day program... W. A. Page of Big Springs Music hospitalized in Temple for a check-up... Tommy Withrow of Texas Music in Midland and his family are vacationing in California... Gene Willams of Commercial Music reported, on his round from West Texas, that business was really picking up after the rains. B. B. Williams in El Paso on a business trip... Don Singer, London Records' regional director, was in town for a weekend setting up promotion plates for promotion plans. Radio album, "Olen Dryer of San Angelo vacationing in Colorado... Sorry to hear Bernard Byford of McGregor Music lost a 16-ft. fire... Eula Pace of S. H. Lynch will visit Las Vegas and Los Angeles... Steve Payne of Kernet expanding his route... Over at Commercial Music we heard that "Operation Mink Coat" is now in full swing, with a fresh mint coin being given to each operator buying at least three new juke boxes... George Peck of General Distributing will leave for Europe at the end of August to visit distributors all over the continent... Visiting in Dallas this week were Jimmy Garrett of Longview, Ernest Harris from Fort Worth, Fred Ellis of Waco, Bill Sheffield of Odessa... George Good of Odessa reported business going great... Mr. and Mrs. B. B. Williams vacationing on the coast... Speaking of vacations, the families of Tommy Chattem and Herbert Rippa will be mighty close neighbors as soon as their cabins in Willie Woods are completed. Bob de Priest will be on his way to New York and Canada soon... The Dallas Music Operators' Association meeting last Tuesday of every month at Sammy's Restaurant on Greenville... Gunter Gabrielson, Seeburg factory representative, reported recuperating after a siege of bronchial pneumonia... Joe Bilardi, Modern Records, stopped here enroute to New Orleans.

"It's What's In THE CASH BOX That Counts"
At P. H. Distributing Co., Springfield—Mrs. Hazar selling novelties for the Big Fair that started on Friday, August 12. Leo out on his route. . . . Vince Salvo talking bowler trade with Kal Langer of J. Rosenfeld of St. Louis. Tony Zito of Modern reports brother Frank has retired and is having the time of his life. . . . Raymond W. Fleece out building the buses. . . . Jimmy DeRosca has made a deal that entitles him to park in the middle of the street without being subject to a ticket. . . . William S. Kramarz and wife (two fine people) building a good route. . . . Ran into Bob Morenci at one of his locations. Bob tells us business is good. Bob has put his older Jude boxes to work in new spots. There are several locations that have put up tents for the hot weather and these 1425 Rock-Ola are bringing in good sales. . . . C. R. Frazier on vacation.

— Andy Fielding a new Twenty Year Clubber. . . . You fellows who have been asking for E. M. Michael will be happy to know he is with Andy Fielding. Michael becomes a Twenty Year Club member. . . . Also a new member is one of the best known local operators, Bud Hashman. Bud, an old showman and m.c., was discussing old times over a steak with Jimmy DeRosca and Kal Langer. Bud has worked with Joe Penner, Ginger Rogers and other top names . . . Another who has entered as a member of the Twenty Year Club is James DeRosca of Jim Amusement Co. . . . Val Craven, R.C. Music, Decatur, busy, busy. . . . Found F. B. Ford sitting in the cool of his lawn. . . .

James A. Souters, vice president of United Vending Assn., has been written up in Time, Life, Popular Mechanics and the Wall Street Journal. . . . C. R. Frazier on vacation. Fielding tells takes over. . . . Lynne and Lee Veech really working very hard on their large route. . . . Ran into Lynn Smith at S. O. Amusement, Decatur, trying to locate Leonard Stephens . . . Walter Howard, Mt. Olive, and his wife, love potting around with their rose bushes. . . . Mitch Golish, Andy Harold, Herman, and Roy Golish, Harrisburg, swaying it out as their air-conditioner stopped working. . . . The McCaughey brothers and M. L. Gorman, Farmersville, in the coin machine business for many years, have opened a new cafe and a new service station.

Meeting Dates of Music Operators’ Associations

Aug. 23—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

23—Western Massachusetts Music Guild
Place: Ivy House, West Springfield, Mass.

23—Amusement Machine Ass’n of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.

29—Central States Music Guild
Place: 311 Main Street, Pocahontas, Ill.

Sept. 1—Phonograph Merchants’, Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)

1—California Music Merchants’ Assn.
Place: Sacramento Hotel, Sacramento, Calif.

1—Eastern Ohio Phonograph Operators’ Assn.
Place: Tod Hotel, Youngstown, Ohio (General)

5—California Music Merchants’ Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.

5—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.

8—Massachusetts Music Operators’ Assn.
Place: Hotel Kenmore, Boston, Mass.

8—California Music Merchants’ Assn.
Place: U. S. Grant Hotel, San Diego, Calif.

11 & 12—South Dakota Phonograph Operators’ Assn.
Place: Deadwood, S. D.

13—California Music Merchants’ Assn.
Place: Fresno Hotel, Fresno, Calif.

14—California Music Merchants’ Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.

14—New York State Operators’ Guild
Place: Nelson House, Poughkeepsie, N. Y.

15—Eastern Ohio Phonograph Operators’ Assn.
Place: State, 810 Market Street, Youngstown, Ohio (executive board).

19—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

“It’s What’s in THE CASH BOX That Counts”
Wurlitzer Appoints Roth Newbery Co.

NORTH TONAWANDA, N.Y.—Roth Newbery Company has been appointed distributor of Wurlitzer phonographs in ten Northeast Pennsylvania counties, according to an announcement made by Bob Bear, Wurlitzer sales manager. Their territory includes the following counties: Carbon, Columbia, Lackawanna, Luzerne, Monroe, Montour, Pike, Susquehanna, Wayne and Wyoming.

Max Roth and his son Marvin, owners of Roth Newbery, have offices at 54 North Pennsylvania Avenue, Wilkes Barre, Pa. Hank Lindemuth, their sales manager, is a 20 year veteran with the concern. Service department heads, Joe Turrell and Roger Samuels, round out the experienced group that forms the nucleus of the company.

Max Roth has been in the distributing business for over 20 years and has been connected with coin machine operations since 1929 which makes him one of the most experienced columnists in the country. His fine staff and excellent service and parts facilities are well-known throughout Eastern Pennsylvania by operators and distributors alike, and under his direction the firm has experienced steady growth over the years. Max and Marvin extend an invitation to all operators in their territory to drop in and see the newly decorated showrooms in which they will display Wurlitzer "1100" and complete line of Wurlitzer remote equipment.

CHICAGO—It was back in 1929, thirty years ago, when the company that is today known as ABT Manufacturing Corporation was called, by one of the real old timers in the industry, Walter Tratsch, introduced a new idea in counter model pistol-target games. It was called, "The Challenger.

And for ten solid years this counter model pistol game has been in constant production. But, what is most interesting at this time of the month, in fact, these last ten years, ABT has announced a brand new model of "The Challenger" pistol-target game.

—Frankly—As George Kopy, sales manager of the firm states, "It isn't too new to be called an entirely different game."

"But", he reports, "what is most interesting, is the fact that the cabinet has been re-designed, many new colors have been added, so that 'The Challenger' assumes the modern look and meets what storekeepers demand appear on their counters.

Perhaps, then, when Walter Tratsch reported some time ago, "Why they find a better counter money maker than 'The Challenger' maybe then we'll stop building them.

"In the meantime", he continued, "it's still the greatest."

Rosenthal Shows Keeney Line

St. Louis, Mo.—Jack Rosenthal, J. Rosenthal Company, this city, ran a full week's showing this past week of the vending machine line of J. H. Keeney & Company. Operators thry-out the state dropped in at this distributing firm continually during this period, and Rosenthal reports a great show of enthusiasm for the company's new "Coffee Vendor" as well as the Keeney electric Cigarette Vendor.

In addition to Rosenthal & Kal Langer of the distributing company, and V. N. Filibitchen, regional representative for J. H. Keeney & Company, were on hand to greet the operators.

Among the operators who visited were: Jack Osany, Floyd Leonard, Hershal Price, Bill Kajander, George McEntire, Marvin Coleman, Morris, Harold Parker, Ralph S. Pollock, Jack Allister, John Shriver, Joe Simmon, Earnest Rowning, Abe Faber, Joe Nissenbaum, Andy McClair, Tony Ziller, Harry Kuch, E. Siegel, Tommy Smith, Mel Williams, Fred Parker, Clyde Wall, Mike Sazik, Ralph Abrams, Morris Haff, Millard Routman, Frank Campo, and Walter Howard.

Geno Corrects Distrib Listing

Chicago—Correction was made this past week by Geno Mfg. & Sales Company. The department, with regard to the listing of distributors featured here in the August 20 issue. The firm reports that distribution in the Cincinnati, Ohio territory is not being "shared" by T. & L. Distributing Co. and Sicking, Inc.

Distributor for this set territory is only Sicking, Inc.
DENVER, COLO.—Peter J. (Pete) Geritz, Mountain Distributors, this city, recently played host to a number of games operators, who attended a service school conducted by Al Tholke of United Manufacturing Company.

A photo was taken of the operators attending, and it’s reproduced here-with. From left to right: Max Cunningham and Paul Flores, Midwest Music; Paul Vidmar, Mountain Distributors; Al Tholke, United Manufacturing Company; Floyd Wyscaver and Doyle Wyscaver, Midwest Music; Doc Pruett, Skyline Music; H. M. Nance, Midwest Music; Bob Dunkle and Melvin Ghelber, Century-Supreme; Nick Piccuti, Jr., Pueblo Music; Paul Marquis, Mountain Distributors; Nick Picutti, Pueblo Music; Leo Bunnly, Columbia Radio & Television; Richard E. Bassett, Skyline Music; Pete Geritz; Al Lorenz, Skyline Music; Robert E. Miller, American Music; Art Padilla, Century-Supreme; Joe M. Nakano, Bill Mints and Frank Yashiro, Bell Music; Dunnie Eads and Joe Bonace, American Amusement; John Knight, Skyline Music; and Ed Bronish, Midwest Music.

EXHIBIT SUPPLY

WOW!

YOU SURE HAVE IT!

Bill Miller, Grand Rapids & Detroit, Mich.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Nothing like it!

DOUBLE
YOUR MONEY BACK

That's right! There's never been anything like it in the history of this industry! The Cash Box is the one and only publication in all the history of this industry that dares offer you DOUBLE YOUR MONEY BACK if, for any reason whatsoever you don't agree that The Cash Box is the finest publication for your purposes!

Fill out the coupon on the bottom of this page today! Enclose your check for $15 for a Full Year (52 Weeks) subscription to The Cash Box! Read the first four issues! If you don't agree, after reading those first four issues, that The Cash Box is the greatest magazine for your business in all the history of the industry, simply return those first four issues and GET DOUBLE YOUR MONEY BACK for those four issues, PLUS the $15 you sent in for your full year's subscription!

YOU CAN'T LOSE!!

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

OKAY! I'll take your offer! Enclosed find my check for $15 for a Full Year's subscription to The Cash Box (52 Weeks' Issues). If I don't like the first four issues I receive, I am to return these four issues to you and you are to give me DOUBLE MY MONEY BACK for those first four issues, plus the $15 which I'm enclosing herewith.

NAME

FIRM

ADDRESS

CITY

ZONE...STATE
Celebs Attend Weekly Teen-Age Party

DETROIT, MICH.—The United Music Operators of Michigan continues to co-sponsor teen-age parties each week with the Hamptonk Recreational Commission. The parties are held at the Veterans Memorial Park.

The United Music Ops of Michigan arranged for some 2,000 fans to see the Gaylords, Frankie Castro and Gloria Mann and others at their most recent show. Emcee for the hop was Larry Gentile, disk jockey from WXYZ, this city.

Roy Small, public relations counsel of the United Music Ops, has given much of his time in order to obtain the artists each week.

Local talent included a 30 piece accordion band from the Keyboard Studios, with Wally Trusk as director.

Jeff’s Music Company again donated a juke box to the lucky teener who held the winning ticket.

Pictured herewith, appearing at last week’s party, are (left to right): Roy Small, the Gaylords, Larry Gentile, and Stan Wisniack.

Bally New Kiddie Ride “Model T”


“Model T” includes all the proved money-making features of “Hot Rod”, plus new flashy base in brighter colors, attracting immediate attention to the ride,” Nelson stated.

“A miniature model of an early vintage roadster, with real headlights and horn, ‘Model T’ takes youngsters on a rolling, rocking ride for a dime,” continued Nelson. “Throttle permits the driver to speed up or slow down at will. ‘Model T’ requires only 34 inches by 63 inches of floor space to earn really important money in all kiddie-ride locations.”
H ave Y ou B een A ctively E ngaged I n T he I ndustry F or T en Y ears?

If you have been actively engaged in the industry for ten years or more, but not yet 20 years, you are now eligible to become an "Alternate Member" of the "20 Year Club". As an "Alternate Member" you enjoy all the privileges of the "20 Year Club" and will automatically be transferred into the "20 Year Club" on reaching your 20th year in the industry. If you are eligible for membership as an "Alternate Member" of the "20 Year Club" fill out the application and mail today!

PLEASE PRINT

ENTERED THE INDUSTRY MONTH DAY YEAR

BORN (MONTH-DAY-YEAR)

NAME IN FULL

FIRM NAME

ADDRESS FOR 'CLUB' MAIL

CITY 

ZONE STATE

MAIL TODAY TO:

THE CASH BOX "20 YEAR CLUB"
32 WEST RANDOLPH STREET, CHICAGO 1, ILLINOIS

BATTING 1000
IN EVERY LOCATION!

GENCO'S NEW 2-PLAYER CHAMPION BASEBALL

• Balls are hit in MID- AIR!
• Balls soar approximately 5 FEET through the air!

SINGLE BALL can score up to 100 RUNS!

Keeps game "alive" till last out!

3 OUTS per inning - adjustable to 1, 2, or 3 innings!

Adjustable for MULTIPLE or SINGLE REPLAYS!

Xciting MATCH PLAY and HOLD-OVER feature!

King-Size Wooden Bat
Full-View Glass Side and Top.
Unequaled 3-Dimensional Players

COMPACT! 60" long - 75" wide

PLAYERS ACTUALLY HIT HIGH FLY BALLS WITHOUT RAMPS!

OUTSHORE & PATENTED PRODUCTS CORP.

THE BEST THE INDUSTRY ENTERED CITY THE NAME PRIVILEGES WHITE BALLS CASH

FOR 20 YEARS

FULL-VIEW, "I-ZT'S" REALISTIC DIMENSIONAL PLAYERS

The industry.

The city.

You know.

The industry. proclaim "No matter what anyone else does, we're on time and will never go back to a nickel." We look for a big "push" this coming Fall. As far as ops in the Westchester area, Seymour Pollak told us this week that between 90% to 95% of the music machines in the area are now working on dime play. Everyone is happy, including the locations. He advises those few spots still not converted are either special type locations or those not worth bothering with.

We could hardly believe it when Mike Munves went away on vacation last week. But we were almost staggered when we dropped in this week, and were told Mike and Rose were still away for the second week. Hope they have a real good rest. ... Meyer Parkoff, Atlantic New York Corp. (Seeburg) out to visit with Oscar Parkoff at the Newark, N. J. offices, and then on to Hartford, Conn. and Marc Periman. The new quarters of Atlantic coming along rapidly. Ops finding the parking facilities a boon. Cars can be driven into building while ops do their buying. There's room for seven cars at one time. Nat Sadow, who can't break away for a vacation at this time, will take several days when he drives up to Hasbrouck in Sept. 27 to pick up his 11-year-old son, Norman, who will be finishing up his stay at camp. Nat will take his wife and 5-year-old son, David, along, and then drive to Lake George for a few days. ... S. Silverstein, Pesek & Skillup, op, plans another of the finest. Most wonderful this year. ... Sam Schwartz, Federal Amusement, Montreal, Canada, spends a few days in the big city, visiting with 10th Ave. wholesalers.

In Edelman leaves his vacation haven in Scroon Lake, N. Y., and comes into the city. It tells us he'll visit Chicago and Los Angeles before returning to Scroon Lake. He also advises he has a new game on test location for the past few months, and will bring it out in the Fall. Claims it's an entirely new play principle. ... Had quite an enjoyable visit with Barney (Shug) Superman at Rupson Sales. Listened to some colorful stories by Dave Stern and "Senator" Al Bodkin. Before leaving Stern placed an order for two trailer-cars of Bally's "ABC" bowlers for his County Service, Elizabeth, N. J. operating company, and Bodkin enthusiastically reported most wonderful this year from the "ABC" bowlers he has on location. Ivy (Kempy) Kemper, roadman for Bally, in the office this week due to vacations of others on Rupson staff. ... Gertrude Brown, Beacon, N. Y., operator, picking up supplies. Tells us that her summer locations are doing exceptionally well, with the exception of only one spot. However, she states she'll know how much more about this location when the season ends, as collections usually average out over the summer. ... Bally's new Southeast Distributors will be delivered from his warehouse in the year. Meanwhile Dave Stern and Charlie Reissner report good sales of Rock-Ola phones. ... Al Simon, Albert Simon, Inc., quite busy with Genco and ChiComb games, as we couldn't intercept his talks with ops, more than to wave "hello". ... Max Levine, Scientific Machine Corp., a visitor on coinrow. Advises he'll have an announcement to make in early Fall. ... Nat Cohn, looking like a million, on, dressed in summer blue and white, visits on the air. Joe Young, Young Distributors, out visiting coinmen in New Jersey, while Abe Lipsky stays in the office. Imagine Hank Polak, founder of the firm, during his vacation, as he wasn't here this week. ... Seymour Pollak, very happy in announcing the engagement of his lovely daughter, Carole to Lee Steven Mem- bers, son of the late regent of the city's father, who is one of the owners of Regan Furniture Co. in N. Y. Seymour and his missus leave this week-end for a few days vacation at Atlantic City.

UPPER MIDWEST MUSINGS

Mr. and Mrs. John McCarthy of Waterloo, Iowa, spent a couple of days in the Twin Cities visiting the distributors and shopped around for equipment for their route. ... Dick Grant of Mound, Minn., is up and around on his route again after spending several days in the hospital with a recurrent ulcer condition. C. Mr. and Mrs. Gordon Dennis of Genco, with their son with them on a combination business and pleasure trip to the Twin Cities. Gordon shopped for games for his route and remarked that the market is good in his area which also means that business in general should be good in and around Cando. ... Mr. and Mrs. August Quade of Rochester, Minn., spent several hours in town shopping for records and stamps. We must remark on the flashy Older Holiday which August acquired just recently. ... Sid Levin of the Lieberman Music Company was laid low for a week with a virus infection. He almost showed up at the office with a mustache but shaved it off at the last moment. ... Tom Kady of Grand Forks, N. D., was in town making plans for photographs for his route. ... Joe Young of Duluth, Minn., made the rounds shopping for equipment for his route. ... Seen here and there picking up parts and records for their routes were Bob Kesse of Forest Lake, Minn.; Gabby Cheseau of Grand Rapids, Minn.; L. L. Harris of Ederlin, N. D.; Don Thrane of New Ulm, Minn.; Earl Porter of the Palace Music Company of Mitchell, S. D.; John Johnson of Staples, Minn.; and John Howe of Foley, Minn.

"It's What's in THE CASH BOX That Counts"
Possibly best business outlook of the week is in the statement made by Jack Nelson, Bally Sales manager, who reported, "Regardless of the 90 and 100 orders for "The Hot Rocks," business has been good." Jack also went on to say, "Our bowlers, 'ABC' and 'Congress,' are taking stronger hold everywhere.

With bowlers getting ready for the new season; with bowling in the air; play on every corner getting bigger and better every day. . . . Visitors checking into Chicago these days try to make the Edgewater Beach Hotel their headquarters. Not only because it's further north, where the cooler breezes are blowing, but also because of the Edgewater Beach Cabana Club, where the guys and their girls can swim away a few hours after visiting about the town. Carl Trippé advises, "Our new two-player pinball, 'Tournament' has gotten off to a very great start. We're shipping more every day." Listening to Alvin discuss this business was tremendously refreshing. The young man actually grew up in the field. And knows the "ins" and the "outs" of the coin biz from."A" to "Z".

Joe Ash of KingPin, Detroit, surprised the entire sales staff of Bally with one of the biggest orders for "The Hot Rocks". So Joe just closed a deal to operate them in a big chain. . . . Over at Rock-Ola all executives are in town and all are working at getting in every order. Prices for those orders flooding in for their new clocks. Even the production has been speeded up, orders have been coming in at such a rate, they report, they just can't seem to even up. Dave Rockola, Les Rock, Ed Ristaino, Kurt Kniever, Wayne Bradfield, all others buzzing about this big plant. . . . New angle. The first 5,000 planters of "Verse Of Stardust" (the Heagy Carmichael tune's verse only) arriving here will be placed in the Juke boxes, even before a single one goes on sale over the store counters. The label features Eddie Dexter, Hal Fredericks of WAAF who has the fall hour Recorded Music Service's sponsored show, "Juke Box Jamboree," will be plugging this disk to back up the Juke box men who will be placing it in their phones.

Sam Mencurni took the past week with the way those orders flooding in for their new clocks. Sam quoted statements by Bill Miller of Grand Rapids, Joe Ash of St. Louis, Wally Fink and Joe Kline of Chi and Sam Lofson of Milwaukee, to give some idea of how busy the Mencurni has taken hold. In the meantime, while Sam telling the story Frank Mencurni grabs his hat and travel bag and yells out, "I'm on my way, I've got a date with Diane." Meaning, of course, that Frank flew west where he'll be flying straight into hurricane, Diane. . . . Mrs. Margaret Trippé in town visiting about the business — Carl Trippé's widow . . . Williams, "The Hot Rocks" is busy place the past week, with much hush-hush-hush about what's going on in the factory. Harry Jacobs, who actually runs the week in the experimental department, Sam Levison rushing in and out between his office and the factory. And Weinand holding phones and scribbling away while talking. Whew! . . . Happy vacation to Carl Knippel of Chicago who is on a well deserved two weeks rest.

Quote from Ralph Pearson's "Vegas Daze & Nites" column, re: United's Lyn Durham, "... electronic genius whose unpublicized dirty deeds are many. He's known to depend on eccentric dress or behavior to make like a genius, which he rightfully is. . . . " and Pearl goes on and on and even believes that Lyn could be elected Governor of Illinois because he has so many, many, many ideas. . . . Ed Levine can only say, "We've had more than busy. Especially now with our new 'Bulls Eye' and 'Blinker Bowlers.'" Ed reports that all Chicago bowlers moving fast and that these two new ones have "taken strong hold everywhere." . . . Paul Huesbach of Keeney advises, "Roy, my first day back after my vacation, was simply brutal. Took me all day to do what I used to do in a week. . . ." Also whispering that Keeney ready to ship a "brand new one." But won't tell too much about it as yet. In the meantime, Roy McGinnis takes time off from golf. . . . Howie Freet in town to visit his Dad who was operated on last week. Reports he's no longer with Sierra in L.A. Is out of the industry now. In the business brokerage field.

Ask Burns, in between trips, chatting away happily at Empire about the upsurge in sales Empire enjoying on baseballs. In deep conference, in the meantime, Joe Robbins, Jerry Bremer and Columbus visitor, Sam Solomon. . . . Never was there a better B.C. J. (Bill) Burke who enunciates map of "Waldorf Diner" and reports, "This is my new venture." Diner is located in Waldorf, Md. On the short route to Florida. Bill hopes eastern column will stop and have a bite with him. . . . Arvon Fensburg in the midst of a zillion problems at Genco between sales and production and sure happy when Ralph Sheffield walked in this morning. Two weeks vacation. In his own words, "Mr. Ernie Bender, Genco's sales mgr., out on the road visiting the trade. . . ." Irv Ovitz of Int'l Distribs reports terrific pickup in export biz this past month for his firm. . . . Joe Schwatz looking forward to a very great Fall season. When in walks Mort Levinson just back from L.A. and Vegas—to dash right out again for Wisconsin.

Al Thoele back in the United plant after 4 solid months on the road—leaves again. This time for a southern trip. Will probably bump smack into Johnny Casals in Miami. Both hoping to be back in time for the United employees' picnic on the 27th. . . . Sammy Dieter of Fort Wayne, Ind. advises that this past birthday of his "was really special. I was 50." Now that Sammy's past the half century mark—he's on his way to 100. . . . There are many with Mint on the mind right now since seeing that Wurlitzer circular that read: "Your Wurlitzer distributor has an elegant and valuable gift for the woman in your life or any alike male friend. . . ." A note from Sr. Leon Shapochnik of Havana, Cuba, who wants to know Will be see us in Havana this winter. (Aside: Sr Simer). . . . Len Micon to take the Palm Springs vacation. Two weeks. In the meantime, Ernie Bender, Genco's sales mgr., out on the road visiting the trade. . . . Irv Ovitz of Int'l Distribs reports terrific pickup in export biz this past month for his firm. . . . Joe Schwatz looking forward to a very great Fall season. When in walks Mort Levinson just back from L.A. and Vegas—to dash right out again for Wisconsin.

Like Nate Feinstein of Atlan Music reports, "We've never enjoyed such a grand sale of wall and bar boxes as we have these past months." Nate happy to have a market in a condition prevails all over the nation. And that one buying more remotes than ever before to cover every available spot where those products are needed in all of their locations. That's a lot of convenience to jam into new spots with unknown intakes. . . . Some distribs write, "Why doesn't The Cash Box write more articles on need for a 'National Credit Bureau'. You see they're just now realizing this need. . . ." Other distribs pioneered this idea and wrote many editorials on it. Even up. It's got to come into being unless some of the boys want less what they have." . . . HAPPY BIRTHDAY THIS WEEK TO: Joseph C. Olivencia, Houston, Tex. . . . Todd Griffith, Albuquerque, N.M. . . . Howard N. Ellis, Omaha, Neb. . . . David S. Bond, Boston, Mass. . . . James C. Hamilton, Miami, Fla. . . . Hyman Silverstein, Cleveland, O. . . . Thomas D'Grecco, Chicago, Ill.
WANT—Seeberg parts: Selection receivers, Selectar coil assemblies, keyboards, 916 cartridge replacement. State model number, condition, price you will pay. Write or wire. SAN FRANCISCO OPERA SERVICE, 155 7th STREET, SAN FRANCISCO 3, CALIF. Tel.: HEmlock 1-5676.

WANT—For resale, new or used American, National 12 ft. Bank board, 38.6. Setter; late model Bing's; 100 Selection Seebergs. $300 Round. Quote quantity, condition and your best price in first letter. STANLEY VENDING CO., 1523 BROADWAY, TACOMA, WASH. Tel.: Hillside 5110.

WANT—45 RPM Records, new or used, any quantity tested. Highest prices paid. Write stating quantity, condition and price, send money order. GRANCO, CALANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT—Will purchase one-half interest in distributorship handling major manufacturer's phonographs. Will invest substantial amount of cash. BOX #346, c/o THE CASH BOX, 457 45th STREET, NEW YORK, N. Y.

WANT—Tubes: 2051; 2050; 7071; 2AK7; 2657; 6CC7; 616B; 616 metal; 635 metal. Will pay $40 a hundred. Must have minimum quality, please send list of set. Have other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—Phonograph records made before 1940; any quantity or dealer stock; $125 to $300 per thousand; will inspect if required. Some labels wanted. WALTER BRENNER, 1562 N. 98th St., Milwaukee, Wisconsin.

WANT—Seeberg 100 selection Hideaways; Phonographs; Wall Boxes; Steppers. AMI 120 and 80 selection Hideaways; Phonographs; Wall Boxes, Steppers. Wurlitzer 104 selection Hideaways; Phonographs; Wall Boxes; Steppers. THOMAS COIN SALES LTD. ST. THOMAS, ONT., CAN. Tel.: 2648.

WANT—Bally Big Times $440; Beach Clubs $170. Must be clean and in good condition. LOUIS AND PLOTTE MUSIC CO., 120 S. HOWARD STREET, SPokane, WASH.

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

WANT—Gene Shuffle Pool, give price and quantity. PENNSYLVANIA VENDING CO., 1222 CARSON ST., PITTSBURGH 3, PA. (Tel.: HEmlock 1-9660).

WANT—Wurlitzer 1500 exceptionally clean. $275; Seeburg M100A reconditioned, $215; Seeburg Model C", $75; AMI D-40 converted to 45 speed completely refinished, like new, $295. UNITED DISTRIBUTORS, INC., P. O. BOX 1993, 902 W. SECOND, WICHITA 12, KANSAS. (Tel.: HO 4-6111).

WANT—All types late model phonographs converted to 10c play. Call collect for price. DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, N. Y. (Tel.: SYRACUSE 7-1631).

WANT—For resale, new or used American, National 12 ft. Bank board, 38.6. Setter; late model Bing's; 100 Selection Seebergs. $300 Round. Quote quantity, condition and your best price in first letter. STANLEY VENDING CO., 1523 BROADWAY, TACOMA, WASH. Tel.: Hillside 5110.

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WANT—Seeberg 100 selection Hideaways; Phonographs; Wall Boxes; Steppers. AMI 120 and 80 selection Hideaways; Phonographs; Wall Boxes, Steppers. Wurlitzer 104 selection Hideaways; Phonographs; Wall Boxes; Steppers. THOMAS COIN SALES LTD. ST. THOMAS, ONT., CAN. Tel.: 2648.

WANT—Bally Big Times $440; Beach Clubs $170. Must be clean and in good condition. LOUIS AND PLOTTE MUSIC CO., 120 S. HOWARD STREET, SPokane, WASH.

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

WANT—Gene Shuffle Pool, give price and quantity. PENNSYLVANIA VENDING CO., 1222 CARSON ST., PITTSBURGH 3, PA. (Tel.: HEmlock 1-9660).
FOR SALE—Highest Prices In The Country. Leaders $249.50; Team Balls $299.50; Single Balls $145; Imperial $220; Jet $390; Team $275; Coney Island Bingo $60; Geneva 400 with latest improvements $60. 1/3 deposit. W. H. KEENEY MFG. CO., 5229 S. KEDZIE AVE., CHICAGO 32, ILL. Tel.: HEmlock 4-3844.

FOR SALE—Special. Balls: Gayety, porky, pipes, etc., new, used, typical like a real bargain at $85 each. Big Times, $465; Varieties, $465; Zephyr, United Inns, used two months like new, $465; Moon Rides, $325; Rocker Bowls, $245. Exhibit Supply. 308 Shooting galleries, floor samples, $295. Williams: Race The Clock, 4-player, $299.50, NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. (Tel.: Canal 8318).

FOR SALE—Bally Beauties, Atlantic Cities, Beach Clubs, Dude Ranches, Palm Springs and Hi-Fi's, perfect condition, priced at or near lowest level. Let's AMI, Roto-Real, Evans Music, 78 and 45 RPM. GORDON STOUT CO., 125 N. MONTE, PIERRE, S.D. Tel.: 4097.

FOR SALE—Japan $65, Atlantic City $90; Brite Lights $65; Beauty $165; Coney Island $65; Cabana $165; Nevada $295; Spot Lights $65; Singapore $325; Tropiana $350; Tropics $175; Yacht Club $110. Clean. Ready to use. Half Deposit. CLEVELAND COIN MACHINE EX-动工. 2009 PROSPECT AVE., CLEVELAND 15, OHIO. (Tel.: Tower 6-1715).

FOR SALE—Kiddie Rides—Lot's $15, Single Rides $10, Tandem Rides $15, Kiddie Rides $25; Bally $195; Bally Beach Club $245; United Havana $225; Tropicana $175. SAVE! $445; Gayety (new in cases) $495; United 3 Feathers, floor samples $475. WILLIAMSPORT, PA. Troubleshooters. All thoroughly reconditioned. ASSOCIATED AMUSEMENT CO., 118 BRIGHTON AVE., ALLSTON, MASS. ED RAYREY.

FOR SALE—Lowest Prices In The Country. Leaders $249.50; Team Balls $299.50; Single Balls $145; Clowers $125; Exhibit Rifle Gallery $165.50. All equipment refurbished and rained to order. Certificates and history of equipment. All thoroughly reconditioned. ASSOCIATED AMUSEMENT CO., 118 BRIGHTON AVE., ALLSTON, MASS. ED RAYREY.

FOR SALE—Bally’s Gayety, $875; Bally’s Surf Club, $825; Bally’s Bright Lights, $820; United, $135; United’s Rio, $110; United’s Takiti, $100. Write, wire, or phone. 1/3 Deposit with order. NASTASI DISTRIBUTING CO., 912 POYDRAS ST., NEW ORLEANS, LA. (Tel.: Magnolia 6386).

FOR SALE—Warlitler 1400 $300.00; Warlitler 1450 $325.00; Seeburg M100-A $725.00; Rock-Olas 1438 $385; 1439 $425; 1450 $500; 1500 $500. United Carnival Gun $300.00; All ready for use. COLUMBUS AMUSEMENT CO., 1000 PENN-SYLVANIA ST., EVANSVILLE, IND. (Tel.: 3-4540).

FOR SALE—Bally’s Bullwinkle, $875; Bally’s Surf Club, $825; Bally’s Bright Lights, $820; United, $135; United’s Rio, $110; United’s Takiti, $100. Write, wire, or phone. 1/3 Deposit with order. NASTASI DISTRIBUTING CO., 912 POYDRAS ST., NEW ORLEANS, LA. (Tel.: Magnolia 6386).

FOR SALE—Bally’s Gayety, $875; Bally’s Surf Club, $825; Bally’s Bright Lights, $820; United, $135; United’s Rio, $110; United’s Takiti, $100. Write, wire, or phone. 1/3 Deposit with order. NASTASI DISTRIBUTING CO., 912 POYDRAS ST., NEW ORLEANS, LA. (Tel.: Magnolia 6386).

FOR SALE—ENTS Constellation $225: Shoot the Bear $145; Keeney Deluxe Bowling $125; AMI A B, C, D, E and a complete set of United Bally and Shuffie Alleys. CENTER DIS- TRIBUTORS, 2315 OLIVE ST., ST LOUIS, MISSOURI. (Tel.: 3-5511) or 3314 MAIN ST. SUEET. KANSAS CITY, MISSOURI (ASportspal 3502).

FOR SALE—Reconditioned Guaran- teed Phonographs, Rock-Ola: Model 1456, $285; Model 1468 Comet, $255; with Receivers add $20, AMI Model D-40, $250; Model C-40, $175; Model A-40, $125, Warlitler: Model 1250, $75; Model, 195, $105, J. ROSENFIELD COMPANY, 4701 WASHINGTON BLVD., ST LOUIS MISSOURI. (Tel.: 7-4730).

FOR SALE—Seeburg 100-A $325; 100C $650; 100W $850; Warlitler 1015 $100; 1100 $150; 1250 $150; United $150, $325; United $175, $450; J. ROSENFIELD COMPANY, 4701 WASHINGTON BLVD., ST LOUIS MISSOURI. (Tel.: 7-4730).

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsyl- vania distributor for United, Chicago Coin, Keeney and Bally, WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 3rd STREET, WILLIAMSPORT, PA. (Tel.: 2-3326 or 2-1648).

FOR SALE—Bally Space Ship $285; Exhibit Rifle Gallery $225; Williams Super Jet Gun $255; Keeney Ranger Gun, write; Keeney Ranger Gun Deluxe, write. Wire, write, phone. COURT ME AND WELCOME TO AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, OHIO. (Tel.: HEmerson 1-7577).

FOR SALE—Hi-fi, $229; Surf Club $220; Palm Springs, $210; Bally Deluxe, $215, Bally Beach Club, $165; Yacht Club, $75; Spot Lite, $60; Beauty, $110; GEN- ERAL DISTRIBUTING CO., 1609 ODOM AVE., WILLIAMSBURG, VA. (Tel.: TUsea 6729).

FOR SALE—Prices for quick turnover $235. all of our Hi-Fi's, Palm Springs, and Ice Frolics, Spot Lights are going for $4450; Yacht Clubs at $105. T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. (Tel.: Main 1-8751).

FOR SALE—26 Warlitler 3020 Wall- boxes 89 ea.; 2 D-80 Wallboxes and Spotter $125; practically new. MI- DISTRIC DISTRIBUTING INC., 213 FRANKLIN STREET, FAYETTE- VILLE, N. Y. (Tel.: 2-3992).


FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Wire, write, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: DUnkirk 3-1810.

FOR SALE—High Laster, Chrome Plated Steel Pilasters for Seeburg Model "C". End expensive plastic breakage. Beautifies and modernizes your machine. Easy on-location installation. Only $24.50 per pair. MUSIC SELLERS COMPANY, 2999 MAIN STREET, SANTA MONICA, CALIF.

FOR SALE—Telegize Machines, fac- tory reconditioned. Ready for location, $119.50. 1/5 down, balance C.O.D. We stock all Teleparks, also parts and supplies for Jukes, Shuffie and Pin Games. Write for catalog. CPM DISTRIBUT- ING INC. CO., 3745 W. GRAND, CHI- CAGO, ILLINOIS.
FOR SALE—United Bingo; 7 Telutis, $99.50 c/a; 7 Simpsons, $225 c/a; 9 Tropicana, $239.50 c/a, WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND, OREGON. (Tel.: ATwater 7565).

FOR SALE—Send $1.00 for the record of "The Cat Came Back" b/w "Sing Me a Song of Peanuts" by Lee Moore, disc jockey of WWVA in Wheeling, W. Va. Please state whether or not you have a record of "The Cat Came Back" b/w "Sing Me a Song of Peanuts." Tel.: W. Va. 4-3529.

FOR SALE—Hollywood Bowler $825; Arrow Bowler $495; Thunderbolt Bowler $400; Starlite Bowler $225; Feature Bowler $225; Super Frame $250; Advance Bowler $165. UNIVERSITY COIN MACHINE EXCHANGE, 355 NORTH HIGH ST., COLUMBUS, OHIO. Tel.: AXminister 4-5229.

FOR SALE—Wurlitzer Bar Boxes 2140's, Wurlitzer Wall Boxes 3020's Steppers and Master units. No reasonable offer refused, YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives: United, Keeney, Baby Taran DISTRIBUTING, INC. 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-8646.

FOR SALE—10 foot Rock-Ola Shuffleboard $149.50; Shuffle Board game wax (12 cans) $1.50; Fast wax cases (12 cans) $4.50; Pucks (set of 3) $12; Fluorescent Lights pair $3; Incandescent $10.50. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: Juniper 8-1814).

FOR SALE—Reconditioned phonographs—ready for location: AMI C; AMI D-10 and D-20, Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500, Write for low prices. RUNTON SALES COMPANY, 937 TENTH AVE., NEW YORK, N. Y.; or 221 FRELINGHUYSEN AVE., NEWARK, N. J.

FOR SALE — 1015 Wurlitzers, A-1 condition. Any quantity. HUEY DISTRIBUTING CO., 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: Cedar 7976).

FOR SALE—10 cent Operators don't let profit walk out the door. Use General's Two Nickels for Bime Play Kits. Install in minutes, $3.50 Revenue increase. Samples $3.50 each, lots of 10, $2.95 each. GENERAL DISTRIBUTING COMPANY, 3574 HARDING STREET, CARLSBAD, CALIF., Tel.: Saratoga 2-5151.

MISCELLANEOUS

NOTICE—Texas Operators—write or phone your Rock-Ola Distributor. PHONO-VENT OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. Tel.: Pershing 3-7197 or PHONO-VENT OF HOUSTON, 1406 JEFFERSON STREET, HOUSTON, TEXAS. Tel.: Preston 4791, for genuine factory parts; also good reconditioned phonographs priced right.

NOTICE—These 5 telephone numbers are important to you: The Cash Box, New York City, 6-6240; The Cash Box, Chicago, III., D-105; Broadway 2-0045; The Cash Box, Hollywood, Calif., Hollywood 5-1702.

NOTICE—Attention, Wurlitzer 1500, 1700 and 1800 Operators. Connect 24 and 48 Selection Wallboxes to these phonographs. Use Regular 219 and 248 Steppers with Adaptor. Specify model. Change one wire in Stepper. $34.50. MIDWEST MUSIC SERVICE, 519 WEST SECOND ST., WICHITA, KANSAS.

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACH CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

NOTICE—We are converting Bally HiFi's into that ever popular Beach Club. Why not have the equivalent of a new Beach Club? Call, write or wire us for more information. Our equipment is completely reconditioned. DONAN DISTRIBUTING CO., 5007 N. KEDZIE, CHICAGO 25, ILL. (Tel.: Juniper 8-5211).

NOTICE—Arcade Operators. We have a limited number of conversion targets. (Shoot-the-Spook) in stock. This target is a proven, dependable money maker for operators of Bally guns. Write: 100 SERVICE CO., 2638 OLIVE ST., ST. LOUIS 3, MO. Tel.: Jefferson 1-6651.

THE CASH BOX

"The Industry's Market Place"

PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES IN THIS INDUSTRY PUBLISH IN A MONTH—PROVING THAT THE ENTIRE INDUSTRY RECOGNIZES THE CASH BOX CLASSIFIED AD SECTION AS "THE INDUSTRY'S MARKET PLACE."

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As long as you are a paid up subscriber to "The Cash Box", at the time you answer any advertisement that appears in "The Cash Box", where the advertiser requires that you send deposit by mail, you may send your deposit to that advertiser. If, however, you do not receive the record advertised, your deposit up to $100.00 is guaranteed by "The Cash Box". This is "The Cash Box" Free Deposit Insurance Plan. An exclusive and original feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

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

Uninterrupted performance
has always been a characteristic
of every AMI model but the “F”, it is said,
turns in the highest score of all in
continuous operation, freedom
from breakdowns and service calls.
It’s nice to run a route of machines
with AMI’s exclusive
Multi-Horn High Fidelity bringing the
public music that excels—and to know that
the service and upkeep on this route
is always at a very minimum.

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

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN
Licencee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Sesbye A/S, 5 Palægade, Copenhagen K., Denmark

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
%NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES

PHONOGRAPH

4th QUOTATION 10/5/25 (B) Ex-Exhibit: (Ev) Evans; (G) Genco; (G) Gottlieb; (K) Kenney; (U) United; (W) Williams.

4. ABC (Un 3/51) 40.00 65.00
4. Across the Board (Un 9/52) 35.00 50.00
4. All Star Basketball (Got 1/52) 20.00 39.00
6. Aquacade (Un 4/49) 10.00 25.00
6. Arabian Knights (Got 12/53) 145.00 165.00
4. Arcade (Wm 11/51) 145.00 170.00
4. Arizons (Un 4/50) 10.00 25.00
4. Army-Navy (Wm 10/56) 50.00 95.00
4. Atlantic City (B 5/52) 75.00 125.00
4. Baby Face (B 3/54) 10.00 20.00
4. Bank-A-Ball (Got 5/50) 25.00 50.00
4. Basketball (Got 10/49) 15.00 25.00
4. Beach Club (B 2/53) 180.00 245.00
4. Bounty (B 11/52) 110.00 175.00
4. Be Bop (Es 3/50) 10.00 20.00
4. Big Ben (Wm 9/51) 110.00 190.00
4. Big Hit (COC 7/52) 29.00 45.00
4. Big Top (B 4/55) 10.00 20.00
4. Big Time (B 1/55) 50.00 125.00
4. Black Gold (Ge 3/50) 10.00 20.00
4. Bolero (Un 12/51) 45.00 95.00
4. Bomber (Ge 10/53) 25.00 50.00
4. Bone Head (Ge 11/48) 10.00 20.00
4. Boston (Wm 5/59) 15.00 25.00
4. Bowling Champ (Got 2/46) 15.00 25.00
4. Bright Lights (B 5/55) 49.50 85.00
4. Bright Spot (B 11/51) 65.00 95.00
4. Broadway (B 6/51) 25.00 50.00

TOTAL NO. TOTAL VALUE—
## Pinball Games (Cont.)

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TOTAL NO. : TOTAL VALUE :
## Pinball Games

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<th>Year</th>
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</thead>
<tbody>
<tr>
<td>Bally Speed Bowling</td>
<td>5/53</td>
</tr>
<tr>
<td>Bally Shuffle Champ</td>
<td>4/50</td>
</tr>
<tr>
<td>Bally Hook Bowler</td>
<td>5/50</td>
</tr>
<tr>
<td>Bally Basebal</td>
<td>(5/51)</td>
</tr>
<tr>
<td>Bally Shuffle Line</td>
<td>4/50</td>
</tr>
<tr>
<td>Bally Victory Bowling</td>
<td>5/51</td>
</tr>
<tr>
<td>Bally Champion Bowler</td>
<td>5/51</td>
</tr>
<tr>
<td>Bally Jet Bowling</td>
<td>5/51</td>
</tr>
<tr>
<td>Bally Magic Bowling</td>
<td>12/54</td>
</tr>
<tr>
<td>ChiCoin Bowling Classic</td>
<td>4/50</td>
</tr>
<tr>
<td>ChiCoin Pin Bowler</td>
<td>6/50</td>
</tr>
<tr>
<td>ChiCoin Trophy Bowl</td>
<td>7/50</td>
</tr>
<tr>
<td>ChiCoin Pin Lite (9/50)</td>
<td>25/0</td>
</tr>
<tr>
<td>ChiCoin Horse-Shoes</td>
<td>(2/51)</td>
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<tr>
<td>ChiCoin Shuffle (5/53)</td>
<td>25/0</td>
</tr>
<tr>
<td>ChiCoin Bowl-A-Ball</td>
<td>15/0</td>
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<tr>
<td>ChiCoin Shuffle Bowl-A-Ball (11/52)</td>
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</tr>
<tr>
<td>ChiCoin 16th Frame</td>
<td>Special (12/52)</td>
</tr>
<tr>
<td>ChiCoin Name Bowl (1/53)</td>
<td></td>
</tr>
<tr>
<td>ChiCoin 16th Frame Special (3/53)</td>
<td>30/0</td>
</tr>
<tr>
<td>ChiCoin Crown (2/53)</td>
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<tr>
<td>ChiCoin Crown Giant Pins</td>
<td>9/53</td>
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<tr>
<td>ChiCoin Shuffle Bowl (6/53)</td>
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<tr>
<td>ChiCoin Gold Cup</td>
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<tr>
<td>ChiCoin High Speed Crown (7/53)</td>
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<tr>
<td>ChiCoin High Speed Triple Score (8/53)</td>
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**Total No. Total Value**

## Shuffle Balls

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Year</th>
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<tbody>
<tr>
<td>ChiCoin Advance</td>
<td>10/53</td>
</tr>
<tr>
<td>ChiCoin King (10/53)</td>
<td>200/0</td>
</tr>
<tr>
<td>ChiCoin Cross-Bowl</td>
<td>15/0</td>
</tr>
<tr>
<td>ChiCoin Super Frame (3/53)</td>
<td>215/0</td>
</tr>
<tr>
<td>ChiCoin Starlite (3/53)</td>
<td>255/0</td>
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<tr>
<td>ChiCoin Christmas (5/53)</td>
<td>155/0</td>
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<tr>
<td>ChiCoin Holiday (9/51)</td>
<td>375/0</td>
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<tr>
<td>ChiCoin Flash (10/51)</td>
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<tr>
<td>ChiCoin Fireball</td>
<td>11/51</td>
</tr>
<tr>
<td>ChiCoin Thunderball</td>
<td>355/0</td>
</tr>
<tr>
<td>ChiCoin Triple Strike</td>
<td>15/0</td>
</tr>
<tr>
<td>ChiCoin Cross Gare</td>
<td>155/0</td>
</tr>
<tr>
<td>ChiCoin DeLuxe Cross Targette (1/51)</td>
<td>215/0</td>
</tr>
<tr>
<td>Exhibit Strike (6/51)</td>
<td>20/0</td>
</tr>
<tr>
<td>Exhibit Target (5/52)</td>
<td>65/0</td>
</tr>
<tr>
<td>Genco Bowling League</td>
<td>11/49</td>
</tr>
<tr>
<td>Genco BaseBall</td>
<td>15/0</td>
</tr>
<tr>
<td>Genco Shuffle (7/51)</td>
<td>20/0</td>
</tr>
<tr>
<td>Genco Player Rebound</td>
<td>9/51</td>
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<tr>
<td>Genco Shuffle Pool (1/51)</td>
<td>35/0</td>
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<tr>
<td>Genco Match Pool</td>
<td>215/0</td>
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<tr>
<td>Genlechi Bowlette</td>
<td>15/0</td>
</tr>
<tr>
<td>Keeney PinBoy (11/49)</td>
<td>20/0</td>
</tr>
<tr>
<td>Keeney Ten Pins (1/50)</td>
<td>15/0</td>
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<tr>
<td>Keeney ABC (2/50)</td>
<td>15/0</td>
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<tr>
<td>Keeney Lucky Duck (5/55)</td>
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<tr>
<td>Keeney King Pin (4/55)</td>
<td>20/0</td>
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<tr>
<td>Keeney Bowling Champ</td>
<td>4/50</td>
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<tr>
<td>Keeney Duck Pin (6/50)</td>
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<tr>
<td>Keeney Double Frame (8/50)</td>
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<tr>
<td>Keeney League (8/50)</td>
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<tr>
<td>Keeney 4-Way Bowler Attachment (12/50)</td>
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<tr>
<td>Keeney Big League</td>
<td>35/0</td>
</tr>
<tr>
<td>Keeney 6-Player League</td>
<td>35/0</td>
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<tr>
<td>Keeney DeLuxe League</td>
<td>35/0</td>
</tr>
<tr>
<td>Keeney Super DeLuxe League (3/52)</td>
<td>45/0</td>
</tr>
<tr>
<td>Keeney High Score League (5/52)</td>
<td>60/0</td>
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<tr>
<td>Keeney Team (10/52)</td>
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<tr>
<td>Keeney Club (9/53)</td>
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<tr>
<td>Keeney Domino (5/53)</td>
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<tr>
<td>Keeney Carnival (3/53)</td>
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<tr>
<td>Keeney Rhineckmenn</td>
<td>15/0</td>
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<tr>
<td>Keeney Midliner</td>
<td>195/0</td>
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<tr>
<td>Keeney Bonus Bowler</td>
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<tr>
<td>Keeney Diamond</td>
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<tr>
<td>Keeney Bikini (6/51)</td>
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<tr>
<td>Keeney Century (6/51)</td>
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<tr>
<td>Keeney American (9/53)</td>
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<tr>
<td>Keeney National (9/53)</td>
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<tr>
<td>United 5 Player (1/53)</td>
<td>37/0</td>
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<tr>
<td>United 6 Player (2/51)</td>
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</tr>
<tr>
<td>United DeLuxe</td>
<td>45/0</td>
</tr>
<tr>
<td>United 4-Player Shuffle (7/52)</td>
<td>50/0</td>
</tr>
<tr>
<td>United 16 Frame Star (9/52)</td>
<td>65/0</td>
</tr>
<tr>
<td>United Manhattan 10 Frame (8/53)</td>
<td>75/0</td>
</tr>
<tr>
<td>United 16th Frame Super (8/52)</td>
<td>85/0</td>
</tr>
</tbody>
</table>

**Total No. Total Value**

## Price Lists

### Number of Each Machine Owned

<table>
<thead>
<tr>
<th>Machine Model</th>
<th>Number Owned</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChiCoin</td>
<td>200</td>
</tr>
<tr>
<td>Bally</td>
<td>150</td>
</tr>
<tr>
<td>United</td>
<td>100</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>50</td>
</tr>
<tr>
<td>Mars</td>
<td>40</td>
</tr>
<tr>
<td>Tommey</td>
<td>30</td>
</tr>
<tr>
<td>Universal</td>
<td>20</td>
</tr>
<tr>
<td>King</td>
<td>15</td>
</tr>
<tr>
<td>Speed</td>
<td>10</td>
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### Number of Each Machine Issued

<table>
<thead>
<tr>
<th>Machine Model</th>
<th>Issued Value</th>
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<tr>
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<td>Bally</td>
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<td>Mars</td>
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<td>Tommey</td>
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<tr>
<td>Speed</td>
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<td>King</td>
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<tr>
<td>Universal</td>
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<tr>
<td>Speed</td>
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### Value of Machines Here

<table>
<thead>
<tr>
<th>Machine Model</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>ChiCoin</td>
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</tr>
<tr>
<td>Bally</td>
<td>125</td>
</tr>
<tr>
<td>United</td>
<td>100</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>75</td>
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<tr>
<td>Mars</td>
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<td>Tommey</td>
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<tr>
<td>Speed</td>
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</tr>
<tr>
<td>King</td>
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<tr>
<td>Universal</td>
<td>25</td>
</tr>
<tr>
<td>Speed</td>
<td>20</td>
</tr>
</tbody>
</table>

### Value of Each Machine

<table>
<thead>
<tr>
<th>Machine Model</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChiCoin</td>
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</tr>
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<td>Bally</td>
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<td>Tommey</td>
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<tr>
<td>Speed</td>
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<tr>
<td>King</td>
<td>30</td>
</tr>
<tr>
<td>Universal</td>
<td>25</td>
</tr>
<tr>
<td>Speed</td>
<td>20</td>
</tr>
</tbody>
</table>
## Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers’ list prices, F.O.B. factory.

### AMI, INCORPORATED

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
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</thead>
<tbody>
<tr>
<td>F-120</td>
<td>Juke Box (Receiver included)</td>
<td>$475.00</td>
</tr>
<tr>
<td>F-40</td>
<td>Juke Box (Receiver NOT included)</td>
<td>$425.00</td>
</tr>
<tr>
<td>F-40</td>
<td>Juke Box (Receiver NOT included)</td>
<td>$350.00</td>
</tr>
</tbody>
</table>

### BALLY MFG. CO.

- **Gay Time** $775.00
- **ARC Bowl** (without Match Feature) Model A-115, 10c a play $575.00
- **Model A-325, 3 plays for 25c** $750.00
- **Congress Bowl** (without Match Feature) Model C-110, 10c a play $525.00
- **Bally’s Eye Shooting Gallery** $195.00

### CHICAGO COIN MACHINE CO.

- **Blinker Bowl** (with Match Feature) $850.00
- **Bonus Score Bowl** (without Match Feature) $695.00
- **Big League** Match Feature Model $950.00
- **Hollywood Bowl** (with Match Feature) $850.00
- **Bally’s Eye Shooting Gallery** $750.00

### EXHIBIT SUPPLY

- **Treasurer**
  - **Regular Model** $675.00
  - **Match Play** $696.00
  - **Junior Jet Ride, ’55 Model** $1,047.50

### GENCO MFG. & SALES CO.

- **Champion Baseball** (with Match Feature) $635.00
- **Sky Rocket Rifle Gallery** (with Match Feature) $675.00

### D. GOTTLEIB & CO. &

#### Tournament (Two-Player)

- **$512.50**

### INTERNATIONAL MUTO CORP.

- **Drive Yourself** (new Drive Ultimate) $795.00
- **Promotion ’52** $2,150.00
- **3-D Art Parade, 10 show model** $495.00
- **3-D Art Parade, 6 show model** $395.00
- **Universal Post Card Vending** $60.00

### J. H. KEENEY & CO., INC.

- **Electric Cigarette Vendor** $240.50
- **Coin Changer Model** $304.50

### ROCK-OLA MFG. CORP.

- **Model 1444 Hi-Fi Phonon, 120 Selections, 45 RPM Only** $705.00
- **Model 1442 Hi-Fi, 35 Selections, 45 RPM Only** $575.00
- **Model 1546 Chrome Wall Box, 120 Selections** $640.00
- **Model 1548, 50 Selection Wall Box** $575.00
- **Model 1613, 8” Blonde Wall Speaker** $455.00
- **Model 1614, 8” Mahogany Wall Speaker** $475.00
- **Model 1906, Remote Volume Control** $525.00
- **Model 1927, Remote Volume Control with Cancel Button** $525.00

### UNITED MFG. CO.

- **Super Slugger**
  - **Regular Model** $595.00
  - **Deluxe Model** (with Match Feature) $675.00
- **5th Inning Shuffle Targette**
  - **De Luxe Model** $765.00
  - **Regular Model** $745.00
- **Capitol Shuffle Alley**
  - **Single Chute** $705.00
  - **Double Chute** $725.00
- **Derby Roll**
  - **Regular Model** $705.00
  - **G. Deluxe Derby Roll** (with Match Feature) $785.00
- **Venus Shuffle-Targette Regular Model, 10c play** $705.00
- **Special Model, 10c, 3 for 25c** $750.00
- **De Luxe Venus Shuffle-Targette (with Match Feature) Regular Model, 10c play** $745.00
- **Special Model, 10c, 3 for 25c** $750.00
- **Triple Play** $725.00

### WILLIAMS MFG. CO.

- **King Of Swat** $549.50
- **Three Denver** $389.00
- **Sidewalk Engineer** $345.00
- **Race The Clock**
  - **Single Chute** $494.50
  - **Double Chute** $499.50

### THE RUDOLPH WURTLIZER CO.

- **Model "1800” Hi-Fi Phonograph**
- **Model "1700” Hi-Fi Phonograph**
- **Model "1600-A” Hi-Fi Phonograph**
- **Model 5206 Sc-Oe-25e Wall Box**
- **Model 5207 Sc-Oe-25e Wall Box**
- **Model 5208 Sc-Oe-15e Wall Box**
- **Model 100 "B" Speaker**
- **Model 110 "D" Deluxe Speaker**
- **Model 111 "24" Excelsior Speaker"**
- **Model 5102 "28" Wall Speaker**
- **Model 5115 Hi-Fi 4 "Corner Speaker"**
- **Model 5116 Hi-Fi 6 "Coast Corner Speaker"**
- **Model 5117 Hi-Fi Coastal Wall Speaker**

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### ARCADE EQUIPMENT (Cont.)

- **AMT Brand**
  - **Caro**
  - **Super Mario**
  - **Video Games**

### AUTO-PHOTO CO.

- **Auto-Photo Studio Model “11”** $2,950.00

### J. P. SEEGBURG CORP.

- **HF-100**
  - **JW-1 Wall-A-Matic** $140.00
  - **MRVC-1 Master Remote Volume Control** $250.00
  - **CV-264-2" Wall Speaker Ivory (Teardrop)** $165.00
  - **CV-265-4" Recreased Speaker (CV-267-12"-12")** $225.00
  - **PS-12 Power Supply** $135.00
  - **AR-14-155 Amplifier** $135.00
  - **ATVC Automatic Volume Compensator Unit** $135.00

---

### NUMBER OF EACH MACHINE OWNED

<table>
<thead>
<tr>
<th>Machine</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMT</td>
<td>2</td>
</tr>
<tr>
<td>Bally</td>
<td>3</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>5</td>
</tr>
<tr>
<td>Genco</td>
<td>1</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>1</td>
</tr>
<tr>
<td>International Muto</td>
<td>1</td>
</tr>
<tr>
<td>Keeney</td>
<td>1</td>
</tr>
<tr>
<td>Williams</td>
<td>1</td>
</tr>
</tbody>
</table>

---

### VALUE OF MACHINES HERE

- **Value of Machines**
  - **High:** $1,650.00
  - **Low:** $1,050.00

---

### END OF MONTH INVENTORY ISSUE

*August 27, 1955*
Greater tonal brilliance! At least an extra thousand plays per record with no loss of fidelity! Many thousand more plays per stylus! All of these great features are yours with Wurlitzer's single low inertia tone arm and exclusive Zenith Cobra Stylus. Another example of Wurlitzer quality that produces extra savings and added earnings.
UNITED’S DELUXE 5TH INNING
FOUR-PLAYER SKEE-SKILL TARGETTE GAME

PLAYERS ACTUALLY RUN BASES

SINGLES
DOUBLE
TRIPLES
HOME RUNS

5 INNINGS PER GAME
EACH PLAYER GETS 3 SHOTS PER INNING
1, 2, 3 OR 4 CAN PLAY

LAST INNING SUSPENSE
LOW SCORE CAN BECOME HIGH SCORE WITH 5TH INNING HIGH POINT RUN VALUES

EACH RUN SCORED IN 1ST INNING SCORES 1 POINT
EACH RUN SCORED IN 2ND INNING SCORES 2 POINTS
EACH RUN SCORED IN 3RD INNING SCORES 3 POINTS
EACH RUN SCORED IN 4TH INNING SCORES 4 POINTS
EACH RUN SCORED IN 5TH INNING SCORES 10 POINTS

MOLDED RUBBER POCKETS
INSURE QUIET PLAY

DOUBLE CLOVER 4-WAY MATCH FEATURE

EQUIPPED WITH UNITED’S TAMPER-PROOF SLUG REJECTOR

SIZE
8 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

6 PLAYER SHUFFLE ALLEY BOWLING GAMES
VENUS
Shuffle Targette
Smooth, Quiet
Skee-Skill Game

DERBY ROLL
3-PLAYER RUBBER BALL ROLL DOWM GAME WITH RACE HORSE ANIMATION

TRIPLE PLAY
Fast Action In-Line Game

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

5TH INNING IS ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH FEATURE
OFFICIAL BOWLING SCORES

ATTRACT MORE PLAYERS
EARN MORE MONEY

Cash in on ever-increasing popularity of bowling. 15,000,000 bowlers will keep coin-chutes busy and cash-boxes full for all operators who get in on the ground floor with first 6-PLAYER* OFFICIAL BOWLING** shuffle-bowlers. Order new Ballybowlers now!

SPECIFICATIONS: Overall size 8½ ft. long, 25 in. wide. Available in straight dime play or one play for a dime; 3 plays for a quarter. Light-up scores with speedy totalizing. Club-styled cabinet. 7-10 pin Kings and Official Formica playfield. Hinged pin hood, doors and playfield with easy-up elevator on playfield. Speedy pin reset. Quiet operation. Sturdy, trouble-free mechanism.

*Fun for one player... more fun for competitive teams of 2 to 6 players.
**Scoring for strikes, spares and blows is according to Official Bowling Rules.

New KING-SIZE Pins
New OVER-SIZE Puck

New king-size pins, nearly a foot high and almost as big as official bowling alley pins, increase play appeal to new Ballybowlers. 3½ in. ball is official size. Pin of eight is entirely new. Matching new large king-size pucks are used with large pins. Pin at left is official puk, while the new large puk at right increases play appeal. Ball at left is official pizza; ball at right is new larger siz.

Bally Gay Time

MAGIC LINES... MAGIC POCKETS

New Score Booster Lites
WITH BETTER-TAN-SUPER-CARD PLAY APPEAL

NEW 10-SERIES ADVANCING SCORES
CORNER SCORES... SPOT NUMBERS... EXTRA BALLS

New High-Speed Coin-Flash

Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.