

# THE CASH BOX

VOLUME XV

SEPTEMBER 4, 1954

NUMBER 50



Decca  
Records'  
20th  
Anniversary

As Decca Records celebrates its 20th anniversary, we reproduce here some of the top stars which the diskery had in the past and which it has now. 1) Fred Waring (at the piano) with his original group 2) Al Jolson and Bing Crosby 3) Ted Lewis 4) Harold Arlen, Judy Garland, Victor Young 5) The Four Aces and Jack Pleis 6) Carmen Cavallaro 7) Kitty Wells 8) The Mills Brothers 9) Webb Pierce 10) Kitty Kallen 11) Bill Haley and his Comets 12) Evelyn Knight and Sonny Burke 13) Milton Rackmil, Ethel Merman and Jimmy Durante 14) Sophie Tucker 15) Connee Boswell 16) The Ink Spots 17) Red Foley and Ernest Tubbs 18) The Andrews Sisters and Burl Ives 19) Cole Porter and Fred Astaire 20) Ella Fitzgerald 21) Mary Martin and Gny Lombardo.

THE DAY JOE CARLTON

FLIPPED!



Joe Carlton—RCA Victor's Pop A&R man is a very cool-type guy. To wit:

when Marilyn Monroe cut some sides for us recently, Joe kept his dark glasses on during the whole session!

Smooth customer . . . nerves of iron!

That's why we were amazed the other day when Joe flipped his lid.

Out of his office he came—yelling and screaming in a perfect frenzy of joy.

"Eight," he shouted. "Eight what?" we asked.

"Eight hits," Joe screamed.

"And they're ours . . . all ours!"

"Whose?" we asked.

"Mine," Joe said, "Victor's, Manie's, the sales boys', my boys', ours, everybody's!"

He pressed a scrap of paper in our hand, then zig-zagged off in the direction of the Brill Building.

When we could no longer

hear the echo of his last hysterical shout, we read the paper Joe had given us.

It's no wonder he flipped:

8 run-away hit records . . .

all at one time! Read the list yourself.

But take it easy—you might flip too!

Eddie Fisher

**I NEED YOU NOW  
HEAVEN WAS NEVER LIKE THIS**  
20/47-5830

The Ames Brothers

**HOPELESSLY . . . ONE MORE TIME**  
20/47-5840

Lou Monte

**ITALIAN HUCKLEBUCK  
JUST LIKE BEFORE** 20/47-5832

Tony Martin

**UNO . . . LET'S TRY AGAIN** 20/47-5841

Dinah Shore

**IF I GIVE MY HEART TO YOU  
TEMPTING** 20/47-5838

Sunny Gale

**SMILE  
AN OLD FAMILIAR LOVE SONG**  
20/47-5836

Vaughn Monroe

**THEY WERE DOIN' THE MAMBO  
MISTER SANDMAN** 20/47-5767

June Valli

**TELL ME, TELL ME  
BOY WANTED** 20/47-5837

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



"New Orthophonic" High Fidelity Recordings



FOUNDED BY BILL GERSH

# The Cash Box

September 4, 1954

Volume XV Number 50

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(Music Editorial)

## 20th

# Anniversary

Decca Records is twenty years old.

It's been twenty years of growth, expansion, development—and success.

When Decca was founded back in 1934, the record business had almost been given up for lost. Radio was then the major force in the entertainment picture and when people wanted to hear music they simply turned on their sets rather than go out to a store and pay 75¢ for a record.

But despite the gloomy picture, the founders of Decca felt that if they could merchandise popular records at a price that people could afford and which would also make their records attractive to the juke box industry which was expanding at that time, they could not only build a successful business but once again bring records back to the importance they had formerly held.

Time has shown how valid this thinking was. Decca's innovation of the 35¢ record led to a revitalization of the entire market. And when they came up with top artists like Bing Crosby and later developed the Andrews Sisters, they helped the whole record business get back on its feet.

The thinking of the Decca executives has always been expansive. They have

never been content to rest on one success without planning for future ones. And their innovations have been spectacular. The development of the popular album, which was first exploited by Decca, has contributed a stability to the entire record field. The recording of the original cast of "Oklahoma!" again opened a fantastically profitable field to record firms.

Finally Milton Rackmil switched the entire procedure of show business by engineering Decca's purchase of the majority control of Universal-International Picture. Whereas formerly record firms had been subsidiaries of broadcasting or motion picture enterprises, now for the first time a motion picture firm is owned by a record company.

We can be certain also that this isn't all. In the coming years the Decca management will continue to expand, to face new problems in new ways, and to emerge with the same kind of success which they have demonstrated until now.

*The Cash Box* salutes Decca for twenty years of service to the entire record business—and we know that all the other firms in the field join us in that salute.

# THE CASH BOX LONDON LOW DOWN

The famous London Palladium will resume its top flight international entertainment policy after the pantomime season ends in March. Though no contracts have been definitely signed it is hoped that most of the following artists will be appearing at the famous vaudeville house: Perry Como, Frankie Laine, Nat "King" Cole, Frank Sinatra, Kay Starr, Eddie Fisher, Johnnie Ray, Billy Daniels, and Her Nibs Miss Gibbs. Not bad for a start eh? . . . Eddie Fisher who spent two days in London this week said he was eagerly looking forward to returning to the Palladium but would also like to play some of the big provincial towns where he has thousands of fans. Johnnie Ray is already booked to start his tour in April and Georgia Gibbs arrived this week-end and opens at the Glasgow Empire on Monday. A special request from Georgia was that one hundred and fifty orphan children be invited to the opening night, Georgia, we understand, was brought up in an American orphanage. Hence the delightful gesture by this fine artist. . . . Another American star returning to this country to undertake a big vaudeville tour is comedian Stubby Kaye who recently starred in the London production of "Guys and Dolls." So the invasion is on and welcome to you all.

Leading German composer Gerhard Winkler who composed "Answer Me" paid his first visit to England this week and a nicer guy you couldn't hope to meet. We spent several days together and I can tell you that he has some great tunes coming over your way very soon and I know some publishers who are buzzing with excitement at the thought of having acquired some of his numbers.

Everybody is asking for the Don Cornell record "Hold My Hand" from the movie "Susan Slept Here" and it looks like it's becoming a big seller for Don. . . . Wally Griffin entertaining at the swanky Colony Supper club is attracting lots of attention and could land up in the Palladium. . . . It seems everybody on this side of the Atlantic is recording that catchy ditty "Skokiaan" too. Contagious isn't it?

Saw Norrie Paramor the other day at the trade show of the pic "The High And The Mighty" and our Norrie is shooting high with his new blue Jaguar.

Nice to read and see in The Cash Box all about the Ed McKenzie TV show. Glad to know it's rated high . . . no wonder with a guy like Ed it's bound to be tops. Your friends here all send you warm greetings. Late flash that Patti Page also scheduled for the London Palladium next season and I might add it ain't too soon. This week's best selling Pop singles

(Courtesy New Musical Express)

- "Cara Mia" ----- DAVID WHITFIELD/MANTOVANI
- "Little Things Mean A Lot" ----- KITTY KALLEN
- "Idle Gossip" ----- PERRY COMO
- "Secret Love" ----- DORIS DAY
- "Three Coins In The Fountain" ----- FRANK SINATRA
- "My Friend" ----- EDDIE FISHER
- "Wanted" ----- AL MARTINO
- "Three Coins In The Fountain" ----- FOUR ACES
- "Wanted" ----- PERRY COMO
- "Story Of Three Loves" ----- WINIFRED ATWELL

**Great Records  
OF A  
Hit Song—  
Already an M-G-M Best-Seller!**

# Devil Lips



recorded by  
**The Voices Three**  
MGM-11793



and  
**Pearl Eddy**  
and Chorus  
"X" label 4x-0043

**VILLAGE MUSIC CO.**  
1619 Broadway  
New York, N. Y.

# THE NATION'S TOP TEN PLUS THE NEXT 25 JUKE BOX TUNES

The Top Ten Tunes Notting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.



AB—Abbott AL—Aladdin AM—Ambassador AP—Apollo AT—Atlantic BA—Barbour BE—Bell BR—Brunswick BT—Bethlehem BU—Bullet CA—Capitol	CD—Cadence CH—Chess CK—Checker CO—Columbia CR—Coral CT—Cat CY—Crysallette DA—Dana DE—Decca DO—Dot DU—Duke	DY—Derby EP—Epic ES—Essex FE—Federal FI—Fiesta 4 Star—Four Star GR—Groove IM—Imperial IN—Intra JD—Jay Dee	<b>CODE</b> JU—Jubilee KI—King LO—London MA—Mars MD—Mood ME—Mercury MG—MGM MJ—Major MO—Modern PA—Parrot	PC—Peacock Pro. PE—Peacock PR—Prestige RA—Rainbow RE—Regent RH—Recorded in Hollywood RM—Rama SA—Savoy SIT—Sittin' In	SP—Specialty SW—Swingtime TE—Tampo TF—Tiffany TI—Tico TN—Tennessee TR—Trend UN—United VA—Valley VI—RCA Victor ZO—Zodiac
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**1 SH-BOOM  
CREW-CUTS — CHORDS**  
BE-1051 (45-1051)—Barry Frank & Four Bells  
CO-21283 (4-21283)—Leon McAuliffe  
CR-61212 (9-61212)—Billy Williams Qt.  
CT-104 (45-104)—Chords  
ME-70404 (7040x45)—Crew-Cuts  
VI-20-5799 (47-5799)—B. Williamson

**2 THE LITTLE SHOEMAKER  
GAYLORDS — HUGO WINTERHALTER**  
CA-2862 (F-2862)—Tantor Singers  
KI-1371 (45-1371)—Petula Clark  
LO-1482 (45-1482)—Frank Weir  
ME-70403 (7040x45)—Gaylords  
VI-20-5769 (47-5769)—H. Winterhalter

**3 IN THE CHAPEL IN THE MOONLIGHT  
KITTY KALLEN**  
CA-2846 (F-2846)—Nelson Riddle  
CA-2859 (F-2859)—Faron Young  
CA-2894 (F-2894)—Four Knights  
CO-40271 (4-40271)—Mariners  
CO-40283 (4-40283)—Belmonte O.  
DE-29130 (9-29130)—Kitty Kallen  
DE-29168 (9-29168)—Rex Allen  
JU-5154 (45-5154)—Orioles  
VI-20-5803 (47-5803)—Ralph Flanagan  
VI-20-5798 (47-5798)—Darrell Glenn.

**4 HERNANDO'S HIDEAWAY  
ARCHIE BLEYER**  
BE-1047 (45-1047)—"Sam"  
DE-29173 (9-29173)—Guy Lombardo  
CA-2840 (F-2840)—Billy May  
CD-1241 (45-1241)—Archie Bleyer  
CO-40224 (4-40224)—Johnnie Ray  
DE-29186 (9-29186)—Ethel Smith  
EP-9049 (4-9049)—Dolores Hawkins  
ME-70387 (7038x45)—Richard Hayman  
VI-20-5759 (47-5759)—Tito Rodriguez

**5 GOODNIGHT SWEETHEART, GOODNIGHT  
McGUIRE SISTERS — SUNNY GALE**  
BE-1057 (45-1057)—Song Singers  
CA-2800 (F-2800)—Ella Mae Morse  
CR-61187 (9-61187)—McGuire Sisters  
JU-5142 (45-5142)—Gloria Mann & Carter Rays  
VI-20-5746 (47-5746)—Sunny Gale  
VI-20-5775 (47-5775)—Johnnie & Jack  
VJ-107 (45-107)—Spaniels

**6 HEY THERE  
ROSEMARY CLOONEY — SAMMY DAVIS, JR.**  
CO-40266 (4-40266)—Rosemary Clooney  
CO-40224 (4-40224)—Johnnie Ray  
DE-29199 (9-29199)—Sammy Davis Jr.  
EP-9049 (5-9049)—Dolores Hawkins

**7 THREE COINS IN THE FOUNTAIN  
FOUR ACES**  
BE-1044 (45-1044)—Tommy & Jimmy Dorsey  
CA-2816 (F-2816)—Frank Sinatra  
CD-1240 (45-1240)—Julius La Rosa  
CO-40225 (4-40225)—Toni Arden  
CO-40301 (4-40301)—Wingy Manone  
DE-29123 (9-29123)—Four Aces  
DE-29186 (9-29186)—Ethel Smith  
MG-11724 (K-11724)—Marti Stevens  
VI-20-5755 (47-5755)—Dinah Shore

**8 LITTLE THINGS MEAN A LOT  
KITTY KALLEN**  
BE-1046 (45-1046)—Helen Forrest  
CR-61180 (9-61180)—Dick Jacobs O.  
DE-29037 (9-29037)—Kitty Kallen  
GR-0022 (4G-0022)—Bertice Reading  
KI-1368 (45-1368)—Dominoes

**9 THE HIGH AND THE MIGHTY  
HOLMES-BAXTER-DESMOND-YOUNG**  
BE-1053 (45-1053)—T. & J. Dorsey  
CA-2845 (F-2845)—Les Boxter  
CO-40293 (4-40293)—Harry James  
CR-61205 (9-61205)—Georgie Auld  
CR-61211 (9-61211)—Dimitri Tiomkin  
CR-61232 (9-61232)—Johnny Desmond  
DE-29203 (9-29203)—Victor Young  
ME-70426 (70426x45)—Richard Hayman  
MG-11761 (K11761)—LeRoy Holmes  
TI-10-229 (45-229)—Joe Loco  
VI-20-5834 (47-5834)—Leo Diamond  
VI-20-5839 (47-5839)—Perez Prado

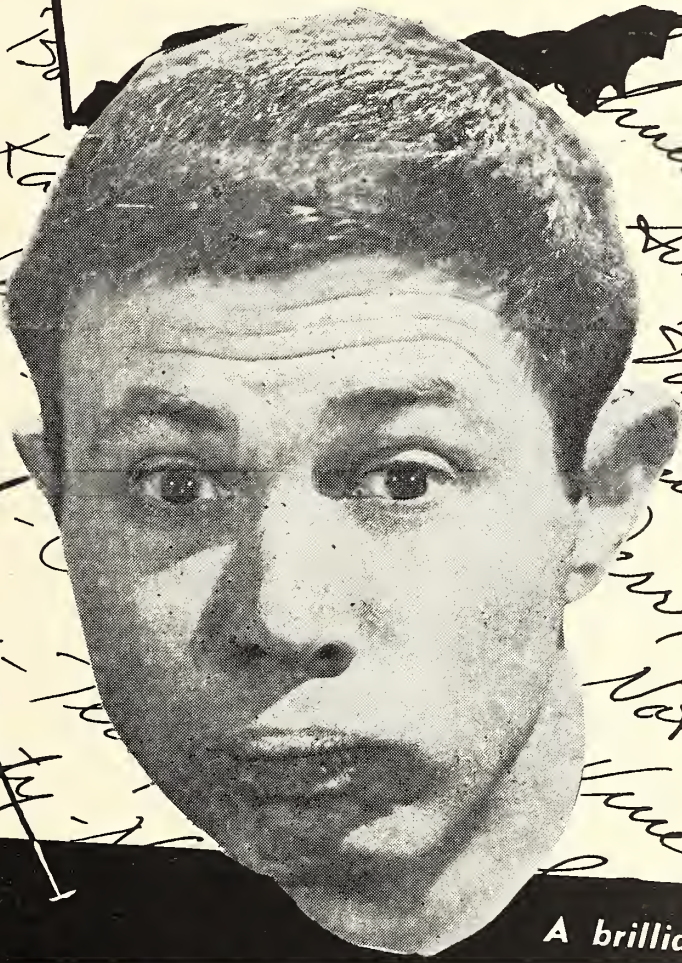
**10 THEY WERE DOIN' THE MAMBO  
VAUGHN MONROE**  
BE-1057 (45-1057)—T. Stewart & Song Singers  
CR-61222 (9-61222)—Les Brown O.  
DE-29202 (9-29202)—Tex Williams  
ME-70401 (70401x45)—Bobby Wayne  
VI-20-5767 (47-5767)—Vaughn Monroe

11) I'M A FOOL TO CARE. 12) I UNDERSTAND JUST HOW YOU FEEL. 13) SWAY. 14) THE HAPPY WANDERER. 15) I CRIED. 16) HAPPY DAYS AND LONELY NIGHTS. 17) DREAM. 18) CRAZY 'BOUT YOU BABY. 19) CINNAMON SINNER. 20) I NEED YOU NOW. 21) SKOKIAAN. 22) ITALIAN HUCKLE BUCK. 23) IF YOU LOVE ME. 24) WHAT A DREAM. 25) SOME DAY. 26) IF I DIDN'T CARE. 27) SHAKE, RATTLE AND ROLL. 28) CARA MIA. 29) THIS OLE HOUSE. 30) JOEY. 31) THE GREATEST FEELING IN THE WORLD. 32) HONEY LOVE. 33) MOONLIGHT AND ROSES. 34) IF I GIVE MY HEART TO YOU. 35) WANTED.

# The First **BIG** One of the Fall Season!

• An artist with enough potential to reach the "top name" bracket is a once-in-a-lifetime discovery. Coral Records comes up with just such a discovery in comedian-songwriter-singer Jimmie Komack. On his first recording, Jimmie delivers two spectacular sides, each in a completely different vein. One end is just about the best novelty we've heard in a long, long time, dubbed "The Nic-Name Song". This cutie is a catchy toetapper with enough zest to keep the boxes bouncing all day long. The coupling is a complete change of pace, a sock blues number with a beat that's irresistible, titled "Cold Summer Blues". It's a powerful side and shows in striking fashion the artist's versatility. Komack's refreshing voice is a treat. We expect "The Nic-Name Song" to make the first showing with the flip following close behind. Look for Jimmie Komack to be one of the real great names in show business in the very near future.

**THE CASH BOX—August 28, 1954**



# Jimmie Komack

A brilliant new song stylist singing —

## "THE NIC-NAME SONG"

and

## "COLD SUMMER BLUES"

CORAL-61237



# RECORD REVIEWS

⊙ A DISK & SLEEPER	⊙ G GOOD
⊙ B+ EXCELLENT	⊙ C FAIR
⊙ B VERY GOOD	⊙ D MEDIOCRE

**BOB MANNING**  
(Capitol 2909; F-2909)

**B+** "I'M A FOOL FOR YOU" (2:27) [Sheldon BMI—Huddleston, Colby] Bob Manning hands in one of his best jobs to date as he romantically fashions a good love tune with an interesting melody. Could click big. Chorus aids.

**C+** "THE OTHER SIDE OF THE STORY" (2:50) [Beatrice ASCAP—Marsala] The mellow voiced songster hands in another polished reading on this romantic item.

**CHARLIE APPLEWHITE**  
(Decca 29247; 9-29247)

**B** "THE GIRL NEXT DOOR" (2:35) [Leo Feist ASCAP—Martin, Blane] A beautiful oldie, to be used in the coming flicker "Athena," is meaningfully presented by the powerful voice of Charlie Applewhite. One of his best sides.

**B** "THE STORY OF TINA" (2:37) [Peter Maurice ASCAP—Katrivanou, Hassall] Charlie does a beautiful romantic crooning job as he tells a tender 'story of Tina'. Warm melody.

**HARMONICATS**  
(Mercury 70441; 70441 x 45)

**C+** "MAMBO JAMBO" (2:15) [Southern BMI—Prado, Karl, Towne] One of waxdom's most versatile harmonica groups, the Harmonicats, rides through a fast moving interpretation of a big mambo of a few years back.

**C+** "EL COCO" (2:20) [Cool BMI—Varela] The artists fashion a catchy instrumental item in their colorful manner. Cute ditty.

**THE REVELAIRES**  
(Burgundy 1001; 45-1001)

**B** "ONLY THE ANGELS KNOW" (2:08) [Cordell BMI—Sutton] The Revelaires bow on the Burgundy label with a pretty romantic ballad that should start them off on the right foot. Pleasing harmony on a warm tune.

**C+** "DOWN BY THE WELL" [Cordell BMI—Sutton] Ross Dristy's ork sets up another interesting backing for the crew's clever styling of a catchy tune with a waltz tempo.

**MARIAN CARUSO**  
(Decca 29242; 9-29242)

**B+** "THERE GOES THE ONE I LOVE" (2:58) [Laurel ASCAP—Benjamin, Weiss] A beautiful new ballad that breaks into a Latin tempo is colorfully styled by the polished voice of Marian Caruso. Tune and delivery are terrific. Could hit big.

**C+** "THIS IS THE THANKS I GET" (2:45) [Hill & Range BMI—Dilbeck] An up and coming country tune is fashioned for the pop market by the songstress. Tearful tune with a meaningful presentation.

## THE CASH BOX

### DISK OF THE WEEK

"MAMA, DON'T CRY AT MY WEDDING" (2:24)  
[Acuff-Rose BMI—Hudgins]

"PA PA PA" (2:21)  
[Brandom ASCAP—Krum, Stark, Rodde]

JONI JAMES  
(MGM 11802; K-11802)



JONI JAMES

● Joni James dishes up a new release that oughta have her right up on top of the hit ladder in short order. It's certainly one of her best

jobs since "Why Don't You Believe Me" and "Your Cheatin' Heart." Assisted by a string-filled Dave Terry orking, Joni puts her heart into a tender folk-flavored ballad tagged "Mama, Don't Cry At My Wedding." It's a dramatic item with a load of meaning. And her persuasive delivery is deep and sincere. The coupling "Pa Pa Pa" is a zany, fast-moving novelty with a calypso flavor. It's a real cute and bouncy ditty with the Ray Charles chorus adding the fullness. Joni has a terrific two sider that'll draw a heap of loot for all concerned.

"OOP-SHOOP" (2:19)  
[Flair BMI—Gunter, Taylor]

"DO ME GOOD, BABY" (2:22)  
[Meridian BMI—Wayne, Care]

THE CREW-CUTS  
(Mercury 70443; 70443 x 45)



CREW-CUTS

● The latest additions to the big time, and one of the hottest vocal groups around today are the Crew-Cuts. On their first two releases for Mercury, "Crazy 'Bout You Baby" and "Sh-Boom," they had

smash hits. And the latter is now spending its third week in the number one slot. Now the boys look for a three-for-three record with their latest rhythm coupling "Oop-Shoop" and "Do Me Good, Baby." "Oop-Shoop" is another product of the R & B field that's belted across with all the color and style the Crew-Cuts can garner. It's another cutie loaded with gimmicks that'll sell the disk like hot cakes. Equally outstanding is the "Do Me Good, Baby" side. It's another showing of the boys' perfection with a jumper. Both ends will keep the boxes hopping day and night. It's a must for ops and dealers.

## THE CASH BOX

### BEST BETS

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

- ★ "UNO, DUE, TRE" } McGuire Sisters ..... Coral 61239; 9-61239
- ★ "LONESOME POLECAT" } .....
- ★ "THE BANDIT" ..... Frank Weir ..... London 1464; 45-1464
- ★ "I'M A FOOL FOR YOU" ..... Bob Manning ..... Capitol 2909; F-2909
- ★ "THERE GOES THE ONE I LOVE" ..... Marian Caruso ..... Decca 29242; 9-29242
- ★ "GIVE ME THE RIGHT" ..... Georgie Shaw ..... Decca 29245; 9-29245

**THE VARIETEERS**  
(Hickory 1014; 45-1014)

**C+** "IF YOU AND I COULD BE SWEETHEARTS" (2:17) [Acuff-Rose BMI—Sweeney] The Varieteers have an interesting sound that comes over well on this catchy rhythm number. Piece jumps.

**C+** "I PAY WITH EVERY BREATH" (2:41) [Acuff-Rose BMI—Sweeney] Jimmy Sweeney takes the vocal spotlight against the smooth backdrop of the Varieteers as they ease through a ballad.

**RICHARD HAYMAN ORCH.**  
(Mercury 70429; 70429 x 45)

**B** "BACK STREET" (2:26) [Mills ASCAP—Gold] A slow, blue, New York-at-3 AM type of number is beautifully treated by the warm-toned harmonica of Richard Hayman. Ork showcases the artist to perfection.

**C+** "PLYMOUTH SOUND" (2:10) [Hill & Range BMI—Seymour] A tricky melody is treated pleasantly to a jump tempo by the orchestra with Dick in the lead.

**ETHEL MERMAN-JIMMY DURANTE-RAY BOLGER**  
(Decca 29248; 9-29248)

**C+** "A HUSBAND-A WIFE" [Larry Spier ASCAP—Simon, Tobias] Two incomparables, Ethel Merman and Jimmy Durante team up on a cute rhumba beat novelty about the characteristics of a husband and wife. Amusing recital.

**C+** "THE LAKE SONG" (3:15) [Sam Weiss ASCAP—Cohen, Perlman] An Indian war chant introduces Ethel and Ray Bolger as they happily lilt through a ditty that's crazy enough to make some noise.

**THE MCGUIRE SISTERS**  
(Coral 61239; 9-61239)

**B+** "UNO, DUE, TRE" (2:25) [Oxford ASCAP—Hoffman, Manning] The McGuire Sisters follow-up their current hit with a catchy novelty arrangement of an Italian square dance. Happy ditty that could catch immediately.

**B+** "LONESOME POLECAT" (2:54) [Robbins ASCAP—De Paul, Mercer] On this end, the chirps lilt through a terrific slow item from the hit flicker "Seven Brides." Tune should climb as film hits local theatres. Solid two-sider.

**FRANK WEIR**  
(London 1464; 45-1464)

**B** "THE BANDIT" [Leeds ASCAP—Turner, Carr, Denascimento] Another English import is the material for Frank Weir's follow-up to his high-flier "Happy Wanderer." Chorus sings without words. And sax work is again sparkling. Could catch like wild-fire.

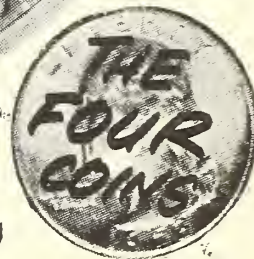
**C+** "BY CANDLELIGHT" [Dash Connely ASCAP—Charles, Miller] On this side, the chorus blends beautifully on a ballad as Weir hands in some more smooth saxing. Effective combination.



....presents....



America's Great NEW Coin-Catchers....



# "WE'LL BE MARRIED"

(In The Church In The Wildwood)

and

# "ONCE MORE"

EPIC RECORD 9074



Personal Management  
DANNY KESSLER

Direction:  
GENERAL ARTISTS CORPORATION  
NEW YORK—CHICAGO—BEVERLY HILLS  
CINCINNATI—DALLAS—LONDON

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





Breaking BIG on All Charts!

# The Four Tunes

*singing*



# "THE GREATEST FEELLING IN THE WORLD"

Jubilee  
# 5152

Available in Canada on QUALITY Label

Jubilee RECORD CO., INC.  
315 WEST 47TH STREET NEW YORK, N.Y.

# Mighty High



NEW YORK—Although it's a bit difficult to recognize the pilot of this plane, nevertheless, it's Le Roy Holmes, MGM record star, whose recording of the theme music from the motion picture "The High And The Mighty" has helped send the tune into the number four position in record sales this week. The above photo was taken during the Second World War when Holmes was a fighter pilot for the U. S. Air Force. Since that time, he has been one of the important factors in the climb of the MGM Record Company to major status. His arrangements and orchestrations have had much to do with many of MGM's hits through the years. "The High And The Mighty," however, is the conductor's first smash success as featured artist for the diskery. Accompanying Holmes on the recording is Fred Lowery who did the whistling for John Wayne in the motion picture. This may develop into a two-sided hit for the maestro since the coupling, "Lisa," is the theme music from another hit flicker "Rear Window."



## THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

PLUS THE NEXT FIVE

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

1. SH-BOOM	Crew-Cuts (Mercury)
2. HEY THERE	Rosemary Clooney (Columbia)
3. THE HIGH AND THE MIGHTY	{ LeRoy Holmes (MGM) Les Baxter (Capitol)
4. THE LITTLE SHOEMAKER	{ Gaylords (Mercury) H. Winterhalter (RCA Victor)
5. IN THE CHAPEL IN THE MOONLIGHT	Kitty Kallen (Decca)
6. LITTLE THINGS MEAN A LOT	Kitty Kallen (Decca)
7. HERNÁNDO'S HIDEAWAY	Archie Bleyer (Cadence)
8. THREE COINS IN THE FOUNTAIN	Four Aces (Decca)
9. GOODNIGHT SWEETHEART, GOODNIGHT	{ McGuire Sisters (Coral) Sunny Gale (RCA Victor)
10. THEY WERE DOIN' THE MAMBO	Vaughn Monroe (RCA Victor)
11) IF I GIVE MY HEART TO YOU	
12) I'M A FOOL TO CARE	
13) SKOKIAAN	
14) CINNAMON SINNER	
15) I CRIED	

## BUSINESS OPPORTUNITY For MUSIC OPERATORS

OPERATORS to supply stores and other outlets, TOP-Quality, NON-Breakable, LOW-Priced, BELL HIT PARADE RECORDS. Played and sung by WELL KNOWN ARTISTS. Meeting popular demand for HIT PARADE SONGS at 50% less in price. Absolutely without competition on today's market. Large weekly income for repeat sales. Cash investment of \$2103 necessary. Secured by record stock plus Nationally advertised record players. We establish routes and promote SURE-FIRE programs for retail outlets, which sell many records. Operator does no selling, only services and collects. Bank and personal references. Interviews with Dist. Mgr. Write, Wire, Phone—

### MUSIC MERCHANDISERS CORPORATION

915 Carnegie Hall                      154 W. 57 St. (Circle 6-0195) N. Y.

## Stamped for BIG record Sales

# "X"

NEW RELEASES

HELEN GRAYCO "OOP-SHOOP" "Teach Me Tonight" "78" rpm X-0051 . . . "45" rpm 4X-0051	BILL DARNEL "WHERE CAN YOU BE?" "The Hook" "78" rpm X-0054 . . . "45" rpm 4X-0054
AL MORGAN "BELLS OF MEMORY" "Tell Me Now" "78" rpm X-0052 . . . "45" rpm 4X-0052	WILDER BROTHERS "MOON OF MANAKOORA" "Bottom of the Well" "78" rpm X-0053 . . . "45" rpm 4X-0053
THE BIG "X" HITS	NORMAN PETTY TRIO
RICHARD MALTBY & His Orch. "ST. LOUIS BLUES MAMBO" "Beloved, Be True" "78" rpm X-0042 . . . "45" rpm 4X-0042	"MOOD INDIGO" "Petty's Little Polka" "78" rpm X-0040 . . . "45" rpm 4X-0040

# "X"

a Product of Radio Corporation of America

## RECORDS MARK THE HITS!

Shel Horton (WVAM-Saxton, Penna.) did 50 (fifty) quarter hour shows at the Bedford County, Penna., Fair last week, August 9 and 10, called "Cashbox Reviews." Show came right from the Exhibition Hall of the fair. Shel had approximately 22,000 callers at his radio booth. The enterprising jockey took his remote equipment and installed it in view of everyone. All the shows were sold and aired over WVAM-Altoona. Shel is now setting up an additional two hours daily across the board.



PETE DREYER  
(WENT—Gloversville, N. Y.)

Pic of the week—Peter Dreyer (WENT-Gloversville, New York) in town with his lovely frau, Trudi. Pete and Trudi are visiting the family (they are a local twosome) and plan to vacation for about a week before back to the mike. . . . WENS-Pittsburgh, Pa. back on the air with local shows after a short absence has big plans that will place the station second to none in its variety of programming. . . . Steve Donaghue (WSPR-Springfield, Mass.) writes to say "Chatting with the record outlets, I find that a number use The Cash Box as a guide in ordering new records." Steve starts a new night session to be known as Music Time. Four hours of music from eight to midnite. One hour to be devoted to country, western and hillbilly, one to Movie and Show tunes, one to current pop hits, and the final hour to be a section of old favorites. The show will be aired from Tuesday through Saturday. Steve would like to receive records from diskeries and publishers. . . . Jerry Kay (WTIX-New Orleans, La.) had to postpone a Fan Club weiner roast because of a baby hurricane recently. Jerry's fans keep coming up with picnics. Must help keep the food bill down. . . . Brad Sherman, spinning disks 6 to 9 a. m. on "The Coffee Shop" recently married to Miami lovely, Helene Sley Small, honeymooned in New York City and now back with the wax and early birds. . . . What gets into these jockeys who lead such a safe life behind the mike. Another record spinner, Alan Dary (WORL-Boston, Mass.), pulled thousands of fans into the Massachusetts' Norwood Arena to see him race a WORL client who drives a 1954 Lincoln. They decided to settle a year old feud regarding whose car was the faster by racing it out at the Norwood track. Alan not only won the race, but won a return engagement by the track for the next week.

Fred Fiske (WWDC-Washington, D. C.) has a really active fan club numbering about 500 members. The group has an official newspaper named, "Fred Fiske's Fanclubber," which goes out once monthly. The group meets every Friday at 3:00 in the studios of WWDC and goes on the air with Fiske at 3:30 with their selections of the top five recordings of the week. . . . Jo Ann Tolley, Jubilee Recording Star, returns to Steel Pier, Atlantic City, for a two week engagement, September 6. She will be co-featured with Tommy and Jimmy Dorsey. You can bet Jo Ann will visit with all the local disk jockeys. . . . Bill Haley will work Bill Rand's Jamboree at Painesville, Ohio on September 24, 25, and 26.

**Vocal or Instrumental?  
Now BOTH on ONE Exciting Record!**

**SKOKIAAN\***

**BACKED BY**

**SKOKIAAN\*\***

**\* TED HEATH  
AND HIS MUSIC  
(INSTRUMENTAL)**

One of the world's greatest bands  
in a sensational  
instrumental interpretation.

**\*\* JOHNSTON BROS.  
(VOCAL)**

A fabulous vocal rendition by the  
"Crystal Ball" group.

**DON'T FORGET THE ORIGINAL!**

**SKOKIAAN**

backed by **IN THE MOOD** 1491 and 45-1491  
**BULAWAYO SWEET RHYTHMS BAND**



**LONDON** ffr   
RECORDS



No. 7  
IN THE NATION'S  
BEST-SELLER LIST

The Cash Box, August 28, 1954

...AND HEADING FOR  
NO. 1 -

THE VOCAL VERSION BY-

**The Four Lads**

SINGING

**SKOKIAAN**

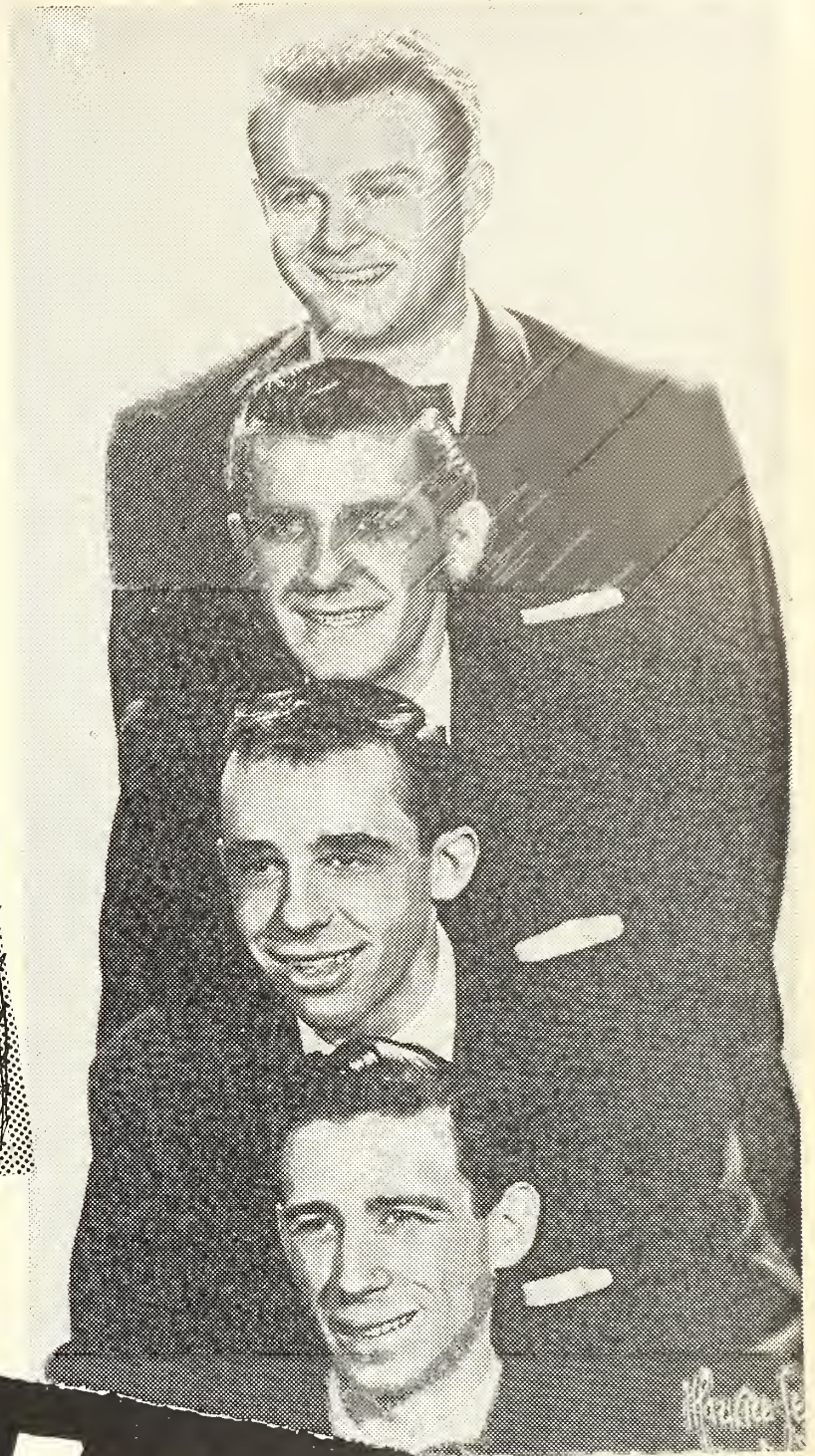
BACKED WITH

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COLUMBIA-40306



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"Columbia," Trade Marks Reg. U.S. Pat. Off. Marcas Registradas.





**America's No.1 Record Name**

# THE CREWCUTS

**JUST RELEASED**

**'OOP  
SHOOP'**

coupled with

**'DO ME  
GOOD,  
BABY'**

0



MERCURY 70443 · 70443X45



# LISTEN... plays show it, sales DECCA HAS

## ... thanks OPERATORS, DIS



MILLS BROTHERS

KITTY KALLEN

KITTY WELLS

SAMMY DAVIS, JR.

WANDA JACKSON

RED FOLEY

BILL HALEY & HIS COMETS

**LITTLE THINGS MEAN A LOT** .....

(I Don't Think You Love Me Any More)

**IN THE CHAPEL IN THE MOONLIGHT** .....

(Toke Everything But You)

**THREE COINS IN THE FOUNTAIN** .....

(Wedding Bells)

**THE HIGH AND THE MIGHTY** .....

(Moonlight And Roses)

**SHAKE, RATTLE AND ROLL** .....

(A.B.C. Boogie)

**HEY THERE** .....

(And This Is My Beloved)

**DREAM** .....

(It Shall Come To Pass)

**IF I GIVE MY HEART TO YOU** .....

(T-e-n-n-e-s-s-e-e)

**HOW BLUE?** .....

(Why Do I Keep Lovin' You?)

**ONE BY ONE** .....

(I'm A Stronger In My Home)

**EVEN THO** .....

(Sporkling Brown Eyes)

**DOUBLE-DATIN'** .....

(It's The Mileage That's Slowin' Us Down)

**LOOKING BACK TO SEE** .....

(I Miss You So)

**YOU CAN'T HAVE MY LOVE** .....

(Lovin', Country Style)

## ...and more "Comin'

Selections available in both 73 RPM and 45 Extended Play speeds

# Celebrating





Improve it ...

# THE HITS!

## HOCKEYS, DEALERS

Kitty Kallen .....	29037
Kitty Kallen .....	29130
Four Aces .....	29123
Victor Young .....	29203
Bill Haley and His Comets .....	29204
Sammy Davis, Jr. ....	29199
Four Aces .....	29217
Connee Boswell .....	29148
Mills Brothers .....	29185
Kitty Wells—Red Foley .....	29065
Webb Pierce .....	29107
Ernest Tubb—Red Foley .....	29195
Goldie Hill—Justin Tubb .....	29145
Wanda Jackson—Billy Gray .....	29140



up" EVERY WEEK!



# 20<sup>th</sup> Anniversary!

Twenty years young  
...the best is yet to come!



# DECCA CELEBRATES TWENTY YEARS IN RECORD BUSINESS

This year, Decca celebrates its twentieth anniversary. An anniversary marking two decades of progress and improvement in the record world. An anniversary marking the twentieth birthday of a company that didn't look as though it could make it through its first year. It's the birthday of a company which was organized by only four men; a company which this year is expected to gross more than \$100,000,000.

In the early thirties the record field depended almost entirely upon the production of three major companies: Brunswick, Columbia and RCA Victor. But in August of 1934, the formation of a new label called Decca was to bring about changes that would revolutionize the recording industry.

Under the guidance of three young Americans, Jack Kapp, Milton R. Rackmil, and E. F. Stevens, Jr., all of whom were working for Brunswick and with the financial aid of Englishman E. R. (Ted) Lewis, the company was formed.

At this time, the country was in the midst of its worst depression. A depression which effected the record buying public so strongly that the total record sales of all companies for the year 1934 came to no more than 6,000,000 disks.

To combat this situation, Kapp, Stevens and Rackmil knew that the 75c price for a one-sided disk would have to be done away with. This was the first revolutionary step by Decca. Every record released by the company was to have two sides and the total price was to be only 35c. This step meant that the entire success of the company would hinge upon volume sales.

And with the appointment of Kapp as president, Stevens as vice-president, Rackmil as treasurer, and Lewis as chairman of the board, volume was what the company received.

Kapp made his move to build the Decca artist roster. His first major acquisition was the then budding young star, Bing Crosby, who had worked under his guidance for the Brunswick label. Kapp recorded Crosby for Decca, and the first release included the standards "I Love You Truly" and "Just A-Wearyin' For You." One year after the incorpora-

tion of Decca, the firm showed its first profit, a black ink entry of \$1,134.16.

Then came the Mills Brothers and the Casa Loma Orchestra. Others who followed Kapp to Decca were Guy Lombardo, the Dorsey Brothers' Orchestra, Frank Luther, Ted Lewis, Isham Jones and a number of others. Kapp then signed Victor Young to become the first "house" orchestra.

Out of a plant which housed ten presses, Decca started producing records in huge quantities. To distribute these records, Decca took another revolutionary step—it set up its own distributors throughout the country.

Radio was then considered the enemy of the phonograph industry and the cause for the decline in the purchase of records. But the Decca "Three" realized the tremendous promotional factors radio and the juke box could be in selling records and acted accordingly.

Now, all the company needed was a few hits. It got just that from two colorful personalities named Mike Riley and Ed Farley who late in '35 recorded a novelty called "The Music Goes 'Round And 'Round" which sold over 100,000.

In 1936 Decca had another hit from a new girl trio called the Andrews Sisters. Their second record was the 100,000 seller "Bei Mir Bist Du Schoen."

Decca along with competitor Victor conducted a drive to sell the phono with a record bargain package, all for \$10.

Another revolutionary move was made by Decca in 1937 when it inaugurated a new merchandising idea of packaging a group of records in colorful albums. This led to the widespread acceptance of the low priced Decca line in department and chain stores where there had been previous resistance to the 35-cent retail price. The first album was a collection of 10 Strauss waltzes set to dance tempo.

In '37, Decca payed its first dividend, and over the past seventeen years has never missed paying dividends which today total more than \$9,000,000.

By the end of '38, Decca had 19 self-owned branch offices and had entered into the phonographs, needles and the record accessories field.

By 1940, the company was produc-

ing over 135,000 records per day in three plants.

In 1941, Decca became accredited as a big time business. The New York Stock Exchange approved Decca stock for listing.

In '44, Crosby was already an institution whose sales represented 10 percent of Decca's output and the artist roster had grown to include the Ink Spots, Jimmy Dorsey, Judy Garland, Woody Herman, Count Basie, Louis Armstrong, Connee Boswell, Carmen Cavallaro, Bob Crosby, Deanna Durbin, Ella Fitzgerald, Louis Jordan, Tony Martin, Jimmy Lunceford, Ted Weems, Dick Haymes and others.

Decca achieved its first million seller with Bing Crosby's recording, "Silent Night." Although Decca was riding high in the pop field, Kapp realized that a company's catalog could not be complete unless it had other subdivisions such as country music, rhythm and blues, jazz, and classical. So Decca planned and put into effect a specialized "country" merchandising and recording department.

Kapp then converted baritone Frank Luther into a singer of children's rhymes and tunes and Decca was on its way in the kiddie market.

In '42, Decca expanded again by buying into the music publishing business with the purchase of a number of song catalogs which included Sun Music, Clarence Williams Music, and New Era Music. In the first year of operation the firms produced two hits—"You Always Hurt The One You Love" and "Into Each Life Some Rain Must Fall."

In '43, Decca purchased outright the World Broadcasting System, a top firm in the field of electrical transcriptions. In this year, Decca took another big step—it cut the first original cast Broadway show album, "Oklahoma," which topped the 1,000,000 mark, a tremendous figure for an album.

During the war, another step forward was Decca's entry into the spoken word recordings—the great works of poetry and literature. Poet, anthologist and educator Louis Untermeyer led the way for Decca in this field.

In '45, Decca received a terrific blow when E. F. Stevens passed away. Rackmil then became executive v.-p.

and Leonard Schneider was named director of advertising and sales promotion. Louis Buchner, who was with the company from the first day, was elected treasurer. With the war over, the post of chairman of the board, which was held by Lewis, was vacated.

In '46, Decca reached a fabulous \$30,675,380.61 gross figure and in '47 it set the company's all time record with a \$32,508,718 gross for a single year. Much of this was due to the comeback of Al Jolson via the movie "The Jolson Story."

In '48, Decca formed the Coral label, whose function it was to absorb the inactive sections of the mother company's catalog and expose it to the market through a wholly independent distribution network, and to search for new artists and experiment with unconventional ideas along the lines of the indies.

In '49, another tragedy struck Decca when its first president Jack Kapp died. Rackmil succeeded Kapp as proxy, and as his first move, he put Decca into the LP field for its more lengthy recordings, and accepted the 45 rpm system for its singles.

In '50, Decca made its first strong bid to enter the classical field with the creation of the Gold Label series. During the same year, Decca purchased outright the Compo Company Ltd. of Canada and its affiliate Apex, to press and sell Decca and Coral disks, along with other American labels, in the Canadian territory.

In '51, Rackmil led Decca in the purchase of 26 percent of the outstanding stock of Universal Pictures Co., Inc. Decca continued to buy up the stock until today it controls 72.5 percent of the outstanding stock of Universal. Rackmil subsequently became president of Universal while retaining the presidency of Decca.

Today, the combined gross of Decca-Universal operation will exceed \$100,000,000 annually. Today Decca, and its subsidiary, Coral, are two of the most active diskeries in the industry with a number of hit recordings riding high on the charts.

In celebrating the twentieth year of this long climb to its present status, Decca is issuing a recorded autobiography of Bing Crosby in song and talk. It will include five 12-inch long play records on which Bing sings 89 songs he made famous.

# BMI

is happy to extend Best Wishes  
to Decca Records on the occasion  
of its 20th Anniversary

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**ASSOCIATED MUSIC PUBLISHERS, INC.**

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



**THE CASH BOX**

**Album Reviews**

**BEETHOVEN-SONATAS** in E, No. 30 Op. 109, in A-Flat, No. 31 Op. 110—Myra Hess—RCA Victor "His Master's Voice" LHMV-1068 (1-12" L.P.) List: \$5.95

Myra Hess records with much feeling the delicate Beethoven Sonatas No. 30 and 31. Miss Hess handles the beautiful themes with delicate fingering, and the emotional warmth of her interpretation makes this an album that should meet with the approval of its select audience.

**THE TAL FARLOW ALBUM**—Norgran Records MG N-19 (1-10" L.P.) List: \$3.85

IF THERE'S SOMEONE LOVELIER THAN YOU; WITH THE WIND AND THE RAIN IN YOUR HAIR; MY OLD FLAME; GIBSON BOY; YOU AND THE NIGHT AND THE MUSIC; LOVE NEST; BLUES IN THE CLOSET; EVERYTHING I'VE GOT.

This album introduces a new name to most jazz buyers. Tal Farlow shows, through this issue, that he belongs with the better known figures in jazz. His guitar work is fresh and strikes with an individuality that should rank him with top guitar names in the jazz field. Complementing Farlow are Oscar Pettiford, bass; Barry Galbraith, guitar; and Joe Morello, drums.

**OPERA**

**RIGOLETTO**—Verdi (Complete)—Cetra C1247—(3-12" L.P.'s) List \$17.85

FERRUCCIO TAGLIAVINI, TENOR; LINA PAGLIUGHI, SOPRANO; GUISEPPE TADDEI, BARITONE. The familiar story of the malicious jester, Rigoletto, who connives in the seduction of many women by his master, Duke of Mantua, and taunts the enraged and tortured husbands, only to find himself the victim when his lovely daughter falls prey to the unscrupulous Duke, is told in a new release by Cetra. The album is composed of three 12 inch long play records and features Ferruccio Tagliavini in the role of the Duke; Giuseppe Taddei in the title role of the Jester, Rigoletto; Lina Pagliughi as the ill-fated daughter, Gilda; and Giulio Neri, as Sparafucile, the hired assassin. Several complete recordings are already available, but the Cetra issue should meet with strong acceptance in view of its beauty, clarity and perfection of performance. Tagliavini, Taddei and Pagliughi are superb in their respective roles of the Duke, the Jester, and Gilda. Extensive notes are enclosed supplying a birdseye history of Verdi; the story, based on a Victor Hugo play "Le Roi s'Amuse."; and the libretto in Italian and English.

**CHILDREN**

**"SPARKY'S MAGIC BATON"**—A Child's Introduction to the Instruments of a Symphony Orchestra—Capitol DBX 3206 (2-10" 78 rpm) List: \$3.66; KASF 3206 (45 rpm) \$2.36

"Sparky's Magic Baton" is an interesting and delightful story about a youngster's escapades through the world of instruments. The tap of his baton makes all the instruments sing out. With this tie-in, Sparky and the listener are introduced to the sounds of all the musical instruments in an orchestra. Album includes 19 color pages following Sparky's adventures. And inside back cover shows a picture of each of the instruments. Should be a big kiddie seller.

**COUNTRY**

**WEBB PIERCE**—The Wondering Boy—Decca DL 5536 (10" LP) List: \$3.00

WONDERING; THERE STANDS THE GLASS; THAT'S ME WITHOUT YOU; DON'T THROW YOUR LIFE AWAY; BACK STREET AFFAIR; IT'S BEEN SO LONG; SLOWLY; THAT HEART BELONGS TO ME.

Webb Pierce may be ranked as the most popular country artist in the United States today. In *The Cash Box* disk jockey poll conducted just a few months ago, Pierce was voted the most programmed country artist, and in the annual *Cash Box* juke box ops' poll, Pierce also was voted #1. In the past few years, almost every record that the warbler has issued has hit the top ten. And a great many of these have hit the top of the lists. Decca selects eight of the songster's top waxings and offers them in one package. Country music lovers will go wild about this one. Dealers know their sales capacity for country records. In areas where this music is big, this album is sure to be one of the top sellers.

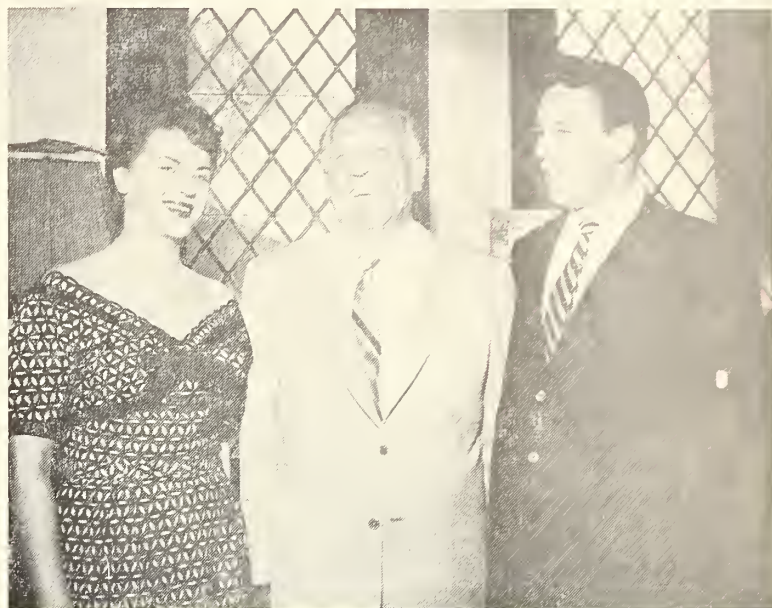
**SHOW TUNES**

**RODGERS AND HART**—Performed by Louise Carlyle and Bob Shaver with accompaniment by John Morris Trio—Walden 304 (12" LP) List: \$5.95

DID YOU EVER GET STUNG; A TREE IN THE PARK; NOBODY'S HEART; SENTIMENTAL ME; TO KEEP MY LOVE ALIVE; WAIT TILL YOU SEE HER; A SHIP WITHOUT A SAIL; AN OLD PLACE WITH YOU; EASY TO REMEMBER; I'VE GOT FIVE DOLLARS.

When Richard Rodgers and Larry Hart started writing as a team, songwriting and musical comedy history were made. The first Rodgers & Hart tune was performed in a Broadway show in 1919. Since then, and until the untimely passing of Hart, Broadway was theirs. Here, some of the less frequently heard tunes by the team, tunes which were part of great musicals from 1919 to 1943 are performed by the talented Louise Carlyle and Bob Shaver. A treat for the older folks who remember these great classics. Everyone oughta get a kick out of "To Keep My Love Alive." Miss Carlyle and Shaver have excellent voices that add wonderful qualities to these classics.

**Entertaining The Governor**



HOLLYWOOD, CALIF.—Songstress Jeri Southern and James "Deacon" Ware are shown grouped around Governor Goodwin J. Knight. The two recently entertained the Governor at The Los Angeles Press Club party which was held at the Ambassador Hotel.

**RCA Victor, Three Suns And Sahara Hotel Host Los Angeles Dee jays**

LOS ANGELES—RCA Victor recording artists, The Three Suns, found it impossible, due to a tight schedule of engagements, to come into LA to plug their latest waxing of "Moonlight and Roses" so RCA chartered a plane Aug. 18 and flew a load of dee-jays, record dealers and members of the press to Las Vegas to catch their show at the Sahara Hotel. In the Nevada city the Sahara Hotel and The Three Suns took over and played host to those present. While dining in the beautiful Congo Room everyone enjoyed a lavish stage production which was headlined by The popular Vagabonds, musical comedy team; Maria Neglia, violinist; Martha Ann Bentley, ballet dancer; along with The Saharem dancers and music by Cee Davidson and his orchestra.

After a few hours in the gaming room the group gathered to hear The Three Suns and meet them personally.

Those present included Carl Bailey, KBIG; Larry Berrill, KBIG; Chuck Bennett, KFI; E. C. Cannon, program director KIEV; Val Clenard, KRKD; Ira Cook, KMPC; Jean Conklin, KHJ librarian; Bill Davidson, KABC; John Eppolito, KABC; Frank Evans, KHJ; Mark Haas, KMPC; Lois Haszillo, KFI librarian; Eddy King; NBC; Jack Low, KGFJ; Alene McKinney, KBIG librarian; Johnny McShane, KMPC; Gene Norman, KLAC; Jim O'Leary, KBIG; Allen Slate, KIEV; Bill Stewart, KMPC; Jerry Sybilund, KMPC; Virginia Warwick, KHJ librarian.

Several of the record dealers in the area were also present including Clyde Wallicks, Music City; Marco Aronson and Ray Barnes of American Music Company along with Jim Kenworthy of The May Co.

Representatives from RCA Victor included Tom Moseley, RCA Record rep., Marty Bennett, Harry Geller and Joe Delaney of label "X". Bren Jones, David Pearce, George Richmond, Dave Hyltone, Dorothy Garbe and Dotty Vance represented RCA Victor Distributing Corp.

Larry Sloan, publicity manager for the Sahara Hotel, also flew down with the group along with Roger Beck of The Mirror and representatives of the trade papers.

**Cocktail Party For Denise Lor**

CHICAGO—Jimmy Martin, Majar Records distrib here, hosted a cocktail party at Linn Burton's Steak House this past Tuesday (8/24) for Denise Lor. Her Majar waxing, "If I Give My Heart To You", seems to be causing quite a stir.

Radio people who attended included: Eddie Hubbard, WIND; Jim Mills, WIND; Lorene Younglove, WIND; Bernie Allen, WIND; Jim Lounsbury, WGN; Bill Albert, WGN; Marty Hogan, WCFL; Jack Karey, WCFL; Eileen Mack, WCFL; Myron Schulz, WAAF; Herbie Mintz, WAAF; Stan Dale, WJJD; Lloyd Webb, WGES; Jay Smith and Al O'Brien, WOPA, and many others.

Among the guests were Ted, Fred and Joe Sipiara, Singer One-Stop; Al Temaner, Little Al's All-Stop; Jim O'Dwyer, Music Box One Stop; as well as members of the press.

**THE HIGH AND THE MIGHTY** **11**  
M. WITMARK & SONS **BIG RECORDS**

**THE SOCK NOVELTY!**  
**I Love Johnny Johnny**  
MILLER MUSIC CORPORATION





# THE CASH BOX

# The Nation's TOP 50

COMPILED BY JACK "ONE SPOT" TUNIS

- Comprising 100 Selections
- BE—Bell
  - BR—Brunswick
  - BT—Bethlehem
  - BU—Bullet
  - CA—Capitol
  - CD—Cadence
  - CH—Chess
  - CK—Checker
  - CL—Cardinal
  - AM—Ambassador
  - AP—Apollo
  - AT—Atlantic
  - BA—Barbour
  - CY—Crytallette
  - DA—Dana
  - DE—Decca
  - DO—Dot
  - DU—Duke
  - DY—Derby
  - EP—Epic
  - ES—Essex
  - FE—Federal
  - FI—Fiesta
  - 4 Star—Four Star
  - GR—Groove
  - IM—Imperial
  - IN—Intro
  - JD—Jay Dee
  - JU—Jubilee
  - JZ—Josie
  - KI—King
  - LO—London
  - MA—Mars
  - MD—Mood
  - ME—Mercury
  - MG—MGM
  - MJ—Major
  - MO—Modern
  - PA—Parrot
  - PC—Peacock Pro.
  - PE—Peacock
  - PR—Prestige
  - RA—Rainbow
  - RE—Regent
  - RIH—Recorded In Hollywood
  - RM—Rama
  - SA—Savoy
  - SIT—Sittin' In
  - SP—Specialty
  - SW—Swingtime
  - TE—Tempo
  - TF—Tiffany
  - TI—Tico
  - TN—Tennessee
  - TR—Trend
  - UN—United
  - VA—Valley
  - VI—RCA Victor
  - VJ—Vee Jay
  - "X"—Label "X"
  - ZO—Zodiac

# Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunis. Each listing includes the name of the song, record number, artists, and tune on the reverse side.

• The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.

★ Indicates best selling record.

Comprising 100 Selections

Sept. 4 Aug. 28	Sept. 4 Aug. 28	Sept. 4 Aug. 28	Sept. 4 Aug. 28	Sept. 4 Aug. 28	Sept. 4 Aug. 28
<b>1—Sh-Boom</b> 92.7 127.8 BE-1051 (45-1051)— BARRY FRANK & FOUR BELLS Crazy 'Bout You Baby CO-21283 (4-21283)— LEON McAULIFFE Smooth Sailing CR-61212 (9-61212)— BILLY WILLIAMS QT. Whenever, Wherever ★CT-104 (45-104)—THE CHORDS Little Maiden ★ME-70404 (70404x45)— CREW-CUTS I Spoke Too Soon VI-20-5799 (47-5799)— BOBBY WILLIAMSON Love March	<b>6—Skokiaan</b> 42.3 32.8 BE-1060 (45-1060)—EIGHT BELLS Dream CA-2896 (F-2896)— RAY ANTHONY Say Hey ★CO-40306 (4-40306)— FOUR LADS Why Should I Love You DE-29256 (9-29256)— LOUIS ARMSTRONG Skokiaan (Pt. 2) ★LO-1491 (45-1491)— BULAWAYO SWEET RHYTHM BAND In The Mood ★ME-70432 (70432 x 45)— RALPH MARGERIE Lollipop TI-10-229 (45-229)—JOE LOCO The High And The Mighty VI-20-5839 (47-5839)— PEREZ PRADO The High And The Mighty	<b>10—Goodnight Sweetheart, Goodnight</b> 35.5 31.2 BE-1057 (45-1057)— SONG SINGERS They Were Doin' The Mambo CA-2800 (F-2800)— ELLA MAE MORSE Happy Habit ★CR-61187 (9-61187)— McGUIRE SISTERS Heavenly Feeling JU-5142 (45-5142)—GLORIA MANN & CARTER RAYS Love-Me-Boy ★VI-20-5746 (47-5746)— SUNNY GALE Call Off The Wedding VI-20-5775 (47-5775)— JOHNNIE & JACK Honey, I Need You VJ-107 (45-107)— THE SPANIELS You Don't Move	<b>15—I Understand Just How You Feel</b> 19.6 12.2 CH-4858 (45-4858)— JACK FORD That's All You Gotta Do ★JU-5132 (45-5132)— FOUR TUNES Sugar Lump ★VI-20-5740 (47-5740)— JUNE VALLI Love, Tears And Kisses	<b>21—Moonlight And Roses</b> 15.1 13.4 MG-11431 (K-11431)— FRANK PETTY TRIO Ticklish Moments ★VI-20-5768 (47-5768)— THREE SUNS Crazy Legs <b>22—Smile</b> 14.3 — BE-1059 (45-1059)—B. FRANK & L. CLINTON O. If I Give My Heart To You ★CA-2897 (F-2897)— NAT "KING" COLE It's Crazy LO-1494 (45-1494)— DAVID WHITFIELD Dance, Gypsy, Dance LO-1488 (45-1488)—LITA ROZA Love Is A Beautiful Stranger LO-1487 (45-1487)— FRANK CHACKSFIELD Piper In The Heather ME-70431 (70431x45)— BILLY DANIELS Mam-E-Fle VI-20-5828 (47-5828)— MELACHRINO O. Theme From 'The Six Proud Walkers' ★VI-20-5836 (47-5836)— SUNNY GALE An Old Familiar Song	<b>★DE-29198 (9-29198)— ELLA FITZGERALD Later MG-11354 (K-11354)— GEORGE SHEARING When Lights Are Low VI-20-5741 (47-5741)— RALPH FLANAGAN Did I Remember</b> <b>32—Cinnamon Sinner</b> 8.3 10.6 ★CO-40272 (4-40272)— TONY BENNETT Take Me Back Again <b>33—Look Sharp— Be Sharp</b> 8.2 6.8 CA-2904 (F-2904)— SHARKEY'S KINGS San Sue Strut ★VI-10-4219 (49-4219)— BOSTON POPS O. Candlelight Waltz <b>34—Shake, Rattle And Roll</b> 7.5 11.4 AT-1026 (45-1026)— JOE TURNER You Know I Love You ★DE-29204 (9-29204)— BILL HALEY A. B. C. Boogie <b>35—Whispering</b> 7.4 7.6 ★CR-61228 (9-61228)— PAUL WHITEMAN You're Driving Me Crazy <b>36—Angels In The Sky</b> 6.8 8.7 CO-21229 (4-21229)— GENE AUTRY KI-1376 (45-1376)— HERB & KAY This Ole House ★VI-20-5757 (47-5757)— TONY MARTIN Boulevard Of Nightingales <b>37—Cara Mia</b> 6.7 8.3 DE-29227 (9-29227)— JACK PLEIS Lonesome Polecat ★LO-1486 (45-1486)—DAVID WHITFIELD & MANTOVANI How, When Or Where <b>38—Au Revoir</b> 6.0 7.9 ★CR-61225 (9-61225)— TERESA BREWER Danger Signs <b>39—Half As Lovely</b> 5.9 5.7 ★CA-2864 (F-2864)— FRANK SINATRA The Gal That Got Away <b>40—Green Years</b> 5.2 2.3 ★VI-20-5748 (47-5748)— EDDIE FISHER My Friend <b>41—Joey</b> 5.1 1.5 <b>42—I'm No Gonna Say</b> 4.5 4.4 <b>43—Peddler Man</b> 3.7 4.0 <b>44—Make Her Mine</b> 3.6 4.3 <b>45—Some Day</b> 3.0 3.9 <b>46—Isle Of Capri</b> 2.9 2.7 <b>47—If I Didn't Care</b> 2.2 8.0 <b>48—The Magic Tango</b> 2.1 — <b>49—Happy Days And Lonely Nights</b> 1.5 5.1 <b>50—Heaven Was Never Like This</b> 1.4 3.5



# THE CASH BOX RHYTHM N' BLUES *Ramblings*

## NEW YORK:

Billy Ward and his Dominoes made their big move for hitdom in the pop field last week when he and the boys cut what Jerry Blaine calls a "sensational session." Jerry has plans for an all out push to make the group one of the top vocal combinations in the country. Simultaneously, Federal Records releases the Dominoes in a couple of strong items, "Little Black Train" and "Above Jacob's Ladder," on which Ward and his group sound wonderful. . . . Capitol, continuing to expand in the r & b field, announces the signing of Pepper Neale and Annisteen Allen. Annisteen formerly recorded for King Records. . . . The Midnighters definitely are in the process of racking up their third straight hit, "Annie Had A Baby." Not only is it their third straight, but the three are appearing on the charts at the same time. "Work With Me Annie"; "Sexy Ways"; and "Annie Had A Baby." The latter tune, which has taken off in unbelievable fashion, was written by Henry Glover and Syd Nathan, King prexy, after a couple of jockeys had gagged up the title of a non-existent release. When orders started coming in, Nathan realizing the potential of what had started out as a jockey's gimmick, wrote a tune, cut the group, and sent out samples—all in a matter of days. . . . Eddie Mesner talking up the new Margie Hendrix release "Good Treatment" and "Every Time" on the Aladdin subside,



MARGIE HENDRIX

Lamp Records. The gal's voice is packed with personality and she could break through. Eddie also feels the new Louis Jordan release, "If I Had Any Sense I'd Go Back Home" has the lyric and true blues feeling to make it a big one. Mesner and Jesse Stone will cut two new groups this week, the Mello-Felows and the Cues. . . . Fred Mendelsohn, Savoy Records, reports they've decided to hold back Nappy Brown's new release in view of the strong reaction accorded Nappy's "I Wonder." Savoy's new group, "The Blue Diamonds," also making like a hit with "Honey Baby" and "No Money." . . . Stan Pat (WTTM-Trenton, N. J.) has just signed Jubilee's newest r & b vocalist, Gloria Alleyne, to a three year personal management contract. Gloria has just released "When I Say My Prayer" and "The Uncloudy Day." This gives Pat three r & b artists. The others being, Bertice Reading, Groove star, and Baby Dee, MGM artist. Stan also does promotion for Steve Gibson and his Red Caps. His strictly r & b segment on WTTM has been meeting with sensational success reports Pat. Telephone calls and letters indicate that Pat is on the right kick by programming strictly rhythm and blues, not pop and jazz, on his r & b portion. . . . This column just received Aladdin's "You Make Me Happy" and "Let's Make A Whole Lot of Love" by the Dodgers. Although too late to review, the department gave it a fast listen and both sides look like real hit material. . . . Herald making big plans to move into the spiritual field with vigor signed the National Clouds of Joy and Ethel Davenport of Jacksonville, Fla., billed as the "first lady of gospel song." The National Clouds of Joy were cut this week and the first release will be issued shortly. Al Silver also announced the release of "Gonna Love You Everyday" and "Eternal Love" by The Herolds. . . . Irv Marcus, Peacock and Duke national salesmanager, reports they have several numbers that look strong. Lester Williams "Crazy About You Baby" and "Don't Take Your Love From Me"; and the Sultans "I Cried My Heart Out." "Also," says Irv, "we've a new Johnny Ace coming up that's sure to be his 8th straight hit." . . . The Clovers, Atlantic Records, in town for a session. . . . Cat Records will issue the new Chords disk this week. The "Sh-Boom" boys, we hear, have a great follow up that should further enhance their drawing power via disks and personals. . . . The Opals on Luna with "Come To Me Darling" spreading through the country. New cities showing Opal action are Jacksonville, Fla., Charlotte, N. C., and St. Louis, Mo. Disk previously showed real strength in Los Angeles and Chicago. Apollo has signed a new group, the Romeos, and the initial release, "I Beg You Please" and "Love Me" has already been released.

## CHICAGO:

Interesting to note modern merchandising methods currently being employed by most R&B diskeries. . . . It's a well-know fact that record companies spare no expense in assuring good record sessions. Acceptance, however, is up to the public. Public opinion is most important. Not only to the diskeries, but to distributors and dealers. . . . For example, Leo Kolheim, "Mr. Pep" of the Vee-Jay diskery, told us the following story. Firm spared no expense cutting three waxings. Vivian Carter, dee-jay of Gary's WGRY, concentrated heavily on these three new recordings. Public reaction was strong for only two. Kolheim decided that these were the two to be released. In spite of the expense incurred in recording the third disk, it may never be released. This certainly points to the new and better merchandise methods, not only employed by Vee-Jay, but by all leading R&B record diskeries. . . . The two releases which Leo Kolheim reports received most acclaim from WGRY listeners are, "Baby I Need You Now" b/w "My Lovin' Baby" by The Eldorado's and "Off Time" b/w "Fussin' And Lovin'" by Floyd Valentine. . . . Visitors to our town this week included St. Louis disc jockey Spider Burke. Also "Mr. Epic" (William Nielsen) who came to town to discuss fall program with distribri Ernie and George Leaner. . . . Len Chess advises that while in New Orleans, he signed singer Paul Gaton who, he informs, cut the original "Cow-Cow Boogie." While in Dallas, Len signed the very popular Lowell Fulson. Len hoping for 'big things' from both these well-known artists. . . . Looks like B. B. King may have two hits going for him. Some like "Everything I Do Is Wrong," while others favor, "When My Heart Beats Like A Hammer." Both are riding high.



B. B. KING

Both are riding high.



STEVE GIBSON'S REDCAPS

A DOUBLE BARRELLED SMASH!  
"GOT MY EYES ON YOU"  
and  
"Your Cash Ain't Nothin' But Trash"  
THE CLOVERS  
ATLANTIC 1035  
**Atlantic** RECORDING CORP.  
234 WEST 56th STREET NEW YORK 19, N. Y.

Two Tremendous Sides!  
"THE HIGH and THE MIGHTY"  
and  
"SKOKIAAN"  
JOE LOCO and his Orchestra  
10-229  
**TIPA TIGU**  
EL REY DEL MAMBO  
220 West 42nd STREET NEW YORK, N. Y.

BREAKING FOR A HIT!  
"HURTS ME TO MY HEART"  
FAYE ADAMS  
Herald # 434  
MOVING UP FAST!  
"BABY COME A LITTLE CLOSER"  
"5" WILLOWS  
Herald # 433  
**Herald** RECORDS  
234 W. 53 St.  
New York N. Y.

Little Walter  
"You Better Watch Yourself"  
B/W  
"Blue Lights"  
Checker # 799  
**Checker RECORD CO.**  
4750-52 Cottage Grove Ave.  
Chicago 15, Illinois

## LOS ANGELES:

Biggest news to everyone in the music biz. is the massive thirteen story circular building which Capitol will construct at Yucca and Vine. . . . Joe Bihari staged the biggest event of the year 8/19 when he presented an all star show at the Savoy Ballroom. A record throng of 2400 people poured in for the gala event which was headlined by B. B. King along with Johnny Otis and his band. Also on the program was Marvin and Johnny, Shirley Gunter and The Queens,



ROY MILTON

Anna Marie, Preacher Stephens, The Lamplighters, The Platters, Marie Adams, and Junior Ryder. Joe Bihari plans to book several other attractions in many Southern and Northern Calif. cities. . . . A brand new group recently bowed in on the Aladdin label by the name of The Dodgers. Their first release of "You Make Me Happy" b/w "Let's Make A Whole Lot Of Love" has stirred up so much interest that two publishers are dickering for the tunes. . . . The Midnighters along with Todd Rhodes and his band are now headed for the West Coast. They will be in Denver Sept. 6th & 7th and are scheduled to open at the Savoy Ballroom here in LA Sept. 16th. . . . Saul Bihari says they're shipping records out like crazy and it looks like Marvin & Johnny's Modern waxing of "Tick Tock" will break in several other cities. Of course, Saul added, "Oop Shoop" with Shirley Gunter and The Queens is stepping out fast too. . . . After closing at the Savoy Ballroom Roy Milton left on a tour which will include many engagements throughout Calif. Appearing with him on many of these dates will be Richard Lewis and The Flairs. . . . Chuck Higgins has signed with Specialty Records. Chuck leaves for Northern Calif. and the San Joaquin Valley to fill several dates along with The Robins and Jimmy Witherspoon. They will be in Monterey 9/2, Fresno 9/3 and Atascadero Lake 9/4. . . . Louis Jordan has been doing mighty well at the Trocadero in Hollywood. Appearing with him is The Robins and a new fem warbler Jo Ann Lynn. Jordon and crew will leave soon on a tour of the South that will take them through Texas, Oklahoma and Louisiana. . . . We hear that Johnny Ace will be here on the coast for several night club dates in October. . . . The Devonaire, The Dreamers along with Johnny Otis and his band staged a three day stand at the Savoy Ballroom 20th thru 22nd. . . . Meanwhile at Billy Berg's Five Ballroom Charles Brown and Lowell Fulson have been held over for another week-end. . . . Smash business during the Duke's engagement at the Hollywood Crescendo has brought in a jammed house almost every night. Appearing with the Ellington crew is vocalist Jimmie Grissom. . . . Lew Chudd, prexy of Imperial Records, has returned to his Hollywood office after an extensive business trip through the country & the Caribbean. While in Washington, D. C., he signed a new group called The Pelicans. Their first release will be out soon. . . . The old Riverside Ranchos was turned into a typical Harlem hot spot Sun. Aug. 29th when a big R & B show was held featuring Jimmy Witherspoon, Shirley Gunter and The Queens, The Dreamers, Richard Lewis, Marvin and Johnny along with Marvin Phillips and his Band. . . . Percy Mayfield blew in at the Harlem Hot Spot in San Pedro Aug. 28 before leaving for a two week engagement in Washington.

## JAZZ JOTS

Capitol Records signed Woody Herman to a long term contract. Woody has been available on records via Mars Records, his own diskery, for the past several years. . . . Anita O'Day in trouble again. . . . Jimmy McPartland, booked to do a big concert in London with his wife, Marian, was unable to work as he had no working permit. . . . Mort Davis, formerly with General Artists Corporation and Gale Agency as a Booker, is now associated with Universal Attractions in its Jazz Department.

**JOSIE'S  
PARADE OF R&B HITS**

- 1 THE FOUR BARS  
"IF I GIVE MY HEART TO YOU"  
b/w  
"STOP IT! QUIT IT!"  
Josie # 768
- 2 THE CADILLACS  
"I WONDER WHY"  
b/w  
"GLORIA"  
Josie # 765
- 3 THE RAY-O-VACS  
"DARLING"  
Josie # 763
- 4 THE TEAR DROPS  
"THE STARS ARE OUT TONIGHT"  
b/w  
"OH, STOP IT"  
Josie # 766
- 5 GLORIA ALLEYNE  
"THE UNCLOUDY DAY"  
b/w  
"WHEN I SAY MY PRAYER"  
Josie # 767

**JOSIE RECORD COMPANY**  
315 WEST 47TH STREET • NEW YORK 19, N. Y.



- 1 OH WHAT A DREAM  
Ruth Brown  
(Atlantic 1036)
- 2 HONEY LOVE  
Drifters  
(Atlantic 1029)
- 3 SEXY WAYS  
Midnighters  
(Federal 12185)
- 4 WORK WITH ME ANNIE  
Midnighters  
(Federal 12169)
- 5 SH-BOOM  
Chords  
(Cat 104)
- 6 YOUR CASH AIN'T NOTHIN' BUT TRASH  
Clovers  
(Atlantic 1035)
- 7 JUST MAKE LOVE TO ME  
Muddy Waters  
(Chess 1571)
- 8 HURTS ME TO MY HEART  
Faye Adams  
(Herald 433)
- 9 SHAKE, RATTLE AND ROLL  
Joe Turner  
(Atlantic 1026)
- 10 WHEN MY HEART BEATS LIKE A HAMMER  
B. B. King  
(RPM 412)
- 11 I'VE GOT MY EYES ON YOU  
Clovers  
(Atlantic 1035)
- 12 YOU CAN PACK YOUR SUITCASE  
Fats Domino  
(Imperial 5031)
- 13 ANNIE HAD A BABY  
Midnighters  
(Federal 12185)
- 14 PLEASE FORGIVE ME  
Johnny Ace  
(Duke 128)
- 15 TICK TOCK  
Marvin & Johnny  
(Modern 933)

**THE CASH BOX**



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

- | in NEW YORK CITY   | in CHICAGO  | in NEW ORLEANS  |
|--|---|---|
| 1 OH WHAT A DREAM<br>Ruth Brown<br>(Atlantic 1036)               | SH-BOOM<br>Chords<br>(Cat 104)                                      | OH WHAT A DREAM<br>Ruth Brown<br>(Atlantic 1036)                    |
| 2 HONEY LOVE<br>The Drifters<br>(Atlantic 1029)                  | WORK WITH ME ANNIE<br>Midnighters<br>(Federal 12169)                | SEXY WAYS<br>Midnighters<br>(Federal 12185)                         |
| 3 SH-BOOM<br>Chords<br>(Cat 104)                                 | SEXY WAYS<br>Midnighters<br>(Federal 12185)                         | SH-BOOM<br>Chords<br>(Cat 104)                                      |
| 4 WORK WITH ME ANNIE<br>Midnighters<br>(Federal 12169)           | SHAKE, RATTLE AND ROLL<br>Joe Turner<br>(Atlantic 1026)             | HONEY LOVE<br>Drifters<br>(Atlantic 1029)                           |
| 5 DEAR ONE<br>The Scarlets<br>(Red Robin 128)                    | HONEY LOVE<br>The Drifters<br>(Atlantic 1029)                       | CUBANO JUMP<br>Ike Turner<br>(Floir 1040)                           |
| 6 MY DEAR, MY DARLING<br>Counts<br>(Dot 1210)                    | OH WHAT A DREAM<br>Ruth Brown<br>(Atlantic 1036)                    | LOSING HAND<br>Roy Charles<br>(Atlantic 1037)                       |
| 7 HURTS ME TO MY HEART<br>Faye Adams<br>(Herald 434)             | EVERYTHING I DO IS WRONG<br>B. B. King<br>(RPM 411)                 | LET'S WALK<br>Charles Brown<br>(Aladdin 3235)                       |
| 8 ANNIE HAD A BABY<br>Midnighters<br>(Federal 12195)             | JUST MAKE LOVE TO ME<br>Muddy Waters<br>(Chess 1571)                | I LIVED MY LIFE<br>Fats Domino<br>(Imperial 5031)                   |
| 9 EBB TIDE<br>Roy Hamilton<br>(Epic 9068)                        | YOUR CASH AIN'T NOTHIN' BUT TRASH<br>The Clovers<br>(Atlantic 1035) | YOUR CASH AIN'T NOTHIN' BUT TRASH<br>The Clovers<br>(Atlantic 1035) |
| 10 PLEASE REMEMBER MY HEART<br>The Salitoires<br>(Old Town 1006) | MAKE HER MINE<br>Not "King" Cole<br>(Capitol 2803)                  | YOU CAN PACK YOUR SUITCASE<br>Fats Domino<br>(Imperial 5031)        |

**2 FOR THE MONEY**

BOTH THESE BRAND NEW RECORDS GOT TERRIFIC REACTION FROM LISTENERS TO TOP DISK JOCKEY SHOWS

- 1 The Eldorado's  
"Baby I Need You Now"  
AND  
"My Loving Baby"  
VEE JAY 115
- 2 Floyd Valentine's  
"Off Time"  
AND  
"Fussin' And Lovin'"  
VEE JAY 113

**Vee-Jay RECORDS, INC.**  
4747 Cottage Grove Ave.

- | in SAN FRANCISCO  | in NEWARK  | in MEMPHIS   |
|---|--|--|
| 1 HONEY LOVE<br>Drifters<br>(Atlantic 1029)                           | HONEY LOVE<br>Drifters<br>(Atlantic 1029)            | OH WHAT A DREAM<br>Ruth Brown<br>(Atlantic 1036)               |
| 2 JUST MAKE LOVE TO ME<br>Muddy Waters<br>(Chess 1571)                | WORK WITH ME ANNIE<br>Midnighters<br>(Federal 12169) | WORK WITH ME ANNIE<br>Midnighters<br>(Federal 12169)           |
| 3 SEXY WAYS<br>Midnighters<br>(Federal 12185)                         | OH WHAT A DREAM<br>Ruth Brown<br>(Atlantic 1036)     | HURTS ME TO MY HEART<br>Faye Adams<br>(Herald 434)             |
| 4 SH-BOOM<br>Chords<br>(Cat 104)                                      | SEXY WAYS<br>Midnighters<br>(Federal 12185)          | HONEY LOVE<br>Drifters<br>(Atlantic 1029)                      |
| 5 OH WHAT A DREAM<br>Ruth Brown<br>(Atlantic 1036)                    | YOU'RE MINE<br>Danny Overbo<br>(Checker 769)         | TICK TOCK<br>Marvin & Johnny<br>(Modern 933)                   |
| 6 LET'S WALK<br>Charles Brown<br>(Aladdin 3235)                       | PLEASE FORGIVE ME<br>Johnny Ace<br>(Duke 128)        | LET'S WALK<br>Charles Brown<br>(Aladdin 3235)                  |
| 7 YOUR CASH AIN'T NOTHIN' BUT TRASH<br>The Clovers<br>(Atlantic 1035) | EBB TIDE<br>Roy Hamilton<br>(Epic 9068)              | EVIL IS GOING ON<br>Howling Wolf<br>(Chess 1575)               |
| 8 I UNDERSTAND JUST HOW YOU FEEL<br>Four Tunes<br>(Jubilee 5132)      | TICK TOCK<br>Marvin & Johnny<br>(Modern 933)         | SH-BOOM<br>Chords<br>(Cat 104)                                 |
| 9 MY HEART BEATS LIKE A HAMMER<br>B. B. King<br>(RPM 412)             | COME TO ME DARLING<br>Opols<br>(Luno 5001)           | MY HEART BEATS LIKE A HAMMER<br>B. B. King<br>(RPM 412)        |
| 10 PLEASE FORGIVE ME<br>Johnny Ace<br>(Duke 128)                      | HURTS ME TO MY HEART<br>Faye Adams<br>(Herald 434)   | I UNDERSTAND JUST HOW YOU FEEL<br>Four Tunes<br>(Jubilee 5132) |

# THE CASH BOX



in  
**PHILADELPHIA**

in  
**LOS ANGELES**

in  
**ST. LOUIS**

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

- 1** OH WHAT A DREAM  
Ruth Brown  
(Atlantic 1036)
- 2** HONEY LOVE  
The Drifters  
(Atlantic 1029)
- 3** SEXY WAYS  
Midnighters  
(Federal 12185)
- 4** I'VE GOT MY EYES ON YOU  
Clovers  
(Atlantic 1035)
- 5** SH-BOOM  
Chords  
(Cat 104)
- 6** HEY THERE  
Sammy Davis, Jr.  
(Decca 29199)
- 7** ANY DAY NOW  
Buddy Johnson  
(Mercury 70421)
- 8** WORK WITH ME ANNIE  
Midnighters  
(Federal 12169)
- 9** EBB TIDE  
Roy Hamilton  
(Epic 9068)
- 10** TICK TOCK  
Marvin & Johnny  
(Modern 933)

- OH WHAT A DREAM  
Ruth Brown  
(Atlantic 1036)
- OOP SHOOP  
Shirley Gunter & The Queens  
(Flair 1050)
- HURTS ME TO MY HEART  
Faye Adams  
(Herald 434)
- TICK TOCK  
Marvin & Johnny  
(Modern 933)
- BABY, BABY ALL THE TIME  
Amos Milburn  
(Aladdin 3248)
- HEARTS OF STONE  
Jewels  
(R & B 1301)
- HONEY LOVE  
The Drifters  
(Atlantic 1029)
- WORK WITH ME ANNIE  
The Midnighters  
(Federal 12169)
- COME TO ME DARLING  
Opals  
(Luna 5001)
- BUICK 59  
Medallions  
(Dootone 347)

- OH WHAT A DREAM  
Ruth Brown  
(Atlantic 1036)
- WORK WITH ME ANNIE  
Midnighters  
(Federal 12169)
- YOUR CASH AIN'T NOTHIN' BUT TRASH  
The Clovers  
(Atlantic 1035)
- ANY DAY NOW  
Ella & Buddy Johnson  
(Mercury 70421)
- HONEY LOVE  
Drifters  
(Atlantic 1029)
- MY HEART BEATS LIKE A HAMMER  
B. B. King  
(RPM 412)
- SH-BOOM  
Chords  
(Cat 104)
- ANNIE HAD A BABY  
Midnighters  
(Federal 12195)
- HURTS ME TO MY HEART  
Faye Adams  
(Herald 434)
- I DON'T HURT ANYMORE  
Dinah Washington  
(Mercury 70439)

in  
**RICHMOND**

in  
**NASHVILLE**

in  
**COLUMBIA, S. C.**

- 1** HONEY LOVE  
The Drifters  
(Atlantic 1029)
- 2** OH WHAT A DREAM  
Ruth Brown  
(Atlantic 1036)
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(Atlantic 1035)
- 7** ANNIE HAD A BABY  
Midnighters  
(Federal 12195)
- 8** YOU CAN PACK YOUR SUITCASE  
Fats Domino  
(Imperial 5031)
- 9** I'VE GOT MY EYES ON YOU  
Clovers  
(Atlantic 1035)
- 10** BEHAVE YOURSELF  
The "5" Royales  
(King 4740)

- HONEY LOVE  
The Drifters  
(Atlantic 1029)
- OH WHAT A DREAM  
Ruth Brown  
(Atlantic 1036)
- SEXY WAYS  
Midnighters  
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Joe Turner  
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The Clovers  
(Atlantic 1035)
- YOU CAN PACK YOUR SUITCASE  
Fats Domino  
(Imperial 5031)
- JUST MAKE LOVE TO ME  
Muddy Waters  
(Chess 1571)
- EVIL IS GOING ON  
Howling Wolf  
(Chess 1575)
- ANNIE HAD A BABY  
Midnighters  
(Federal 12195)

- HONEY LOVE  
The Drifters  
(Atlantic 1029)
- WORK WITH ME ANNIE  
Midnighters  
(Federal 12169)
- SEXY WAYS  
Midnighters  
(Federal 12185)
- YOU CAN PACK YOUR SUITCASE  
Fats Domino  
(Imperial 5031)
- LET'S WALK  
Charles Brown  
(Aladdin 3235)
- JUST MAKE LOVE TO ME  
Muddy Waters  
(Chess 1571)
- OH WHAT A DREAM  
Ruth Brown  
(Atlantic 1036)
- SHAKE, RATTLE AND ROLL  
Joe Turner  
(Atlantic 1026)
- I'VE GOT MY EYES ON YOU  
Clovers  
(Atlantic 1035)
- HURTS ME TO MY HEART  
Faye Adams  
(Herald 434)

## Coming Up In R & B

Listed Alphabetically

- BEHAVE YOURSELF**  
The "5" Royales  
(King 4740)  
Richmond
- BUICK 59**  
The Medallions  
(Dootone 347)  
Los Angeles
- I AIN'T DRUNK**  
Jimmy Liggins  
(Aladdin 3250)  
Nashville, St. Louis
- I DON'T HURT ANYMORE**  
Dinah Washington  
(Mercury 70439)  
St. Louis
- I LIVED MY LIFE**  
Fats Domino  
(Imperial 5031)  
New Orleans
- LOSING HAND**  
Ray Charles  
(Atlantic 1037)  
New Orleans
- RATTIN' AND RUNNING AROUND**  
Eddy Boyd  
(Chess 1576)  
Shreveport

Starting Big!

**FLIP**

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SAVOY # 1138

"SEND ME SOME MONEY" b/w "LOVE"  
By **VARETTA DILLARD**  
SAVOY # 1137

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(Excello 2040)

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(Phone 42-2215)



THE MIDNIGHTERS

**"ANNIE HAD A BABY"**  
"SHE'S THE ONE"  
Federal 12195

**"SEXY WAYS"**  
"Don't Say Your Last Goodbye"  
Federal 12185

**"WORK WITH ME ANNIE"**  
Federal 12169

EARL BOSTIC

**"MAMBOSTIC"**  
"THESE FOOLISH THINGS"  
King 4730

BILL DOGGETT

**"HIGH HEELS"**  
"SWEET SLUMBER"  
King 4732

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**LOOK!**

A Gratifying Review Rating of 88  
(probably the highest rating ever merited by a Spiritual)

and Selected for the Billboard Spotlight

• Review Spotlight on . . .

**SPIRITUALS**  
ORIGINAL FIVE BLIND BOYS  
I Wonder, Do You? (Lion, BMI)  
All Aboard (Lion, BMI)—Peacock 1731  
—One of the finest spiritual groups in the business, the "Boys" add to their reputation with an ultra-lovely religious ballad for the top side and a rhythmic reading on the flip. Both are potentially big items.

PLUS  
A Billboard Review with a whopping 88 rating

• Reviews of New Spiritual Records

ORIGINAL FIVE BLIND BOYS  
I Wonder, Do You? . . . 88  
PEACOCK 1731—A Billboard "Spotlight" 8-7-'54. (Lion, BMI)

All Aboard . . . 85  
A Billboard "Spotlight" 8-7-'54 (Lion, BMI)

**"I WONDER, DO YOU?"**  
b/w  
**"ALL ABOARD"**  
by the  
ORIGINAL FIVE BLIND BOYS  
"JACKSON HARMONEERS"  
PEACOCK RECORD # 1731

**PEACOCK RECORDS, Inc.**  
2809 Erastus Street,  
Houston 26, Texas

# RHYTHM 'N' BLUES REVIEWS

**ⓐ** DISK & SLEEPER

**ⓑ** EXCELLENT

**ⓓ** VERY GOOD

**ⓐ** GOOD

**ⓐ** FAIR

**ⓓ** MEDIOCRE

## THE CASH BOX

### ★ AWARD O' THE WEEK ★

“LITTLE BLACK TRAIN” (2:02)  
[Ward, Marks BMI—Ward]

“ABOVE JACOB'S LADDER” (2:25)  
[Ward, Marks BMI—Ward]

BILLY WARD AND HIS DOMINOES (Federal 12193)



BILLY WARD & THE DOMINOES

● Billy Ward and His Dominoes point up on one side, “Above Jacob’s Ladder,” and down on the other, “Little Black Train.” The

latter, “Little Black Train,” is bringing Satan to take you away from here. A colorful, rhythmic affair of a melodic nature delivered by the group with fascinating effect. “The Little Black Train” is a familiar expression in Negro folk blues. The other side, “Above Jacob’s Ladder,” is an invitation to climb into the “blue” away from all discord and be with the Lord. Use of tambourines helps keep the true spiritual feel. Both strong sides with appeal not restricted to religious markets. Like “Little Black Train” for strong action.

### LIGHTNIN' HOPKINS (Herald 436)

**B** “SICK FEELIN' BLUES” (2:10) [Angel Music BMI—L. Hopkins] Lightnin', whose authentic blues wailing, has made him a constant record salesman, waxes a tale of his illness. Ol Lightnin' has “newmoneea” and “aspeeren” does him no good. No one tells a story like Lightnin'.

**C+** “MOVIN' ON OUT BOOGIE” (2:16) [Angel BMI—L. Hopkins] Hopkins and his expressive guitar knock out a boogie tale of moving out of town.

### THE CHRISTLAND SINGERS (Peacock 1729)

**B** “KEEP ME” Parts one and two The Christland Singers sing a religious rhythmic pattern beautifully. Lead sings emotionally against a steady chorus chant functioning as the vocal rhythm section. Hymn is done in two parts, an inspring 5 and one-half minutes. Good spiritual record.

### EDDIE “Tex” CURTIS (Gee GG9)

**B+** “SHAKE, PRETTY BABY, SHAKE” (2:40) [Legado BMI—Eddie “Tex” Curtis] Eddie “Tex” Curtis moans, rocks and drives on this foottapping side. Item is lots of sales appeal and could get action.

**B** “PRAYER TO THE MOON” (2:51) [Legado BMI—Eddie “Tex” Curtis] Eddie sings in a Frankie Laine manner as he performs an Oriental mood piece. His wailing delivery helps make an unusual disk.

### CHARLIE (Little Jazz) FERGUSON (Timely 1008)

**B** “HI-BEAM MAMBO” (2:37) [Bess Music BMI—Smith, Ferguson] Charlie (Little Jazz) Ferguson dishes up some flighty and intriguing saxing on this fast tempo side.

**C+** “LOW LIGHTS” (2:43) [Bess Music BMI—Smith, Ferguson] Charlie waxes a change of pace instrumental blues featuring his strong saxing.

## THE CASH BOX

### Rhythm 'N' Blues BEST BETS

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

- ★ “IF I HAD ANY SENSE I'D GO BACK HOME”..... Louis Jordan ..... Aladdin 3249
- ★ “RATTIN' AND RUNNING AROUND”..... Eddie Boyd ..... Chess 1576
- ★ “IF I GIVE MY HEART TO YOU”..... The Four Bars ..... Josie 768
- ★ “GOOD TREATMENT”..... Margie Hendrix ..... Lamp 8002

### ANDREW H (Crown 122)

**C+** “DARK CLOUDS” (2:49) [Modern BMI—Taub] Andrew H sings a beaty southern blues with the proper feeling for that market.

**C+** “I DECLARE” (2:45) [Modern BMI—Taub] Another middle tempo blues in the same vein. The chanter is in the country blues market. This side has more overall strength for the boxes and over the counter sales.

### JOHNNY TAYLOR (Hollywood 1018)

**B** “SHE WOULDN'T LAY DOWN” (2:31) [Golden State BMI—J. Taylor] Johnny Taylor teams with Joy Hamilton on a rocking middle tempo with a strong beat. Johnny sings the solo with Joy repeating the title line in the background.

**C+** “WE FOOLS” (2:30) [Golden State BMI—J. Taylor] Taylor backs the top wax with a slow blues ballad. A pretty effectively presented.

### THE HONEY BEARS (Spark )

**B** “ONE BAD STUD” (2:33) [Quintet BMI—Leiber, Stoller] The Honey Bears rock out a fast tempo bouncer loaded with drive. Growl voiced lead gives an enthusiastic reading. Could catch some strong action.

**B** “IT'S A MIRACLE” (2:40) [Quintet BMI—Leiber, Stoller] The Bears sing a slow rythmic item with a strong religious feeling. Lead voice appealing in voice and personality. Bears watching.

### ROMAINES (Groove 0035)

**C+** “YOUR KIND OF LOVE” (3:02) [Threes J Music BMI—Roy Hayes] The Romaines dish up a bouncey romantic ditty for their first Groove effort. Item could appeal to both markets.

**B** “TILL THE WEE WEE MORNING” (2:38) [Rush BMI—Johnson, Hayes, Brown] The Romaines jump on this rocking side. A lively piece of wax that has appeal.

### LOUIS JORDAN (Aladdin 3249)

**B+** “IF I HAD ANY SENSE I'D GO BACK HOME” (2:35) [Rosemarie McCoy] Louis Jordan portrays the disillusioned traveler who realizes every move he's made is wrong and if he had any sense he'd go back home. Louis' singing the blues is a departure from his recent novelty releases and might prove to be the formula for a strong seller.

**C+** “LOUIE'S BLUES” (2:45) [D&M Music—Louis Jordan] Louis Jordan blows a hot and mournful blues on his sax, backed by the Tympany Five.

### SHYTANS (Bruce 110)

**B** “TEA FOR TWO MAMBO” (2:55) [Harms ASCAP—Ceaser, Youmans] The Shytans work over the familiar oldie and come up with a very tasty mambo treatment. Chester Dixon shines on an Alto Sax solo.

**B** “SKOKIAAN” (2:35) [Shapiro, Bernstein ASCAP—Shona, Zezuru] An intriguing version of the South African melody that has taken the country by storm. Chester Dixon on the alto sax does a fine job on the fascinating melody.

### EDDIE BOYD (Chess 1576)

**B+** “RATTIN' AND RUNNING AROUND” (2:40) [Arc BMI—W. Dixon] Eddie Boyd has a strong wax here as he sings the story of his baby running around. Eddie sings the slow blues with feeling. Strong wax.

**B+** “DRIFTING” (2:45) [Arc BMI—E. Boyd] Boyd bats this tune around and comes with a powerful waxing. The chanter drives and imparts his infectious enthusiasm to the listener. Has the zest and sales potential to make it a big one.

### “SONNY BOY” WILLIAMSON (Trumpet 215)

**B** “SHE BROUGHT LIFE BACK TO THE DEAD” (2:41) [Globe BMI—W. Williamson] Williamson sings an interesting blues item with lyrics that extol “she” who brought life back to the dead. A good performance. Harmonica and strings are the instrumental support.

**C+** “GETTIN' OUT OF TOWN” (2:41) [Globe BMI—W. Williamson] Williamson performs easily to an infectious beat as he tells of his plans to pack and get out of town. Vocal is about one chorus, and the main portion of the disk instrumental.

### THE FOUR BARS (Josie 768)

**B+** “IF I GIVE MY HEART TO YOU” (3:07) [Miller Music ASCAP—Crane, Jacobs, Brewster] The first r & b recording of the hauntingly lovely tune currently creating pop excitement. The Four Bars handle the tune tenderly and come up with a wax that should meet with good acceptance.

**B** “STOP IT! QUIT IT!” (2:09) [Benell BMI—Eddie Daye] The group dishes up a change of pace as they sock out a rocker for the flip. A happy lyric sung with enthusiasm.

### THE FLAIRS (Flair 1044)

**B** “THIS IS THE NIGHT FOR LOVE” (2:44) [Flair BMI—Berry] The Flairs melt prettily on a melodic slow ballad. A possible piece of pop material.

**B** “LET'S MAKE WITH SOME LOVE” (2:43) [Flair BMI—Berry] The boys bounce forcefully on this deck as they chant the middle tempo ditty. A slightly wild and driving wax.

**The Cash Box**  
**RHYTHM 'N' BLUES REVIEWS**

DISK & SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCRE

**THE CASH BOX**

**Rhythm 'N' Blues SLEEPER OF THE WEEK**

**"STOP HOPPIN' ON ME" (2:35)**  
[Lion BMI—Freddie Jenkins]  
**"STORY OF MY BLUES" (2:28)**  
[Lion BMI—Willie Mae Thornton]

**WILLIE MAE THORNTON**  
(Peacock 1642)



WILLIE MAE THORNTON

● Willie Mae Thornton has a "hoppin'" piece of material and

the gal belts it with an enthusiasm as big as the ample shoutress. "Stop Hoppin' On Me" is a driving mambo blues and the gal milks it. With the market turning and girl singers beginning to sell again, this could be the one to send Willie Mae into the charts again. The flip, "Story of My Blues," is the story of a broken hearted girl. Willie Mae sings it with feeling and the deck is a good flip. However, for the chart action it must be "Stop Hoppin' On Me."

**SISTER ROSETTA THARPE**  
(Decca 9-29255)

**B** "THIS OLD HOUSE" (2:45) [Stuart Hamblen BMI—Stuart Hamblen] Sister Rosetta Tharpe sings the Hamblen religious item with an authentic touch. Version should please Tharpe buyers.

**C+** "GO AHEAD" (2:22) [Vasti Music BMI—Rosetta Tharpe] Sister Rosetta sings the rhythmic gospel item with all the Tharpe feeling that makes her so strong in her field.

**MARGIE HENDRIX**  
(Lamp 8002)

**B+** "GOOD TREATMENT" (2:42) [Lamp—Calhoun] Margie Hendrix makes her bow on the new label with a hard hitting jump tune. The thrush belts a gusty performance. This deck could do lots better than fair with the proper push.

**B+** "EVERY TIME" (2:30) [Lamp—] Another high hitting hunk of wax that gives Margie every opportunity to sock and rock. Orking and arrangement powerful.

**JAZZ**

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

**THE FRANK ROSOLINO SEXTET**  
(Capitol 12478)

**B** "THAT OLD BLACK MAGIC" (2:42) [Famous Music ASCAP—Arlen, Mercer] The oldie is given a new sound and a Frank Rosolino vocal in an ultra modern manner. Rosolino also takes the featured spot with his scintillating tromboning. Strictly in an inventive mood the sextet, composed of Sam Noto, trumpet; Charlie Mariano, alto sax; Claude Williamson, piano; Curtis Counce, bass and Stan Levey, drums; in addition to Rosolino, swing with excitement.

**B** "YO YO" (3:00) [Benton BMI—Bill Holman] A fast moving item in the same vein with the lads sharing solo honors. Stimulating listening.

**THE BOOTS MUSSULLI QUARTET**  
(Capitol 20389)

**B** "LULLABY IN RHYTHM" (3:07) [Robbins ASCAP—Goodman, Sampson, Profit, Hirsch] The Boots Mussulli Quartet, alto sax, drums, bass and piano, fashion a contemporary piece designed for the modern listener. Mussulli, on the sax, carries the ball throughout, with sparkling assistance of Pete Littman, drums; John Carter, bass; and Ray Santisi, piano.

**B+** "DIGA DIGA DOO" (2:42) [Mills ASCAP—McHugh, Fields] The lads go on this fast beat oldie. An inspired reading that knocks you out.

**THE ROY ELDRIDGE QUINTET**  
(Clef 89116)

**B+** "WHEN IT'S SLEEPY TIME DOWN SOUTH" (3:00) [Mills ASCAP—Muse, Renee, Jr., Renee] Roy Eldridge teams his famous trumpet with the famous tune and the more recent sock trio of Oscar Peterson, Ray Brown, and Herb Ellis, plus Alvin Stoller on the drums. The result is a delightful wax. Eldridge's horn solo topflight.

**B+** "ECHOES OF HARLEM" (3:43) [American Academy ASCAP—Ellington] The Ellington blues is hauntingly performed by Eldridge with the combo forming a perfect rhythmic foil for the torrid horn.

**LOU DONALDSON-CLIFFORD BROWN QUINTET**  
(Blue Note 1623)

**B** "COOKIN'" (2:40) [Lou Donaldson] Two of the newer lights front a quintet with a fast moving modern item. Donaldson on the sax and Brown on the trumpet pass the solos back and forth with exciting effect. Sharing honors with the scintillating duo are Elmo Hope, piano; Percy Heath, bass; and "Philly" Joe Jones on the drums.

**B+** "BELLAROSA" (2:43) [Hope, Rollins] The Quintet rocks out the sparkling and melodic bounce with a fresh lilting sound. Donaldson and Brown function as a team, each driving the other to more interesting runs. A goodie.

**MAMBOMANIA**

Frank Amarua, sales manager of RCA Victor International Department, elated with the growing pulling power of Tito Rodriguez. Rodriguez' sales figures have been mounting steadily until they now crowd Noro Morales for the second spot in the sales charts. Perez Prado leads the parade. Rodriguez goes into the Yacht Club, Atlantic City, from August 28 to Sept. 5. He'll leave a couple of days before his engagement starts to visit with the local jockeys. Tito was a sellout for his previous two one-nighters in Indiana Harbor and Paradise Ballroom in Chicago and the bookers want him back for September 18 and 19. Then into Chester, Pa., the Club 31, from September 20 to 25; and the Rendezvous, Philadelphia, from September 27 to Oct. 2. . . . Morris Diamond has been engaged to work on the Fiesta line in an all-out push for the New York area. First record being promoted by Diamond will be "MAM—BOOO!" by Ramon Marquez and his orchestra. . . . Ivan Mogull takes over as band manager of the new Belmonte Mambo Band. Belmonte was named after one of Spain's greatest bull fighters. . . . The Lecuona Cuban Boys Orchestra signed a long term contract with Mercury Artists. . . . The Mambo USA Concert starring Joe Loco, Machito, Facundo Rivera and other top Latin talent, kicks off at Carnegie Hall in New York the latter part of October. The show then takes off for an eight-week road tour. . . . Tito Puente, Tico Record star, goes into the Hi-Hat Club, Boston, Mass. for the week starting October 4. . . . Bess Berman's Lloyd label issues Ray Santo's Band with mambo treatments of two tasty oldies, "Music Maker" and "Diga Diga Doo," for which disk Bess has high hopes. . . . George Goldner, Tico, announces the appointment of Leonard Smith, Albany, New York, and Faysan, Buffalo, New York as new distributors for Tico and its sister lines, Rama and Gee.

**Jazz Album**



NEW YORK—Bobby Shad, A&R Director of the Emarcy label, chats with Dinah Washington during the recording of her album "After Hours With Miss D". This is the first authentic jazz album which the artist has recorded. She cut four sides each running from 8 to 11 minutes. The musicians used only head arrangements. Featured on the date were Clark Terry, trumpet; Rickey Henderson, alto-sax; Eddie Davis, tenor-sax; Keter Bettis, bass; Julian Mance, piano; and Ed Thippen, drums. The album is scheduled for September release.

**Deejay Jim Mills Returns From European Tour**

CHICAGO—Free lance disk jockey, Jim Mills, has just returned from a tour of Europe which took him into eight countries.

Mills met and interviewed celebrities from all walks of life, including a man from behind the Iron Curtain, also Lady Astor, Ingrid Bergman, Douglas Fairbanks, Jr., Richard Green, Gina Lolarbriga, Vera Lynn, and Stanley Black.

Jim picked up the top foreign recording of each country, which he reports, are as follows:

No. 1 in Germany, Nat "King" Cole's "Answer Me, My Love."

No. 1 in Tunis and Algiers, Yvette Giraud's "Little Shoemaker."

In France, "Song From Moulin Rouge" by Andre Clairn.

Italy, "Anema E Core" by Eddie Fisher.

In Spain, the top tune is The Four Lads' "Istanbul."

It is also his claim that the top vocalist on an international scale today, is Bing Crosby.

He labels himself as "the only international disk jockey today."

He intends this to be the first in a series of trips which he hopes will eventually take him to every country in the world.

"I could never complete this story," Jim concluded, "without extending my sincerest thanks to Trans-World Airlines, which sponsored this trip."

**Nature Boy And Eartha**



HOLLYWOOD, CALIF. — Song-writer Eden Ahbez, "Nature Boy," recently visited with songstress Eartha Kitt at the Mocambo. He presented her with his latest tune "Hey Jacques" which was written in collaboration with Wayne Shanklin. Eartha was so inspired by the tune that it has been scheduled for her next recording session with RCA Victor.

IT HAS BROKEN IN LA  
. . . and spreading fast!  
**"HEARTS OF STONE"**  
b/w  
**"RUNNIN' "**  
by  
**THE JEWELS**  
R&B # 1301  
**NATIONAL MUSIC SALES CORP.**  
6420 Santa Monica Blvd.  
Hollywood 38 Calif.



**THE CASH BOX**  
*Reports*  
**THE NATION'S**  
**BIG 10**  
**HILLBILLY, FOLK & WESTERN JUKE BOX TUNES**

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

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

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

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- 4** LOOKING BACK TO SEE  
 G. Hill & J. Tubb  
 (Decca 29145; 9-29145)  
 R. Wells & G. Jones  
 (RCA Victor 20-5770; 47-5770)  
 J. E. & M. Brown  
 (Fabor 107; 45-107)

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

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- 6** GOODNIGHT, SWEETHEART, GOODNIGHT  
 Johnnie & Jack  
 (RCA Victor 20-5775; 47-5775)

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

---

- 8** ROSE MARIE  
 Slim Whitman  
 (Imperial 8236; 45-8236)

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- 9** I REALLY DON'T WANT TO KNOW  
 Eddy Arnold  
 (RCA Victor 20-5525; 47-5525)

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

**Denise Lor Party**



NEW YORK—Because Denise Lor's recording of "If I Give My Heart To You" is showing so much strength, executives of Majar Records gave a party last week at the Latin Quarter in New York. Shown left to right are: Joe Cammarote of Majar; Tommy Tempesta of Miller Music; writers Al Jacobs and Jimmie Crane; Lester Sims, general manager of Miller Music; Denise Lor; Jay Martin and Harry Weissman, managers of the songstress; Joe Fontana, president of Majar; and Tony Alamo who is also on the Majar label.

**Survey Shows Stations Profit From Library**

NEW YORK—A recently conducted survey by RCA's Thesaurus has revealed that the average radio station subscribing to the transcription service has an annual local time sales income from Thesaurus shows of \$5,117. Total national time sales, not counting talent fees which are regularly garnered from Thesaurus programs comes to \$2,632,300. Included in these figures is income from special Thesaurus shows, such as bonus script programs, holiday shows and the service's annual Christmas Package. One important factor in the over-all figure is the income resulting from sales of Thesaurus' 1,800 singing commercial jingles.

In addition to reflecting station income from Thesaurus shows, the survey also revealed that over half a million Thesaurus programs, or better than ten thousand a week, are broadcast in this country.

Tops among the thirty-one programs on the Thesaurus roster are "The Wayne King Serenade," "Music by Roth," "The Hour of Charm," "The Sammy Kaye Show," "The Freddy Martin Show" and "Date in Hollywood" (with Eddie Fisher, Gloria DeHaven and Hugo Winterhalter).

Three hundred and ninety-nine radio stations are using the Wayne King

program every week, according to the survey. The five other leading programs have similar usage by subscribing stations.

Not included in the survey are the three latest Thesaurus programs, "The Melachrino Serenade," starring orchestra leader George Melachrino, "Penthouse Party," half hour variety show with host Nelson Eddy and all-star guests, and "Quickie Quiz" five minute, ten times a week program featuring the Ralph Flanagan orchestra.

**Diamond Distrib Moves**

LOS ANGELES, CALIF.—The offices of Diamond Distributing Company have been moved to its own new building, on Record Row, near Western, at 2990 W. Pico. Ambassador Record Company will also be located at this same address.

Abe Diamond stated, "We are now located in a more convenient area where we will be able to serve our many customers more quickly and efficiently". He added, "Parking facilities are located in the back of our new building for the convenience of our customers".

**THE TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK PLUS THE NEXT FIVE**

1. I DON'T HURT ANYMORE... Hank Snow (RCA Victor)
2. EVEN THO... Webb Pierce (Decca)
3. ONE BY ONE... Kitty Wells & Red Foley (Decca)
4. GOODNIGHT, SWEETHEART, GOODNIGHT... Johnnie & Jack (RCA Victor)
5. GO, BOY, GO... Carl Smith (Columbia)
6. COURTIN' IN THE RAIN... T. Texas Tyler (Four Star)
7. LOOKING BACK TO SEE... J. E. & M. Brown (Fabor)  
 G. Hill & J. Tubb (Decca)
8. SPARKLING BROWN EYES... Webb Pierce & The Wilburn Brothers (Decca)
9. DON'T DROP IT... Terry Fell (X)
10. THIS IS THE THANKS I GET... Eddy Arnold (RCA Victor)
- 11) THANK YOU FOR CALLING. 12) YOU CAN'T HAVE MY LOVE.
- 13) THIS OLE HOUSE. 14) A PLACE FOR GIRLS LIKE YOU. 15) NIGHT TIME IS CRY TIME.

"BIGGEST FOLK DISK IN PAST FIVE YEARS"  
*says*  
*Eddie Hill*  
 WSM, NASHVILLE, TENN.

**Jimmy Lee**

and

**Johnny Mathis**

(Stars of the Louisiana Hayride)

"IF YOU DON'T SOMEBODY ELSE WILL"

b/w

**"I'M BEGINNING TO REMEMBER"**

(Already kicked off big in Tennessee and Louisiana)

**Chess No. 4859**

**CHES RECORD I CORP.** 4750-52 Cottage Grove Ave. Chicago 15, Illinois

**JEAN SHEPARD**  
 "YOU'LL COME CRAWLIN'"  
 CAPITOL # 2905  
**CENTRAL SONGS, INC.**  
 6308 Sunset Blvd. Calif.  
 Hollywood 28

**GEORGE MORGAN'S**  
 "WALKING SHOES"  
 COLUMBIA 21276  
**CEDARWOOD PUBLISHING CO.**  
 146 7th AVENUE N, NASHVILLE, TENN.

"BLUE TENNESSEE RAIN"  
**BONNIE LOU**  
 (KING)  
**Berry Sisters**  
 (AMBER)  
**WHITE OAK MUSIC — BMI**  
 Cincinnati 24, O.

**THE CASH BOX**  
**THE 10 FOLK & WESTERN TOP Best Sellers**

1. I DON'T HURT ANYMORE  
 Hank Snow (RCA Victor 20-5698; 47-5698)
2. ONE BY ONE  
 Kitty Wells & Red Foley (Decca 29065; 9-29065)
3. EVEN THO  
 Webb Pierce (Decca 29107; 9-29107)
4. GOODNIGHT, SWEETHEART, GOODNIGHT  
 Johnnie & Jack (RCA Victor 20-5775; 47-5775)
5. LOOKING BACK TO SEE  
 Goldie Hill & Justin Tubb (Decca 29145; 9-29145)  
 Maxine & Jim Edward Brown (Fabor 107; 47-107)  
 Ruby Wells & Grandpa Jones (RCA Victor 20-5770; 47-5770)
6. SPARKLING BROWN EYES  
 Webb Pierce & The Wilburn Brothers (Decca 29107; 9-29107)
7. GO BOY GO  
 Carl Smith (Columbia 21266; 4-21266)
8. HEP CAT BABY  
 Eddy Arnold (RCA Victor 20-5805; 47-5805)
9. YOU CAN'T HAVE MY LOVE  
 Wanda Jackson & Billy Gray (Decca 29140; 9-29140)
10. ROSE MARIE  
 Slim Whitman (Imperial 8236; 45-8236)



**THE CASH BOX**  
**BULLSEYE of the WEEK**

"SHOW ME" (2:20)  
 [Trinity BMI—J. Hicks]  
 "JUST LIKE ME" (2:36)  
 [Tannen BMI—S. Long, B. Newman]  
**THE DAVIS SISTERS**  
 (RCA Victor 20-5843; 47-5843)

• The Davis Sisters the vocal combo that needs no introduction to ops, dealers and disk jockeys, send across two sensational pieces of wax that really sound great. It's a powerful coupling that should put the chirps right up at the top of the sales ladder. On the upper lid, the gals belt out a fast moving, rhythmic item labeled "Show Me." The effective guitar backing of Chet Atkins and George Barnes adds much color to the deck. "Just Like Me," on the under half, is a moderate beat, sentimental ballad that the sisters render in warm and tender fashion. Both decks have the goods with "Show Me" paving the way.

**CECIL RAY & AL PETTY**  
 (Starday 157; 45-157)

• "I MAY NOT BE MUCH OF A FELLOW" (2:45) [Starrite BMI—J. Rhodes] A pretty, sentimental love ballad is smoothly performed by Cecil Ray, vocally and Al Petty on the steel guitar. Catchy wedding of melody and lyrics. A relaxing side.

• "STEEL MILL" (2:00) [Starrite BMI—Petty] Bottom lid is a colorful instrumental jumper that Petty and the Rainbow Riders work over in delectable style. Real pleasing arrangement.

**BETTY CODY**  
 (RCA Victor 20-5811; 47-5811)

• "CAN YOU LIVE WITH YOURSELF?" (2:25) [Hill & Range BMI—F. Kane, J. Rollins, D. Robertson] Betty Cody comes up with an enchanting multiple vocal effort on a middle beat, emotional piece. Tender lyrics on a polished deck that could catch.

• "DEAR SISTER" (2:05) [Hill & Range BMI—R. Couture] On the lower portion the chirp sings with much feeling on a sad, middle tempo tune. The chirp has the unfortunate experience of losing her sweetheart's affections to a sister whom she loved. Two potent efforts.

**JEAN SHEPARD**  
 (Capitol 2905; F-2905)

• "DON'T FALL IN LOVE WITH A MARRIED MAN" (2:48) [Adams, Vee & Abbott BMI—J. Penny, R. Fortner] The warm vocal styling of Jean Shepard makes for potent juke box lure as she enticingly etches a moderate, waltz tempo item. Jean tells us that if a man can't be true to an affectionate wife then he surely can't love another.

• "YOU'LL COME CRAWLIN'" (2:16) [Central BMI—L. Smith] On the reverse platter the thrush continues in fine vocal form as she delivers a middle beat item in inviting manner. Two top grade etchings.

**OPAL JEAN**  
 (Hickory 1015; 45-1015)

• "TENNESSEE COURTIN' TIME" (2:14) [Milene ASCAP—Rose, Heath] Opal Jean comes through with a strong showing as she debuts on the label with some flavorful material on an enjoyable, quick beat ditty. Light-hearted lyrics and melody.

• "THAT DONE IT" (2:03) [Acuff-Rose BMI—Holmes] On the lower half the thrush takes hold of a bouncy, romantic piece and treats it to a wonderful vocal effort. Deck has hit possibilities. Keep your eye on it.

**REX ALLEN & TEX WILLIAMS**  
 (Decca 29254; 9-29254)

• "THIS OLD HOUSE" (2:38) [Stuart Hamblen BMI—S. Hamblen] Rex Allen and Tex Williams send up a top calibre recording on a tune that's creating a lot of noise in both the country and pop fields. Excellent instrumental support. Terrific cover. Should cash in big.

• "TWO TEXAS BOYS" (2:33) [Paco ASCAP—D. Raye, S. Burke] Flipside, the artists combine their talents in captivating manner as they dish up an infectious, middle tempo piece. The boys have two winners here.

**THE MADDOX BROS. & ROSE**  
 (4 Star 1664; 45-1664)

• "I'LL NEVER DO IT AGAIN" (2:28) [American BMI—W. Tuttle, D. Rice, C. Stonehead] The refreshing voices of the Maddox Bros. and Rose are a treat to the ear as the group waxes a charming, quick beat ditty. Deck should do well in attracting the coin.

• "I'VE STOPPED MY DREAMING ABOUT YOU" (2:28) [Peer Int. BMI—C. Wilkins] Rose handles the vocal chores in grand fashion as the boys blend in with a fetching instrumental backdrop. A solid coupling.

**VAN HOWARD**  
 (Imperial 8264; 45-8264)

• "RED HOT FLAME" (2:02) [Commodore BMI—D. Anderson, K. Murdock] Van Howard cruises through a real rocking, rhythmic ditty in "red hot" money-making style. Driving instrumental support. Should make the juke jump with excitement.

• "WEEPING WILLOW WALTZ" (2:10) [Commodore BMI—V. Howard, D. Davis] The chanter slows down the pace on this end as he smoothly warbles a lilting, middle tempo item. Pretty melody on an appealing platter.

**JACK CARDWELL**  
 (King 1381)

• "WILL OUR LOVE FADE AND DIE" (2:38) [Lois BMI—L. McDaniel] The mellow tones of Jack Cardwell stand out on a middle tempo, heartfelt piece. Distinctive lyrics movingly projected against a warm string backing.

• "THERE'S A TRAIN LEAVING" (2:22) [Tee Pee ASCAP—O. O. Merritt] On the flip half Cardwell rolls along at a streamlined pace as he tells his gal a thing or two. She can hop aboard any one of the regularly scheduled trains if she's not satisfied with his affections.

**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

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## FOLK and WESTERN ROUNDUP

As a result of its first ABC Network broadcast, The Ozark Jubilee, which stars Red Foley, received ticket orders from nine states, including Alabama, Utah, Kentucky and Minnesota. Foley is scheduled to headline Henderson, North Carolina's annual "Apple Festival" Sept. 2 and 3. Red is also scheduled for personal appearances in Emporia, Kansas, Sleepy Hollow Ranch, Penn., Jonesboro and Springdale, Ark., and Texarkana, Texas. Peggy Burris, Route 6, New Castle, Pa. has been appointed new president of Dub Dickerson Fan Club. Jim Wilson of WHOO, Orlando, Fla., reports that Cotton Carrier and the Smith Brothers from Atlanta, Ga. were in for a visit recently. Oh yes, our good friend Boots Woodall was also along. Activity gaining in interest for the Hank Williams Memorial Day Program to be held in Montgomery, Ala. Sept. 21st. Hoot and Curley, featured on KWKH's Louisiana Hayride, now working still dates in that city . . . playing at one of the local nighters. Red Sovine, also featured on the Louisiana Hayride, has just completed a tour through West Texas, Oklahoma, New Mexico and Louisiana. Red featured his regular band, The Echo Valley Boys. Just recently Sovine did a guest spot with Webb Pierce on Grand Ole Opry's NBC coast-to-coast show. Neva Starns, who manages Jean Shepard and handles direction for other top names, just recently booked Arlie Duff into Carlsbad, N. M. and El Paso, Texas. Commencing this month, it has been reported that Neva intends to book most of her artists out of Top Talent in Springfield, Mo. George Jones, Patsy El-



JOYCE MOORE

shire, Jean Shepard and Arlie Duff are among those on Neva's roster. Beginning on August 10th, Johnnie and Jack, Kitty Wells, Joyce Moore, Ken Marvin the Duke of Paducah, Lew Childre and the Tennessee Mt. Boys played Fair Dates in Kentucky, Indiana, Iowa, Nebraska, then headed into Wisconsin for a week at the Wisconsin State Fair in Milwaukee. The Wilburn Brothers, Doyle and Teddy, featured with Webb Pierce recently did a guest spot on the Army and Air Force Recruiting Service "Town And Country Time" transcription series, while on personal appearance, working the boat rides with good friend Connie B. Gay out of Arlington, Va. this month. Eddie Hill back in Nashville after personal appearance tour set up by Col. Tom Parker of Jamboree Attractions, Madison, Tenn. Favorite WCOP-Boston artist Carl Stuart continues to enjoy success personal appearance dates in the New England area, recently playing to top business in Wolfeboro, N. H., and at the Lone Star Ranch in Nashua, N. H. Carl Smith and Webb Pierce back in Nashville after working five big personal appearance dates in Florida. Oscar Davis caring for the advance and promotion work. Hank Snow returned this week-end, after working personal appearances in Pennsylvania. Want to thank Don Richardson of Radiozark Enterprises, Springfield, Mo. doing a fine job handling promotion and publicity for artists working on the newly organized Ozark Jubilee Show from that city. Dub All-britten now permanently set up in Springfield directing the affairs of Red Foley there. Captain Stubbey and the Buccaneers appeared at the Wisconsin State Fair on the "Dinner Bell" program from the main fairgrounds.

### WAX-WISE

Young Bobby Wright, son of Johnnie Wright of the Johnnie and Jack team has a brand new release out on Decca . . . "Little Paper Boy" and "Cry Baby, Cry." Dub Dickerson receiving quite a bit of promotion on his latest . . . "Count Me In." Mae B. Axton is writer of the tune. Joyce Moore (RCA Victor) has her latest out and has been doing some great promotion on tune via her personal appearances at the Fair Celebrations throughout the country. Joyce's new one is "You Can't Kiss Me Too Soon" and she does a very good job of the tune. Eddy Arnold's "This Is The Thanks I Get" breaking through after his smash version of "I Really Don't Want To Know." George Morgan does a new one for the Columbia people called "Walkin' Shoes." Ken Marvin reports that Roy Smith, former C&W deejay at WSIX is now program director at the new WLAC-TV station in Nashville. Joe Allison who does the C&W chores at WMAK is now doing some TV spots at WSIX-TV. Jimmie Osborne has just signed a new three-year contract with radio station WKLO in Louisville, Kentucky. Jud Collins doing a new TV show over WSM-TV each morning, spotlighting country artists on his "Jud's Show." Ken Marvin and his wife Clyda happy parents of a new baby girl. Baby's name is Claudia. Bob Ross, former manager of George Morgan, now headquartering in Tampa, Fla., at radio station WFLA, is starting a series of promotions with top Country Artists starting Sept. 4th. Elvis Presley, completely new to the business prior to his recording of "That's All Right"



JIMMIE OSBORNE

and a cover of the oldie "Blue Moon Of Kentucky" on the Sun label is really getting the play with this particular recording and should be around for awhile. Reports have been that it has been the biggest selling record ever to hit Memphis territory. Betty Cody out with a very good tune on Victor . . . tune is "Dear Sister" and "Can You Live With Yourself." Dale Parker, banjo stylist at Grand Ole Opry is dickering with several record companies for possible recording! Bennie Martin scheduled to cut for one of the major labels soon. Buddy Killen now rep for True Publishing Company in Nashville. Bob Martin C&W deejay in Milwaukee, Wis. is doing a terrific job with the C&W records for this area. Bob has two and a half hours per day of country music, the most programmed country music in the entire area. Bob recently did the guest DJ USA spot on Grant Turner's Show at WSM in Nashville. Plans and preparations for the big Hank Williams Memorial Day Celebration September 21st in Montgomery, Alabama going along at full speed. Many of the deejays and artists have already made their plans to attend.

# Detroit Has No 45 Problem; Every Station Plays Them

DETROIT—A survey of radio stations in Detroit this week revealed that there is no 45-78 problem as exists in several other cities. Every station in the city is equipped to play 45 and all of them are doing so.

A talk with several of the top disk jockeys in town brought out the fact that they find 45 rpm records just as effective as 78s. They mix all the speeds on the same turntable merely by using a 45 cuing disk and switching the equipment to the speed desired.

Detroit is one of the hottest record towns in the country. And it was felt by djs here that any station that held out on playing 45 disks would be losing out as far as the public was concerned.

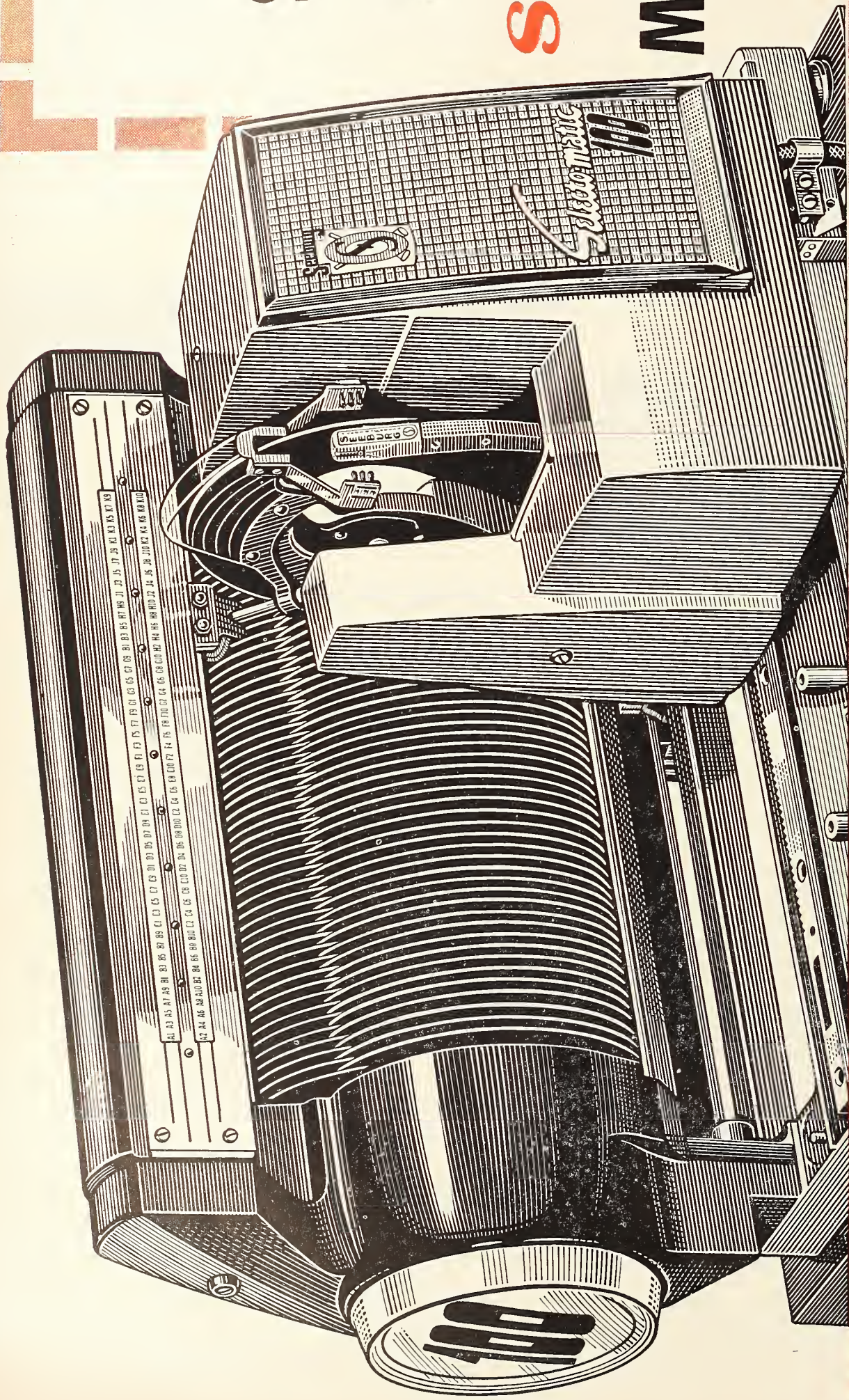
The 45 situation seems to be easing in other parts of the country also. Most diskeries have s'ood by their resolve not to send promotional 78 disks anymore. In some places of course 78s are being given to disk jockeys who need them by promotional men, publishers and some distributors. However the strength of the initial resistance seems to be diminishing and even stations which were most adamant in not playing 45s are now either reconsidering their decision or have already ordered 45 equipment.

It is expected by the record companies that in a few months the entire situation will have been resolved with the economy and improvement felt by everyone concerned.

## Meeting Dates Of Music Operators' Associations

- Aug. 30—Central States Music Guild  
Place: 805 Main Street, Peoria, Ill.
- 30—Dallas Music Operators' Assn.  
Place: Big Pete's, 5001 Lover's Lane, Dallas, Tex.
- 31—Phonograph Merchants' Assn., Cleveland, Ohio  
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- Sept. 2—Phonograph Merchants' Assn., Cleveland, Ohio  
Place: Hollenden Hotel, Cleveland, Ohio (General).
- 2—California Music Merchants Assn.  
Place: Sacramento Hotel, Sacramento, Calif.
- 2—Eastern Ohio Phonograph Operators' Assn.  
Place: Tod Hotel, Youngstown, Ohio (General).
- 6—California Music Merchants Assn.  
Place: 311 Club, 311 Broadway, Oakland, Calif.
- 7—Arizona Music Guild, Phoenix Chapter # 1  
Place: 1738 West Van Buren, Phoenix, Ariz.
- 7—Amusement Machine Assn. of Philadelphia, Inc.  
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 8—California Music Merchants Assn.  
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 9—California Music Merchants Assn.  
Place: U. S. Grant Hotel, San Diego, Calif.
- 11 & 12—Nebraska Automatic Phonograph Operators Assn., Inc.  
Place: Hotel Lincoln, Scottsbluff, Neb.
- 13—Amusement Machine Operators of Baltimore  
Place: Pimlico Hotel, Baltimore, Md.
- 13 & 14—South Dakota Phonograph Operators Assn.  
Place: Salem, South Dakota.
- 14—Western Massachusetts Music Guild  
Place: Highland Hotel, Springfield, Mass.
- 14—California Music Merchants Assn.  
Place: Fresno Hotel, Fresno, Calif.
- 15—New York State Operators' Guild  
Place: Nelson House, Poughkeepsie, N. Y.
- 16—Eastern Ohio Phonograph Operators' Assn.  
Place: 1310 Market Street, Youngstown, Ohio (executive board).
- 20—Westchester Operators' Guild, Inc.  
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- Oct. 4—Amusement Machine Operators of Baltimore  
Place: Pimlico Hotel, Baltimore, Md.

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# Here and There

WASHINGTON, D. C.—\$400,000,000 a year will be added to Social Security payouts beginning early in October, according to government officials, who are sure President Eisenhower will sign into law a bill expanding the program. Officials said about 6½ million beneficiaries—retired workers and widows and other survivors of deceased workers—will automatically receive the higher payments. This report makes the “over 65’s” more important than ever (see story this issue), as they will now have added monies to spend on relaxation, and what is more fitting than some of it go into coin operated equipment.

NEW YORK—Bernard Seeman in “This Week Magazine,” August 22 issue, recounted some interesting facts on the life span of the human being. Based on life insurance expectancy tables, the present female can expect to live to 71 years, the male to 67.5 years. However, such was not the case in years gone by. The primitive man lived some 18 years. . . . Early Roman, 22 years. . . . Americans of 1850, 37 years. . . . Ancient Egyptian, only 38.6. Scientists claim that today, man could and should live to be 120. We conclude with this statistic (and make no comment): “Married men live longer than bachelors.”

LONDON, ENGLAND—It was reported by the British press this week that unemployment is at its lowest figure since the end of the war. It also was reported that the English government is in a better economical position than it has been since this same time. Another report, this one by the British Travel and Holidays Association, stated “June tourist traffic in Britain was higher than in any previous June history. A total of 34,000 American visitors was 24 per cent higher than a year ago.” American coin machine firms, both manufacturers and wholesalers of reconditioned equipment, should view these reports optimistically. If Britain regains its economic stability, and has sufficient American dollars, the country could take a kindly attitude to licensing the import of American coin machines. Let’s hope so, as this country could use thousands of games and music machines. They haven’t had any since before World War II.

NEW YORK—We like this one: An owner of a resort hotel, who wasn’t doing too well, answered the question “How’s things?”, with “Things are so bad our guests are coming in with a clean shirt and a \$10 bill—and don’t change either of them.”



## ..now what about 10¢ play?

Cup of coffee 10¢ and more!

Newspapers 5¢, 7¢, 10¢, 15¢ and even more!

Local pay telephones 10¢!

City street car or bus ride 10¢ up to 25¢!

A bottle of beer 25¢ and up!

Ice cream cones 10¢ and up!

Shoe shines 15¢ and more!

And so on and on and on, all down the line. Every single item for every kind of use has doubled, trebled, quadrupled, and even gone higher on the cost and price horizon of present day America.

There are still many operators who continue to try to avoid loss by charging only 5¢ per play.

These same operators are enduring over 300% increase in their overhead expense, compared to 1939, when a nickel was really worth five full cents.

They are still trying to somehow compensate the differential between 300% more expense and overhead and 5¢ play.

They know full well that the nickel of today is worth but 2.3¢, less than half its 1939 value.

Doesn’t sound reasonable, does it? Doesn’t sound like a business man in his right mind, paying 300% more for his merchandise, would sell it at only half the price he used to get, when he didn’t have to pay 300% more for this very same merchandise.

That’s the case with the majority of those operators who still continue to charge 5¢ per play while paying 300% more for the equipment and the supplies they need, the labor they hire, and the living expenses they, themselves, require.

A pinball operator, in 1939, paid only \$67.50 and somewhat more per game. He charged a nickel per play. That was a real, complete, full five cents American nickel.

Today, this same pinball operator pays \$300 and more per game and, as long as he charges 5¢ per play, all he is actually charging, according to the nation’s leading economists, is but 2.3 cents per play. That’s less than half what he charged in 1939 for something that cost him 300% less to purchase in 1939.

It’s difficult to figure out. Its difficult to be able to understand the logic of any business man charging less than half of what he used to charge for what he has to sell and, in addition, still pay over 300% more for the merchandise he sells.

For over 11 years this publication has been urging the nation’s operators to change to 10¢ play. This could have been done very easily during the war years when all prices zoomed. It’s much more difficult today. But, what is even more important, today it has become an absolute necessity.

In short, the operator who wants to remain in business, and wants to remain in business on somewhat of a profitable basis, simply must recognize that even the little shoe shine boy on the corner is charging three times the price he used to charge for shining a pair of shoes.

The operator, as a business man with a very great investment in his business, must recognize the logic behind this little shoe shine boy’s triple of his regular shoe shining charge and, somehow, equalize his own price for the merchandise he sells, whether it be music or amusement, as against what his merchandise costs him today.

He must get at least 10¢ per play.

# AWAIT LABOR DAY WEEKEND

**Sales Execs Enjoy Breathing Spell as Trade Prepares to Greet Fall Season's Opening Holiday. Ops Predict Better Biz This Labor Day Weekend Than Enjoyed in '53. Claim Proved Better New Equipment Sure to Boost Play. Expect Much New Equipment to be Introduced to Start Fall Season.**

CHICAGO—A slowdown of visitors here is giving sales executives a well earned breathing spell. The slowdown is attributed to the forthcoming "biggest weekend in coin machine business", the Labor Day weekend.

Many are planning to leave early Friday morning, September 3 and will not return until Tuesday morning, September 7. Some are planning to leave a day or two earlier and make this a really grand holiday.

The majority of the operators are busy setting up for this one big weekend holiday everywhere in this area.

Many of the operators believe that the Labor Day weekend this year will prove even bigger than it did last year.

One operator said, "This is one year when most of the operators are prepared with the greatest equipment that has ever been introduced to the field.

"What's more", he continued, "the people are looking forward to this holiday and, from all advance predictions, there will probably be more cars leaving the city and on the road than ever before in history.

"This alone", he claims, "will set up for one of the biggest play action Labor Day weekends the operators have ever enjoyed."

Others are of the same opinion. They, too, believe that the operators

are going to enjoy one of the very greatest play action weekends in history this forthcoming long Labor Day holiday.

As one well known distributor stated, "Immediately after Labor Day we are always jammed with trade-ins. This year we foresee and even greater trade-in business against the new equipment than we ever before had.

"The reason we predict bigger business after the Labor Day holiday", he continued, "is because we have already been talking trade deals against the new machines with many operators who haven't yet pulled the machines they want to trade in from country locations."

To even boom this business, it is also expected here that many new products will be presented to greet the opening of the Fall season's business, immediately after the Labor Day weekend.

Manufacturers have been preparing for the opening of the Fall season right along. Tho the manufacturers are busy with production schedules at this time of the equipment they are manufacturing, it is still believed here that new machines will be presented, so that the operators will have a wide choice of machines they will want to start off the fall season.

One thing that can be said is that the trade continues ahead optimistically and in the belief that the new products being presented are sure to attract greater play action from the public than ever before.

## Exhibit Presents New "Star Shooting Gallery"

CHICAGO—Ed Hall, assistant sales manager of Exhibit Supply, this city, happily advised this past week that the firm was shipping its new "Star Shooting Gallery" to its distributors.

Hall enthusiastically commented, "Without any doubt, and from long and extensive tests, we believe that our new 'Star Shooting Gallery' is going to prove one of the greatest machines of all time.

"There are so many fine features on this new gun game", Hall continued, "that every single operator, everywhere in the nation, is going to find himself enjoying the grandest income of his career in this business when he places our 'Star Shooting Gallery' on locations."

Hall reported that the new "Star Shooting Gallery" has three complete target set-ups for the players. Furthermore, when the gun is not in action, the targets are in clear view, teasing the lookers to try their shooting skill.

Not only does the gun feature a brand new and different cabinet, Hall said, but, what is even more important, he states, is that this gun has a 'built-in selector' which allows the operator to permit a choice of eight different types of play action.

"Definitely, then," Hall says, "the operators can place 'Star Shooting Gallery' in any territory featuring the type of play action most popular in their areas."

For example, Hall points out, the new 'Star Shooting Gallery' can be set up for replay action, for match play for dime return play, and for five more different play combinations.

Hall concluded, "It would take complete volume to tell of all the features in our brand new and sensational 'Star Shooting Gallery'. We urge the operator who wants the best income producer to see the 'Star Shooting Gallery' and decide for himself."

## Williams Presents New Five - Ball



SAM STERN

CHICAGO—Sam Stern, executive vice-president and general manager of Williams Manufacturing Company, this city, advises that its new five-ball game "Skyway" is now in full production, and shipments are being made to all of its distributors.

"'Skyway', set into a beautiful colorful cabinet, has several brand new combinations of scoring principles," stated Stern, "and retains the proven features of other Williams games. Test locations have indicated it is a real money maker."

Stern described the playing feature of 'skyward'. Making one to eight rollovers scores one replay and light all one to eight rollovers for replays making one to eight lights the button to advance "Special Bonus Score" Bonus Score builds up and remains on until made; the ball in top center area is kicked on to an elevated track to advance balls progressively along kickout pockets on the right side of the playfield; additional balls over the elevated track, or thru the left bottom rollover, advance balls in kickout pockets on the right side until the ball in the bottom pocket goes thru the return hole; the ball thru the return hole lights the button to advance "special bonus" and lights the center kickout pocket to collect "special bonus" and making one to eight lights the bottom left and right side rollovers for "special".

## Urge Ops Replace Clunkers

CHICAGO—Distributors here are continuing their efforts, thru their traveling roadmen and local salesmen, to get old and worn out clunkers off locations and replaced with new and modern equipment which, they have proved, will very definitely perk up play action to a tremendous extent.

Many manufacturers here have joined the distributors in their efforts to help rid the industry of the old clunkers. They are telling their sales executives to get behind this program.

All this came about when The Cash Box, in October, 1953, reported from a survey it had conducted, that there still were over 165,000 old, wornout, marred, scarred, screechy, scratchy, tone-dead prewar juke boxes on locations thruout the United States.

Since then this publication reported that there were more than that number of wornout games of all kinds and also vending machines of prewar vintage on locations thruout the nation.

Because of the action of distribu-

tors, associations of operators have condemned prewar machines and, it is also reported by one roadman for one of the manufacturers here, that in some cities, associations have voted to condemn even five year old machines.

Like reports from almost everywhere in the nation, distributors claim that progressive and modern operators now agree that some of the prewar clunkers are blocking off what might prove to be absolutely top spots thruout every territory.

As one well known salesmanager of a large factory here said this past week:

"We are 100 per cent behind The Cash Box' program to get rid of all the old, wornout, marred and scarred-up, prewar clunkers, and even machines that are only three, four and five years old, because we feel that, by removing such equipment, whether it is music, games or vending machines, the entire industry will gain greater consideration and acclaim from the general public."

# Fitting Companions

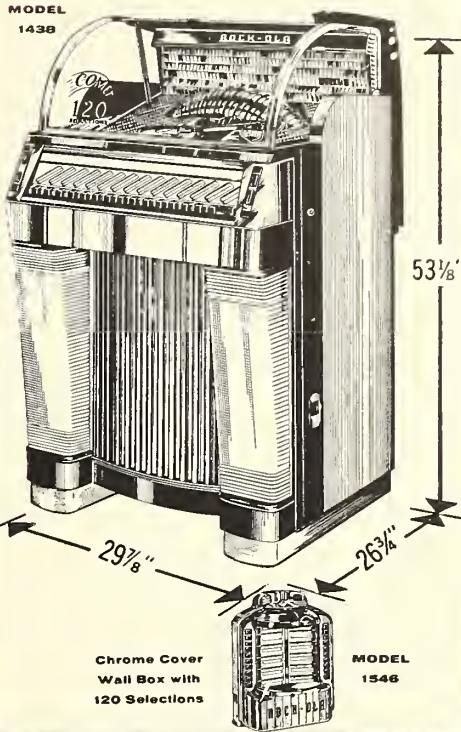
... both small in size ...  
both "big" in plays and profits ...  
both with the proven revolutionary  
**Rock-Ola Mechanism**

ROCK-OLA MANUFACTURING CORP.  
800 North Kedzie Avenue, Chicago 51, Illinois

## ROCK-OLA

### SELECTION Comet 120 MUSIC

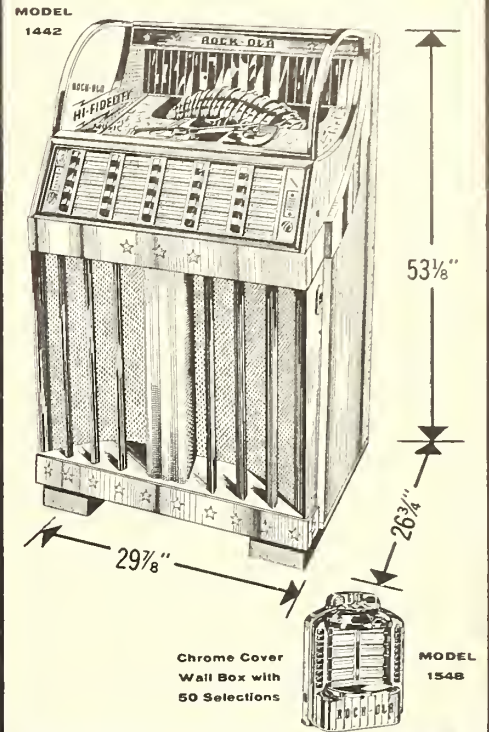
The original Phonograph with  
120 selections



## ROCK-OLA

### SELECTION 50 MUSIC

For those locations that need a  
superb instrument with fewer records



## Bally "Moon Ride" At C. N. E.



JACK NELSON

He also said, "Moon-Ride" is entirely different from anything yet manufactured in the coin-operated ride field. It attracts immediate attention wherever it is placed. It will stop traffic at the big Exposition same as it has done in many other locations.

"Not only is 'Moon-Ride' a strong attraction because of its appearance and operation, but the sound effects draw immediate attention of everyone within hearing distance," Nelson concluded.

## Minthorne Music Co. Opens Ultra Modern Branch Offices

LOS ANGELES, CALIF.—Beautiful new ultra-modern branch office and showrooms of Minthorne Music Company were opened at 2675 W. Pico, this city, last week. This spacious new two-story building is located on the site of the old firehouse on the corner of Kenwood and Pico. The lower floor will be used as showrooms and offices for the display of all types of new and used coin operated equipment. Adjoining the rear of the building, surrounding the loading and parking area, are modern brick sheds which will house the service department. The complete upstairs will be used as display rooms for the Seeburg 200 "Select-O-Matic" commercial continuous music systems and high fidelity speakers.

## Bob Dupuy Sets Record For Sales of "Super Home Run"

NEW ORLEANS, LA.—Ed Levin, general sales manager of Chicago Coin Machine Company, visiting here with Bob Dupuy, general manager of F. A. B. Distributing Company, this city, advised that:

"Bob has set a record for sales of our 'Super Home Run' that proves he is one of the top men in the field here."

In turn, Dupuy advised, "All operators here believe that Chicago Coin's 'Super Home Run' is one of the best baseball games ever built.

"Proof of this," he continued, "is the large order placed for 'Super Home Run' by John Bosh of General Distributing Company.

"John, like many well known operators and jobbers in this area," he stated, "has found that Chicago Coin's 'Super Home Run' is one of the best baseball games that can be placed on locations at this time."

Levin reported that, "All the time I spent here in New Orleans has convinced me that our 'Super Home Run' is now finding its correct place in the

Jean and Dolores Minthorne announced that Frank Mencuri, former sales manager for Chicago Coin, will be in charge of the new showrooms.

Plans are now under way for the official opening which will be attended by many operators in the area.

Jean Minthorne stated, "The opening of our new building marks another milestone in our vast expansion program to better serve all the operators throughout Southern California, Arizona and southern Nevada.

## GET READY FOR THE FALL SEASON with the best!

United CASCADE BOWLER	\$189.50
United SUPER	92.50
United OLYMPIC	239.50
United ROYAL	339.50
ChiCoin SUPER MATCH BOWLER	149.50
ChiCoin TRIPLE BOWLER	219.50
ChiCoin DOUBLE SCORE BOWLER	179.50
Williams SUPER PENNANT—F. 5.	279.50
Gottlieb QUINTET	139.25
Gottlieb GRAND SLAM	144.25
Williams FAIRWAY	134.50
Williams MAJOR LEAGUE BASEBALL—6 player	349.50

WRITE—WIRE—PHONE TODAY!

We are exclusive factory distributors for:  
**BALLY - WILLIAMS - ROCK-OLA**

**LAKE CITY AMUSE. CO.**  
4533 PAYNE AVE., CLEVELAND, O.  
(Tel.: HE 1-7577)

operating of better games in this city and thruout the surrounding territory.

"There is no doubt anymore," he concluded, "that Bob Dupuy and F. A. B. Distributing Company are well on the way to establishing a very great sales record."

## California Music Guild Changes Assn Name

OAKLAND, CALIF.—George A. Miller, business manager of the California Music Guild, advises that the name of the association has been changed to California Music Merchants Association.

The name change also applies to the Los Angeles local, and all others.

# Urged To Seek Repeal Of 10% Excise Tax

## This 10% Savings On Cost Of Equipment Would Help Profit Potential

CHICAGO—Earl Campbell, new president of the National Association of Music Merchants, with headquarters in this city, sent a bulletin to its members, urging them to cooperate in an effort to repeal the 10 per cent excise tax on musical instruments.

As manufacturers of automatic music machines also have to pay this same 10 per cent excise tax, it would definitely be a splendid idea for operators and distributors of juke boxes to follow the lead of NAMM and try to get Congress to repeal this tax.

There isn't a question of doubt but what the manufacturers of automatic phonographs would pass along this savings to the operators. With the high cost of operations today, it would be a means of bringing the profit factor to a point where the operators could enjoy a sensible return for the money invested.

Members of the juke box industry could follow the instructions given by NAMM. It is pointed out that "The Fall of 1954 will offer us the best opportunity to pin down both our incumbent Congressmen, and those running for election, that we will have until 1958, which will be much too late. (1956 will be a presidential election year and a poor time to work for tax repeal.)"

"A new Congress will convene next January. Some of the incumbent members will be among those returning to Washington, along with some new faces. The House Ways and Means Committee, where our Tax repeal efforts will first see light, will be reorganized. What has been done is

now of little consequence. We must start anew. With the entire House of Representatives and one third of the Senate up for election this fall, Congressmen will soon be back in their home States and Districts oiling their campaign machinery."

Advice is given, which can be used by coinmen. When solicited for contributions for campaign funds, the operators and distributors should tie the tax repeal issue to the contribution. Coinmen should talk with candidates or incumbents about the importance of tax repeal. If the story cannot be made in person, write a personal letter to their homes.

The big point to make when talking up the repeal is that juke boxes are located in spots where the poor and moderate income groups gather for musical enjoyment and relaxation. This type of music is not a luxury, but a basic right for all citizens, and that the music dispensed by the automatic phonograph is available to the general public for a small amount of money, and it is the music they can select to suit their tastes.

It is pointed out, and correctly so, that a small number of requests to these Congressmen and Representatives will not leave much of an impression. A general concerted effort should be made. Local associations should bring this matter to the attention of their members and organize a definite program. Where no association exists, operators should call a meeting and agree that all should speak or write to the proper politicians.

## Bally Service Schools Held In Boston, Mass.; Buffalo, N. Y., And Pittsburgh, Pa.

CHICAGO—Bally Manufacturing Company service schools were conducted this past week by Bob Breither, Bally field engineer, in Boston, Mass.; Buffalo, N. Y., and Pittsburgh, Pa., it was announced by Herb Jones, vice-president and advertising manager.

Breither held sessions on Monday and Tuesday at Redd Distributing Company, Inc., headquarters in Boston where the hosts were Si Redd and Bob Jones. Operators from the entire Northeast area were in attendance.

On Wednesday and Thursday Breither was at Sheldon Sales, Inc., in Buffalo with Al Bergman serving as host.

Friday and Saturday found him conducting classes at Atlas Music Company in Pittsburgh where Phil Greenberg did the hosting.

"At all three service schools," Jones reported, "Bob Breither demonstrated the mechanisms of the new Bally bowlers—'Jet-Bowler' and 'Rocket-Bowler'—each with the novel Skill-Shot 'Speed-O-Meter.'"

"He also explained the workings and features of 'Variety', Bally's newest in-line game."

Jones also revealed, "Variety" samples of which are being shipped to all

our distributors, will be introduced officially next week.

"Bob Breither," he continued, "reported a well-attended and well-attentive audience at all three schools."

"Si Redd, Bob Jones, Al Bergman and Phil Greenberg all remarked on the success of the sessions and are awaiting future schools at their firms," concluded Jones.

## New Wurlitzer Distrib In Boston?

BOSTON, MASS.—Operators here were surprised this week to note that the offices of Suesens Distributing Company, Wurlitzer distributors, were closed.

Rumors traveling thru the city have one of Boston's foremost and well established distributing firms taking on the Wurlitzer line, and that an official announcement to this effect will be forthcoming next week.



Cousin Red, Albert Huffine's right hand man, giving Sam Tridico, Tridico Amusement Co., Norco, La., a good left hand, while Sam is in Baptist Hospital for a check-up. . . . Mary Nassar hard at work at Tac Amusement Co., after three wonderful weeks of vacationing. . . . Buddy Braud, Airline Cigarette Service, hated to leave his air-conditioned barracks in Leesville where he was in National Guard training. . . . Mrs. Barcelona, Barcelona Amusement Co., waiting to become a grandmother again. The girls here would like to know her secret for holding her youthful appearance. . . . Shoon Delauneville of "Shoon's" Amusement Co., Reserve, La., putting out posters for the grand opening of his new Cocktail Lounge in Reserve. . . . Operators from near and far stop off at Albert Huffine's place on the Airline Highway. This week an operator from Africa dropped in, investigating some games. We couldn't learn his name, but we were glad to see him. . . . Sure miss Jake Gassenberger of Wego Amusement Co. He used to be a weekly visitor, but claims he's so busy these days, he hardly has time to eat. . . . Globe Technician now distributors for Admiral and RCA-Victor lines. . . . Our good friend Ralph Falsetta of Donaldsonville, La., in town doing a little shopping. . . . Jimmy Kell off on a trip that will take him to Los Angeles and other western spots. . . . James Hutchinson of United Service, Lafayette, La., in town, along with Jake J. Territo, Morgan City, La. . . . O. T. Odder, Slidell, in town discussing his chickens and pinballs all in one conversation. . . . Another vacation planner is no other than Clay Simmeonaux, Airline Cigarette Service. He's getting all of his nets and fishing equipment ready for a big week.

## SEEBURG SHOWINGS—

### Atlas Shows New Dickson Holds Full Phono At Peoria Week Of Showing

PEORIA, ILL.—A large gathering of operators from a radius of 80 miles viewed the new Seeburg HF-100-R phonograph at the Atlas Music Company showing held on Sunday, August 22, at the Jefferson Hotel, this city.

On hand to greet the operators for Atlas were Nate Feinstein, service engineer Frank Bach and traveling representative Bill Phillips. Representing the Seeburg factory was Bob Dunlap, district manager.

Said Feinstein, "The reception of the new Seeburg phonograph was tremendous. All in attendance were thrilled with its many new features."

The showing, which lasted all day, also included a tasty smorgasbord.

OKLAHOMA CITY, OKLA.—Boyd C. Dickson, Dickson Distributing Company, this city, advises his firm held a week of informal showings of the new Seeburg phono HF-100-R at its showrooms from August 16 to 21.

"A surprising number of operators viewed the new product of the Seeburg Corporation," stated Dickson, "and they were all very enthusiastic about the appearance and the five-speaker sound system, the new permanent pickup, and the ease with which the stylus could be changed. We are happily surprised that the orders for the new phono far outstrip the expectations of the shipments we will receive in the next sixty days."

## Max Hurvich A Grandpa

BIRMINGHAM, ALA.—Max Hurvich, one half of the nationally known "Gold Dust Twins", who with brother Harry own Birmingham Vending Company, this city, was handing cigars celebrating the arrival of his first grandchild, a girl, born to their daughter and son-in-law, Marion and Joseph Goodstein of Knoxville, Tenn., on August 18.

## Wash., D. C., Music Guild Undergoing Reorganization

WASHINGTON, D.C.—The Music Guild, this city, local music operators association, is making great strides in its reorganization plans.

Members are showing great enthusiasm, and a number of new operators have joined.

## Avron Gensburg Visits Several Eastern Cities

NEW YORK—Avron Gensburg, one of the officials of Genco Manufacturing & Sales Company, Chicago, made a tour of several Eastern cities, visiting distributing firms representing the firm.

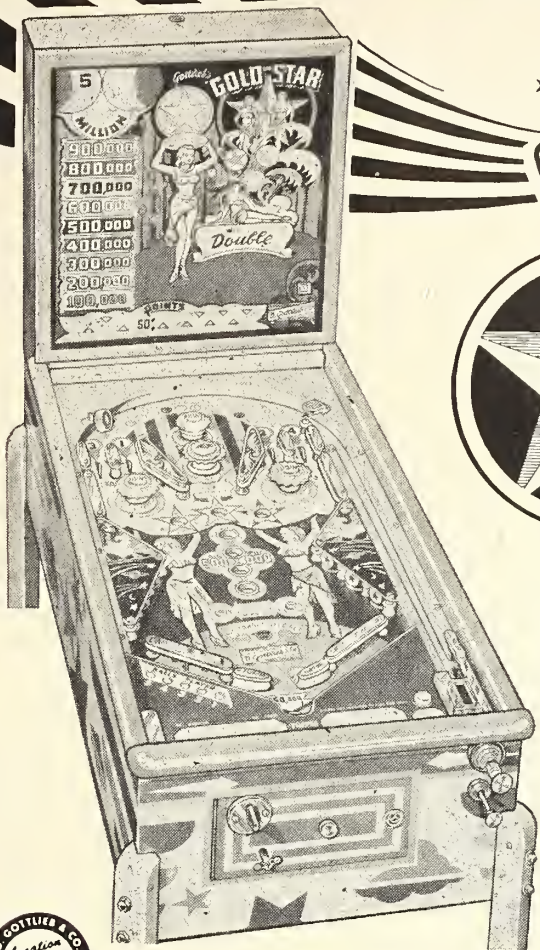
Gensburg, who will be back at his desk in Chicago Monday, August 30, covered New York City, Atlantic City, Philadelphia, Baltimore and Boston.

"I have had many talks with operators in these cities" stated Avron, "and it's a great education. I expect to line up a number of trips in the coming months, and shall visit distributors and operators in localities throught the entire country."

MORE WAYS TO WIN WITH

GOTTLIEB'S

# GOLD STAR



Outshines  
All Others!

Points the way  
to Greater Profit!

- ★ Making 6 targets relights one mystery target for replays!
- ★ High Score to 7 Million!
- ★ 4 vertical holes and any one star hole awards GOLD STAR SPECIAL!
- ★ Replays for making 4 vertical holes!
- ★ Replays for making 3 stars!
- ★ Rollover Buttons light for Replays after making 1-2-3-4 Rollovers!

- ★ Super Point Score!
- ★ 3 Pop Bumpers!
- ★ 2 Flippers!
- ★ 2 Cyclonic Kickers!

SEE IT AT  
YOUR  
DISTRIBUTOR  
NOW!

*D. Gottlieb & Co.*

1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS



## FOR SALE

**\$223.00 Value For \$48.**

If you have merchandise for sale. If you want to buy. If you are seeking to trade equipment. If you want to get ahead and stay ahead of your competitors—take advantage of the greatest value ever offered in all publication advertising history.

**Here's What You Get:** 52 classified ads of 40 words each, one ad in each week's issue of "The Cash Box" for the full year of 52 weeks. These 52 classified ads of 40 words each, at the present rate of 10c per word, would cost \$208.00 for the full year of 52 weeks' issues of "The Cash Box". And, in addition, you get a full year's subscription to "The Cash Box", regular price \$15.00, so that you have each and every week's issue complete—not just a tear sheet or a proof of your classified ad—but the full and complete week's issues of "The Cash Box". A total of \$223.00 value for only \$48. Send your check for \$48 and your first classified ad today to: THE CASH BOX, 26 WEST 47th STREET, NEW YORK 36, N. Y.

**WURLITZER 1250.....\$265**  
**WURLITZER 1500.....\$575**



Reconditioned And Refinished  
Like New!

Terms: 1/3 Deposit, Bal. C.O.D.

A Quarter Century  
of Service.

**ATLAS MUSIC COMPANY**

2118 N. Western Ave., Chicago 47, Ill.

ARmitage 6-5005

## United Picnic Draws Crowd

About 3,000 Attend 12th  
Annual Employees Picnic

CHICAGO—An estimated crowd between 2,500 and 3,000 attended the 12th annual employees picnic of United Manufacturing Company this past Saturday at Marvel Inn Picnic Grove, 6873 N. Milwaukee Avenue, in Niles, Ill.

The picnic, an all-day affair which lasted from 10 a.m. until 11 p.m., was attended by employees of the company and their families. Executives of the firm were also in attendance.

Buffet style dinner was served all day along with a wide variety and plenty of refreshments. In the evening dancing took place in the pavilion.

"All enjoyed themselves immensely," stated a company executive and added, "the picnic was one of the best United has ever had."

## SUMMER SPOT SPECIAL!

SEEBURG 146  
SYMPHONOLA  
with White Dome

WITH  
4-5¢ Wall Boxes  
3 wire or wireless  
**FREE!!**

**\$99**

WITH DAVIS  
GUARANTEE

Telephone Collect: SYracuse 75-5194

**DAVIS** DISTRIBUTING  
CORPORATION

SEEBURG FACTORY DISTRIBUTORS  
725 WATER STREET  
SYRACUSE, NEW YORK  
(Phone: 75-5194)

The ONLY... ONLY... ONLY...  
**MOVING TARGET GUN GAME** on the market!



**GENCO'S**  
 ALL-LOCATION  
**RIFLE GALLERY**  
 AMAZING SUSTAINED EARNING RECORDS. BEATING ANYTHING ELSE IN EVERY LOCATION

and it's the  
**MOVING TARGETS**  
 that  
**ATTRACTS** the **PLAYERS**

Get "ON THE TARGET"—  
**CONTACT YOUR GENCO DISTRIBUTOR TODAY!**

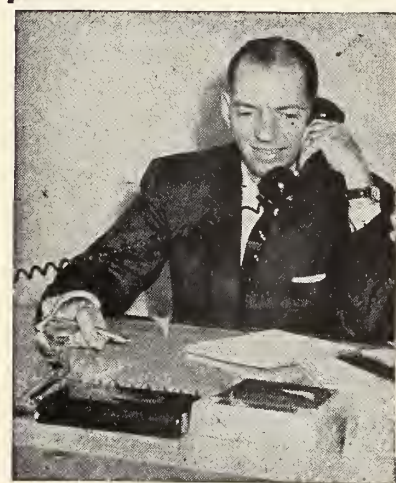
**GENCO** MFG. & SALES CO.  
 2621 N. ASHLAND AVE.  
 CHICAGO 14, ILL.

**THRU THE COIN CHUTE**  
**UPPER MID-WEST MUSINGS**

Bob Aherin of La Moure, N. D., brought his wife and daughter along on a quick trip into the Twin Cities. While Bob shopped around for coin machines, Mrs. Aherin and daughter were downtown doing some shopping of their own. . . . Other North Dakota operators in the Twin Cities last week were Mr. and Mrs. F. W. Schoeffer of Valley City, and John Morton of Bismarck. Frank Davidson of Spooner, Wis., is confined in the Middle River T. B. Sanatorium at Hawthorne, Wis. We certainly hope for a speedy recovery for Frank. . . . T. J. Fischer of Waconia, Minn., reports that the fish are still biting good at Lake Waconia. . . . In town shopping for equipment was Don Kohner, K. Sales of Winona, Minn. . . . E. E. Hoerth of Herried, S. D., made a trip into town with a game that needed some repair work, and Eugene was on his way back home again to get the game back on location. . . . Irv Sandler, prexy of Sandler Distributing Company was in Minneapolis checking up on the sales and activity of the Minneapolis office which is managed by Arne Golden. Irv reports that business has been picking up at both the Minneapolis and Des Moines offices. . . . Mr. and Mrs. Gordon Stout of Pierre, S. D., took a few days off from their route activities. . . . Martin Kallsen of Worthington, Minn., was in the Twin Cities shopping for new equipment. . . . Joe Totzke of the Totzke Music Company of Fairmont, Minn., reports that he is being kept busy these days with the route and also sales and installations of T. V. sets in the Fairmont area. . . . Leo De Mars of Ashland, Wis., reports that fishing is still very good in Northern Wisconsin.

Recent visitors to the Twin Cities were: Stan Woznak of Little Falls, Minn.; Jack Lowrie of Lake City, Minn.; Mark Coughlan of Mankato, Minn.; Cecil Terveer of Winona, Minn.; Dominic Pirillo of Oelwein, Iowa; Bill Hanf of Austin, Minn.; Jack Harrison of Crosby, Minn.; Johnny Johnson, Staples Novelty Company of Staples, Minn.; Don English of Their River Falls, Minn.; Lyle Kesting of Benson, Minn., and Clayton Norberg of Mankato, Minn. . . . Jerry Harris of Omaha, Neb., is now travelling Iowa and Nebraska for the Lieberman Music Company of Minneapolis. Plans are to open a brance office in Omaha in the near future. . . . Mr. and Mrs. Eli Ross of Miami, Fla., are visiting in the Twin Cities. Eli, who is associated with the Ross Distributing Co. and Taran Distributing Company of Miami, has been stopping in at the various distributors' offices to say hello.

**United Ups "Shuffle Targette" Production**



BILL DeSELM

production of its new "Shuffle Targette" game, it was reported this past week by Bill DeSelm, general sales manager of the firm.

"Orders are pouring in from all over the country for 'Shuffle Targette,'" DeSelm stated, "and we are therefore forced to increase production in order to meet the overwhelming demand.

"There is a continual flow of 'Shuffle Targette' games going to our distributors," he added.

DeSelm continued, "'Shuffle Targette' is a really great competitive game. It employs fine skill action, thereby appealing to the most rabid players.

"Operators can be assured that they will have a real money-maker in 'Shuffle Targette'. Initial location tests proved this from the start, and present reports from all over, confirm this fact," concluded DeSelm.

CHICAGO—United Manufacturing Company, this city, has stepped up

**Neb. Phono Ops Set Convention In Scottsbluff On September 11 And 12**

OMAHA, NEB.—Howard N. Ellis, secretary and treasurer of the Nebraska Automatic Phonograph Operators Association, advises that the organization has set the date for its convention meeting in Scottsbluff for Saturday and Sunday, September 11 and 12, at the Hotel Lincoln.

"We are arranging with the Burlington Railroad to give us a private car for this trip" said Ellis. "The car will be half pullman and the other half will be a club car. The round trip cost is \$38.29 for an upper pullman and \$41.25 for a lower. We leave Omaha Friday, September 10, at 10:20 in the evening, and arrive in Scottsbluff on Saturday morning at 8:25.

Coming back, we leave Scottsbluff at 8:45 Sunday evening and arrive in Omaha at 8:40 Monday morning. We have to have for sure 15 fares to get the private car."

Ellis says he would like to have operators contact him immediately, and send him a check for each fare so that he can make reservations with the Burlington Railroad.

Concluding, Ellis stated, "There seems to be a great deal of interest about this meeting. It would be well worth every operator's time to attend. George Milburn of Scottsbluff is going to a great deal of effort to make this an outstanding convention."

**Montreal Music Ops Switch To Dime Play**

MONTREAL, QUE., CANADA—Music operators, especially those who have already purchased and are purchasing new automatic phonographs, are reported to be switching over to 10c play.

As one operator here says, "At long last lots of operators here are going over to 10c play on their new phonos." It is generally agreed here that,

with overhead expense what it is today and with cost of merchandise and general necessities higher than ever before, 10c play "is imperative" as one operator put it.

Hope here is that all the music operators thruout the Province will switch over to 10c play on all phonographs.



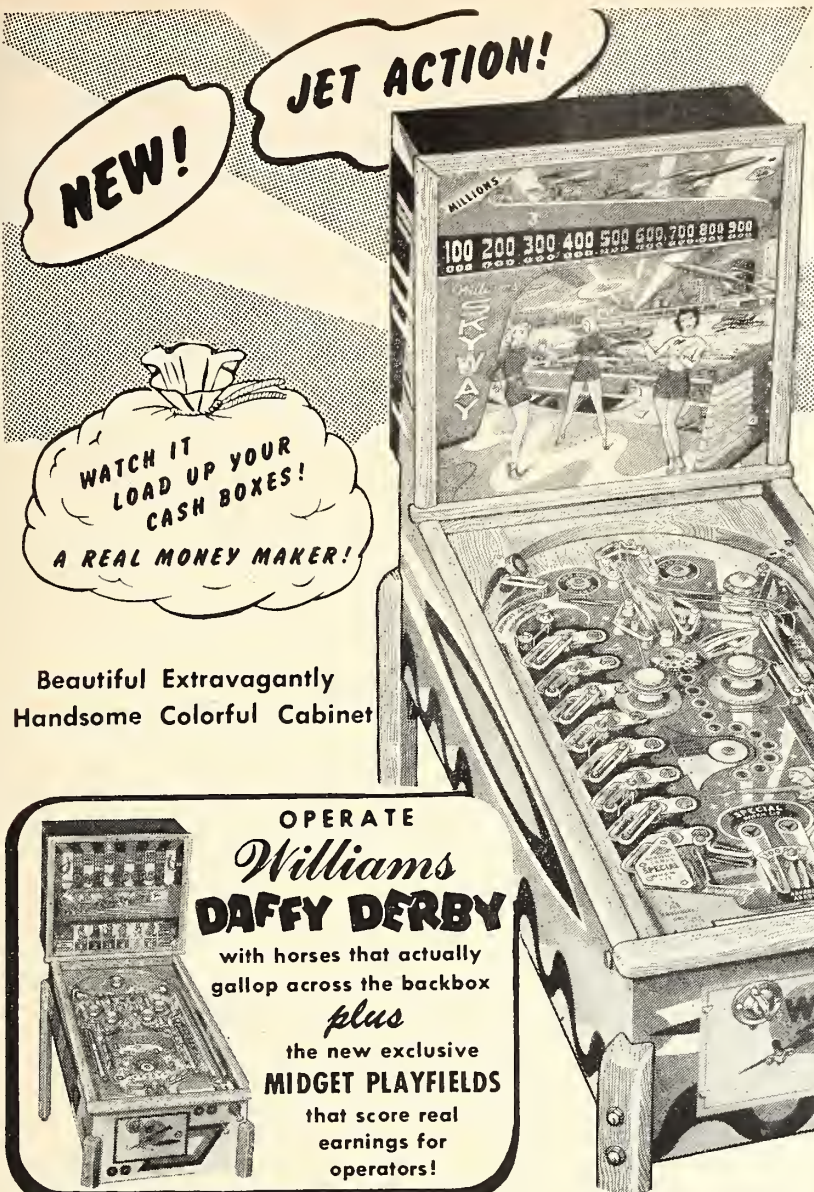
**NEW!**

**JET ACTION!**

WATCH IT LOAD UP YOUR CASH BOXES!  
A REAL MONEY MAKER!

Beautiful Extravagantly Handsome Colorful Cabinet

OPERATE  
**Williams Daffy Derby**  
with horses that actually gallop across the backbox  
plus  
the new exclusive  
**MIDGET PLAYFIELDS**  
that score real earnings for operators!



**Williams SKYWAY**

LOOK AT THIS BRAND NEW COMBINATION OF SCORING PRINCIPLES THAT WILL PUT YOU "ON TOP" IN ANY LOCATION. IT DEFIES COMPARISON!

- Making 1 to 8 rollovers scores 1 replay and lites all 1 to 8 rollovers for replays.
- Making 1 to 8 lites button to advance "Special Bonus Score".
- Bonus Score builds up and remains on until made.
- Ball in top center area is kicked onto elevated track to advance balls progressively along kickout pockets on right side of playfield.
- Additional balls over elevated track, or thru left bottom rollover, advance balls in kickout pockets on right side until ball in bottom pocket goes thru return hole.
- Ball thru return hole lites button to advance "special bonus" and lites center kickout pocket to collect "special bonus".
- Making 1 to 8 lites bottom left and right side rollovers for "special".

IF YOU WANT TO GET AND HOLD CHOICE LOCATIONS, YOU CAN DO IT FOR SURE WITH

**Williams SKYWAY**

See Your Williams Distributor without delay...today!

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.



**THRU THE COIN CHUTE**

**NEW ENGLAND NIBBLES**

Hayfever, virus x and summer flu reported heavy in area and several coin people on sick list. . . . Jerry Flatto, Boston Record Distributors, out for week, and Ruth Mae Ravreby, daughter of Ed Ravreby, World Fair amanuensis, down with hay fever. . . . Pollen season on in New England and coin men gobbling antihistamines. . . . Bob Briether, head field engineer of Bally, conducting school for ops on maintaining equipment at Redd Distributing Co. Bob Jones, Redd sales manager, says spurt in Bally alleys resulted. Said one Springfield op reported 300% increase in biz in one location after installing Bally "Jet Bowler." Ops visiting Redd this week were Henry Levine, Boston; Denny Boltin and George Hatzpetro, Springfield; Tim Sullivan, Bangor, Me. Ray Kennedy, Redd office manager, back from 3800-mile motor trip thru U. S. and Canada. . . . Ed Ravreby, World Fair, on New York buying trip. . . . Ralph Martiere, who made instrumental version "Skokiaan" (Mercury), visited Boston Record Distributors this week. . . . Other visitors were Crew Cuts, appearing at Hampton Beach; Four Lads, appearing at Frolics, Salisbury Beach; and Dinah Shore, plugging her disc, "If I Give My Heart To You," (RCA Victor). . . . Jerry Flatto reported visiting record stars, playing beach resorts, contend season has been poor.

Waltham Street, where Trimount Automatic Sales Corp. has its headquarters, scene of traffic jam Tuesday (24) as 12 trucks, owned by ops from various territories in N. E., converged for first deliveries of new Seeburg HF-100-R units. Big smile decorated Irwin Margold, general manager, as new Seeburg machines moved out from warehouse to waiting ops' trucks. David Bond, prexy of Trimount, and Mrs. Bond week-ending at Mt. Washington Hotel, where Dave is attending Hillel House convention, and also seeking to improve his golf game. Dave has been extremely active in Hillel House activities and recently Trimount donated a Seeburg Custom unit to new Hillel House at Boston University, and installed all wiring hookups. . . . Dick Mitchell, Dick's Record Co., hosted Dinah Shore at an impromptu party at his one-stop and a group of ops, who were attending the Bally school in Redd Distributing Co., nearby, gave the thrush a big hand. . . . Four Lads were also visitors at Dick's and ops coming in included Al Woodworth, Fitchburg; Steve Pielock, Worcester; and Ray Faini, Framingham.

**Increasing Population and More Traveling Facilities Add Up to Bright Future For Coin Industry**

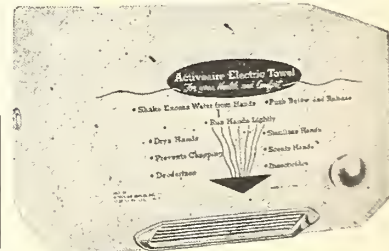
NEW YORK—It is interesting to the coin machine industry to note the statement in the press this week that statisticians point out that there will be more than 10,000,000 new voters in this coming election. There would be many millions more, but, even tho they're reaching the voting age by November, they cannot comply with the laws of registration to become eligible.

These millions of young people are the supporters of coin operated machines. They have grown up from their early youth educated to insert coins into machines for entertainment and merchandise. In their teens, these young men and women are great music enthusiasts and as they grow older, continue to throw coins into juke boxes.

As reported in The Cash Box on several previous occasions, the baby production in the United States is now estimated to be about 4,500,000 a year.

As the population increases, the coin machine industry, thru its factories, distributors, and operators are in a position to supply equipment befitting many age groups. Greater population, more retail establishments, added airline, bus and railroad stations, as

**ACTIVEAIRE ELECTRIC TOWEL**



**Nation's Best**

- Dries and sterilizes hands
- Keeps washroom free of bugs, flies, insects, etc.
- G. E. ozone lamp deodorizes and freshens air
- And many other features

**DISTRIBUTORS-GET ON THE BANDWAGON**

Earn extra profits. Wonderful opportunity for you and your operators. Every location a 100% prospect.

Phone—Wire—Write For Details Today!

**RUNYON SALES CO.**

593 TENTH AVE., NEW YORK 18, N. Y. LO 4-1880

**Sells Business**

GALVESTON, TEX.—Joseph C. Glaviana of Horse Shoe Novelty, this city, advised that his business has been sold to Leo Meneaccia who also purchased Modern Music Co.

well as additional roadstands and restaurants on new roads being build thruout the nation, means a continuing advancement and greater prosperity for all in the coin machine industry.

# Which Of These Names Do You Prefer Instead Of "Juke Box"

If you feel the well established name "Juke Box" should be kept, please check this box

## Suggested Names Already Received

- |   |   |
|---|---|
| <input type="checkbox"/> "Coin-O-Graph"   | <input type="checkbox"/> "Automatic Music Vendor" |
| <input type="checkbox"/> "Musicana"       | <input type="checkbox"/> "King Box"               |
| <input type="checkbox"/> "Moosivend"      | <input type="checkbox"/> "J. B."                  |
| <input type="checkbox"/> "Piccalo"        | <input type="checkbox"/> "Show Boat"              |
| <input type="checkbox"/> "Phono-Monic"    | <input type="checkbox"/> "Music Fountain"         |
| <input type="checkbox"/> "Music Selector" | <input type="checkbox"/> "Entertainer"            |
| <input type="checkbox"/> "Song Box"       | <input type="checkbox"/> "Music Box"              |
| <input type="checkbox"/> "Phono-Matics"   | <input type="checkbox"/> "Music Machine"          |
| <input type="checkbox"/> "Phonocoin"      | <input type="checkbox"/> "Music Delight"          |
| <input type="checkbox"/> "Musi-Coin"      | <input type="checkbox"/> "Public Music Maker"     |
| <input type="checkbox"/> "Music Vendor"   | <input type="checkbox"/> "Joy Box"                |
| <input type="checkbox"/> "Musiere"        | <input type="checkbox"/> "Phonomath"              |
| <input type="checkbox"/> "Joymaker"       | <input type="checkbox"/> "Autophono"              |
| <input type="checkbox"/> "Pleasurizer"    | <input type="checkbox"/> "Amusement Box"          |
| <input type="checkbox"/> "Trola"          |   |

I suggest additional name \_\_\_\_\_

**MAIL TO:**

Bill Gersh  
THE CASH BOX  
32 West Randolph St.  
CHICAGO 1, ILL.

I like \_\_\_\_\_

Signed \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## LOS ANGELES

Beautiful new ultra-modern branch offices of Minthorne Music Company were opened at 2675 W. Pico this past week. This spacious new two story building is located on the site of the old firehouse on the corner of Kenwood and Pico. The lower floor will be used as showrooms and offices for the display of all types of new and used coin operated equipment. Adjoining the rear of the building, surrounding the loading and parking area, are modern brick sheds which will house the service department. The complete upstairs will be used as display rooms for the Seeburg 200 "Select-O-Matic" commercial continuous music system and high fidelity speakers. Jean and Dolores Minthorne announced that Frank Mencuri, former sales manager for Chicago Coin, will be in charge of the new showrooms. Plans are now underway for the official opening which will be attended by many operators in the area.

Sam Stern of Williams Manufacturing Company spent several days in town recently visiting with Harry Williams. The two were seen along the Pico strip visiting with distributors. . . . Prize joke of the week is the cartoon posted on the juke box in the office at Mercury Record Distributors. It shows a fellow sitting in front of a juke box yelling to the bartender—"This picture is monotonous but the music is terrific." . . . Over at the C. A. Robinson Showrooms the new United "Shuffle Targette" is now on display. The game combines the popular features of the skee-ball with the modern shuffle alley using a puck instead of a ball. Charley Robinson stated that the game has so many features that it should sweep the country in no time. . . . An installation of drink machines is now underway at LA's two leading ball parks—Gillmore Stadium and Wrigley Field. If the venture proves successful Allan Fischback and James Romani are planning additional installations at parks and fairgrounds. . . . Things are getting back to normal again at Badger Sales Company with the vacation period almost over. Bill Happel is back at his desk again after a trip through Lake Tahoe, Yosemite and the Sierra-Nevada mountains. Fred Gaunt is now vacationing at Laguna Beach. . . . Aubrey Stemler, regional manager for Eastern Electric, announces that ops who have machines in troublesome spots, where burglaries are frequent, have shown keen interest in the new Rene's "Vendalarm." This new burglar alarm system provides an economical way to reduce robberies to a minimum. Stemler recently returned from a trip to San Francisco then took off again for San Diego and Arizona. . . . Caught Phil Robinson and Ken Ferrier from Oxnard talking over old times. They discussed the many features of Chi-Coins "Criss-Cross" Bowler which Phil claims was one of the greatest shuffle alleys ever made. . . . Sam Ricklin, prexy of California Music Company, recently purchased a car load of the new Seeburg HF-100-R and has been plenty busy moving them out on location. He plans to export all his old equipment to foreign countries.

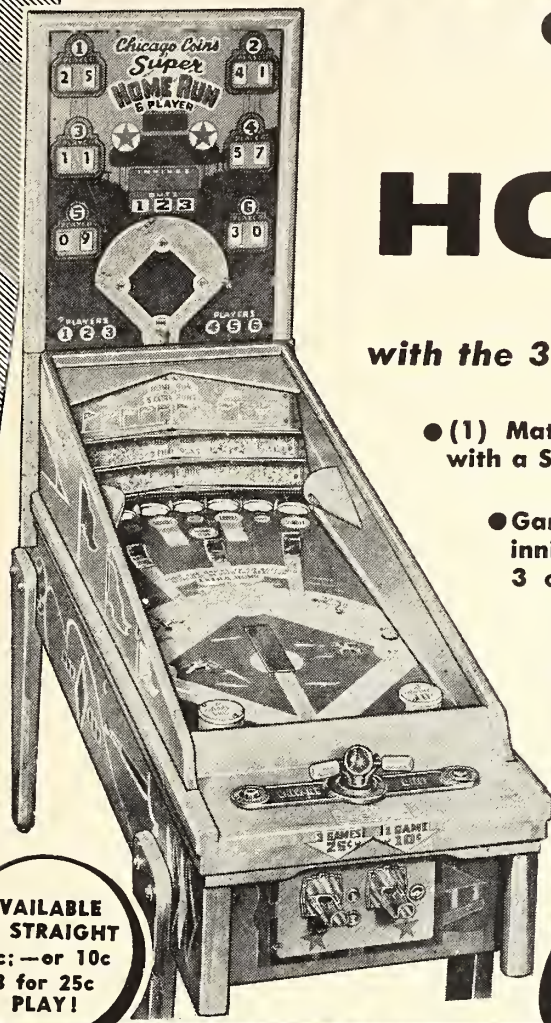
The new low priced 50 Selection Rock-Ola 1442 Hi-Fi phono is now on display at the showrooms of Cane Distributing Company. Al and Bruce Cane report that all the ops who have been in to see the new machine have shown keen interest in it and that everyone expects it to be a sales winner here on the Coast. Al recently returned from a vacation taking in the sights of the Grand Canyon. . . . Over at The Paul A. Laymon showrooms the new Bally "Jet Bowler" continues to be the center of attraction. Charley Daniels reports that they have been moving them out so fast that they just can't keep them on the floor. Ed Wilkes returned from vacationing down Balboa way. Lucille Laymon recently left for Washington to visit relatives which left poor Paul as a bachelor taking care of his garden along with all the wifely duties at home. The Laymons received a card from Gary Sinclair, regional representative for Wurlitzer, giving a milepost description of his recent trip on the Alaska railroad. . . . V. Van Nattan, sales manager for Auto-Photo Company, announced that they will be on hand at the NAMA Convention which will be held at the National Guard Armory, Washington, D. C., October 10th thru 13th. . . . Adolph D'Este, formerly with Badger Sales Co., is now all settled in new quarters at 2815 West Pico. He's operating his business under the firm name of Addey, Inc. and will handle the complete Northwestern line along with all types of coin operated machines and supplies. . . . Mary and Kay Solle have had some of the busiest days in the history of their business down at Leuenhagen's Record Bar. They are still making plans for that trip to Honolulu sometime this fall. . . . Lyn Brown is anxiously waiting for first shipments of Exhibit's new "Shooting Gallery." From all the enthusiasm that Lyn builds up each time he talks about it the game must be something pretty sensational. . . . Rober Bard, prexy of Bard Distributing Company, says that the more he learns about the cigarette vending field the more he likes it. He adds that the best way to increase profits and consolidate your operations is to run "package" deals in all key locations consisting of a cigarette machine, juke box and game.

Mr. and Mrs. Arch Hawley, Wurlitzer distributors in Tucson, Arizona, were in town visiting this past week. Ben Spaulding also drove in from Phoenix. Melvin R. Teixeira, Al Cicero along with Norman Hayes and his son all trekked in from Santa Maria to take care of business recently. . . . Jimmy Jackson came in from Palm Springs along with Jimmy Williams from 29 Palms. . . . Jack Neel from Riverside was also seen visiting here and there. Mr. and Mrs. Clyde Denlinger from Balboa were among the many out-of-town visitors who were also seen along the Pico Strip. . . . Tommy Workman is the newest member of the California Music Merchants Association, Los Angeles Division, it was reported by Walt Hemple, president.

★ ★ GOING STRONGER THAN EVER! ...

# chicago coin's SUPER HOME RUN

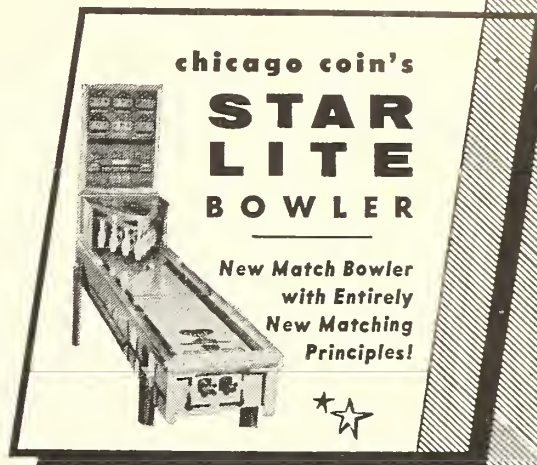
**6 Player Baseball Game**  
with the 3 way "Match" & "Free Play" Features!



- (1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

- Game can be set to operate at 1, 2 or 3 innings per game. Each inning constitutes 3 outs.

- Single player continues at bat until game is over — Multiple players alternate as in bowling games after 3 outs are made.



chicago coin's  
**STAR  
LITE  
BOWLER**

New Match Bowler  
with Entirely  
New Matching  
Principles!

AVAILABLE  
IN STRAIGHT  
10c; —or 10c  
3 for 25c  
PLAY!

**chicago  
coin**

MACHINE COMPANY

1725 W. DIVERSEY • CHICAGO 14

## Uncle Sam's 15,500,000 People Over 65 Presents Big Amusements Market

CHICAGO—Sometime ago editorials appeared in The Cash Box relative to the fact that the "over 65" peoples of the nation were becoming an ever important market for new types of amusements.

This publication pointed out then, and has been proved true by the latest figures just issued by Uncle Sam, that there are now over 15,500,000 people in the U.S.A. over 65 years of age, that the Federal Government, as well as Unions Insurance firms, and others, are seeking ways and means to keep these folk amused and happy, and to help them enjoy their retirement and their age.

Unions have gone to the extent of constructing special buildings where their retired members can be entertained.

This problem has also crept into the Federal Government's channels and experts are working now to arrange for methods to entertain the oldsters.

At the same time, insurance companies and others who are interested, especially the medical profession with its geriatrics specialists, are all at work in an effort to help the over 65 years of age people enjoy themselves.

With the longer life span growing even longer each year, as the medical profession continues to find new ways and means to lengthen the life span, the problem of entertaining the retired, older people has become nationwide.

There is no doubt, as The Cash Box has pointed out in the past and points out at this time as well, that the

ingenious, capable minds of the inventors and engineers connected with this industry can produce products which will prove of great and entertaining value to the 15,500,000 peoples over 65 years of age in the nation today.

### Lynch, Houston, Shows Seeburg

DALLAS, TEX.—On Sunday, Aug. 15, 1954, at the Downtown Club, this city, the S. H. Lynch and Company introduced the new Seeburg HF-100-R phonograph to over 160 operators and their wives.

Bill O'Connor, manager of the phonograph department greeted the operators, then introduced S. H. Lynch and members of his department.

Arthur Hughes, vice-president, made a short talk giving a brief explanation of why the phonograph business every so often needs a change in models. Then he described the new features of the HF-100-R, such as: new base, new grill, mechanical program holder, jewel box cover on the carriage, end bells, gold painted shell and directional sound (5 speakers).

"The operators were impressed with the new model and the many new improvements," says O'Connor.

Since the showing, operators have continued to flock to Lynch showrooms throughout the past week.

## Inventors Get Better "Break" In New Tax Law

WASHINGTON, D. C.—According to analysts of the new tax code, inventors are to get a better break.

The new code, contrary to the previous law, doesn't make any distinction between the "professional" or "amateur" inventor. Proceeds on any invention will be taxed at the lower capital gains rate of 25 per cent. Furthermore, the new code makes no difference between royalty income and instalment sales, such as exists in the current law. Also, the capital gains treatment on proceeds from inventions is extended not only to the inventor himself, but also to individuals making financial contributions toward development of the patent before the invention is "reduced to actual practice" (that is, commercially exploited.) However, in order to benefit from this provision, the "angel" may not be the inventor's employer nor a close relative.

The new tax law also helps inventors in another way—by increasing from three to five years the period over which income from an invention may be spread back.

Research and experimentation is encouraged by an option of a business firm. Research expenses incurred after December 31, 1953, may be treated as deductible expenses, or they may

## FOREIGN! BUYERS! Our Service Is

**Quick  
Efficient  
and  
Reliable**

In addition to all the latest equipment, we have thousands of International reconditioned machines available for your selection, including Pin Games, Kiddie Rides, Music Machines, Arcade Equipment and Shuffle Alleys.

CABLE US FOR  
SPECIAL PRICE LISTS.

Parts and Service  
Manual Available.

**INTERNATIONAL  
AMUSEMENT COMPANY**

1423 SPRING GARDEN STREET  
PHILADELPHIA 30, PA. (Tel. RI 6-7712)

## Smith Ad Agency Moves

NEW YORK—Ben Smith Advertising Agency, headed by Ben Smith, which handles the advertising of a number of firms in the coin machine business, moved this week to new and larger quarters.

The new address is 347 Madison Avenue, between 44th and 45th St.

be capitalized and written off after a period of not less than five years, beginning with the month in which benefits are first realized.

# EXHIBIT'S

## NEW



# SHOOTING GALLERY

**NEW ACTION**

**EXHIBIT'S GUNS-  
PROVEN  
MONEY-MAKERS  
FOR  
MANY YEARS!**

**EXCITEMENT**

**3**

**TARGET SETUPS  
FOR EACH GAME!**

24 Hits sets up Jeweled  which scores 30 points for perfect score.

For Optional use: Built-in Selector · For Choice of Free play or dime return on perfect score or match score · Various other combinations to suit any location · All targets are in view when game is at rest.

**NOTHING ELSE LIKE IT!**

For Details . . . Contact your local EXHIBIT DISTRIBUTOR OR FACTORY TODAY!

# EXHIBIT

## SUPPLY

4218 WEST LAKE STREET · CHICAGO 24, ILLINOIS

**"FIRST WITH THE MOST FOR OVER 50 YEARS"**



With the approach of the big Labor Day Weekend, joy reigns supreme. Ops and arcade owners with equipment at resort areas and roadside restaurants hope to close the '54 season with their best collections of all time. It all depends on our unpredictable friend, "Mr. Weatherman." If the weather is favorable, there will be millions of people rushing to the country or beaches to get in their last fling. Don't let us even think of unfavorable weather. To the city operators, Labor Day means the end of the summer, and the return of vacationing people, which bring back patrons to its locations. To the wholesaler, the end of summer and the beginning of the fall season means renewed activity, as operators once again start switching, trading and buying in good quantity.

Barney (Shugy) Sugerma, Runyon Sales Co., simply overwhelmed with the demand for Bally's new shuffle game "Rocket Bowler." "We thought we had a great game" smiles Shugy, "but, in our wildest imagination, we couldn't anticipate the tremendous operator reaction. Operators are reporting that players absolutely refuse to leave the machine. We're hundreds of machines behind in delivery. However, Bally has promised quantity shipments immediately." . . . Avron Gensburg, Genco Mfg. & Sales, and his wife, visit Al Simon Albert Simon, Inc., the firm's representative here. Avron meets and talks with visiting operators, getting a world of information first hand. From New York, Avron will get to see the firm's distributors in Atlantic City, Philadelphia, Baltimore and Boston. All in one week's time. He hopes to be back in the factory in Chicago on Monday, August 30. . . . Meyer Parkoff, Atlantic New York Corp., met with the operators assn. which gathered at Poughkeepsie N. Y., last week, presenting the new Seeburg phono HF-100-R. This Tuesday August 24, Parkoff traveled to Bridgeport, Conn., where he and Mac Pearlman manager of the New Haven branch, showed the new phono to a group of assn operators meeting there. Parkoff reports acceptance for the new Seeburg phono throught his entire territory.

Hymie Koepfel, Koepfel Distributing Co., returns from a buying trip well supplied with some of the finest music machines. . . . Lucky Skolnick, now a Miami, Fla. operator, visits the big city to see his old friends. Lucky leaves for home next week. He's put on considerable weight since moving south. Looks like the old Lucky before joining the Army at the beginning of the war. . . . Joe Young, Young Distributing, out calling on the music operators in Suffolk and Nassau counties. Abe Lipsky, sales mgr., busy seeing operators who drop into their offices. Claims the Wurlitzer phono is really selling. Abe's young son, Bert, spending his summer vacation from school with his dad at the office. . . . Mike and Rose Munves vacationing this week in the Catskill Mountains. George Fleckenstein, manager, back from his vacation, looking healthy and handsome, takes charge. . . . John Fitzgerald, New Haven, Conn. op and arcade owner, in town. . . . Bob Slifer, Seacoast Distributors, returns from two weeks auto traveling to get his first view of the new Rock-Ola 50-selection phono. Bob and Dave Stern, prexy, advise us that the firm has taken on the Mills line of "Millshake," "Custard," and "Batch" non-coin operated machines. . . . Otto Stegmeir, Greenwood Lake, N. Y., operator in town. Otto claims he's so busy, he hasn't had time to eat a full meal in two months. To look at Otto's large frame, you'd think he's never stopped eating. . . . Felix Fleischman Runyon's Newark, N. J. manager, spends several days in the New York office. . . . Gertrude Browne, Paramount Vending, Beacon, N. Y., rushing around to see the various wholesalers, picking up supplies. . . . Casualty report on Atlantic New York staff: Nat Solow fully recovered from broken toe. Murray Kay, sporting a patch on his face, cut acquired from horsing around in the country. . . . With the 17th Annual Banquet of the Music Operators of New York only a short time away, October 16, at the Waldorf Astoria Grand Ballroom, A Denver and Nash Gordon, busy with its program of lining up the souvenir Journal, allocating tickets, preparing the show, etc.



Things were too busy at John P. Bailey's Record Store, Henderson, Ky., for me to get any chit-chat. . . . Sam Miller, Favorite Music Co., Bowling Green has enlarged his shop. . . . At Kerby Brothers Music Co., Bowling Green Shirley Hamilton of the record sales department reports everyone buying rhythm and blues records. . . . R. C. Brashear, Bowling Green, out collecting the coins. . . . J. G. (Smitty) Smith, Owensboro Amusement Co., Owensboro more interested in his race horses than anything else at this time of the year. Smitty has one of the best in Count Fleet and is entering him at Hazel Park in Chicago this week. Marvin Melhiser will be glad when the racing season is over so that Smitty can get back to business. . . . Sam Roby working into the wee hours of the night placing phonographs on location. . . . Walter W. Wallman of S. L. Stibel, Louisville, one tired man after the new Seeburg HF-100-R showings. Walter believes this show was the biggest and best in sales and enthusiasm. Says the sales offices in Nashville and Evansville also report large operator attendance and sales. . . . The Ricks boys, Mayfield working overtime so that they could get to Evansville to see the new Seeburg phono and Keeney "Bikini" Bowler. . . . Pete Woods, Hopkinsville, expected home from his European vacation some time this month. . . . Phonographs and other amusement machines hopping with business in Evansville and Henderson really great as the races at Dade Park has brought in larger attendances than in many years.

# THRU THE COIN CHUTE

## CHICAGO CHATTER

After a short respite of cool weather, the hot southwest winds blew into our town and resulted in humid heat with constant thunder showers. "No relief in sight," according to the weatherman, up to this writing, at least. Anyway, one thing the tropical heat accomplished was to get execs down to their offices early and keep them there late in the air conditioned coolness of the factories here. . . . Dave Gottlieb dashes out of his air-conditioned home, into his air-conditioned car, and onto his air-conditioned offices. Dave can take the cold, but sure can't stand the humid heat. . . . All ops here are eagerly awaiting the long Labor Day weekend for, if '53 was any indication at all '54, the ops claim, should be twice as good. Receipts were phenomenal during '53's Labor Day weekend. . . . Harry Mabs, Williams' engineer, is an ardent gardener. Raises prize winning roses and orchids in the greenhouse he built himself. In fact, Harry has been asked by other ardent horticulturists in the industry to help them out, time and again. Most interesting about the very outstanding greenhouse Harry built is that all the glass comes from old pin games.

Congrats to Herb Jones of Bally for his very swell campaign of newspaper public relations ads for ops. In this past issue of 'Bally-Who' Herb prints a note from George Bishop of Streator, Ill. who used Herb's latest effort in the Streator Daily Times-Press with grand results. . . . Now that the contest has been going on for some weeks, to find a new name for 'Juke Box,' as per our promise to Music Operators of America (MOA), what name do you think is the best to replace 'Juke Box'? or don't you think there's a better name than 'Juke Box' for the present day automatic phono? . . . Lots of his friends will be very happy to hear that Ben Rodins of Marlin Equipment Co., Washington, D. C. clicked but big in Stephens County, Oklahoma and Taylor County, Texas. His oil well gushing at the rate of 100 barrels per hour. Ben reports he still holds leases on over 800 acres in Taylor County (where he clicked best) that he hasn't even tried to drill. . . . Howie and Dorothy Freer spent all morning playing golf and all afternoon swimming. Proving that two can be athletes in any family.

Happy to hear from Sam Stern, who returned from L. A. last week, that both Lee and Harry Williams in the very best of health and happily enjoying themselves in beautiful Pacific Palisades. . . . United's Golf League holds its first annual banquet at the Highland House in Niles, Ill. on Sept 17, at which time election of officers for next year will take place. . . . Nate Feinstein and Frank Bach of Atlas Music had themselves a rather questionable air trip this past week to Peoria. In an effort to get there quick and meet with Atlas roadman, Bill Phillips, Nate and Frank flew that small two-seater airline between Chgo and Peoria. When they landed, they found Bill laughing fit to bust his sides. Asked Nate, "How come?" Said Bill, "Did you notice you don't have to pay on this airline until you get to your destination. That's done," he wryly added, "just in case." . . . Alan Nilva of St. Paul 'round town this past week. . . . Harry Berger of Noo Yawk also in town looking things over. . . . Al Thoeke in St. Louis. Ken Sheldon and Johnny Casola in New York. Conducting United Service Schools.

Chris Christopher in town visiting at Bally and pepping up everyone with his optimistic outlook for the 'greatest fall season of all time.' . . . Nick Kap-simales of San Antonio in town. Nick's a vet op of the old days. Now in real estate and air conditioning. But dropped around to meet 'some of the old boys.' . . . Jack Nelson and Bill O'Donnell both enthusiastically report that, "There'll be lots of variety for all operators from Bally this fall season." . . . Best described by Ray Riehl, "United's picnic this past Saturday was a 'corker'." . . . Chi's kiddie ride ops gleefully read report that city's public schools expect a bumper crop of 306,647 kiddies to enroll this fall. . . . Bernie Reichel of El Paso pulled into town just in time to wish his pal, Phil Weinberg, a successful trip back home to Texas, via E. St. Louis and Oklahoma. . . . Ed Hall of Exhibit Supply all excited this past week over the way those, who have already seen Exhibit's new 'Star Shooting Gallery,' enthusiastically placed orders for record quantities. Ed claims, "This new gun will break all income producing records if our location test reports mean anything at all."

Jack Nelson flashing about a postcard just received from Mexico wherein Abe Witsen of Scott-Crosse, Philly, writes, "Wish you were here." Laconically comments Jack, "Sure wish I was." . . . Ed Levin of ChiCoin glad to be back home. Even with all the heat and humidity. Ed just returned from a trip to New Orleans and Nashville and other spots along the good, old, hot and humid Mississippi. . . . Gil Kitt back on the job and one of the busiest men about town stirring up plenty of action. . . . Noting Nate Gottlieb's eyes were half closed, visitors questioned 'why?' Related Nate, "Had to get up six in the dawn to get our two little girls all dressed to meet the train bringing our Shelley back home from camp." And so back to bed. . . . Paul Vaughan of the D. Huss Cline Co. reports he sure is happy to see so nice a pickup in kiddie ride business in North Carolina. . . . Art Garvey reported busier than ever at Bally Service Schools in the northeast. . . . "Pete" Pieters of Kalamazoo reports his 'Moon Ride' route clicking so grandly that he and Joe Auton placing 'Moon Rides' all over Michigan. . . . Sam Lewis of Genco mucho too busy during the daytime to enjoy his cabana at the Edgewater Beach has now become a moon-light swim fan. Sam enjoys the pool during the evening hours. . . . Alvin Gottlieb very thrilled over what he calls 'the Burma Road' (Kostner Avenue) now becoming a smooth expressway. . . . Bally roadman, Ralph Nicholson, on his way to Harold Lieberman's Omaha opening.

**HAPPY BIRTHDAY THIS WEEK TO:** Wm. C. Muller, Plant City, Fla. . . . Joe Weinberger, Louisville, Ky. . . . Chas. H. Williams, Jackson, Tenn. . . . Eliot Berkwit, New York City. . . . Ed Heath, Macon, Ga. . . . Ted Bush, Miami, Fla. . . . Joe Noto, San Francisco, Calif. . . . Leo Kelly, Chicago. . . . Joe Young, New York City. . . . Maurice De'Olive, Brenham, Tex. . . . Johnny Casola, Chicago. . . . John Ostrander, Baltimore, Md. . . . Earl P. Gore, New Orleans, La. . . . P. A. Thurkette, Toledo, O. . . . E. C. Bybee, San Antonio, Tex. . . . John Miner, Paterson, N.J. . . . Al Engeln, Nashville, Tenn. . . . George L. New, Hobbs, N.M. . . . Bovio Belletini, Colgate, Okla. . . . and Marie Louise Pierce of Brodhead, Wisc.

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## ASK ANY OPERATOR OF THE KEENEY DELUXE ELECTRIC CIGARETTE VENDOR



- ★ Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
  - ★ 9 Double columns dispense alternately at bottom. Always fresh cigarettes. Holds 432 packs.
  - ★ Dispenses regular or King size packs. Instantaneous price adjustments on each column
- THE PACK YOU SEE—IS THE PACK YOU GET!**  
Swing-up front top for easy loading. 3-way match vending.

**J. H. KEENEY & COMPANY, INC.**  
2600 WEST 50th STREET, CHICAGO 32, ILL.

# ARCADE EQUIPMENT

## NEW

- UNITED DELUXE JUNGLE GUN
- GENCO RIFLE GALLERY
- GENCO 2 PL. BASKET BALL
- AUTO-PHOTO
- PITCHING PRACTICE
- MIGHTY MIKE
- AIR FOOTBALL
- AIR HOCKEY
- SET SHOT BASKETBALL
- RITWAY 3-D THEATRE
- CHI. 6 PL. HOME RUN
- EXH. SHOOTING GALLERY

## "EMPIRE" RECONDITIONED

Photomatic, Late	\$650.00	Exh. Foot Ease, Late	\$129.50
Voice-o-Graph	525.00	Goalee	119.50
Midget Movies	295.00	Wms. Star Series	109.50
Genco Night Fighter	275.00	Chi. Pistol	99.50
Genco Sky Gunner	250.00	Life League	99.50
Ev. Bat-a-Score	250.00	Exh. Dale Gun	94.50
Ch. Basketball Champ	250.00	Batting Practice	89.50
Photomatic, Pre-War	250.00	Mer. 13-Way Ath. Scale	89.50
Muto. Drivemobile	195.00	Scientific Baseball	79.50
Shoot the Bear	195.00	Flash Hockey	75.00
Exh. Jet Gun	195.00	Wms. Quarterback	75.00
Muto. Flying Saucer	159.00	Exh. Hi-Ball	75.00
Undersea Raider	150.00	Heavy Hitter & Std.	69.50

TERMS: 1/2 Deposit. Balance C.O.D. or S.D.

# Empire Coin MACHINE EXCHANGE

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# THRU THE COIN CHUTE

## TENN. TOPICS AND IND. INCIDENTS

J. W. Biggers, Clarksville, returned from his trip to Coney Island, N. Y., and plans to make this trip for many years to come. . . . Albert Smith, 40, coin machine dealer and operator of Playland Arcade, Chattanooga, shot and killed on August 20. . . . S. L. Stiebel and Co., Evansville, Ind., very busy with the big showing of the Seeburg HF-100R phonograph. Turnout was huge and some operators even brought their location owners down to see the machine. Fred Baker, manager, was so tired he took off for a vacation as soon as the show was over, leaving the sales and service in the capable hands of Paul Wilson and Ray Dixon. . . . Got to talking old times with Charles (Pop) Ewing, Automatic Amusement. Pop is the dean of the coin machine industry in these parts. Gus Grossman come in from his Kentucky route with plenty of orders, and Pop says that business for the hot months has been tops.

## CHICAGO CHATTER (Cont.)

Here's why The Cash Box Classified Ad section is acclaimed as, "The Market Place Of The Coin Machines Industry." First six months of '54 The Cash Box published over 2,500 classified ads. Over 150,000 words. The Cash Box publishes more classified ads each week than all other magazines combined publish in a month. It's the market place for the industry—internationally. . . . Some very grand suggestions from members of The Cash Box' "20 Year Club" will appear in later issues. These are the experiences of men who have been engaged in this business for 20 years and longer. . . . Kurt Kluever so busy over at Rock-Ola, with both J. Raymond Bacon and King Ray out of town, that he's talking to visitors while handling a phone conversation at the same time. You get this way," Kurt comments, "when business booms like it's booming here since showing our new phonograph." . . . Paul Huebsch of Keeney promises a new cigarette machine, which he'll show for the first time at the NAMA convention in Washington, "That'll knock 'em off their pins."

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**FOR SALE**

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**CLASSIFIED AD RATE 10 CENTS PER WORD**

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

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

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

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26 WEST 47th STREET, NEW YORK 36, N. Y.

**CLASSIFIED ADVERTISING SECTION**

**WANT**

WANT—We want a wholesale outlet for our used United Bowlers. Inquiries welcomed. Special consideration to exporters. Write. SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, NEW YORK.

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

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

WANT—Bright Spots, United Showboat, United Circus, late Gottlieb 5 Ball free play games, Seeburg Model B & C's 45's. State quantity, price, and condition in first letter. NOBRO NOVELTY CO., 538 BRYANT ST., SAN FRANCISCO 7, CALIF.

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

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

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

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

WANT—For Export. Quantities of the following models: Seeburg M100A; Wurlitzer 1100 and 1250. Telephone collect. DAVIS DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N. Y. Tel.: SYRACUSE 75-5194.

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

WANT—For resale. United & Chicago Coin Bowling Games; Bally Bingo Games; Mills Panorama Peek Shows; Kiddie Rides. State condition and best price in the first letter. STANLEY DISTRIBUTING CO., 1523 BROADWAY, TACOMA, WASH. Tel.: BRoadway 3663.

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

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

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

WANT—Show Boats, Circus, Rodeo and Bright Spots. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: MARKET 1-3967.

WANT—Tubes: 2051; 2050; 70L7; 2A4; 2A3; 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay \$40 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—Beach Clubs—will pay \$285. PENNSYLVANIA VENDING COMPANY, 1822 CARSON STREET, PITTSBURGH 3, PA.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Bromos, fortunes, Pocket Books, cigarettes 25 2c each, aspirin at 5c each, single band-aids, newspapers. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.



## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog. MIKE MUNVES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-8628.

**FOR SALE**—Bowlers—Advance \$365; Gold Cup \$300; Triple Score \$280; Crown \$230; Double Score \$220; 10th Frame Special Double In 5th \$185; Name Bowler \$165; Super Match \$145; 10th Frame \$140; Match \$125; Chicago Coin Deluxe Drum Scoring \$100. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: SUPERior 1-4600.

**FOR SALE**—Spot-Lites \$75. TOLEDO COIN MACHINE EXCHANGE CO., 814-816 SUMMIT STREET, TOLEDO, OHIO. Tel.: ADams 8624.

**FOR SALE**—For nothing—information as to how we established 10 cent play on juke boxes on our route and what effect it has had on our revenues. HENRY C. KNOBLAUCH & SONS, 51 WARREN ST., GLENS FALLS, N. Y.

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

**FOR SALE**—Bally Surf Clubs \$445; Ice Frolics \$375; (used a few days) Palm Springs \$395; Palm Beach \$165; United Mexicos \$465; Rodeos \$185; Cabanas \$169.50; Williams Army & Navy \$95; Wild West Gun, in perfect shape, \$99.50; Chicago Coin Super Jet Kiddie Ride, used very little, \$250. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel.: CANal 8318.

**FOR SALE**—Beanty \$295; Chinatown \$85; Control Towers \$35; Double Action \$25; Disk Jockey \$85; Fighting Irish \$35; Frolics \$230; Hayburner \$60; Yacht Club \$265. REEL DISTRIBUTING CO., 4910 NATURAL BRIDGE AVENUE, ST. LOUIS 15, MO.

**FOR SALE**—Close Out! All Games with Formica and Large Pins. No reasonable offer refused. United Twin, United 4 Player, United 5 Player, United 6 Player, United 6 Player DeLuxe, United Super. Make your own offer on individual games. AMERICAN VENDING COMPANY, 2684 CONEY ISLAND AVE., BROOKLYN 35, NEW YORK. Tel.: DEwey 2-9602.

**FOR SALE**—Parts and supplies for Jukes, Shuffle, Pin and Telequiz Games. Special! Metal Tool Box of Assorted Hardware. Over 6 lbs. of Nuts, Bolts, Screws, Brackets, Switches, Springs, etc. \$10 value for \$2.49. CHAMPION DISTRIBUTING CO., 3743 W. GRAND, CHICAGO, ILL.

**FOR SALE**—We have a large stock of reconditioned Five Balls. One Balls, Bingo and Phonos. Write for list. WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: MONTana 5000-1-2.

**FOR SALE**—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEst 3-3224.

**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 for United, Keeney, Bally. TARAN DISTRIBUTING, INC., 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

**FOR SALE**—Make Offer. Universal Stands (new) Original Crates. 60 Single Weighted, Revolv-A-Rounds Safes 1 Single, 7 Double complete with lock bar and keys. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS 3, MO. Tel.: OLive 2-2800.

**FOR SALE**—Genco Shuffle Pool, like new \$325; Genco Basketball, like new, write; Chi-Coin Crown Bowler, Triple \$300; ChiCoin 10th Frame Special, Triple \$200; United Olympic S.A. \$285; United Cascade, Triple \$235; Keeney 6 Player \$95. UNIVERSITY COIN MACHINE EXCHANGE, 858 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: UNIVERSITY 6900.

**FOR SALE**—Reconditioned, like new! Seeburg Coon Hunt, write; Bally Victory Bowlers \$440; Surf Clubs \$535; Bright Lights \$50; Our Secretary, write. DONAN DISTRIBUTING COMPANY, 5007 N. KEDZIE AVE., CHICAGO 25, ILL. Tel.: JUNiper 8-5211.

**FOR SALE**—Bright Lights, A-1 condition, \$65; AMI Model C \$295; Wurlitzer 1100 \$195; Wurlitzer 1015 \$95; 1428 Magic Glo \$195; 3020 Wall Boxes \$18.50; Seeburg W1-L56 \$4. H & H MUSIC, 1626 3rd AVE., MOLINE, ILLINOIS.

## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Make us an offer on the following Shuffle Alleys: 1 Star; 1-10th Frame Star; 1 Super; 1 Five Player; 1 Clover; 1-9' Gold Cup; 2 Bowl-A-Ball and 1 Genco Shuffle Pool. T & L DISTRIBUTING CO., 1663 CENTRAL PKWY., CINCINNATI 14, OHIO. Tel.: MAIn 8751.

**FOR SALE**—Three (3) Ristaurat 45 rpm Record Players. Counter Models. Original cost \$375 each. Used three months. Will sell \$100 each. F.O.B. Houston, Texas. Details. WHITE SALES, 5206 SOUTHLEA, HOUSTON, TEXAS.

**FOR SALE**—Reconditioned phonos—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y. or 221 FRELINGHUYSEN AVE., NEWARK, N. J.

**FOR SALE**—Shooting Gallery, write; Team Bowler \$445; Ace Bowler, new \$545; Havana \$419.50; Mexico \$469.50. WESTERN DISTRIBUTORS, 1226 SOUTHWEST 16th AVE., PORTLAND 5, OREGON.

**FOR SALE**—Wurlitzer 1080's \$75; 1015's \$85; AMI-D40 \$350; Seeburg 46 \$35; 47 \$45; 48ML \$135; Rock-Ola 1428 \$135; 1422 \$45; Seeburg 3W5-L56 Wall Boxes \$16.50. CENTURY DISTRIBUTORS, INC., 1221-23 MAIN ST., BUFFALO 9, N. Y.

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

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

**FOR SALE**—A.B.C. \$20; Knockout \$15; Just '21' \$10; Bright Lights \$100; Spot-Lite \$110. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 750.

**FOR SALE**—30 Pop-Sez Popcorn Vendors, 3 Hawkeyes, reconditioned \$59.50 each; 25 Mercury Athletic Scales, connter models \$22.50 each. One-half deposit with order. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT AVENUE, CLEVELAND, OHIO. Tel.: TOWER 1-6715.

## MISCELLANEOUS

**NOTICE**—Are you having trouble keeping Plexiglass clean on your juke boxes? Our Mecite does the job—16 oz. bottle \$.85. For distributor price and territory, contact MECCA SERVICE CO., 716 N. 19th ST., EAST ST. LOUIS, ILLINOIS.

**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**—Juke Box Operators—Trade your used juke boxes for cigarette machines. We will sell or trade all types cigarette machines (thoroughly reconditioned), Rowe milk vendors, Cold Snac and Vendo ice cream machines. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVE., SHREVEPORT, LOUISIANA.

**NOTICE**—These 3 telephone numbers are important to you: The Cash Box, New York City, JUDson 6-2640; The Cash Box, Chicago, Ill., DEArborn 2-0045; The Cash Box, Los Angeles, Calif., WEBster 1-1121.

**NOTICE**—We are exclsive distributors for Cole drink machines and Rock-Ola phonographs for Metropolitan New York and New Jersey. Finest trade-ins available, both products. Advise us your needs. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: BIGelow 8-3524) and 594 TENTH AVE., NEW YORK, N. Y. (Tel.: BRyant 9-4684).

### Notice!

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"

### Your Deposit Is GUARANTEED

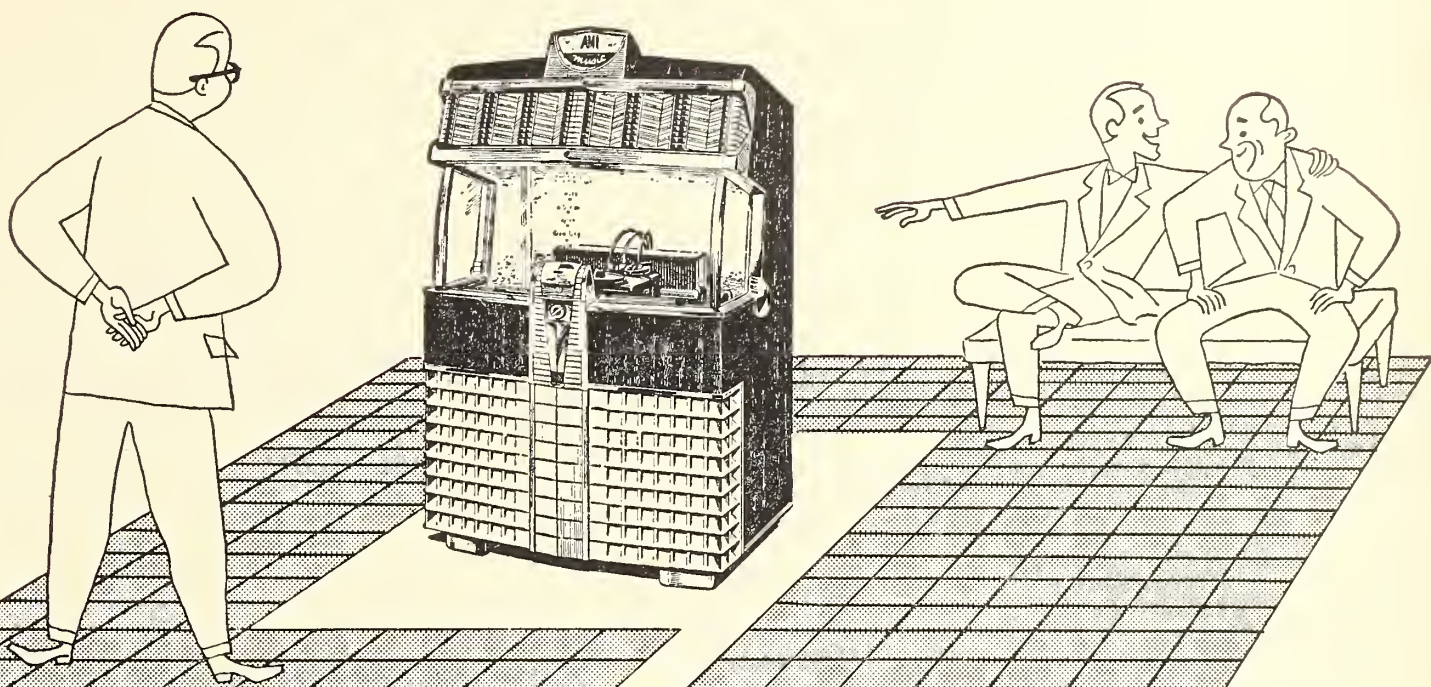
AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The 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.



# it's a "54"



When they look at the "E", they all exclaim:  
 "It's a '54!" Maybe they don't say: "Its name is  
 'E', A M I makes it, it has 120 selections,  
 one-button play, eye level pro-  
 gram, multi-view attractiveness,  
 etc., etc.,—" that's language  
 for admen and  
 salesmen!

But John Q. Public takes in  
 its appeal at a glance and  
 exclaims: "It's a '54!" He  
 recognizes immediately that it's the  
 newest and latest in its field, an EXTRA  
 SPECIAL juke box worthy of his  
 personal and financial approval.

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

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

THIS WEEK'S USED MACHINE QUOTATIONS

16th Year of Publication
778th Consecutive Week's Issue

How To Use "The Confidential Price Lists"

[Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK"]
FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted.

EXPLANATION

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

WURLITZER

Table listing Wurlitzer machines with columns for model number, description, and prices. Includes models like 780M, 780E, 800, 700, 750M, 750E, 850, 950, 1015, 1080, 1080A, 1017, 1100, 1250, 1400, 1400, 1500, 2140, 3020, 3048, 3031, 3045, 4820, 219.



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

Table listing pinball games with columns for model number, description, and prices. Includes games like ABC, Across the Board, Ali Baba, Alice, All Star Basketball, Aquacade, Arabian Knights, Arcade, Arizona, Army-Navy, Atlantic City, Baby Face, Banjo, Bank-A-Ball, Barnacle Bill, Basketball, Beach Club, Beauty, Be Bop, Bermuda, Big Hit, Big Top, Black Gold, Blne Skies, Bolero, Bomber, Bone Head, Boston, Bowling Champ, Bowl League, Bright Lights, Bright Spot, Broadway, Buffalo Bill, Buccaneer, Build Up, Buttons & Bows, Cabana, Camel Caravan, Campus, Canasta, Caravan, Carnival, Carolina, Caribbean, Champion, Champion, Chinatown, Cinderella, Circus, Circus, Citation, C.O.D., College Daze, Coney Island, Contact, Control Tower, Coronation, County Fair, Crazy Ball, Crossroads, Cyclone, Daisy May, Dallas, Dealer, De Icer, Dew Wa Ditty, Domino, Double Action, Dbl. Feature, Dbl. Shuffle, Disk Jockey, Dragonette, Dreamy, Dude Ranch, Eight Ball, El Paso, Fairway, Fighting Irish, Five Star, Floating Power, Flying High, Flying Saucers, Football, Four Corners, Four Horsemen, "400" Upright, Four Stars, Freshie, Frolics, Futurity, Georgia, Gin Rummy, Gizmo, Glamour, Glider, Globe Trotter, Golden Nugget, Gondola, Grand Award, Grand Champion, Grand Slam, Grand Stand, Green Pastures, Gun Club.



LISTED ALPHABETICALLY

AMI

Table listing AMI models: Model A, Model B, Model C, Model D-40, Model D-80, WM Wall Box.

EVANS

Table listing Evans models: Mills Constellation, Constellation, Jubilee, Century.

ROCK-OLA

Table listing Rock-Ola models: 1422, 1424, 1426, 1428, 1432, 1434, 1436A, 1501, 1502, 1503, 1504, 1510, 1525, 1526, 1530, 1805.

SEEBURG

Table listing Seeburg models: Hi-Tone, 146S, 146M, 147S, 147M, 148S, 148M, 148ML, M100A, M100B, M100BL, M100C, W1-L56, 3W2, W4L-56, 3W5-L56, W6L-56, 3W7-L-56, Tear Drop Speaker.







STARTS A REAL

# BOOM

IN COLLECTIONS



Maybe it's the smart styling that sparks its splendid earning power! Maybe it's the 104 selections! No question but that it's fabulous high fidelity sound system and that eye-arresting Carousel Record Changer contribute their part. The point is—wherever a Wurlitzer 1700HF Phonograph goes in—collections go up.

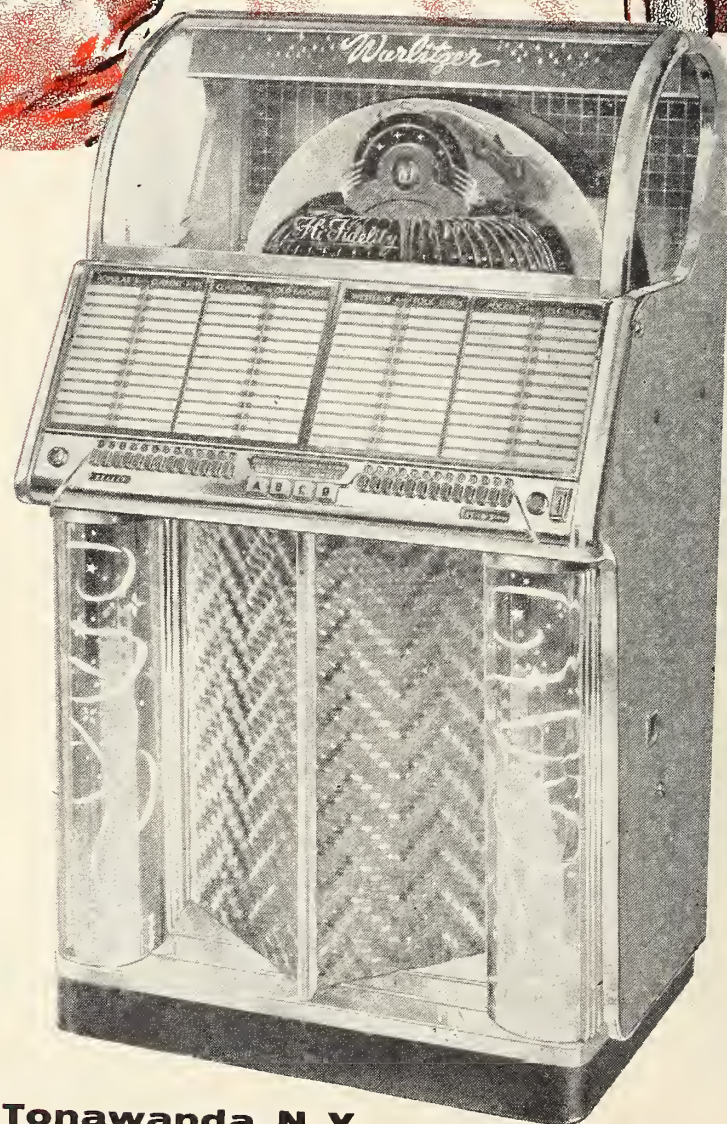
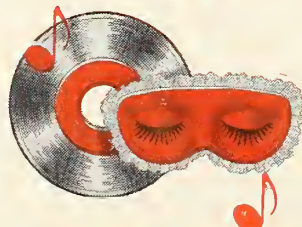
We've got success stories galore to prove it. Why not prove it yourself on your own route. You'll be pleasantly and profitably rewarded.

**SEE IT • HEAR IT • BUY IT • AT YOUR  
WURLITZER DISTRIBUTOR**

**THE FABULOUS, HIGH FIDELITY**

*Wurlitzer* **1700HF**

**TAKES THE MASK OFF  
THE MUSIC**



**The Rudolph Wurlitzer Company, North Tonawanda, N. Y.**  
Established 1856

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



# UNITED'S DeLuxe JUNGLE GUN

FOR LONG RUN, LOW-COST, LONG PROFIT OPERATION



COMPACT ONE PIECE  
SHOOTING GALLERY  
FITS ALL LOCATIONS

20 TARGETS

20 SHOTS

10—20—30—40—50  
PROGRESSIVE SCORING ON  
EACH 5 SHOTS

20 HITS SCORE 600  
AUTOMATICALLY PROJECTING

5 BULLS EYES and  
5 EXTRA SHOTS

WITH A VALUE OF 50 POINTS EACH  
TOP SCORE 850

EQUIPPED WITH  
**MATCH-A-SCORE**  
Feature

NUMBER-STAR-CLOVER  
Convertible-Optional  
Free play

UNITED'S  
**BANNER**  
and  
**SPEEDY**

Shuffle-Alleys  
offer the  
FINEST  
in  
Coin-Operated  
BOWLING  
GAMES



TWO  
SIZES

8 FT. BY 2 FT.  
9 FT. BY 2 FT.

ALSO  
AVAILABLE  
WITH  
MATCH  
A  
SCORE  
OMITTED

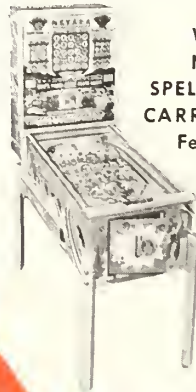
SIMPLE  
TROUBLE-FREE  
UNITED  
MECHANISM

See Your  
Distributor Now!

UNITED'S  
**NEVADA**

Fast Action In-Line Game

With  
NEW  
SPELL-NAME  
CARRY-OVER  
Feature



STANDARD PINBALL  
CABINET SIZE



**UNITED MANUFACTURING COMPANY**

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

NOW...ever popular **BOWLING SKILL**

AIM CONTROL

plus old favorite **SKEE-BALL SKILL**

SPEED CONTROL

# Bally JET-BOWLER

WITH TRIPLE-MATCH FEATURE AND  
**SKILL-SHOT SPEED-O-METER**

STRIKE and SPARE scores controlled by player's SKILL

NOW...ever-popular BOWLING PLAY-APPEAL is combined with the old favorite SKEE-BALL PLAY-APPEAL in the greatest shuffle money-maker ever built. Thanks to new Skill-Shot Speed-O-Meter, SPEED-CONTROL SKILL of skee-ball is combined with AIM-CONTROL SKILL of bowling to produce a bowler that really keeps players coming back day after day, month after month. Get in on the big new bowler boom now... get JET-BOWLER and ROCKET-BOWLER!

MODEL JET-325: 10¢ A PLAY—3 PLAYS 25¢    MODEL JET-110: 10¢ A PLAY



## ROCKET BOWLER

All the play-appeal and favorite features of JET-BOWLER... but without Triple-Match.

MODEL ROCKET-325  
10¢ A PLAY  
3 PLAYS 25¢

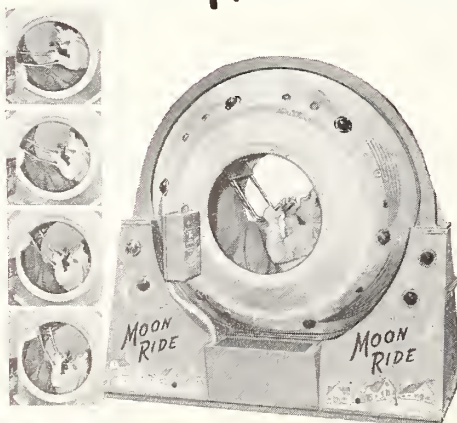
MODEL ROCKET-110  
10¢ A PLAY

POPULAR SIZE  
8 ft. by 2 ft.

## FAVORITE FEATURES

Light-up scores. Club-styled cabinet. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Hinged playfield, pin-hood and doors. Quiet operation. Sturdy, trouble-free mechanism.

## Bally MOON-RIDE FASTEST MONEY-MAKER EVER BUILT IN KIDDY-RIDE CLASS



### FLASHY EYE-APPEAL

Silver saucer, blue base  
Flashing lights, streamers and  
cones, white by cockpit  
windows

### SPACE-GUN SOUND EFFECTS

POSITIVELY SAFE  
ADJUSTABLE RIDE TIME

### ALL-METAL CONSTRUCTION

NATIONAL COIN MECHANISM

35 IN. BY 62 IN. 12 IN. HIGH  
RETRACTABLE CASTERS

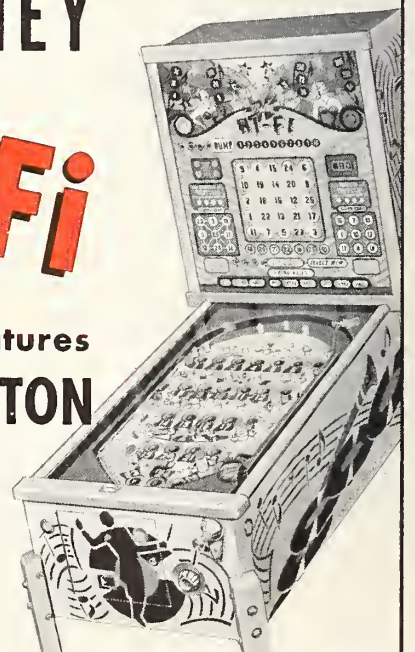
## EARN MORE MONEY

WITH

# Bally Hi-Fi

## Famous IN-LINE SCORING Features Plus Exciting BUMP-BUTTON

Famous IN-LINE Score Features plus exciting BUMP-FEATURE that allows player to bump or jiggle game without lighting "tilt" result in biggest earnings reported since days of BEACH CLUB. And Hi-Fi is actually beating BEACH CLUB records in many spots. Get your share... get Hi-Fi today!



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