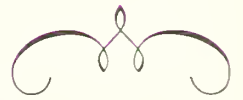


THE CASH BOX

VOLUME XVI

OCTOBER 9, 1954

NUMBER 3



Joni James
throws a bouquet
to all the ops, deejays
and record dealers
who are helping to make
a hit of her newest
MGM record.
"Mama, Don't Cry
At My Wedding."
This is the latest
in a long series of
best sellers which Joni
has enjoyed since she
first appeared on the record
scene two years ago.
Pictured above in the
wedding dress originally
worn by Elizabeth Taylor,
Joni has an active schedule
to look forward to in the
next several months,
including nightclub dates,
a TV show and a
picture for MGM.



COUNT YOUR BLESSINGS

INSTEAD OF SHEEP

Irving Berlin's latest from the forthcoming film
WHITE CHRISTMAS

A
GREAT NEW
EDDIE
FISHER
RECORD...



"FANNY"

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

20/47-5871

Recorded in "New Orthophonic" High Fidelity Sound





FOUNDED BY BILL GERSH

The Cash Box

October 9, 1954

Volume XVI

Number 3

(Music Editorial)

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ADVERTISING RATES on request. All advertising rates Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

SUBSCRIPTION RATES \$15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at \$8 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request.

THE CASH BOX covers the coin operated machines industry, and all allied to this industry throughout the United States and all over the world. The Cash Box is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to—automatic coin operated music equipment: automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others identified with, or allied to, the music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the vending, music and amusement fields are covered by The Cash Box. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered.

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The Cash Box

"SURE SHOTS"

It's very funny the way things develop.

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

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

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

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

Today *The Cash Box* is used just as heavily

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

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

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

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

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

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

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

M-G-M's Kickoff of HITS!



JONI JAMES sings
MAMA, DON'T CRY AT MY WEDDING

PA PA PA
 MGM 11802 78 rpm
 K 11802 45 rpm

Orchestra Conducted by David Terry with the Ray Charles Singers

BILLY ECKSTINE sings

YOU LEAVE ME BREATHLESS
 and **OLAY, OLAY** (the Bullfighter's Song)

M-G-M 11803 78 rpm K 11803 45 rpm

DICK HYMAN TRIO

CECILIA EAST OF THE SUN
 MCM 11811 78 rpm
 K 11811 45 rpm

JERRY (FISH HORN) JEROME

HONEY IN A LITTLE SPANISH TOWN
 MCM 11835 78 rpm
 K 11835 45 rpm

Recorded from sound track of MCM film "BETRAYED"

DIANA COUPLAND

JOHNNY COMES HOME JOHNNY COMES HOME
 MCM 30859 78 rpm
 K 30859 45 rpm

The "Joey" girl with another smash hit!

BETTY MADIGAN sings

THAT WAS MY HEART YOU HEARD and **ALWAYS YOU**

MGM 11812 78 rpm K 11812 45 rpm

BILLY FIELDS

THRILLED DON'T LAUGH AT ME
 MCM 11819 78 rpm
 K 11819 45 rpm

MITZI MASON

I DON'T WANT YOUR PITY DON'T DROP IT
 MCM 11823 78 rpm
 K 11823 45 rpm

TOMMY MARA

CHAMPAGNE LONELY AGAIN
 (With My Compliments)
 MCM 11825 78 rpm
 K 11825 45 rpm

THE WRIGHT BROS.

IF I GIVE MY HEART TO YOU LONESOME
 MCM 11776 K 11776

RUSH ADAMS

LOVE CAN MAKE AN EARTH-QUAKE IT WAS SO BEAUTIFUL (And You Were Mine)
 MCM 11834 78 rpm
 K 11834 45 rpm

INTRODUCING

DAVE DENNEY CRY, STOP, YOU'RE FOOL, BREAKING CRY MY HEART
 MCM 11831 78 rpm
 K 11831 45 rpm

BOB STEWART

IT'S A WOMAN'S WORLD

(Theme Song From 20th Century Fox Film)

and **WONDERFUL TO KNOW**
 MGM 11846 78 rpm K 11846 45 rpm

LEROY HOLMES and his Orchestra

Infectious Theme From The Warner Bros. Film

THE HIGH AND THE MIGHTY (Whistling by Fred Lowery)

MGM 11761 78 rpm K 11761 45 rpm

"Rear Window" Theme

LISA

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

MAKE FRIENDS WITH RECORDS

THE NATION'S

TOP TEN

PLUS THE NEXT 25

JUKE BOX TUNES

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

THE CASH BOX

| | | | | |
|---------------|-------------|------------------|--------------------------|---------------|
| AB—Abbott | CD—Cadence | CODE | MO—Modern | RM—Rama |
| AL—Aladdin | CH—Chess | JD—Jay Dee | NG—Norgan | 5A—Savoy |
| AM—Ambassador | CK—Checker | JU—Jubilee | PA—Parrot | 5P—Specialty |
| AP—Apollo | CO—Columbia | KI—King | PE—Peacock | SW—Swingtime |
| AT—Atlantic | CR—Coral | LO—London | PO—Potter | TF—Tiffany |
| BE—Bell | CT—Cat | MA—Mars | PR—Prestige | TI—Tico |
| BR—Brunswick | DA—Dana | FI—Fiesta | RA—Rainbow | TR—Trend |
| BT—Bethlehem | DE—Decca | 4 Star—Four Star | RE—Regent | UN—United |
| CA—Capitol | DO—Dot | GR—Groove | RH—Recorded in Hollywood | VA—Valley |
| | DU—Duke | IM—Imperial | | VI—RCA Victor |

1 HEY THERE
ROSEMARY CLOONEY
 CO-40266 (4-40266)—Rosemary Clooney EP-9049 (5-9049)—Dolores Hawkins
 CO-40224 (4-40224)—Johnnie Ray VI-20-5867 (47-5867)—Homer & Jethro
 DE-29199 (9-29199)—Sammy Davis Jr.

2 SH-BOOM
CREW-CUTS — CHORDS
 BE-1051 (45-1051)—Barry Frank & Four Bells CR-61212 (9-61212)—Billy Williams Qt.
 CA-2929 (F-2929)—Stan Froberg CT-104 (45-104)—Chords
 CO-21283 (4-21283)—Leon McAuliffe ME-70404 (7040x45)—Crew-Cuts
 VI-20-5799 (47-5799)—B. Williamson

3 THEY WERE DOIN' THE MAMBO
VAUGHN MONROE
 BE-1057 (45-1057)—T. Stewart & Song Singers ME-70401 (70401x45)—Bobby Wayne
 CR-61222 (9-61222)—Les Brown O. VI-20-5767 (47-5767)—Joe Liggins
 DE-29202 (9-29202)—Tex Williams VI-20-5867 (47-5867)—Vaughn Monroe
 VI-20-5867 (47-5867)—Homer & Jethro

4 THE HIGH AND THE MIGHTY
HOLMES — BAXTER — YOUNG
 BE-1053 (45-1053)—T. & J. Dorsey DE-29203 (9-29203)—Victor Young
 CA-2845 (F-2845)—Les Baxter ME-70426 (70426x45)—Richard Hayman
 CO-40298 (4-40298)—Harry James MG-11761 (K11761)—LeRoy Holmes
 CR-61205 (9-61205)—George Auld TI-10-229 (45-229)—Joe Loco
 CR-61211 (9-61211)—Dimitri Tiomkin VI-20-5834 (47-5834)—Leo Diamond
 CR-61232 (9-61232)—Johnny Desmond VI-20-5839 (47-5839)—Perez Prado

5 SKOKIAAN
MARTERIE—BULAWAYO BAND—FOUR LADS
 BE-1060 (45-1060)—Eight Bells ME-70432 (70432x45)—Ralph Marterie
 CA-2896 (F-2896)—Ray Anthony NG-124 (45-124)—Johnny Hodges
 CO-40306 (4-40306)—Four Lads TI-10-229 (45-229)—Joe Loco
 DE-29256 (9-29256)—Louis Armstrong VI-20-5839 (47-5839)—Perez Prado
 LO-1491 (45-1491)—Bulawayo Sweet Rhythms Band VI-20-5844 (47-5844)—Bud Isaacs
 LO-1500 (45-1500)—Ted Heath—Johnston Bros.

6 THE LITTLE SHOEMAKER
GAYLORDS — HUGO WINTERHALTER
 CA-2862 (F-2862)—Textor Singers ME-70403 (70403x45)—Gaylords
 KI-1371 (45-1371)—Petula Clark PO-1003 (45-1003)—Lawrence Duchow
 LO-1482 (45-1482)—Frank Weir VI-20-5769 (47-5769)—H. Winterhalter

7 I NEED YOU NOW
EDDIE FISHER
 BE-1054 (45-1054)—Betty Johnson VI-20-5830 (47-5830)—Eddie Fisher

8 IF I GIVE MY HEART TO YOU
DORIS DAY — DENISE LOR
 BE-1059 (45-1059)—Borry Frank JZ-768 (45-768)—Four Bars
 CA-2868 (F-2868)—Monica Lewis MG-11776 (K-11776)—Wright Bros.
 CA-2930 (F-2930)—Duke Ellington ME-70451 (70451x45)—A. Powell & D. Smith
 CO-40300 (4-40300)—Doris Day MJ-27 (45-27)—Denise Lor
 CR-61236 (9-61236)—Buddy Greco VI-20-5853 (47-5853)—Dinah Shore
 DE-29148 (9-29148)—Connce Boswell

9 THIS OLE HOUSE
ROSEMARY CLOONEY
 CA-2915 (F-2915)—Jordanaires KI-1376 (45-1376)—Herb & Kay
 CO-40266 (4-40266)—Rosemary Clooney VI-20-5739 (47-5739)—Stuart Homblen
 DE-29255 (9-29255)—Rosetto Thorpe

10 IN THE CHAPEL IN THE MOONLIGHT
KITTY KALLEN
 CA-2846 (F-2846)—Nelson Riddle DE-29130 (9-29130)—Kitty Kallen
 CA-2859 (F-2859)—Faron Young DE-29168 (9-29168)—Rex Allen
 CA-2894 (F-2894)—Four Knights JU-5154 (45-5154)—Orloles
 CO-40271 (4-40271)—Mariners VI-20-5803 (47-5803)—Ralph Flanagan
 CO-40283 (4-40283)—Belmonte O. VI-20-5798 (47-5798)—Darrell Glenn.
 CO-40303 (4-40303)—Ken Griffin

11) GOODNIGHT SWEETHEART, GOODNIGHT. 12) LITTLE THINGS MEAN A LOT. 13) SMILE. 14) HOLD MY HAND. 15) I'M A FOOL TO CARE. 16) CARA MIA. 17) HERNANDO'S HIDEAWAY. 18) SHAKE, RATTLE AND ROLL. 19) SWAY. 20) I CRIED. 21) MAMA, DON'T CRY AT MY WEDDING. 22) OOP-SHOOP. 23) THREE COINS IN THE FOUNTAIN. 24) PAPA LOVES MAMBO. 25) WHAT DREAM. 26) TOY OR TREASURE. 27) HOPELESSLY. 28) RAIN, RAIN, RAIN. 29) VENI, VIDI, VICI. 30) HONEY LOVE. 31) I UNDERSTAND JUST HOW YOU FEEL. 32) MUSKRAT RAMBLE. 33) CINNAMO SINNER. 34) FORTUNE IN DREAMS. 35) ST. LOUIS BLUES MAMBO.



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

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

- | | | |
|--------------------------------------|--|-----------------------------|
| 1. HEY THERE | Rosemary Clooney (Columbia) | |
| 2. SKOKIAAN | Ralph Marterie (Mercury) Four Lads (Columbia) Bulawayo Band (London) | |
| 3. SH-BOOM | Crewcuts (Mercury) | |
| 4. IF I GIVE MY HEART TO YOU | Doris Day (Columbia) Connee Boswell (Decca) Denise Lor (Major) | |
| 5. THE HIGH AND THE MIGHTY | Les Baxter (Capitol) Leroy Holmes (MGM) | |
| 6. I NEED YOU NOW | Eddie Fisher (RCA Victor) | |
| 7. HOLD MY HAND | Don Cornell (Coral) | |
| 8. IN THE CHAPEL IN THE MOONLIGHT | Kitty Kallen (Decca) | |
| 9. SMILE | Nat "King" Cole (Capitol) Sunny Gale (RCA Victor) | |
| 10. THE LITTLE SHOEMAKER | Gaylords (Mercury) | |
| 11) THEY WERE DOIN' THE MAMBO. | 12) THIS OLE HOUSE. | 13) |
| 14) OOP-SHOOP. | 14) CARA MIA. | 15) SHAKE, RATTLE AND ROLL. |
| 15) PAPA LOVES MAMBO. | | |

MGM's Billy Fields will be the first vocalist to appear on the new Art Gordon show, "One Week Stand," over WNEW. Show spotlights new recording talent and affords newcomers an opportunity to appear for a week on the radio station's new program. Billy will naturally plug his first MGM release, "Thrilled" and "Don't Laugh At Me." Jimmy Komack will be the guest star for the week of September 27. Jimmy is making quite a bit of noise with his "Nic-Name Song" on Coral.



JACKIE BARBER
(WSPD—Toledo, O.)

Pic of the week—Jackie Barber recently took over the WSPD-Toledo, O. all night show, "Toledo's Nite Life Gal." Jackie is causing quite a stir with her new assignment—and we can see why. . . . Pete Johnson (WKBR-Manchester, N. H.) doing very well with his "Pete Johnson Show" 1 to 4 P.M., Monday through Saturday. Pete is occupying the same time previously held by Don Tibbetts on KBR. . . . Betty Madigan's "That Was My Heart You Heard" given a rating of 98% on Murray Kaufman's show on WMCA-N. Y. This is the highest rating ever given a disk on Murray's show. . . . Joe Grady and Ed Hurst (WPEN-Philadelphia, Pa.) report one of the hottest disks on their last three weeks shows has been Jo Ann Tolley's Jubilee "I Tried Again." . . . WLS-Chicago, Ill., is augmenting its live talent programming with a new two-hour long extravaganza of mirth and melody featuring in person the popular National Barn Dance stars—Capt. Stubby and the Buccaneers, Lulu Belle and Scotty and the Beaver Valley Sweethearts. To add to the fun, other WLS favorites such as Homer and Jethro, Lola Dee or Grace Wilson will be guests on the program from time to time. . . . Don Bruchey (WWIN-Baltimore, Md.) on the air about 10 hours per week. "The Don Bruchey Show" is on 6 to 9 Monday through Saturday in addition to which Don handles the programming and jockey work from 2 to 6 on the "Nelson Baker Show" each afternoon. . . . Norman Page (WMAZ-Springfield, Mass.) just started a new show called "The Norman Page Album of Music Entitled Music For You." Norman is a late-night man using background piano music. He features not only pop but complete albums from plays and motion pictures.

Art Preston (WSPR-Springfield, Mass.) interviewed Julius LaRosa on one of his recent shows and reports the Godfrey graduate put on a great show. . . . Victor Zembruski and his Polish Eagles at the Danbury State Fair for nine days beginning October 2. Zembruski appears on WNAB-Bridgeport, Conn., on Saturday's 11:05 A.M. to 1:45 P.M. The Polish orkster-DJ is quite busy, putting in 10 hours on the air each Sunday. . . . Joe Monroe (KJOE-Shreveport, Ill.) will conduct a weekly show featuring the Cash Box top best sellers of 1953-1954. . . . Shel Horton (WVAM-WKMC-Saxton, Penna.) getting set for a big week around the beginning of November. Twill be the opening of a completely new AM station (WKMC), Roaring Springs, Penn.

JUBILEE
SPRINGS WITH 5
GREAT NEW RELEASES

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

BILLY WARD and His Dominoes
"GIMME, GIMME, GIMME"
"Come To Me Baby"
b/w
JUBILEE # 5163

THE ORIOLES
"IF YOU BELIEVE"
"Longing"
b/w
JUBILEE # 5161

VERNA LEEDS
"MY REVERIE"
"Come Back"
b/w
JUBILEE # 5159

SIL "Ping Pong" AUSTIN
"SHUFFLEBOARD"
"Sil's Loose"
b/w
JUBILEE # 5162

COMING UP . . . STRONG

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

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

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

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

RECORD REVIEWS

| | |
|-------------------------|-------------------|
| A DISK & SLEEPER | C+ GOOD |
| B+ EXCELLENT | C FAIR |
| B VERY GOOD | D MEDIOCRE |

POPPA JOHN GORDY

(RCA Victor 20-5862; 47-5862)

C+ "MUSKRAT RAMBLE" (2:25) [George Simon ASCAP—Gilbert, Ory] Poppa John Gordy lets loose on the keyboard and bounces through a great oldie that's on the revival trail. Vocal quartet handles the lyrics. Cute deck.

C+ "FORTUNE IN DREAMS" (2:30) [Starstan BMI—Stanley, Karl] Another tune that's headed up the hit ladder is fashioned by the maestro of the 88's as Bob Lamm handles the warbling.

MARINERS

(Columbia 40318; 4-40318)

B+ "JAMBO (WEST OF ZANZIBAR)" (2:25) [Leeds ASCAP—Sigara] The Mariners make their strongest showing since "I See The Moon" with a beaty, colorful interpretation of a happy novelty. Could be real big.

C+ "THEY'LL FORGET ABOUT YOU" (2:15) [Roxbury ASCAP—Feller, Frazzini] The boys sing more in the barbershop quartet vein as they deliver a filter. Ok deck.

LAWRENCE DUCHOW

(Potter 1004; 1004 x 45)

C+ "SAXAPHONE WALTZ" [For-ester ASCAP—Sisk, Mingo] Lawrence Duchow and his Red Ravens ease through a delightful waltz item with the saxaphones in the spotlight. European type waltz. Vocal by Gene Tebo.

C+ "I GET A KICK OUT OF CORN" [Robbins ASCAP—Adamsen, Hanighen] L. D. handles the vocal chores on this happy cornball ditty.

CONNIE RUSSELL

(Capitol 2933; F-2933)

B "LOVE ME" (2:31) [Quintet BMI—Leiber Stoller] A sensational piece of blues material gets a wild pop-blues treatment from Connie Russell with the Red Callender Combo. Terrific arrangement. Could click.

C+ "PAPA'S PUTTIN' THE PRESURE ON" (2:02) [United ASCAP—Curtis] A jump novelty is given a lively interpretation by the vibrant voice of the thrush.

DICK TODD

(Decca 29223; 9-29223)

B "BABY GIRL OF MINE" (2:42) [Meadowbrook ASCAP—Zero] Dick Todd sings a tender tune about his baby daughter. It's a beautiful song that'll probably pull at the heart strings of all parents. Feelingful presentation.

C+ "TINY HANDS" (2:34) [Meadowbrook ASCAP—Feinstein, Freedman, E & D Appell, Dobbs] A baby boy is the subject of this similar piece of moving material. Another warm delivery.

THE CASH BOX

DISK OF THE WEEK

"IF I WAS A BOY" (2:45) [Garland ASCAP—Shelton]
 "TEA IN CHICAGO" (3:04) [Garland ASCAP—Shelton]

EARTHA KITT

(RCA Victor 20-5882; 47-5882)



EARTHA KITT

● In about eight weeks, a musical comedy titled "Mrs. Patterson" will hit New York's Broadway. And it will star the incomparable

Eartha Kitt. RCA Victor is all set to release the original score of the stage play in long play form and from this LP come these two sides. One end, "If I Was A Boy" is a natural. Its a clever novelty fashioned in the unique "naughty" manner that made Miss Kitt the tremendous attraction she is today. Lyrics to this ditty are very imaginative, and the manner in which Eartha sends them across is real spicy. An amusing piece of material that could catch like wildfire. "Tea In Chicago" is another solo effort by the thrush from the same show. It's a sultry blues type number. Top half stands a great chance.

"HAJJI BABA" (3:08)

[Remick ASCAP—Washington, Tiomkin]

"UNBELIEVABLE" (3:01)

[E. H. Morris ASCAP—Livingston, Gordon]

NAT "KING" COLE

(Capitol 2949; F-2949)



NAT "KING" COLE

● The "King" of the wax world, Nat "King" Cole comes up with a two-sider that can become a twin-hit for the song stylist. Currently riding high with his tremendous

reading of "Smile," Nat's two new ones are as different as day and night. "Hajji Baba" is an Arabic type arrangement of an interesting love song. The song tells the story of the man Hajji Baba who was always in love. It's a new approach to a love song that has enough gimmicks and beauty to send it up the hit ladder. The instrumental assist and the effect created by the chorus is very exciting. Equally outstanding is the sparkling ballad on the coupling tagged "Unbelievable." It's set to a waltz tempo and features a fascinating wedding of melody and lyrics. It's Nat at his best. Both ends bear watching. They're loaded with potential.

THE FOUR KNIGHTS
(Capitol 2938; F-2938)

B+ "SAW YOUR EYES" (1:44) [Sheraton ASCAP—Troup, Alexander] The Four Knights come up with another good piece of rhythmic material for their latest disk. A potent shuffle deck that could catch fast. Solid styling.

C+ "I DON'T WANNA SEE YOU CRYIN'" (2:00) [Mayfair ASCAP—Stock, West] Nelson Riddle again assists the quartet as it offers a pretty, slow ballad with a pleasing melody. Number jumps up at the point. Mills Bros. sound.

THE LEE BROTHERS
(Pic 0009; 45-0009)

C+ "GOODNIGHT SWEETHEART" (2:20) [Arc Music—Carter, Hudson] A current pop and blues click is given an up-tempo reading by the Lee Brothers in a fashion that oughta sell well in the fields. Lively.

C+ "NOTHING'S TOO GOOD FOR MY BABY" (2:44) [Sansone Music—Kay, Patrick, Eddy] Don Cosentino assists with an instrumental backing to the boys' different treatment of a catchy item. Good sound.

JIMMY SAUNDERS—LENNY HERMAN QUINT.
(Jay-Dee 890; 890-45)

B "DADDY'S LITTLE GIRL" (2:30) [Beacon BMI—Burke, Gellach] With the Phil Ellis Choir in the backdrop, Jimmy Saunders handles an emotional and tender reading of one of the all time classics in song about children.

C+ "PERCY, THE PALE-FACE POLAR BEAR" (2:30) [Beacon BMI—Graves] The Lenny Herman Quintet offers a catchy vocal on a cute kiddie tune. Good for the children's market.

JACKIE MILES
(Coral 61249; 9-61249)

C+ "I'M A ROLLIN'" (3:22) [Worship ASCAP—Miles, Skylar] Come and song are wonderfully handled by Jackie Miles to the popular Gene Autry tune "I'm A Rollin'". A humero deck good for home use.

C+ "HONEY-SUCKLE ROSE" (1:55) [Joy ASCAP—Waller, Raza Dick Jacobs again assists the comedian as he pleasantly offers a great Gene Waller oldie. No comedy on this end.

ART WANER ORCH.
(MGM 11824; K-11824)

B+ "WHILE A CIGARETTE WAS BURNING" (2:38) [Bourne ASCAP—C. & N. Kenny] A beautiful oldie is tenderly fashioned by the pianistics of Art Waner assisted by his Latin Quarter orch. Great job though hit.

B+ "THEY DIDN'T BELIEVE ME" (2:35) [T. B. Harms ASCAP—Kern, Reynolds] Another wonderful standard is given a mellow going over by the master of the 88's. Band really has a great sound. This too has a great chance of reaching the hit class.

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.

- ★ "THEY DIDN'T BELIEVE ME" Art Waner MGM 11824; K-11824
- ★ "JAMBO (WEST OF ZANZIBAR)" Mariners Columbia 40318; 4-40318
- ★ "SAW YOUR EYES" Four Knights Capitol 2938; F-2938
- ★ "GIMME, GIMME, GIMME" Billy Ward & Dominoes Jubilee 5163; 45-5163

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White Christmas

A Paramount Picture in **VISTAVISION** and color by Technicolor starring

BING CROSBY * DANNY KAYE

ROSEMARY CLOONEY * VERA-ELLEN

FROM THE PICTURE

OTHERS



DANNY KAYE

DECCA

"THE BEST THINGS HAPPEN WHILE YOU'RE DANCING"



ROSEMARY CLOONEY

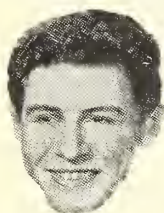
COLUMBIA

"LOVE, YOU DIDN'T DO RIGHT BY ME"
"SISTERS"

EDDIE FISHER

VICTOR

"COUNT YOUR BLESSINGS INSTEAD OF SHEEP"



CHRIS DANE

CADENCE

"LOVE, YOU DIDN'T DO RIGHT BY ME"
"MANDY"

ARTHUR GODFREY

COLUMBIA

"COUNT YOUR BLESSINGS INSTEAD OF SHEEP"



ALBUMS



TONY ALAMO

MAJAR

"LOVE, YOU DIDN'T DO RIGHT BY ME"

GORDON McRAE

CAPITOL

"COUNT YOUR BLESSINGS INSTEAD OF SHEEP"



PEGGY LEE

DECCA

"LOVE, YOU DIDN'T DO RIGHT BY ME"
"SISTERS"

FREDDY MARTIN

VICTOR

"THE BEST THINGS HAPPEN WHILE YOU'RE DANCING"



BLUE BARRON

M-G-M

"THE BEST THINGS HAPPEN WHILE YOU'RE DANCING"



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RECORD REVIEWS

| | |
|------------------|------------|
| ⓐ DISK & SLEEPER | ⓐ GOOD |
| ⓑ EXCELLENT | ⓑ FAIR |
| ⓓ VERY GOOD | ⓓ MEDIOCRE |

JEAN WETZEL

(Columbia 40343; 4-40343)

B "THE TOUCH" [Duchess BMI—Wiener] The major theme from the Italian flicker "Touchez Pas Au Grisbi" is put on wax in its original soundtrack form. Jean Wetzel's harmonica presents this exciting, sultry theme. Beautiful job.

C "GRISBI BLUES" [Duchess BMI—Lanjean, Wiener] A piece of blues music from the same track is given an imaginative delivery by the harmonica virtuoso. Not too commercial.

RONALD CHESNEY

(RCA Victor 20-5875; 47-5875)

B "THE BANDIT" (2:20) [Peter Maurice ASCAP—Nascimento] Harmonica stylist Ronald Chesney gets a lush backing from the Frank Cordell orchestra as he fashions an exciting, beaty tune that's showing signs of hitting. Many recordings of this.

C+ "CHICK-EE CHOCK-EE" (2:18) [Mellin BMI—Skylar, Arias] A light and catchy novelty is colorfully fashioned by the instrumentalist. Catchy.

DANNY KAYE

(Decca 29290; 9-29290)

C+ "CHOREOGRAPHY" (2:40) [Berlin ASCAP—Berlin] One of the production numbers from the big "White Christmas" flicker is presented by one of its stars Danny Kaye. Ok lively number with a jump beat.

C+ "THE BEST THINGS HAPPEN WHILE YOU'RE DANCING" (2:31) [Berlin ASCAP—Berlin] With the Skylarks again, Danny offers a light lilter from the same movie. Pleasing romantic novelty.

DAVID LAMA

(Seeco 7484; 45-7484)

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

C+ "HÓY TE AME" [—Corona, Diez] The Latin songster fashions a pretty melody on this deck. Soft, subdued tempo is inviting.

BILLY WARD & DOMINOES

(Jubilee 5163; 45-5163)

B+ "GIMMIE GIMMIE GIMMIE" (2:23) [Ward - Marks BMI—Ward] Billy Ward and his Dominoes debut on the Jubilee label with a tremendous piece of pop novelty material that could click fast. Piece really jumps. Watch it.

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

THE CASH BOX

SLEEPER OF THE WEEK

"YOU'RE NOBODY TILL SOMEBODY LOVES YOU" (2:20)

[Southern ASCAP—Morgan, Stock, Cavanaugh]

"EV'RY SECOND OF" (2:35)

[Jefferson ASCAP—Evans, Ebb, Klein]

MILLS BROTHERS
(Decca 29276; 9-29276)



MILLS BROTHERS

● It may be asking too much, but

from the sound of their latest release, the Mills Brothers may have another "Paper Doll". The boys get a tremendous backing and arrangement from Sy Oliver as they rhythm through a terrific new piece of love song material called "You're Nobody Till Somebody Loves You". Every year, the Mills men hit the top of the charts with at least one disk. This one shows all indications of being their big smash of '54. "Ev'ry Second Of" is another cute ditty smoothly handled by the quartet. Keep an eye on the top half.

"LOVE ME" (2:57) [Hill & Range BMI—Lieber, Stoller]

"JUST A GIRL THAT MEN FORGET" (2:23)

[Mills ASCAP—Rath, Garren, Dubin]

THE DeMARCO SISTERS

(Decca 29199; 9-29299)



DeMARCO SISTERS

● The DeMarco Sisters, whose tremendous talents were never properly exploited, debut on the Decca label with a terrific record-

ing of a solid song that could send them right up into the top name class. Backed by a wild Sy Oliver orking, the thrushes let loose on a sensational blues number with fabulous results. It's definitely their best job since they began recording. The tune, "Love Me" was originally waxed in the blues field and has since been cut for the pop market. This version, however, has the qualities needed to send the song up there. "Just A Girl That Men Forget" demonstrates the group's versatility as it eases through this slow waltz that jumps up at mid point. "Love Me" could be real big.

"YOU CAME A LONG WAY FROM ST. LOUIS"

[Jewel ASCAP—Russell, Brook]

"YOU ARE ALWAYS IN MY HEART"

[Southern ASCAP—Lecuona, Gannon]

BUNNY PAUL

(Essex 371; 45-371)



BUNNY PAUL

● Bunny Paul has been drawing closer and closer to the hit marker

with every release. She clicked with "Such A Night" and did even better with her latest "Honey Love", currently riding the lists. Her newest platter could really establish the thrush. It's a rocking version of the oldie "You Came A Long Way From St. Louis". Bunny sings up a storm on this standard and gets a jolting authentic mambo tempo backdrop. It's a perfect arrangement that fits excellently into the current mambo trend. The coupling "You Are Always In My Heart" is another oldie tenderly chirped by the thrush against a string backing. We think upper segment could be big.

MALCOLM LOCKYER ORCH.

(Mercury 70465; 70465-45)

B "ON THE WATERFRONT" (2:40) [Harms ASCAP—Bernstein, Latouche] The beautiful then from the hit Brando flicker "On The Waterfront" is lushly and excitingly fashioned by the Malcolm Lockyer ork. Potential hit.

C+ "ATHENA" (2:45) [Robbin ASCAP—Martin, Blane] Another beautiful theme is presented in the same winning manner by the crew. Pleasing melody.

THE TATTLE TALES

(Columbia 40349; 4-40349)

B "BOOLYA BOTTEN BOOTE BABY, HUH?" (2:06) [Mills ASCAP—] A terrific new group, the Tattle Tales, bows on the Columbia label with a zany, commercial novelty that could hit fast. Good sound.

C+ "FAR AWAY" (2:36) [Sherwin ASCAP—] On this end, the newcomers show their versatility as they ease through a pretty love song. Inviting arrangement.

THE LARKS

(Lloyds 114; 45-114)

B "OS-CA-LU-SKI-O" (2:30) [Bess BMI—Smith, Larkin, Edmonds] The polished Larks come up with a cute little novelty that could make the grade. It's one of those happy things that always seems to please the people. Could hit.

B "FORGET IT" (2:46) [Bess BMI—Brooks, Smith] A solid rhythmic item, excellently arranged, is belted across in commercial fashion by the men. Good material for the pop and blues market.

JOE FOLEY

(Jubilee 5160; 45-5160)

B "DAY IN DAY OUT" (3:00) [Bregmann, Vocco, Conn ASCAP—Mercer, Bloom] The Sinatra like voice of Joe Foley comes over well as he fashions a rhythm ballad. Good sound and style that could make the grade.

B "MORE THAN ANYONE ELSE" (2:32) [Jubilee ASCAP—Kehne, Faith] The Frank Hunter ork sets up a lush backing for the songster's crooning delivery of a romantic ballad. Pretty tune.

LORRY RAINE

(Dot 15224; 45-15224)

B "LOVE ME TONIGHT" (2:05) [Mills ASCAP—Richter] Lorry Raine comes through with a potent offering for Dot with this Latin tempo ballad. Expressive delivery that sells the tune.

C+ "WHAT WOULD I DO" (1:59) [Gilio BMI—Gilio] Russ Garcia sets up another fitting backdrop for the thrush's presentation of a cut bouncy novelty full of life and color.

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- | | |
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| LL-979 Romantic Melodies | LL-685 Strauss Waltzes |
| LL-913 An Album of Christmas Music | LL-570 A Selection of Favorite Waltzes |
| LL-877 Mantovani Plays The Immortal Classics | LB-381 Waltzing with Mantovani |
| LL-768 An Album of Favorite Tangos | LB-218 Musical Moments |
| LL-766 An Enchanted Evening with Mantovani | LB-127 A Mantovani Program |

SINGLES

- | | |
|------------------------------------|-----------------------------|
| 1332 Speakeasy | 1328 Moulin Rouge |
| 1332 Adios Muchachos | 1280 White Christmas |
| 1483 June Night | 1171 Greensleeves |
| 1471 Dream, Dream, Dream | 1020 Charmaine |
| 1333 Ave Maria | 272 Prelude To The Stars |
| 1175 Dancing With Tears In My Eyes | 111 Beyond The Sea (La Mer) |

LONDON
 RECORDS



URGE JUKE BOX OPS JOIN IN DRIVE TO ELIMINATE 20% CABARET TAX

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

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

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

All leaders in the industry agree that, could dancing to juke box music be returned, as prior to War II, thousands of locations all over the nation would jump from "just average spots" to the category of "top income producing locations".

This excise tax came into being during War II and, even tho there were many in the industry who pointed out that it should never have been applied to the places where there was dancing to juke box music, because of the all out wartime effort, none challenged the tax.

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

As more and more juke box operators began to come together in agreement on such an effort, the Korean War came into being and, once again, the entire matter was dropped.

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

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

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

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

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

The average tavern, ice cream parlor, and other locations, where dancing to juke box music proved extremely popular, cannot today afford to allow dancing and, thereby, force the location owner to pay an additional 20% tax on all the merchandise he would sell during the dancing hours.

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

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

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

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

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

There are very few among these locations where juke boxes can supersede the need for live musicians. Therefore, the A. F. of M. program to eliminate the 20% Cabaret Tax, is

not in conflict with what the nation's juke box operators desire.

The fact remains that the juke box industry featured equipment in a tremendous number of locations where dancing used to be the main purpose of the people patronizing these places. These people continued to patronize these locations day after day and week after week because they were given the opportunity of dancing to juke box music that featured the recordings of the greatest orchestras and bands.

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

All in all it would boom business for the nation's juke boxes as well as for the live musicians and the record manufacturers.

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

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

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

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

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

MOVIE REVIEW

Woman's World

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

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

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

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

As the film begins, Decca's Four Aces sing the title tune written by Cyril Mockridge and Sammy Cahn. In "Three Coins" the title song, presented in the same manner, eventually became a number one hit by the Aces. The promotion offered by this film may very well do the same with their waxing of "It's A Woman's World",

THE CASH BOX ROUND THE WAX CIRCLE

NEW YORK:

Art Waner, the Latin Quarter maestro, has just had his first single released by MGM—and great programming material it is. Sides are titled "They Didn't Believe Me" and "While A Cigarette Was Burning". . . . Bill Kenny has taken on Howard Christianson as personal manager. Christianson was formerly a VP of GAC and one-time personal manager of Tommy Dorsey. . . . MGM Records kicks off a David Rose festival beginning October 1st. . . . Karen Chandler set for her second TV film stint with Guy Lombardo October 12. . . . Gersh and Wecht have been retained to do the publicity for Bethlehem Records. . . . Pete Rugolo into Birdland for one week. . . . Jon Tavel, a young man from the coast, currently in New York, has a voice which makes him a great bet for some recording firm. . . . The florist in New York's Hotel Roosevelt must be very happy to see Guy Lombardo return each year. Guy buys each of his bandsmen a fresh carnation each night for them to wear in their tuxedo lapels. Since there are fifteen men in the Lombardo band, this means that during each engagement, Guy spends well over \$350 to keep them properly carnationed. . . . Stan Richards, WORLD disk jockey, is now doing a regular column for a Boston newspaper. Stan wants all the publicists to supply him with material. . . . Fred Amsel's Rover Boys, who recently cut their first sides for Coral, set for a one week stand at the Gay Haven in Detroit.

CHICAGO:

Lots of activity with Label "X" this week. Joe Delaney and Jimmy Hilliard in town visiting distrib. Also "X's" Richard Maltby, currently riding high with "St. Louis Blues Mambo" here to thank dee-jays for helping to make tune a hit. This is old home week for Dick as he is a Chicagoan, having attended Northwestern University. . . . RCA-Victor Distributing kicked off promotion on Glenn Miller Limited Edition No. 2 with a dee-jay luncheon at Linn Burton's Steak House, 9/28 where each jockey present received a copy. On the following Friday, Rocky Rolf went to South Bend for more of the same with the South Bend disk jockeys. . . . Gary Crosby visited Chicago this past week and made the rounds of the radio stations with Pat Morrissey. Mike Conner, who brought Gary, looking slightly weary, as Chicago was the last stop of this extensive tour. . . . The McGuire Sisters doing a sensational job on stage at the Chicago Thither here, with everyone clamoring for "Goodnight Sweetheart, Goodnight". Since this is their first theatre engagement, we were surprised at the fine showmanship and stage presence they possess. Looks like they have another Coral hit in "Muskrat Ramble" already getting lots of air play. . . . George Leaner tells us he believes the 4 Esquires have a big one in "St. Louis Blues", b/w "Rock A-Beat Boogie". . . . Larry Green called all the way from Los Angeles 'cause he got such a kick out of seeing his name in The Cash Box. Georgie Jay also got on the phone raving about Josephine Premice's first Coral disk, "I Would If I Could But I Can't". . . . George also told us that Rush Adams, currently out with his first MGM'er is none other than Art Morton. . . . Decca crew all excited with what they term Kitty Kallen's next hit. "I Want You All To Myself", b/w "Don't Let The Kitty Geddin" on the heels of her current "Chapel In The Moonlight" as well as "Little Things Mean A Lot" which is still a top seller. . . . Sig Sackowicz gaining more and more fans daily. . . . For real enjoyable TV entertainment, Chicagoans have latched onto The Ray Rayner Show, seen each Saturday on CBS-TV here. Ray adds an unusual touch to TV DJ shows.

HOLLYWOOD:

After all the turmoil of moving we're finally getting things organized in our new office at 6272 Sunset Blvd., Hollywood. It's nice being in the center of the music biz. where we can keep in closer touch with all you swell fellows and gals. By the way, if you haven't jotted our new address down in your address book you'd better do so before it slips your mind. Remember that our new telephone number is Hollywood 5-1702. . . . Ground breaking ceremonies of Capitol's new 13 story circular tower turned out to be the biggest event in Hollywood's history. (See separate article in this issue.) . . . Joanne Gilbert, one of our most promising young singing stars, opened at the Mocambo Sept. 27. Critics all agree that she has improved greatly since her debut two years ago. The show, written and staged by her father Ray Gilbert, is both colorful and varied. Joanne's poise and song stylings vividly express every emotion. She says that she now wants to get into the recording field—and I'd say she is ready. A & R men take note! . . . Harry Richman has come out of retirement with a complete new show which was premiered at Frank Sennes' Moulin Rouge 9/24. . . . Pubber Nick Therry claims that he knows Mitch Miller well—well enough to get an intelligent no out of him! . . . Songstress Helen Troy has had her option picked up for another two weeks at Larry Potter's Supper Club. . . . After a few days in town visiting everyone in the music biz, Dick Contino left for a limited engagement at the Mapes Hotel in Reno. . . . It's rumored around that The Crew Cuts will soon fly to the Coast to make a movie. . . . The Modernaires recently celebrated their 14th anniversary as a vocal group. . . . Members of the trade and press welcomed back Tony Pastor and his orchestra at the Hollywood Palladium 9/28 for a special three week engagement. Invited guests were hosts of the Palladium for an evening of dining and dancing. . . . DeeJay Larry Fin'ey is now featuring a new gimmick on his show. Each week he selects a new recording which he plugs as his record of the week on his program. Wallichs Music City also helps promote the record by putting a display in its Sunset and Vine window showing the record and the artist. His first selection is The Jones Boys new S&G waxing of "Marry A Rich Woman".



CREWCUTS



MCGUIRE SISTERS



A sensational plan for commercial T.V. hit the whole of show business this week, and it is in the form of a nine million dollar concern formed to present commercial T.V. programs from their own studios. The syndicate includes theatrical chiefs Prince Littler, Val Parnell, and Stewart Cruikshank, agents Lew and Leslie Grade and a number of movie circuit owners. Looks like international talent will be enrolled to make this the fiercest competition to controlled T.V.

Welcome return this week to Jack Payne and his "British Bandbox" record show. Once again it has the peak Sunday listening time. . . . U.S.'s Kay Thompson back at the swanky Cafe de Paris, this time alone. If I may say so, I feel company is what's lacking. So Kay, bring back those boys! . . . Still making lots of noise is the theme song from the movie "On the Waterfront," which now has more records over here than in the U.S. Looks like it'll be making the best sellers. "If I Give My Heart To You" also has everyone buying the Denise Lor and Joan Regan records. Heading for top honors is that Latin American "Sway" ditty. . . . Arrangements were completed this week by the Grade agency for two concerts at the Alhambra Theatre, Paris, on October 15th, for Frankie Laine and the full Vic Lewis Orchestra. Special planes are being chartered as Frankie's date book is pretty packed. . . . Regarding our Los Angeles correspondent's inquiry about the Royal Command Performance, sorry can't say anything yet, but will cable Cash Box when official announcement is received. . . . Mantovani is by now well and truly feted by all his American friends. Memo to Coral Records, Bob Thiele and Manny Greenfield: Don Cornell has had nation wide publicity in this country on the strength of one record. If the next one is as big as "Hold My Hand," I'll be holding his hand when he tops that Palladium bill. . . . Maurice and Bernice Kinn of the New Musical Express leaving for New York October 4th and will be staying at Park Sheraton. They also plan to spend sometime in Hollywood. . . . Dickie Valentine and Betty Flynn have set the date for those wedding bells to chime. It's to be October 28th. Talking of wedding bells, somebody whispered to me that all the fuss about Eddie Fisher's marrying Debbie Reynolds is a bit premature. Just goes to show how concerned everyone here is about their favorite U.S. recording star.

This week's best selling pop singles (Courtesy "New Musical Express")

- "Three Coins In The Fountain".... FRANK SINATRA
- "Cara Mia"..... WHITFIELD & MANTOVANI
- "My Frined".....FRANKIE LAINE
- "Hold My Hand".....DON CORNELL
- "Little Things Mean A Lot" KITTY KALLEN
- "Smile".....NAT "KING" COLE
- "Gilly Gilly Ossenfeffer"..... MAX BYGRAVES
- "Idle Gossip" PERRY COMO
- "Black Hills Of Dakota" DORIS DAY
- "Secret Love"..... DORIS DAY

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 MODERNAIRES-GEORGIE AULD... Coral
 NEIL HEFTI-RAY CHARLES SINGERS - Epic
 (listed alphabetically)
MILLS MUSIC, INC.

Real Gone Jockeys



These Detroit disk jockeys really take their occupational titles literally. Last week they took over one of the harness races at the Wolverine Raceway for a free-for-all event as part of the regular card. Eddie Chase of CKLW, holds the wreath he received for bringing "Direct Draw" in second. Others and the horses they drove, are Toby David, CKLW, "Madam Z"; Fred Wolf, WXYZ, "Happy of Hi Lo," who finished third; Robin Seymour, WKMH, "Nina Guy"; Frank Sims, WKMH, "Sunny Wisdom"; Bill Fleming, WWJ, who won with "Milk Pan Dewey," and Don McLeod, WJBK, "Smokey Hal."

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE Mario Lanza (RCA Victor LM 1837; ERB 1837)
2. MUSIC, MARTINIS AND MEMORIES Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
3. SEVEN BRIDES FOR SEVEN BROTHERS Original Cast (MGM E 244; X 244)
4. SWING EASY Frank Sinatra (Capitol H 528; EAP 1, 2-528)
5. THE PAJAMA GAME Original Cast (Columbia ML 4840; A 1098)
6. SELECTIONS FROM THE GLENN MILLER STORY Glenn Miller (RCA Victor LPT 3057; EPBT 3057)
7. MUSIC FOR LOVERS ONLY Jackie Gleason (Capitol H 352; EBF 352)
8. BING Bing Crosby (Decca DX 151; ED-1700)
9. PARDON MY BLOOPER # 1 & 2 Kermit Schafer (Jubilee LP 2, 3; EP 5011, 5012)
10. THE GLENN MILLER STORY Sound Track (Decca DL 5519; ED 2124-5)
10. VOICES IN MODERN Four Freshmen (Capitol H 522; EAP 1, 2-522)



THE BIG ONES!

DON'T DROP IT TRUCK DRIVING MAN
Terry Fell
"78" X-0010 "45" 4X-0010

MOOD INDIGO PETTY'S LITTLE POLKA
Norman Petty Trio
"78" X-0040 "45" 4X-0040

ST. LOUIS BLUES MAMBO BELOVED, BE TRUE
Richard Maltby & His Orch.
"78" X-0042 "45" 4X-0042

TEACH ME TONIGHT OOP-SHOOP
Helen Grayco
"78" X-0051 "45" 4X-0051

DOWN IN THE BOTTOM OF THE WELL MOON OF MANAKOORA
Wildier Brothers
"78" X-0053 "45" 4X-0053

IN A LITTLE SPANISH TOWN IT WAS NICE KNOWING YOU
Russ Carlyle & His Orch.
"78" X-0055 "45" 4X-0055



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RECORDS MARK THE HITS!

THE CASH BOX



Album Reviews

POPULAR

PATTI PAGE—"SONG SOUVENIR" Mercury MG 25187 (10" LP) List: \$3.00
REMEMBER ME; THEY CAN'T TAKE THAT AWAY FROM ME; IT'S A SIN TO TELL A LIE; UNTIL THE REAL THING COMES ALONG; RED SAILS IN THE SUNSET; THESE FOOLISH THINGS; STARS FELL ON ALABAMA; I'LL STRING ALONG WITH YOU.

PATTI PAGE—"SINGS FOR ROMANCE"—Mercury 25185 (10" LP) List: \$3.00
BLUE HAWAII; WHERE OR WHEN; THERE IS NO GREATER LOVE; DID I REMEMBER; MOON OVER MIAMI; EAST OF THE SUN; I ONLY HAVE EYES FOR YOU; EVERYDAY.

Even people remotely aware of pop records need no introduction to the "Singing Rage," Patti Page. Ever since she broke the million seller mark with her fabulous "Tennessee Waltz," the thrush has been one of the most consistent hit makers in the disk biz. Everything from zany kiddie songs like "Doggie In The Window" to beautiful ballads like "I Went To Your Wedding" have gone to the top under the hand of Patti. On these two LP's, long overdue, Patti fashions great standards that clicked during the 1934 to 1937 span. A beautiful collection of favorites delivered in the miraculously flexible vocal manner that only Patti possesses. Her inimitable phrasing is tough to match. Fans'll be wild about both decks.

JESSE CRAWFORD at the Hammond Chord Organ—"Popular Encores"—Decca DL-5548 (10" LP) List: \$3.00

JUNE NIGHT; CHARMATINE; HONEST AND TRULY; MAM'SELLE; PEGGY O'NEILL; SLEEPY TIME GAL; BE MY LOVE; VILLA.

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

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

I LIKE MEN; WHEN THE BUILDING GOES WELL; PRETTY LITTLE BLACK-EYED SUZIE; AND YAWN, AND DROWSE; THE THREE LITTLE APPLES; LEON; FLOWER OF THE TYROL; THERE ARE AND THERE AREN'T.

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

CLASSICAL

"GAITE PARISIENNE"—Offenbach
"LES PATINEURS"—Meyerbeer — RCA Victor LM-1817 — (1-12" LP) List: \$5.72
BOSTON POPS ORCHESTRA, ARTHUR FIEDLER, CONDUCTOR.

Fiedler and his Boston Pops recorded "Gaité Parisienne" for RCA previously. This hi-fi recording is a new performance cut in June of this year. The familiar, ever lovely and exciting score is probed to its depths by Fiedler whose interpretation paints a mental picture of the colorful can-can dancers, thrilling ballet dances and dazzling scenes. Equally expert and pleasing is the happy "Les Patineurs" (The Skaters). The two pieces are perennial favorites. Disk should sell well.

"EIN HELDENBLEBEN"—Richard Strauss—RCA Victor LM-1897 (1-12" LP) List: \$5.72

CHICAGO SYMPHONY ORCHESTRA CONDUCTED BY FRITZ REINER.

Sister release to Strauss' "Salome" (reviewed in the 10/2 issue). Both albums are subtitled "Richard Strauss in High Fidelity." Straussian works particularly lend themselves to hi-fi tones. Hi-Fi fans will find the album a delight. Richard Strauss lovers will find the music, dramatic and emotional, enhanced by the variety of rich sounds.

JAZZ

OSCAR PETERSON PLAYS PRETTY—Album #2—Clef Records MG C-155—(1-10" L.P.) List: \$3.85

DEEP PURPLE; THE NEARNESS OF YOU; TWO SLEEPY PEOPLE; LAURA; I'LL REMEMBER APRIL; LULLABY OF THE LEAVES; SEPTEMBER IN THE RAIN; ON THE ALAMO.

Success of the first "Oscar Peterson Plays Pretty" leads to number two and for background music, listening pleasure, and just plain good music the nimble fingers and sensitive treatments of Peterson makes the lovely oldies fresh and definitely appealing. A good dose of Peterson and his pretty selections is a sedative for jangled nerves.

MAMBO

"MAMBO MOODS"—Dance Tempos styled by Benny Bennet and his orchestra — Seeco SLP-45 (10" L.P.) List: \$3.00

MAMBO MOOD; GYPSY MAMBO; NEVER LEAVE ME; MAMBO CARACOLE; TROPICAL PERFUME; MY LITTLE MAMBO; ALWAYS YOU; BAJITO MAMBO.

Excellent mambo music is fashioned in danceable style by the Benny Bennet orchestra. The sharply defined beat and harmony of instruments blend perfectly to result in an LP that's neither too raucous for a party nor too subdued to be drowned out. A treat for a mambo enthusiast. Commercial presentations that could do a solid job in single form.

First releases in new

COLUMBIA

HALL OF FAME
Series



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

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

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

And to help you make the standards pay off like never before we're

ready to supply you with some of the best merchandising aids you've ever seen.

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

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

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

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

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

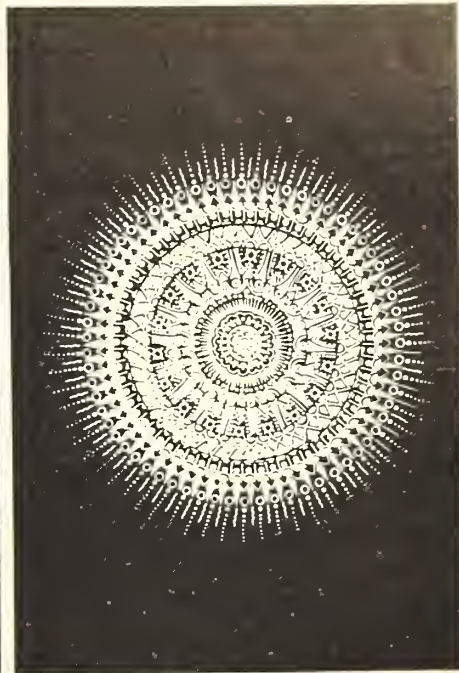
COLUMBIA RECORDS

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

COLUMBIA

HALL OF FAME Series



POPULAR

ONE O'CLOCK JUMP
TWO O'CLOCK JUMP
HARRY JAMES and his ORCH.
SENTIMENTAL JOURNEY
Vocal by DORIS DAY
TWILIGHT TIME
LES BROWN and his ORCH.
AMONG MY SOUVENIRS
SEPTEMBER SONG
FRANK SINATRA
DANCE ME LOOSE
ARTHUR GODFREY
TOO FAT POLKA
ARTHUR GODFREY
IT'S MAGIC
DORIS DAY with PERCY FAITH
and his ORCHESTRA
SECRET LOVE
DORIS DAY
JEZEBEL
FRANKIE LAINE
JEALOUSY (Jalousie)
FRANKIE LAINE with PAUL
WESTON and his ORCHESTRA
COME ON-A MY HOUSE
ROSEMARY CLOONEY
BLUES IN THE NIGHT
ROSEMARY CLOONEY with
PERCY FAITH and his
ORCHESTRA and CHORUS
YOU BELONG TO ME
KEEP IT A SECRET
JO STAFFORD with PAUL
WESTON and his ORCHESTRA
COLD, COLD HEART
BECAUSE OF YOU
TONY BENNETT with PERCY
FAITH and his ORCHESTRA
DADDY
HARBOR LIGHTS
SWING AND SWAY with
SAMMY KAYE
CIRIBIRIBIN
CONCERTO FOR TRUMPET
HARRY JAMES and his ORCH.
DRUMMIN' MAN
TUXEDO JUNCTION
GENE KRUPA and his ORCH.
IN AN EIGHTEENTH CENTURY
DRAWING ROOM
THE TOY TRUMPET
RAYMOND SCOTT QUINTET
SOLITUDE
MOOD INDIGO
DUKE ELLINGTON and his
ORCHESTRA
BACK BEAT BOOGIE
NIGHT SPECIAL
HARRY JAMES and his ORCH.
STORMY WEATHER
SOPHISTICATED LADY
DUKE ELLINGTON and his
ORCHESTRA
THE FLIGHT OF THE BUMBLE BEE
HARRY JAMES and his ORCH.

THE CARNIVAL OF VENICE
HARRY JAMES and his ORCH.
TRUMPET RHAPSODY (Part 1)
TRUMPET RHAPSODY (Part 2)
HARRY JAMES and his ORCH.
SNOWFALL
A SUNDAY KIND OF LOVE
CLAUDE THORNHILL and his
ORCHESTRA
LINDA MUJER
TICO TICO
XAVIER CUGAT and his ORCH.
NORTHWEST PASSAGE
BIJOU
WOODY HERMAN and his
ORCHESTRA
LEAP FROG
MEXICAN HAT DANCE
LES BROWN and his ORCH.
A STRING OF PEARLS
JERSEY BOUNCE
BENNY GOODMAN and his
ORCHESTRA
SUNRISE SERENADE
CARLE BOOGIE
FRANKIE CARLE and his
ORCHESTRA
AFTER YOU'VE GONE
GENE KRUPA and his ORCH.
DARK EYES
GENE KRUPA JAZZ TRIO
ANNA
STARBUST
PAUL WESTON and his ORCH.
SEPTEMBER SONG
I'LL BE SEEING YOU
LIBERACE
I'VE GOT A CRUSH ON YOU
THE BIRTH OF THE BLUES
FRANK SINATRA
THE THREE BELLS
CHANSON A MA BIEN-AIMEE
LES COMPAGNONS DE LA
CHANSON
WALKIN' MY BABY BACK HOME
SOMEBODY STOLE MY GAL
JOHNNIE RAY
LA MER
CHARLES TRENET
MARIE, MARIE
CHARLES TRENET
BRAZIL
XAVIER CUGAT and his ORCH.
CHIU-CHIU
XAVIER CUGAT and his
ORCHESTRA and CHORUS
AUTUMN LEAVES
MITCH MILLER
UNDER PARIS SKIES
MITCH MILLER and his
ORCHESTRA and CHORUS
SWEDISH RHAPSODY
PERCY FAITH and his ORCH.
THE SONG FROM
MOULIN ROUGE
PERCY FAITH and his ORCH.

AULD LANG SYNE
HAPPY BIRTHDAY TO YOU
TOMMY TUCKER TIME
MY HEART CRIES FOR YOU
THE ROVING KIND
GUY MITCHELL
TENDERLY
HALF AS MUCH
ROSEMARY CLOONEY with
PERCY FAITH and his ORCH.
HIGH NOON
FRANKIE LAINE
I BELIEVE
FRANKIE LAINE
with PAUL WESTON and his
ORCHESTRA
JAMBALAYA
JO STAFFORD
MAKE LOVE TO ME!
JO STAFFORD
with PAUL WESTON and his
ORCHESTRA
COME TO THE MARDI GRAS
MIAMI BEACH RHUMBA
XAVIER CUGAT and his ORCH.
WALTER WINCHELL RHUMBA
OYE NEGRA
XAVIER CUGAT and his ORCH.
GOT A DATE WITH AN ANGEL
THERE'S A SMALL HOTEL
HAL KEMP and his ORCH.
ROCKIN' CHAIR
MILDRED BAILEY and her
ORCHESTRA
THERE'LL BE SOME CHANGES
MADE
MILDRED BAILEY and her
OXFORD GREYS
LINDA
RAY NOBLE and his ORCH.
PEG O' MY HEART
BUDDY CLARK
I'VE GOT MY LOVE TO KEEP
ME WARM
JUST ONE OF THOSE THINGS
LES BROWN and his ORCH.
THE NEARNESS OF YOU
YOU'RE MINE, YOU
SARAH VAUGHAN
HARBOR LIGHTS
KEN GRIFFIN
SLEEPY TIME GAL
KEN GRIFFIN
BLUE DANUBE WALTZ
TALES FROM THE VIENNA
WOODS
ANDRE KOSTELANETZ and his
ORCHESTRA
EMPEROR WALTZ
VIENNA LIFE
ANDRE KOSTELANETZ and his
ORCHESTRA
SLAUGHTER ON TENTH AVENUE
LOVER
ANDRE KOSTELANETZ and his
ORCHESTRA

AMERICAN FOLK MUSIC

TRADEMARK
HEY JO!
CARI SMITH
ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
DON'T LET THE STARS GET IN
YOUR EYES
I LOST THE ONLY LOVE I KNEW
RAY PRICE
I COULDN'T KEEP FROM CRYING
SING ME SOMETHING
SENTIMENTAL
MARTY ROBBINS
TAKE AN OLD COLD 'TATER
A-SLEEPING AT THE FOOT OF
THE BED
"LITTLE" JIMMY DICKENS
MY ADOBE HACIENDA
"STARLIGHT SCHOTTISCHE"
LOUISE MASSEY and THE
WESTERNERS
PUT YOUR LITTLE FOOT RIGHT
OUT
LITTLE BROWN JUG
LOUISE MASSEY and THE
WESTERNERS
TENNESSEE WALTZ
THE WALTZ OF THE WIND
ROY ACUFF and his SMOKY
MOUNTAIN BOYS
'TIS SWEET TO BE REMEMBERED
DIM LIGHTS, THICK SMOKE
LESTER FLATT, EARL
SCRUGGS
EARL'S BREAKDOWN
FLINT HILL SPECIAL
LESTER FLATT, EARL
SCRUGGS
CANDY KISSES
ALMOST
GEORGE MORGAN
THE WHITE ROSE
THE LEGEND OF THE DOGWOOD
TREE
WILMA LEE and STONEY
COOPER
THE TRAMP ON THE STREET
THE CUMBERLAND
MOUNTAIN FOLKS
DON'T SELL DADDY ANY MORE
WHISKEY
MOLLY O'DAY and THE
CUMBERLAND MOUNTAIN
FOLKS
WABASH CANNON BALL
THE PRECIOUS JEWEL
ROY ACUFF and his SMOKY
MOUNTAIN BOYS
THIS ORCHID MEANS GOODBYE
DON'T JUST STAND THERE
CARI SMITH
ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE
HER WAY
CARI SMITH

IF TEAR DROPS WERE PENNIES
I OVERLOOKED AN ORCHID
CARI SMITH
THERE'S NOTHING AS SWEET AS
MY BABY
LET'S LIVE A LITTLE
CARI SMITH
IF YOU'VE THE MONEY I'VE
GOT THE TIME
I LOVE YOU A THOUSAND WAYS
LEFTY FRIZZELL
I WANT TO BE WITH YOU
ALWAYS
BRING YOUR SWEET SELF BACK
TO ME
LEFTY FRIZZELL
KENTUCKY WALTZ
FOOTPRINTS IN THE SNOW
BILL MONROE and his BLUE
GRASS BOYS
BLUE MOON OF KENTUCKY
BLUE GRASS SPECIAL
BILL MONROE and his BLUE
GRASS BOYS
FREIGHT TRAIN BLUES
WRECK ON THE HIGHWAY
ROY ACUFF and his SMOKY
MOUNTAIN BOYS

SACRED

WAY UP IN GLORY
WALK AND TALK WITH JESUS
THE CHUCK WAGON GANG
LOOKING FOR A CITY
I'LL HAVE A NEW LIFE
THE CHUCK WAGON GANG
GREAT SPECKLE BIRD
GREAT SPECKLE BIRD NO. 2
ROY ACUFF and his SMOKY
MOUNTAIN BOYS
IT'S NO SECRET
BLOOD ON YOUR HANDS
ALMOST
STUART HAMBLEN
SOFTLY AND TENDERLY
AMAZING GRACE
CARI SMITH
with THE CARTER SISTERS
and MOTHER MAYBELLE
JUST A SINNER SAVED BY
GRACE
WHILE THE AGES ROLL ON
THE MASTERS FAMILY
THE BLACK SHEEP RETURNED TO
THE FOLD
MATTHEW TWENTY-FOUR
MOLLY O'DAY
and THE CUMBERLAND
MOUNTAIN FOLKS
GATHERING FLOWERS FOR THE
MASTER'S BOUQUET
THE WHITE DOVE
THE STANLEY BROTHERS
and THE CLINCH MOUNTAIN
BOYS
AFTER THE SUNRISE
WE ARE CLIMBING
THE CHUCK WAGON GANG

THE CHURCH IN THE
WILDWOOD
I'D RATHER HAVE JESUS
THE CHUCK WAGON GANG
SINNER, YOU'LL MISS HEAVEN
ECHOES FROM THE BURNING
BUSH
THE CHUCK WAGON GANG
HE SAID IF I BE LIFTED UP
I'M TELLING THE WORLD ABOUT
HIS LOVE
THE CHUCK WAGON GANG
MANSIONS FOR ME
MOTHER'S ONLY SLEEPING
BILL MONROE and his Blue
Grass Boys
I'VE CHANGED MY MIND
IS YOUR NAME IN THE BOOK
OF LIFE?
THE CHUCK WAGON GANG
JESUS HOLD MY HAND
HE'S COMING AGAIN
THE CHUCK WAGON GANG
COME UNTO ME
I AM BOUND TO TRAVEL ON
THE CHUCK WAGON GANG
MY HOME, SWEET HOME
SPRINGTIME IN GLORY
THE CHUCK WAGON GANG
A HAPPY DAY
CAMPING IN CANAAN'S LAND
THE CHUCK WAGON GANG
TRAVELLING ON
STORMY WATERS
THE CHUCK WAGON GANG
HELP ME, LORD, TO STAND
THE SIGNS BY THE SIDE OF THE
ROAD
THE CHUCK WAGON GANG
BLESSSED LIGHT, SHINE ON
I KNOW MY SAVIOR CARES
THE CHUCK WAGON GANG
ALL GOD'S CHILDREN GONNA
RISE AND SHINE
AFTER AWHILE
THE CHUCK WAGON BOYS
SHALL WE GATHER AT THE
RIVER?
WHEN THE SAINTS GO
MARCHING IN
THE CHUCK WAGON GANG
KING OF ALL KINGS
HE BOUGHT MY SOUL AT
CALVARY
STUART HAMBLEN
MANSION OVER THE HILLTOP
CRY OF THE LAMB
GORGE MORGAN
GLORY LAND MARCH
THE CRY FROM THE CROSS
THE MASTERS FAMILY
THE BLOOD THAT STAINED THE
OLD RUGGED CROSS
GETHEMANE
CARI SMITH
with THE CARTER SISTERS
and MOTHER MAYBELLE

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending October 2 without any changes on the part of THE CASH BOX.

- Mike Woloson WNOR-Norfolk, Va. 1. Dream (Four Aces) 2. Smile (Sunny Gale) 3. If I Give My Heart To You (Connie Boswell)

- Ira Cook KMPC-KABC-Hollywood, Calif. 1. Hey There (R. Clooney) 2. Skokiaan (Four Lads) 3. High And The Mighty (Les Baxter)

- Ed Penney WTOA-Boston, Mass. 1. Hopelessly (Ames Bros.) 2. Papa Loves Mambo (P. Como)

- Tom Edwards WERE-Cleveland, Ohio 1. The Drink Song (M. Lanza) 2. Smile (Gale Cole)

- Bill Stell WSVS-Crewe, Va. 1. Sh-Boom (Crewcuts) 2. Skokiaan (Bulawayo Band)

- John Leban WCAE-Pittsburgh, Pa. 1. Hold My Hand (Don Cornell) 2. Hey There (R. Clooney)

- Sam Bradley KUDL-Kansas City, Mo. 1. Hey There (R. Clooney) 2. Skokiaan (Ralph Marterie)

- Don Bell KRNT-Des Moines, Iowa 1. Hey There (R. Clooney) 2. Sh-Boom (Crewcuts)

- Jerry Kay WTIH-New Orleans, La. 1. What A Dream (Patti Page) 2. Sh-Boom (Billy Williams)

- Roger Clark WNOR-Norfolk, Va. 1. Teach Me Tonight (DeCastro Sisters) 2. Oop-Shoop (Kay Brown)

- Wayne Stitt WHB-Kansas City, Mo. 1. Sh-Boom (Crewcuts) 2. This Ole House (R. Clooney)

- Don Bruchey WWIN-Baltimore, Md. 1. Hey There (R. Clooney) 2. I'm A Fool To Care (Paul & Ford)

- Jay Michael WCAE-Pittsburgh, Pa. 1. Why Should I Love You (Harp-Tones) 2. Hold My Hand (Don Cornell)

- Andy Bell KSKY-Dallas, Tex. 1. High And The Mighty (Les Baxter) 2. Hey There (R. Clooney)

- Gene N. Fondren KTAE-Taylor, Tex. 1. Sh-Boom (Crewcuts) 2. High And The Mighty (LeRoy Holmes)

- Al Ross WBAL-Baltimore, Md. 1. Hey There (R. Clooney) 2. Chapel In The Moonlight (Kitty Kallen)

- Dave Rosehill WGSM-Huntington, N. Y. 1. Hey There (R. Clooney) 2. Sh-Boom (Crewcuts)

- Al Stevens WCBM-Baltimore, Md. 1. Skokiaan (Bulawayo Band) 2. Chapel In The Moonlight (Kitty Kallen)

- Jerry Hauser KAFP-Petaluma, Calif. 1. I'm A Fool To Care (Paul & Ford) 2. Always You (Betty Madigan)

- Bill Phillips WBAX-Wilkes-Borke, Pa. 1. If I Give My Heart To You (Lor/Boswell) 2. I Need You Now (E. Fisher)

- Harry Nigocia WJBW-New Orleans, La. 1. If I Give My Heart To You (Connie Boswell) 2. Chapel In The Moonlight (Kitty Kallen)

THE CASH BOX SURE SHOTS

- The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so. "COUNT YOUR BLESSINGS" EDDIE FISHER RCA Victor 20-5871; 47-5871

Songwriting Colonel



KOREA-General Chung II Kwon, (right) Chief of Staff, Republic of Korea Army, extends thanks to Colonel Romie L. Melton, of the United States Army, for the song "You Can't Win A War Without The Infantry" composed by the Colonel and his wife, Elvia Melton.

Pinky LEE Pinky LEE Pinky LEE Pinky LEE Pinky LEE Pinky LEE distributors are REPEATING their orders for TV star Pinky LEE's first—and only recording... "INKAS" The RAMFERINKAS order records from: OBERLINE, INC. 6411 Hollywood Blvd. Hollywood 28, Calif.

NIGHT CLUB REVIEW

Pete Rugolo At Birdland

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

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

Rugolo's book was varied, performing slow and fast tempos, serious and humorous, American and Latin. The band played several of its previous Columbia recordings and gave the audience a preview of some of its forthcoming releases. Highlight of the evening, from this reviewer's viewpoint and judging from the applause also that of the customers, was the famous Jelly Roll Morton "King Porter's Stomp" made famous by Benny Goodman. Rugolo's arrangement was certainly like nothing ever envisioned by the late Jelly Roll.

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

McLaughlin Joins KFVB

HOLLYWOOD, CALIF. — Harry Maizlish has added Bob McLaughlin to KFVB's roster of disk jockeys, which currently comprises Zeke Manners, Bill Leyden, Al Jarvis, Larry Finley, Red Rowe and Frank Bull.

McLaughlin, who recently returned from Honolulu where he conducted a five hour disk whirling session on the Island's ABC outlet, KULA, will make his KFVB debut on Monday, October 4, appearing nightly thereafter (Mon. thru Sat.) 8:00 to 10:00 p.m.

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

Welk Breaks Record At Corn Palace

HOLLYWOOD, CALIF.—It was reported that Champagne Maestro Lawrence Welk broke all records at the Mitchell, S. D. Corn Palace Sept. 18th thru 25th.

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

This makes twice in less than a month that Welk has smashed all attendance records. On August 30 he threw a charity ball at the Marine Air Facility near Santa Ana, Calif. which was attended by a record throng of over 51,000. The event was held in a huge blimp hangar which had a floor area of 5½ acres.

Welk is now back on the bandstand at the Aragon Ballroom in Ocean Park where he recently celebrated the beginning of his 4th year at the Aragon.



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 Ruth Brown (Atlantic 1036) | OH WHAT A DREAM Ruth Brown (Atlantic 1036) | HURTS ME TO MY HEART Faye Adams (Herald 434) |
| 2 ANNIE HAD A BABY Midnighters (Federal 12195) | ANNIE HAD A BABY Midnighters (Federal 12195) | ANNIE HAD A BABY Midnighters (Federal 12195) |
| 3 HURTS ME TO MY HEART Faye Adams (Herald 434) | EBB TIDE Roy Hamilton (Epic 9068) | OH WHAT A DREAM Ruth Brown (Atlantic 1036) |
| 4 EBB TIDE Roy Hamilton (Epic 9068) | SEXY WAYS Midnighters (Federal 12185) | YOU'D BETTER WATCH YOURSELF Little Walter (Checker 799) |
| 5 HEY THERE Sammy Davis, Jr. (Decca 29199) | HURTS ME TO MY HEART Faye Adams (Herald 434) | EBB TIDE Roy Hamilton (Epic 9068) |
| 6 WORK WITH ME ANNIE Midnighters (Federal 12169) | SHAKE, RATTLE AND ROLL Joe Turner (Atlantic 1026) | LET'S WALK Charles Brown (Aladdin 3235) |
| 7 HONEY LOVE Drifters (Atlantic 1029) | YOUR CASH AIN'T NOTHIN' BUT TRASH The Clovers (Atlantic 1035) | WHEN MY HEART BEATS LIKE A HAMMER B. B. King (RPM 412) |
| 8 I DON'T HURT ANYMORE Dinah Washington (Mercury 70439) | WORK WITH ME ANNIE Midnighters (Federal 12169) | YOUR CASH AIN'T NOTHIN' BUT TRASH The Clovers (Atlantic 1035) |
| 9 MY DEAR, MY DARLING Counts (Dot 1210) | HONEY LOVE The Drifters (Atlantic 1029) | CUBANO JUMP Ike Turner (Flair 1040) |
| 10 DEAR ONE The Scarlets (Red Robin 128) | SH-BOOM Chords (Cat 104) | GETTING OUT OF TOWN Sunny Boy Williamson (Trumpet 215) |

| in SAN FRANCISCO | in NEWARK | in MEMPHIS |
|--|---|---|
| 1 OH WHAT A DREAM Ruth Brown (Atlantic 1036) | OH WHAT A DREAM Ruth Brown (Atlantic 1036) | HURTS ME TO MY HEART Faye Adams (Herald 434) |
| 2 ANNIE HAD A BABY Midnighters (Federal 12195) | EBB TIDE Roy Hamilton (Epic 9068) | OH WHAT A DREAM Ruth Brown (Atlantic 1036) |
| 3 WHEN MY HEART BEATS LIKE A HAMMER B. B. King (RPM 412) | TICK TOCK Marvin & Johnny (Modern 933) | TICK TOCK Marvin & Johnny (Modern 933) |
| 4 YOUR CASH AIN'T NOTHIN' BUT TRASH The Clovers (Atlantic 1035) | HURTS ME TO MY HEART Faye Adams (Herald 434) | WORK WITH ME ANNIE Midnighters (Federal 12169) |
| 5 EBB TIDE Roy Hamilton (Epic 9068) | SEXY WAYS Midnighters (Federal 12185) | HONEY LOVE Drifters (Atlantic 1029) |
| 6 HONEY LOVE Drifters (Atlantic 1029) | MMM MMM BABY Spiders (Imperial 5305) | EBB TIDE Roy Hamilton (Epic 9068) |
| 7 HEY THERE Sammy Davis, Jr. (Decca 29199) | BABY, BABY ALL THE TIME Amos Milburn (Aladdin 3248) | EVIL IS GOING ON Howling Wolf (Chess 1575) |
| 8 SEXY WAYS Midnighters (Federal 12185) | ANNIE HAD A BABY Midnighters (Federal 12195) | SH-BOOM Chords (Cat 104) |
| 9 TICK TOCK Marvin & Johnny (Modern 933) | FOREVER MINE Harp-Tones (Bruce 109) | WOMEN AND CADILLACS Nite Riders (Apollo 460) |
| 10 HURTS ME TO MY HEART Faye Adams (Herald 434) | COME TO ME, DARLING Opals (Luna 5007) | I DON'T HURT ANYMORE Dinah Washington (Mercury 70439) |

HITS HITS

THE MIDNIGHTERS
"ANNIE HAD A BABY"
Federal 12195

"SEXY WAYS"
Federal 12185

THE CHARMS
"HEARTS OF STONE"
"WHO KNOWS"
Deluxe 6062

BILL DOGGETT
"HIGH HEELS"
"SWEET SLUMBER"
King 4732

BONNIE LOU
"TWO STEP — SIDE STEP"
"Please Don't Laugh When I Cry"
King 1373

LUKE McDANIEL
"MONEY BAG WOMAN"
"HURTS ME SO"
King 1380

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2 FOR THE MONEY

"PLEASE LEAVE HER ALONE"
B/W
"CINEMASCOPE BABY"
by **PRO McCLAM**
VEE-JAY 112

"JESUS IS ALL THE WORLD TO ME"
B/W
"WILL I FIND PEACE?"
by **SINGING SAMMY LEWIS**
VEE-JAY 114

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

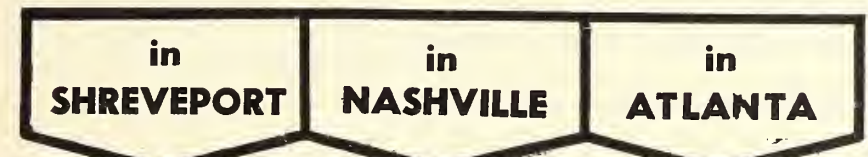
"It's What's in THE CASH BOX That Counts"

THE CASH BOX



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) | EARTH ANGEL Penguins (Dootone 348) | I DON'T HURT ANYMORE Dinah Washington (Mercury 70439) |
| 2 EBB TIDE Roy Hamilton (Epic 9068) | HURTS ME TO MY HEART Faye Adams (Herald 434) | HURTS ME TO MY HEART Faye Adams (Herald 434) |
| 3 ANNIE HAD A BABY Midnighters (Federal 12195) | OH WHAT A DREAM Ruth Brown (Atlantic 1036) | OH WHAT A DREAM Ruth Brown (Atlantic 1036) |
| 4 HONEY LOVE The Drifters (Atlantic 1029) | OOP-SHOOP Shirley Gunter & The Queens (Flair 1050) | ANNIE HAD A BABY Midnighters (Federal 12195) |
| 5 HURTS ME TO MY HEART Faye Adams (Herald 434) | BYE, BYE Dreamers (Flair 1052) | EBB TIDE Roy Hamilton (Epic 9068) |
| 6 HEY THERE Sammy Davis, Jr. (Decca 29199) | BUICK 59 Medallions (Dootone 347) | TICK TOCK Marvin & Johnny (Modern 933) |
| 7 GOD ONLY KNOWS Capris (Gotham 304) | EBB TIDE Roy Hamilton (Epic 9068) | OOP-SHOOP Shirley Gunter and The Queen (Flair 1050) |
| 8 I DON'T HURT ANYMORE Dinah Washington (Mercury 70439) | YOU UPSET ME BABY B. B. King (RPM 416) | DEAR ONE The Scarlets (Red Robin 128) |
| 9 HIGH HEELS Bill Doggett (King 4732) | ZIPPITY ZUM Chords (Cat 109) | FOUR YEARS OF TORMENT Memphis Slim (United 182) |
| 10 YOU'D BETTER WATCH YOURSELF Little Walter (Checker 799) | HEARTS OF STONE Jewels (R & B 1301) | ZIPPITY ZUM Chords (Cat 109) |



- | | | |
|--|---|---|
| 1 YOU'D BETTER WATCH YOURSELF Little Walter (Checker 799) | HURTS ME TO MY HEART Faye Adams (Herald 434) | ANNIE HAD A BABY Midnighters (Federal 12195) |
| 2 EVIL IS GOING ON Howling Wolf (Chess 1575) | ANNIE HAD A BABY Midnighters (Federal 12195) | OH WHAT A DREAM Ruth Brown (Atlantic 1036) |
| 3 LATER FOR YOU, BABY Guitar Slim (Specialty 627) | OH WHAT A DREAM Ruth Brown (Atlantic 1036) | HURTS ME TO MY HEART Faye Adams (Herald 434) |
| 4 HONEY LOVE Drifters (Atlantic 1029) | HONEY LOVE Drifters (Atlantic 1029) | HONEY LOVE The Drifters (Atlantic 1029) |
| 5 ANNIE HAD A BABY Midnighters (Federal 12195) | SEXY WAYS Midnighters (Federal 12185) | EVIL IS GOING ON Howling Wolf (Chess 1575) |
| 6 SEXY WAYS Midnighters (Federal 12185) | EBB TIDE Roy Hamilton (Epic 9068) | EBB TIDE Roy Hamilton (Epic 9068) |
| 7 I'M READY Muddy Waters (Chess 1579) | WHEN MY HEART BEATS LIKE A HAMMER B. B. King (RPM 412) | WHEN MY HEART BEATS LIKE A HAMMER B. B. King (RPM 412) |
| 8 TICK TOCK Marvin & Johnny (Modern 933) | YOUR CASH AIN'T NOTHIN' BUT TRASH The Clovers (Atlantic 1035) | YOUR CASH AIN'T NOTHIN' BUT TRASH The Clovers (Atlantic 1035) |
| 9 WHEN MY HEART BEATS LIKE A HAMMER B. B. King (RPM 412) | SHAKE, RATTLE AND ROLL Joe Turner (Atlantic 1026) | SHAKE, RATTLE AND ROLL Joe Turner (Atlantic 1026) |
| 10 HURTS ME TO MY HEART Faye Adams (Herald 434) | EVIL IS GOING ON Howling Wolf (Chess 1575) | TICK TOCK Marvin & Johnny (Modern 933) |

Coming Up In R & B

Listed Alphabetically

- DON'T DROP IT**
Wilbert Harrison
(Savoy 1138)
Newark
- I'M READY**
Muddy Waters
(Chess 1579)
Shreveport
- YOU UPSET ME BABY**
B. B. King
(RPM 416)
Los Angeles
- WELL ALL RIGHT**
Joe Turner
(Atlantic 1040)
Atlanta, Boston, Nashville, New Orleans

Film Tunes Aid Selling

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

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

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

Jazz Club Formed

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

R & B

"DOUBLE SHOT"
b/w **"TIME OUT"**
LOUIS BROOKS and his HI-TOPPERS
EXCELLO 2042

SPIRITUALS
"JESUS MY SAVIOUR"
SILVERTONE SINGERS
EXCELLO 2043

"I'M WAITING AND WATCHING"
EXCELLO 2045

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b/w "DISC JOCKEY JAMBOREE"
CHECKER 803

LITTLE WALTER
"YOU BETTER WATCH YOURSELF"
b/w "BLUE LIGHT"
CHECKER 799

LARRY LIGGETT
"THAT MAN IS WALKING"
b/w "MAMA YO QUIERO MAMBO"
CHESSE 1578

THE PEPPERS
"ROCKING CHAIR BABY"
b/w "HOLD ON"
CHESSE 1577

MUDDY WATERS
"I'M READY"
b/w "I DON'T KNOW WHY"
CHESSE 1579

Checker RECORD CO.
4750-52 Cottage Grove Ave. Chicago 15, Illinois

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THE CADILLACS
"I WONDER WHY"
b/w **"GLORIA"**
JOSIE # 765

THE FOUR BARS
"IF I GIVE MY HEART TO YOU"
b/w **"STOP IT! QUIT IT!"**
JOSIE # 768

THE TEAR DROPS
"THE STARS ARE OUT TONIGHT"
b/w **"OH STOP IT"**
JOSIE # 766

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by Marvin & Johnny
530 # 530-45

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RHYTHM 'N BLUES REVIEWS

| | |
|--|----------------------------------|
| <input type="radio"/> A DISK & SLEEPER | <input type="radio"/> C GOOD |
| <input type="radio"/> B+ EXCELLENT | <input type="radio"/> E FAIR |
| <input type="radio"/> B VERY GOOD | <input type="radio"/> D MEDIOCRE |

BILL "BASS" GORDON

(Gee 12)

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

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

LINDA HAYES

(Hollywood 1019)

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

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

BILLY KING

(Abbott 1002)

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

B+ "WANNA CARVE MY 'NITIALS IN THE DINGER IN THE BELL" (1:55) [Dandelion BMI—Gilbert, Gilbert] King pulls out the stops in this quick beat ditty and socks out a potent wax. Could get strong action with proper exposure.

THE OPALS

(Apollo 462)

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

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

THE CASH BOX

★ AWARD O' THE WEEK ★

"MAMBO BABY" (2:39)

[M & M BMI—Singleton, McCoy]

"SOMEBODY TOUCHED ME" (2:27)

[Progressive BMI—Nugetre]

RUTH BROWN

(Atlantic 1044)



RUTH BROWN

● How much better than number one can you get. Ruth Brown, currently sitting astride the Rhythm and Blues lists with "Oh What A Dream," has a delirious mambo

item that should rocket through the nation's charts in record breaking time. Miss Brown, who knows what to do with a piece of material, has a natural in "Mambo Baby" that should have the airwaves and juke boxes mambo happy. Just to make sure that record sales have been nailed to the mast, the deck has a "crazy" handclap effect that lends the arrangement individuality. A must for r & b locations and a whole hearted recommendation for any pop location. The flip, "Somebody Touched Me," is a slow rhythmic blues. Ruth Brown is fine and the etching strong but we feel it will get lost in the big "Mambo Baby" reception.

"BIP BAM" (2:43)

[Progressive BMI—Calhoun]

"SOMEDAY" (You'll Want Me To Want You) (2:51)

[Duchess BMI—Hodges]

THE DRIFTERS FEATURING CLYDE McPHATTER

(Atlantic 1043)



THE DRIFTERS

● The Drifters, featuring the most distinctive voice in the business, wax a pair that will surely hypo the business. The lads etch

a bouncer "Bip Bam," that has an infectious appeal sure to sell this platter. Item has a solid beat, tasty lyrics, potent ork backing, and the group. The flip, "Someday You'll Want Me To Want You," is the oldie with a new treatment. McPhatter very effective on this slow tempo saccharine wax. Deck employs a deep-deep base recitation that acts as a counterfoil for the unique McPhatter pipes. This is one of the best McPhatter solo efforts so far. Could be a two-sider.

SONNY CARTER

(KING 4739)

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

B "OH BABY" (2:32) [Armo BMI—Carter, Baker] Carter sings a middle tempo bouncer with romantic lyrics and a light hearted approach. Good listening with a dance tempo.

SONS OF THE SOUTH

(Excelllo 2045)

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

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

T-BONE WALKER

(Imperial 412)

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

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

ELLA JOHNSON

(Mercury 70459)

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

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

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.

- ★ "OH BUT SHE DID"The Opals Apollo 462
- ★ "WELL DO IT" Ella Johnson Mercury 70459

The Cash Box
RHYTHM 'N' BLUES REVIEWS

DISK & SLEEPER GOOD
 EXCELLENT FAIR
 VERY GOOD MEDIUM

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

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

"DON'T YOU WANNA BE MINE" (2:20)

[Brent BMI—Kirkland]

"SUCH A FOOL" (2:32)

[Munson BMI—Rogers-Rogers]

THE EAGLES
 (Mercury 70464)

● The Eagles have what looks like a potent contender in "Don't You Wanna Be Mine." The middle tempo rocker is enthusiastically dished out by the smooth working group. The lads have the verve, the feeling and the delivery to put the tune over. Romantic lyrics, an easy to remember tune, and the

catch phrase, "will you, won't you, can't you, don't you" makes this a juke box natural. The flip, "Such A Fool," is a more restrained bounce, expertly performed. The more melodic of the two sides. However, we like the chances of the top deck.

THE PILGRIM TRAVELERS

(Specialty 872)

C+ "IT IS NO SECRET" (2:30) [Duches BMI—S. Hamblen] The Pilgrim Travelers blend on a Stuart Hamblen tune, slow, soft and reserved. Potent religious wax.

C+ "LOOK DOWN THAT LONESOME ROAD" (2:55) [Paramount ASCAP—Austin, Shikret] A beautiful and stirring rendition of the familiar piece. This one will appeal to everyone.

THE SWANS

(Ballad 1006)

B+ "NIGHT TRAIN" (2:05) [Soli BMI—Washington, Forrest, Simpkins] The tune that was a Jimmy Forrest hit several seasons back could make it again via this version. The Swans dish up the tune effectively. Proper exposure could make it go a long way.

B "IT'S A MUST" (2:35) [Soli BMI—Washington] The group bounces merrily through a quick beat romantic bouncer. Good sound and treatment. This group loaded with potential.

MAMIE (Miss Good Blues) THOMAS
 (MGM K11826)

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

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

MAHALIA JACKSON

(Apollo 289)

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

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

NATIONAL CLOUDS OF JOY

(Herald 2002)

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

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

LESTER WILLIAMS

(Duke 131)

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

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

The Nation's
Rhythm & Blues
TOP 15

1 OH WHAT A DREAM
 Ruth Brown
 (Atlantic 1036)

2 ANNIE HAD A BABY
 Midnighters
 (Federal 12195)

3 HURTS ME TO MY HEART
 Faye Adams
 (Herald 434)

4 HONEY LOVE
 Drifters
 (Atlantic 1029)

5 EBB TIDE
 Roy Hamilton
 (Epic 9068)

6 SEXY WAYS
 Midnighters
 (Federal 12185)

7 YOUR CASH AIN'T NO THIN' BUT TRASH
 Clovers
 (Atlantic 1035)

8 WORK WITH ME ANNIE
 Midnighters
 (Federal 12169)

9 TICK TOCK
 Marvin & Johnny
 (Modern 933)

10 SHAKE, RATTLE AND ROLL
 Joe Turner
 (Atlantic 1026)

11 YOU'D BETTER WATCH YOURSELF
 Little Walter
 (Checker 799)


12 I DON'T HURT ANYMORE
 Dinah Washington
 (Mercury 70439)

13 WHEN MY HEART BEATS LIKE A HAMMER
 B. B. King
 (RPM 412)

14 HEY THERE
 Sammy Davis, Jr.
 (Decca 29199)

15 SH-BOOM
 Chords
 (Cat 104)

Going Strong Coast-to-Coast
1136 BLUE NIGHTS
 Hot Shots
1137 SEND ME SOME MONEY
 Varetta Dillard
1138 DON'T DROP IT
 Wilbert Harrison
SAVOY RECORD CO., INC.
 58 Market St., Newark, N. J.

Peacock and his Mambo Combo
"IF I GIVE MY HEART TO YOU"
 and
"PAPA LOVES MAMBO"
 TICO 1092

 220 West 42nd STREET NEW YORK, N. Y.

Breaking For A HIT!
"DON'T TELL ME"
 and
"I Want To Know"
 (If You Love Me)
 AL SAVAGE
 Herald # 437


A Smash From
 The Beginning!
"MAMBO BABY"
RUTH BROWN
 Atlantic 1044

 234 WEST 56th STREET NEW YORK 19, N. Y.

GREAT SALES ARE HARP-ENING
 In BOTH POP and R&B—
 Insist on the ORIGINAL
The HARPTONES
"WHY SHOULD I LOVE YOU"
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★ ANNIE'S LATEST ★
 ★ M C No. 746 — 45 — 746 ★
"Annie Pulled A Hum-Bug"
 b/w
 ★ "HEAR MY PLEA" ★
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Big Chief



CLEVELAND—Norman Wain (right) who in six short weeks has made a name for himself in Cleveland with his popular disk jockey program on WDOK, the "Station of the Stars with Music, Music, Music" makes Lou Monte, (left) an honorary Warrior on his "Big Chief" program heard every Saturday from 2 to 7 pm direct from the lobby of Cleveland's largest theatre, the Hippodrome.

Meeting Dates Of Music Operators' Associations

- Oct. 4—Amusement Machine Operators of Baltimore
Place: Pimlico Hotel, Baltimore, Md.
- 4—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.
- 4—California Music Merchants Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.
- 5—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 5—Arizona Music Guild, Phoenix Chapter # 1
Place: 1738 West Van Buren, Phoenix, Ariz.
- 5—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 7—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General).
- 7—California Music Merchants Assn.
Place: Sacramento Hotel, Sacramento, Calif.
- 7—Eastern Ohio Phonograph Operators' Assn.
Place: Tod Hotel, Youngstown, Ohio (General).
- 12—Western Massachusetts Music Guild
Place: Ivy House, W. Springfield, Mass.
- 12—California Music Merchants Assn.
Place: Fresno Hotel, Fresno, Calif.
- 13—New York State Operators' Guild
Place: Governor Clinton Hotel, Kingston, N. Y.
- 13—California Music Merchants Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 14—California Music Merchants Assn.
Place: U. S. Grant Hotel, San Diego, Calif.
- 18—Amusement Machine Operators of Baltimore
Place: Pimlico Hotel, Baltimore, Md.
- 18—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 21—Eastern Ohio Phonograph Operators' Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).
- 25—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.
- 25—Dallas Music Operators' Assn.
Place: Big Pete's, 5001 Lover's Lane, Dallas, Tex.

THE CASH BOX FOLK & WESTERN DISK JOCKEY REGIONAL RECORD REPORTS



- | | | |
|--|---|---|
| <p>Johnny Rion KSTL—St. Louis, Mo.</p> <ol style="list-style-type: none"> 1. Place For Girls Like You (Faron Young) 2. Love You (M. Ann & Slim) 3. Chapel In The Moonlight (Faron Young) 4. Don't Drop It (Terry Fell) 5. More And More (W. Pierce) 6. You're Not Easy (Kitty Wells) 7. What'cha Gonna Do Now (Tommy Collins) 8. Oceans Of Tears (S. James) 9. Goodnight Sweetheart (Johnnie & Jack) 10. I Could Love You More (Ray Price) | <p>Big Jim Hess WIVK—Knoxville, Tenn.</p> <ol style="list-style-type: none"> 1. You're Not Mine Anymore (Webb Pierce) 2. Go, Boy Go (Carl Smith) 3. What'cha Gonna Do Now (Tommy Collins) 4. The Good And The Bad (Charline Arthur) 5. Show Me (Davis Sisters) 6. Courtin' In The Rain (Duff) 7. If You Don't, Somebody Else Will (Jackson & Gray) 8. Honey Love (The Carlisles) 9. Company's Comin' (Porter Wagoner) 10. Oh Yes Darling (Ray Price) | <p>Ramblin' Lou WHL D—Niagara Falls, N. Y.</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. One By One (Foley & Wells) 3. Out Behind The Barn (Jimmy Dickens) 4. Go Boy Go (Carl Smith) 5. Looking Back To See (Hill & Tubb) 6. Courtin' In The Rain (T. Texas Tyler) 7. This Ole House (St. Hamblen) 8. Just Call On Me (D. Owens) 9. Can You Forget (Lee & Cooper) 10. If You Love Me (Wilburn Bros.) |
| <p>Clay Eager WLOK—Lima, Ohio</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. Call Me Up (Marty Robbins) 3. This Is The Thanks I Get (Eddy Arnold) 4. One By One (Foley & Wells) 5. Honey I Need You (Johnnie & Jack) 6. You're Not Mine Anymore (Webb Pierce) 7. What'cha Gonna Do Now (Tommy Collins) 8. Cry Cry Darling (J. Newman) 9. Moody's Goose (Carlisles) 10. Whittlen On Wood (E. Hill) | <p>"Pappy Gube" WSB—Atlanta, Ga.</p> <ol style="list-style-type: none"> 1. What'cha Gonna Do Now (Tommy Collins) 2. I Don't Hurt Anymore (Snow) 3. Never (W. & M. Tuttle) 4. Even Tho (Webb Pierce) 5. One By One (Foley & Wells) 6. This Ole House (St. Hamblen) 7. Oceans Of Tears (S. James) 8. Very Seldom Frequently Never (Farlin Huskey) 9. Goodnight Sweetheart (Johnnie & Jack) 10. Precious Lambs Of God (Lowery) | <p>Rosalie Allen WOV—New York City, N. Y.</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. Even Tho (Webb Pierce) 3. One By One (Foley & Wells) 4. Looking Back To See (Hill & Tubb) 5. Courtin' In The Rain (T. Texas Tyler) 6. Goodnight Sweetheart (Johnnie & Jack) 7. Honey Love (The Carlisles) 8. Sparkling Brown Eyes (Pierce & Wilburn Bros.) 9. Rosemarie (Slim Whitman) 10. Hep Cat Baby (Eddy Arnold) |
| <p>Uncle Eb Brown WGST—Atlanta, Ga.</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. This Ole House (Statesman) 3. Goodnight Sweetheart (Johnnie & Jack) 4. Holding Hands (Kenny Lee) 5. Never (W. & M. Tuttle) 6. What'cha Gonna Do Now (Tommy Collins) 7. Lonesome (Arthur Smith) 8. More And More (W. Pierce) 9. One By One (Foley & Wells) 10. Chapel In The Moonlight (Faron Young) | <p>Pop's Country Store WXGI—Richmond, Va.</p> <ol style="list-style-type: none"> 1. If You Don't, Somebody Else Will (Jimmy & Johnny) 2. Devil's Doll (Maphis & Lee) 3. Place For Girls Like Lou (Faron Young) 4. I'm Too Big To Cry (Robbins) 5. More And More (W. Pierce) 6. I Love You Best Of All (Mac Wiseman) 7. She's Gone And Give Her Heart To Me (Sonny James) 8. Can Can Skirt (H. J. Van) 9. Don't Be The One (R. Soving) 10. Penny Candy (Jim Reeves) | <p>Jimmy Hutsell WLAR—Athens, Tenn.</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. Good And The Bad (Arthur) 3. Female Hercules (Carlisles) 4. One By One (Foley & Wells) 5. Goodnight Sweetheart (Johnnie & Jack) 6. Chapel In The Moonlight (Rex Allen) 7. Go Boy Go (Carl Smith) 8. Show Me That You Love Me (Al Terry) 9. River Of No Return (T. Ernie Ford) 10. Even Tho (Webb Pierce) |
| <p>"Tater" Pet Hunter KRCT—Baytown, Texas</p> <ol style="list-style-type: none"> 1. But I Do (Skeets McDonald) 2. If You Don't, Somebody Else Will (Jimmy & Johnny) 3. If You Love Me (Wilburn Bros.) 4. This Ole House (St. Hamblen) 5. Loose Talk (Freddie Hart) 6. You're Not Mine Anymore (Webb Pierce) 7. I Could Love You More (Ray Price) 8. Penny Candy (Jim Reeves) 9. Chapel In The Moonlight (Faron Young) 10. One By One (Foley & Wells) | <p>Earl Davis WFHG—Bristol, Va.</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. One By One (Foley & Wells) 3. You Can't Have My Love (West & Strength) 4. Honey I Need You (Johnnie & Jack) 5. Cry Cry Darling (Newman) 6. This Is The Thanks I Get (Eddy Arnold) 7. Even Tho (Webb Pierce) 8. Thank You For Calling (Billy Walker) 9. Looking Back To See (J. E. & M. Brown) 10. Penny Candy (Jim Reeves) | <p>Wink Lewis KSNY—Snyder, Tex.</p> <ol style="list-style-type: none"> 1. Even Tho (Webb Pierce) 2. I Don't Hurt Anymore (Snow) 3. Go Boy Go (Carl Smith) 4. Show Me That You Love Me (Al Terry) 5. I Really Don't Want To Know (Eddy Arnold) 6. I Could Love You More (Ray Price) 7. Hep Cat Baby (Eddy Arnold) 8. One By One (Foley & Wells) 9. Night Time Is Cry Time (Jimmy Newman) 10. Maybe Next Week Some Times (Neal Jones) |
| <p>Lee Sutton WWVA—Wheeling, W. Va.</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. Even Tho (Webb Pierce) 3. Courtin' In The Rain (T. Texas Tyler) 4. Go Boy Go (Carl Smith) 5. Can Can Skirt (H. J. Van) 6. Goodnight Sweetheart (Johnnie & Jack) 7. One By One (Foley & Wells) 8. House Of Glass (Al Terry) 9. This Ole House (St. Hamblen) 10. This Is The Thanks I Get (Eddy Arnold) | <p>Richard M. Fielder KRLW—Walnut Ridge, Ark.</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. Goodnight Sweetheart (Johnnie & Jack) 3. Looking Back To See (Hill) 4. Don't Drop It (Terry Fell) 5. Sparkling Brown Eyes (Pierce & Wilburn Bros.) 6. Rosemarie (Slim Whitman) 7. Go Boy Go (Carl Smith) 8. Hep Cat Baby (Eddy Arnold) 9. One By One (Kitty Wells) 10. Even Tho (Webb Pierce) | <p>Dal Stallard KCMO—Kansas City, Mo.</p> <ol style="list-style-type: none"> 1. This Ole House (St. Hamblen) 2. I Don't Hurt Anymore (Snow) 3. One By One (Foley & Wells) 4. Out Behind The Barn (Jimmy Dickens) 5. I'm Too Big To Cry (Robbins) 6. What'cha Gonna Do Now (Tommy Collins) 7. More And More (W. Pierce) 8. Honey Baby (Skeeter Bonn) 9. New Green Light (Thompson) 10. House Of Glass (Al Terry) |
| <p>Cliff Rodgers WHKK—Akron, Ohio</p> <ol style="list-style-type: none"> 1. Honey Baby (Skeeter Bonn) 2. I Don't Hurt Anymore (Snow) 3. This Is The Thanks I Get (Eddy Arnold) 4. This Ole House (St. Hamblen) 5. My Sins Of Yesterday (Harvey June Van) 6. Place For Girls Like You (Faron Young) 7. Just Call On Me (D. Owens) 8. Down At Blackeyed Joes (Jimmy Dickens) 9. More And More (W. Pierce) 10. Baby, Baby Me (C. Gordon) | <p>Herbert L. Shucher WCOP—Boston, Mass.</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. One By One (Foley & Wells) 3. Even Tho (Webb Pierce) 4. Goodnight Sweetheart (Johnnie & Jack) 5. Place For Girls Like You (Faron Young) 6. You Can't Have My Love (Jackson & Gray) 7. This Ole House (St. Hamblen) 8. Out Behind The Barn (Jimmy Dickens) 9. Arabian Baby (Hank Snow) 10. What'cha Gonna Do Now (Tommy Collins) | <p>Fred Wamble XEG—For Worth, Tex.</p> <ol style="list-style-type: none"> 1. Oceans Of Tears (S. James) 2. What If He Don't Love You (Ray Price) 3. If You Don't, Somebody Else Will (Jimmy & Johnny) 4. Go Boy Go (Carl Smith) 5. She's Gone Give Her Heart To Me (Sonny James) 6. I'm Too Big To Cry (Robbins) 7. Take Me As I Am (Jimmy Dickens) 8. A Lonely Heart Knows (Hank Thompson) 9. This Is The Thanks I Get (Eddy Arnold) 10. Baby, Baby Me (C. Gordon) |
| <p>"Chuckwagon Chuck" Nichols KOWB—Laramie, Wyo.</p> <ol style="list-style-type: none"> 1. I Don't Hurt Anymore (Snow) 2. I Love You (Jimmy Wakely) 3. Out Behind Barn (Dickens) 4. This Is The Thanks I Get (Eddy Arnold) 5. Looking Back To See (Wells & Jones) 6. I Understand Just How You Feel (Jack Ford) 7. Chapel In Moonlight (Young) 8. Even Tho (Webb Pierce) 9. I Really Don't Want To Know (Eddy Arnold) 10. What'cha Gonna Do Now (Tommy Collins) | <p>Red Smith WBOK—New Orleans, La.</p> <ol style="list-style-type: none"> 1. Love Spelled Backwards (Worley Fairburn) 2. I Think Of You (Ann Rave) 3. Goodnight Sweetheart (Johnnie & Jack) 4. You Ought To Know (Heap & Williams) 5. Nothing But Time (Williams) 6. If You Love Me (Wilburn Bros.) 7. Looking For A Date (J. Tubb) 8. I Tried (Vin Bruce) 9. You Can't Have My Love (Jackson & Gray) 10. Courtin' In The Rain (T. Texas Tyler) | <p>Jimmie Williams WNOP—Newport, Ky.</p> <ol style="list-style-type: none"> 1. What'cha Gonna Do Now (Tommy Collins) 2. John Henry And The Water Boy (Jimmie Skinner) 3. Looking For A Date Tonight (Justin Tubb) 4. Blue Days And Lone Nights (Jimmie Osborne) 5. Honey Baby (Skeeter Bonn) 6. Place For Girls Like You (Faron Young) 7. I Don't Hurt Anymore (Snow) 8. Honey I Need You (Johnnie & Jack) 9. She Done Gave Her Heart To Me (Sonny James) 10. Blue Tennessee Rain (B. Lou) |

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)

2 ONE BY ONE

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

3 EVEN THO

Webb Pierce
(Decca 29107; 9-29107)

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)

5 GOODNIGHT, SWEET-HEART, GOODNIGHT

Johnnie & Jack
(RCA Victor 20-5775; 47-5775)

6 COURTIN' IN THE RAIN

T. Texas Tyler
(4 Star 1660; 45-1660)

7 DON'T DROP IT

Terry Fell
(“X”-0010; 4X-0010)

8 THIS IS THE THANKS I GET

Eddy Arnold
(RCA Victor 20-5805; 47-5805)

9 THIS OLE HOUSE

Stuart Hamblen
(RCA Victor 20-5739; 47-5739)

10 YOU CAN'T HAVE MY LOVE

Wanda Jackson & Billy Gray
(Decca 29140; 9-29140)

THE CASH BOX

CANADIAN CAPERS

TORONTO TOPICS

Everybody here happy to see the Casino stage shows back and hoping that this is an omen that the AF of L internecine strife may soon be happily resolving itself. . . . Moxie Whitney and his Orchestra back from Banff and opened his winter's run at the Royal York with most of the music folks ring-siding. . . . An old favorite here, Johnny Pineapple and his Group (Decca Records) back at the Town Tavern—again to full houses. . . . Local Sparton office reports strong business on their first release, Denise Lor's "If I Give My Heart To You." The lush thrush getting a strong play on the local airwaves. . . . George Offer and his staff at the local Decca-Coral set up, Apex Records Limited, are beating the drum in advance of the Rover Boy's first Coral release, which breaks shortly. The Rover Boys originated here as the Vocalaires and have a rabid fan following here that should soon be duplicated across the continent. Many of the localites off to Geneva in upstate New York to catch them on their date there. . . . As always Jazz at the Philharmonic played to a full house on their date here at Massey Hall. Oscar Petersen's old friends were out in force to welcome the Canuck back to the scene of his first travelling engagement. . . . CKFH's



DORIS DAY

Pat Harrison back in harness and loaded with Tin Pan Alley lore & anecdotes after her vacation in New York. . . . Localites are still talking about the Esso Steel Drum Band from Trinidad, which scored so mightily during its recent appearances at the Canadian National Exhibition here. The boys are slated to return again next year. . . . Frank Jones of Columbia Records off to Montreal. The Columbia folks seem to have two really big ones in their Mitch Miller platter of "Wooden Shoes And Happy Hearts" and Doris Day's "If I Give My Heart To You." . . . Russ Meyer and Whitey Hains really did a bang up promotion job here last week breaking Ray Anthony's platter of "It's A Woman's World" which looks like a big one here for the Cleveland maestro. . . . Quality Record's Frank Weaver wreathed with smiles on the strong trade and air reaction that he is getting on his R & B platters. The Scarboro diskery now releasing Atlantic line here on their Quality label and it looks like a good venture for all concerned. Certainly is finding favor with the Teen-age platter buyers. . . . Harold Pounds in town from Sparton's London head office and setting up its forthcoming release of "On the Waterfront" by Bill Stegmeyer and his Orchestra, which is being pressed from the U.S. Benida master. Also lining up pre release of their Jack Kingston platter of "Mama, Don't Cry At My Wedding" b/w "How Far Is She Now?" a topical folk etching that could break big.



RAY ANTHONY

Island Music



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

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CINCINNATI CUT-UPS

Jimmie Williams d. j. of WNOP inked a personal manager's contract with Joe Grieshop, songwriter, and cut his first record session for Acorn Records. Announcement of this appointment came Saturday on Jimmie's RFD show. . . . L. B. Wilson, proprietor of WCKY, told in U. S. Court Friday that an accumulation of \$1,300,000 was for the purpose of acquiring ownership of a television station. Wilson is fighting a surplus tax assessment on the amount. . . . Celeste Holm received the keys to the city from acting Mayor Dorothy Dolbey. Celeste is in town making a tour of local newspapers in line with her role of news-woman in a new CBS-TV series to be carried locally by WKRC-TV. . . . Lee Erwin (of the Godfrey show) was in town visiting folks at WLW where he once was organist of the Moon River show. . . . Harry Le Brun who resigned as asst. general mgr. of radio WCPO was named asst. general mgr. of WLW-TV by John T. Murphy, vice president of the Crosley Corp. . . . Pee Wee King's show carried by NBC will originate from the studios of WLW, it was learned this week. . . . Marty Roberts appeared at the Melody Lane Ranch in Columbus. He reported a good crowd Sunday. . . . Bob Schreeve was in town. He will be remembered as proprietor of the Country Store TV show over WLW. . . . The station would do well to air this show again. . . . Jimmie Williams (Acorn) and Jimmie Skinner (Decca) played at Glenwood Farms, Perry Park, Ky., where over two hundred folks were turned away because there wasn't even standing room. Good work, boys.

THE CASH BOX BULLSEYE of the WEEK

WEBB PIERCE
"YOU'RE NOT MINE ANYMORE"
b/w
"MORE AND MORE"
DECCA 29252
CEDARWOOD PUBLISHING CO.
146 7th Ave., N. Nashville, Tenn.

CARL SMITH

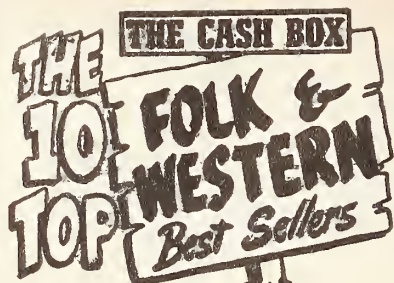
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 TENNESSEE RAIN"**
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 (KING)
Berry Sisters
 (AMBER)
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- 1. I DON'T HURT ANYMORE**
 Hank Snow
 (RCA Victor 20-5698; 47-5698)
- 2. ONE BY ONE**
 Kitty Wells & Red Foley
 (Decca 29065; 9-29065)
- 3. EVEN THO**
 Webb Pierce
 (Decca 29107; 9-29107)
- 4. THIS OLE HOUSE**
 Stuart Hamblen
 (RCA Victor 20-5739; 47-5739)
- 5. THIS IS THE THANKS I GET**
 Eddy Arnold
 (RCA Victor 20-5805; 47-5805)
- 6. 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)
- 7. WHAT'CHA GONNA DO NOW**
 Tommy Collins
 (Capitol 2891; F-2891)
- 8. GOODNIGHT, SWEETHEART,
 GOODNIGHT**
 Johnnie & Jack
 (RCA Victor 20-5775; 47-5775)
- 9. IF YOU DON'T, SOMEBODY
 ELSE WILL**
 Jimmy & Johnny
 (Chess 4859; 45-4859)
- 10. SPARKLING BROWN EYES**
 Webb Pierce & The Wilburn Brothers
 (Decca 29107; 9-29107)

**THE CASH BOX
 BULLSEYE of the WEEK**
TOMMY COLLINS
 sings two tunes he wrote himself . . .
 "WHAT'CHA GONNA DO NOW?"
 b/w
 "YOU'RE FOR ME"
 CAPITOL 2891
CENTRAL SONGS, INC.
 6308 SUNSET BLVD., HOLLYWOOD 28, CALIF.

FOLK AND WESTERN REVIEWS

| | |
|------------------|------------|
| ⊙ DISK & SLEEPER | ⊙ GOOD |
| ⊙ EXCELLENT | ⊙ FAIR |
| ⊙ VERY GOOD | ⊙ MEDIOCRE |

**THE CASH BOX
 BULLSEYE of the WEEK**

"MORE THAN ANYTHING ELSE IN THE WORLD" (2:25)
 [Hill & Range BMI—L. Payne]
"LOOSE TALK" (2:28)
 [Central BMI—Lucas, Hart]
CARL SMITH
 (Columbia 21317; 4-21317)

● Carl Smith keeps turning out top sellers, one after another, and his latest release bids fair to follow suit. The chanter leads off with a beautiful, middle tempo romantic ballad dubbed "More Than Anything Else In The World". On it, Smith hands in a top drawer vo-

cal interpretation of the expressive lyrics. The under siding, "Loose Talk", is a change of pace, quick beat piece dished up in tantalizing fashion by the skillful performer. It's a powerful two-sider that should make the hit brackets in short order.

JACKIE WALKER
 (Imperial 8268; 45-8268)

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

C+ "BIG FAT FIB" [Commodore BMI—L. Penny] On the flipside, Walker takes hold of a light-hearted, moderate beat item and treats it to a flavorful vocal styling. Cute material.

JIMMY KELLY
 (Jiffy 202; 45-202)

B "WHY CAN'T WE KEEP ON DREAMING" [Jiffy BMI—Kelly & Collins] Jimmy Kelly, "The Boy With the 3d Voice", dishes up a warm and sincere vocal job on a tender, middle beat sentimental piece. Effective wedding of melody and lyrics.

C+ "DUNCE CAP" [Jiffy BMI—Walker & Fowler] Under portion is an engaging, fast paced item that Kelly belts out in solid style. Colorful instrumental backdrop. A good pairing.

JIMMY WORK
 (Dot 1221; 45-1221)

B "MAKING BELIEVE" (2:46) [Acuff-Rose BMI—J. Work] Jimmy Work shows up to good advantage as he infectiously renders a slow moving, romantic lament. Heartfelt lyrics are projected with much feeling.

B "JUST LIKE DOWNTOWN" (2:23) [Acuff-Rose BMI—J. Work] Work comes up with a zestful vocal effort on a delightful, easy-on-the-ears platter. A strong coupling that should attract a heap of spins.

COWBOY COPAS
 (King 1386; 45-1386)

B "I'M GLAD FOR YOUR SAKE" (2:22) [DeSylva, Brown, Henderson] Mellow-voiced Cowboy Copas sends up a splendid performance on a touching, middle tempo romantic item. Strings support the artist in top notch style.

B "CARBON COPY" (2:32) [Har-peth Hills BMI—D. Dill] Lower half is a moderate beat, sentimental piece that Copas waxes in excellent fashion. Pretty melody.

SHEB WOOLEY
 (MGM 11836; K-11836)

B+ "I GO OUTA MY MIND" (2:21) [Wooley Western BMI—Wooley] Sheb Wooley comes through with a great vocal job on an exciting, quick beat novelty that has big hit possibilities. Sensational arrangement. Watch this one.

B "HILL BILLY MAMBO" (1:56) [Wooley Western BMI—Wooley] Under waxing is a zany ditty on which Wooley pokes fun at the current national pastime. Sprightly instrumental backing. Two enjoyable platters.

BETTY CODY & HAL "LONE PINE"
 (RCA Victor 20-5869; 47-5869)

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

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

TOM BEARDON
 (Fabor 116; 116-45)

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

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

GEORGE GARRISH
 (Hilite 104; 45-104)

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

C+ "PLEASE CLOSE THE DOOR BEHIND YOU" [Al Kennedy ASCAP—A. Kennedy, C. Cole] Flipside, Jane Garrish solos in smooth style as George and the Westerners lend a neat instrumental assist. Two feelingful decks.

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THE CASH BOX FOLK and WESTERN ROUNDUP

After having just completed a successful seven-weeks tour, Dewey Mouson, manager for Little Jimmie Dickens, reports that Jimmie along with Del Wood, Lazy Jim Day, Jimmie Johnson and the Country Boys worked October 1-8 in the state of Michigan, kicking off with a personal in Detroit on the 3rd, following with this schedule, Cadillac, Grand Rapids, Saginaw, Lansing and Jackson. Cousin Minnie Pearl into Norfolk, Va., and then into Lafayette, N. C. in personal appearance engagements. W. E. (Lucky) Moeller, now managing Webb Pierce, has Pierce and The Wondering Boys, and the Wilburn Brothers,

Doyle and Teddy working personal appearances in Colorado, Washington and possibly a trek on to the West Coast. Murray Nash, Acuff-Rose rep reports that Doc Williams and his Border Riders set for a string of personals during November . . . dates covering a number of key Connecticut cities and towns on Cape Cod. Roy Acuff and his Smoky Mountain Boys and Girls with the Carter Family closed a successful week in Florida. Col. Tom Parker, Tom Diskin and Oscar Davis caring for the promotion. Grandpa Jones with all the grandchildren packing up gear for another line of personals in Canada. Bob Ferguson, handling the managerial reins for Ferlin Huskey, informs us that the Capitol Artist is booked solid through October with personal appearance dates coming in heavily for November. Hubert Long, directing the affairs of Army's Faron Young, promoting the lad heavy prior to his release from service in



MINNIE PEARL

early November, at which time Long will take Young under his wing on an exclusive management basis.

Horace Logan at KWKH's Louisiana Hayride swamped with activity as talent on this show readies itself for Fall Personal Appearance engagements and recording sessions. Jim Reeves is heading another tour of Abbott and Fabor artists, consisting of J. E. and Maxine Brown, Dido and Jerry Rowley, The Louisiana Hayride Band, with Leo Jackson and Sonny Trammel. The tour, lasting for five weeks, will take the artists up and down the West Coast and into Canada. Hoot and Curley of the Hayride are touring Texas the latter part of this month. For the past several weeks, Hoot and Curley have been teaming with Jack Ford on the Hayride too for a trio on Sacred songs, Spirituals and Hymns. The Chelette Sisters were guests on the Hayride on September 18th and arrived in time to take part in the annual Kiwanis Kids Day Show at the Fair Grounds in Shreveport that morning. Jim Reeves was one of the feature attractions. There were more than ten thousands kids in attendance. Johnny Horton back on the Hayride after a three-week tour of California, Arizona and New Mexico. Tex Ritter made a guest appearance on the September 25th broadcast of the Hayride with Slim Harbert and his daughter, Mallie Ann, taking the spotlight on October 9th. Tillman Franks, who formerly directed the Carlises, now managing Jimmy Lee and Johnny Mathis on an exclusive management basis. Dave Chase is leaving the Red River Roundup for Television in Oklahoma City.

Preliminary to a possible entry into a network video, an hour and half of the two-and-a-half hour Ozark Jubilee is now being telecast by Springfield's KYTV, channel three. The 60,000-watter is reported to have good coverage in the areas of Missouri, Kansas, Arkansas and Oklahoma. Other good tidings from the Crossroads of Country Music add up to a tour in Canada of some of its artists . . . with bookings by Lou's Top Talent. Slim Wilson of the Ozark's will celebrate his twenty-five thousandth broadcast on Saturday, Oct. 9th, appearing as guest on Red Foley's ABC Network portion of The Jubilee. Tommy Sosebee (Coral) and Columbia's Billy Walker absent from the Jubilee Sept. 25, fulfilling personal appearance engagements in Hamilton, Ontario. Jean Shepard (Capitol) played the country-music-wise Canadian city on Oct. 2nd. Hawkshaw Hawkins worked at Sunset Park, Pa., Sept. 26th. Red Foley's manager, Dub Allbritten, reported that Red, with Grady Martin and The Crossroad Boys recently played to 26,000 persons at the Craighead County Fair in Jamesboro, Arkansas. . . . Hank Thompson's manager, Jim Halsey, informs us that the Thompson aggregation has just completed a very successful series of State and County Fair Celebrations. According to Charlie Wright, manager for Dub Dickerson, the Dickerson group will be on a very busy schedule of personal appearances for several weeks. Dickerson will be playing in Florida, jumping into Kansas, Missouri and Illinois until mid November. During this time, Dickerson is also scheduled for a guest appearance on Grand Ole Opry. Texas Bill Strength (Coral) recently did a personal appearance engagement with Roy Rogers and Dale Evans at Ellis Auditorium, playing to 9,000 people. Sept. 10th Bill guested on WSM's "Mr. DJ USA" with Grant Turner.



TEXAS BILL STRENGTH

Louisiana Hayride



SHREVEPORT, LA.—The Cash Box camera caught the following scenes at a recent trip to Louisiana Hayride. Top left: Stan Lewis, of Stan's Record Shop comes backstage at Louisiana Hayride to compliment Jimmy Lee and Johnny Mathis on the popularity of their current Chess recording "If You Don't Somebody Else Will." Top right: "Here's the way" is what Tillman Franks seems to be saying to the group of artists as he points out their personal appearance schedule. From left to right are Hoot and Curley (Starday), Jack Ford (Chess), Van Howard (Imperial) and Tillman Franks. Bottom left: It was really a problem for Charlie Lamb of The Cash Box to double talk himself out of not being admitted to Louisiana Hayride. A. M. (Pappy) Covington, who was once a victim of Charlie's doubletalk refused to admit him backstage. However, after the picture was taken, Charlie realized it was all a frame-up. Bottom right: Horace Logan, producer of KWKH's Louisiana Hayride is shown going over the script with a group of Hayride artists, Ginny Wright (Fabor), Horace Logan, Jim Reeves (Abbott), Maxine and Jim Edward Brown (Fabor), Jerry Rowley (Fabor) and Carolyn Bradshaw (Chess).

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. ONE BY ONE . . . Kitty Wells & Red Foley (Decca)
3. EVEN THO . . . Webb Pierce (Decca)
4. WHAT'CHA GONNA DO NOW . . . Tommy Collins (Capitol)
5. COURTIN' IN THE RAIN . . . T. Texas Tyler (Four Star)
6. GOODNIGHT, SWEETHEART, GOODNIGHT . . . Johnnie & Jack (RCA Victor)
7. THIS OLE HOUSE . . . Stuart Hamblen (RCA Victor)
8. THIS IS THE THANKS I GET . . . Eddy Arnold (RCA Victor)
9. IF YOU DON'T SOMEBODY ELSE WILL . . . Jimmy & Johnny (Chess)
10. A PLACE FOR GIRLS LIKE YOU . . . Faron Young (Capitol)
- 11) GO, BOY GO. 12) LOOKING BACK TO SEE. 13) YOU CAN'T HAVE MY LOVE. 14) OUT BEHIND THE BARN. 15) SPARKLING BROWN EYES. 15) DON'T DROP IT.

WAX-WISE



CAROLYN BRADSHAW

In Nashville for recording sessions recently was Victor's Steve Sholes. And after a heavy recording schedule on the West Coast, Paul Cohen is reported to be in town next. Also visiting Nashville recently were Jack Comer, Valley Publishers, Nat Tannen, Tannen Music, Floyd Wilson, noted songsmith, who was recently signed to an RCA Victor recording pact. John Towles, now doing Sales-Promotion for Capitol Records, working out of Nashville. Anne Fulchino of Victor's Publicity Department, along with Paul Schutzer were also recent visitors at Grand Ole Opry. There's a lot of good news being broadcast about Louisiana Hayride's Carolyn Bradshaw and her new Chess recording of "Ooh I Like It" which is expected to take off real early. Jack Toombs (Excello) dishes up another fine pairing with the latest "Foolish Jealousy" and "My Imagination." Carl Smith has waxed a couple of new ones . . . "Loose Talk" and "More Than Anything Else In The World." Jim Wilson of WHOO, Orlando, Fla., into Nashville for quick visit following his appearance at the Hank Williams Memorial Day Celebration. Eddie Molaskey, Box 405, KODI in Cody, Wyo., reported to be doing fine job with C&W records, but needs more records! Homer and Jethro . . . up to the same old tricks with brand new recordings. Two of their funniest parodies: "Hey There" and "They Were Doin' The Mambo."

MUSIC OPERATORS

FREE Nationally Advertised, \$29.95 "Capri" 3 Speed portable record player to the OPERATORS who send us a prepaid order for 500 records or more. OPERATORS, now you can buy, 45 RPM, Top BELL "HIT PARADE" RECORDS, recorded by Top Flight Artists, for half of what you now pay. TWICE as many plays because TWO HIT SONGS, one on each side. Price to operators is 35c per record. Discount for cash in advance. An attractive saving if you place contract for one year for minimum order of 5 records per month per machine. New record releases mailed upon request. Our representatives will gladly call to see you in person at your convenience. Mail or phone your requests to—

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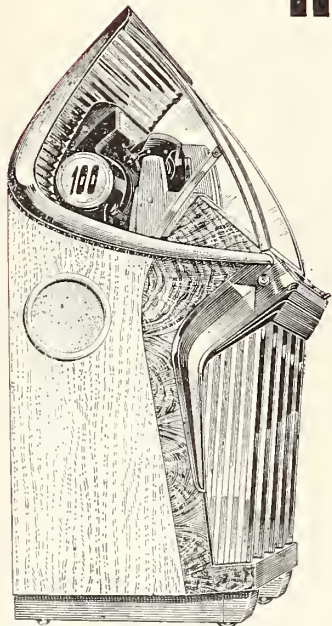
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Mounted in the acoustical chamber of the Select-O-Matic "100" are two heavy-duty, 12-inch low-frequency speakers, a 5-inch high-frequency speaker and two 8-inch wide-range speakers, one on each side. It's the most advanced electro-acoustical system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

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*America's finest and most
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DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
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Here and There

NEW YORK—Here's a report by Dun & Bradstreet that will cause some lifting of eyebrows among the operating fraternity. It came as quite a surprise to those in the Bar and Tavern business. This financial reporting firm revealed this past week that Bars and Taverns did better in 1953 than in 1952. (No report on 1954 as yet). The report was made, said Dun & Bradstreet, because of a general report that television was adversely affecting the tavern business. In general, the report concluded, this is not so. But detailed figures indicated that the smaller establishments, particularly those where beer was the chief item, showed the largest proportion of unprofitable operation. It was pointed out that the increases in gross and profits were highest in the Far West, with business up 8.8 per cent. The South gained 4.4 per cent and the Midwest 1.7 per cent. Northwest establishments reported no change in gross.

WASHINGTON, D. C.—1954 has been one that has had cigarette machine operators in quite a dither. The introduction of a number of additional filter, cork tip, king size, and other variations of cigarettes, has created the problem of stocking a cigarette machine with the various types of smokes being bought by the public. And, of course, the devastating reports that cancer is caused by smoking cigarettes cut into the sale considerably. However, it appears that the sales volumes will not be as harmful as could be expected. The Department of Agriculture, this week, predicted that the drop in cigarette output would run only 2 or 3 per cent. It was estimated that production this year will total about 413 billion cigarettes, compared to 423.1 billion last year. The department also predicted for 1955 that "the number of cigarettes smoked is not expected to vary much from that of the last few years."

NEW YORK — It's acknowledged that the classified department of The Cash Box carries more ads than all of the other trade publications put together run in a month. However, this classified ad will not appear in the "Want" section. "Young man about to be married seeks acquaintance of older, experienced man to dissuade him from the idea"

WANTED NEW IDEAS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

It is, therefore, up to each and every one engaged in this industry, to take time out to look around and, finding someone who has produced something, whether it be just a part that helps to more efficiently, economically, and better operate, or some gadget that is creating more play action, to have this person present this gadget or idea to some manufacturer who will, there is every surety, turn his engineers loose upon it and, in all probabilities, produce something that will prove of tremendous value to all in the field.

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

Michigan Music Ops Meet On 10c Play

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

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

DETROIT, MICH.—Roy Small, Conciliator and Public Relations Counsellor of United Music Operators of Michigan, whose headquarters are in this city at the Fort Wayne Hotel, advised this past week that, after a thorough investigation, the Board of Directors of the organization had decided to devote their regular monthly meeting, this coming Monday, October 4, completely to a discussion of 10c play.

Small also advised all the membership by special notice that Bill Gersh, publisher of *The Cash Box*, would attend the meeting in the capacity of invited guest speaker.

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

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

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

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

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

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

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

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

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

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

United Manufacturing Company Intros New Gun Game

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



BILL DeSELM

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

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

"Operators are urged to avail themselves of the opportunity to see this fine gun game first hand now on display in the distributors' showrooms."

"'De Luxe Carnival Gun' incorporates the use of two sets of moving targets and a unique time element

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

"All together there are 25 targets—a first row of seven stationary squirrel targets, a second row of six moving duck targets, a third row of seven stationary rabbit targets, plus a set of five moving bull's eye targets which pop up automatically in the second row after the 20th shot."

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

"For each unit of time under 60 seconds remaining after the 25th shot is completed, a player receives two bonus points."

"For example," DeSelm clarifies further, "say a player completes his 25 shots in 47 seconds, then the 13 seconds left are doubled and the resultant 26 points are added to his score total."

"Each squirrel hit garners one point, rabbit two, duck three and bull's eye 10."

"De Luxe Carnival Gun" is equipped with the triple-match feature.

"Carnival Gun" is identical to the deluxe model but minus the triple match feature.

"The mechanics of this new gun game are simplicity personified," related DeSelm, "with easy servicing and lasting operation."

Bally's Service School At Cleveland



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

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

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

"City by City" Price Lists Discontinued Temporarily

Latest Reconditioned Machines Difficult to Obtain

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

As readers of *The Cash Box* know, these listings contained only those prices of equipment produced in the last few years—in other words, the better type reconditioned machines. These machines, at the present time, are in great demand, and many of the firms submitting their lists to us advise that there

are few of these machines available.

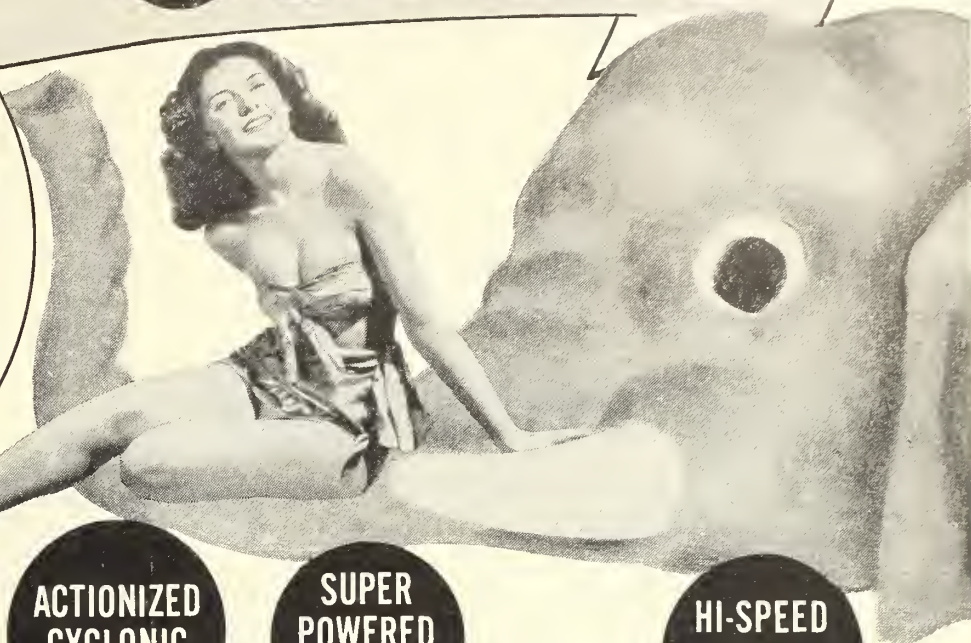
When the "City By City" feature was instituted in *The Cash Box*, it was highly instrumental in creating a great deal of sales activity. However, under the present condition, with these latest reconditioned machines often back-ordered before the wholesaler can obtain them, it is advisable to discontinue this feature until the market condition becomes more liquid, and *The Cash Box* can once again serve the trade.

RIDING HIGH WITH

GOTTLIEB'S Super JUMBO

A PERFECT
MULTIPLE
PLAYER AMUSEMENT
MACHINE

1-2-3 or 4 can play at
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**ACTIONIZED
CYCLONIC
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**SUPER
POWERED
FLIPPERS**

**HI-SPEED
POP
BUMPERS**

MULTI-TILT FEATURE Action continues for remaining players even though one or more players tilt out their own scores.

TRIPLE MATCH FEATURE with **MULTIPLE PLAY AWARDS**

ADJUSTABLE FOR 3, 4 or 5 BALL PLAY
A competitive **HIGH SCORE** amusement machine.

HOLDOVER and **MYSTERY SUPER BONUS**

**MODERN
MASSIVE
CABINET**

**BURGLAR-
PROOF
CASH BOX**

**ADVANCE
DESIGN
SCORING UNITS:**
A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning

*THE NATURAL EVOLUTION OF AMUSEMENT MACHINES:
The result of many months of extensive research and severe testing*

For the past few months, dozens of SUPER JUMBOS have been on test locations all over the United States and Canada. This very comprehensive test, covering a period of approximately 600 operating days, has proven conclusively that SUPER JUMBO is one of the very finest Amusement Machines in many years. Coupled with the solid player appeal and terrific earning capacity is a typical Gottlieb perfected mechanism assuring years of dependable cash receipts.

**SEE IT AT
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**EASILY
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MECHANISM**

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ILLUMINATION**

Available with twin chutes
10¢ and 3 for 25¢

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Lots of
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That's all it earns!
Proven! Trouble-Free! Used Everywhere!



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THRU THE COIN CHUTE
KENTUCKY KAPERS

Pete Woods of Hopkinsville, just back from a trip through Europe and Africa, reports that in all of his travels through Europe he only saw two 100 record phonographs, and they were in Rome, Italy (Ed. note: Pete's travels must have been only through the Southern part of Europe). He states there weren't any up-to-date games in these countries, but that the wines in Italy were the best. Woods was particularly impressed with the Italian women—said they were beautiful and most modest. As to his travels through Africa, claim he wants to go back next year, as he didn't get enough jungle hunting because of the rains. Norman Protor, Pete's right hand man, mighty happy to see his bossman back safe and sound. . . . Joe Rabold, Bowling Green, working far into the night preparing for fall and winter business. Joe looking for better business as Western State College has a record enrollment. . . . Sam Miller, Bowling Green, has his routes in tip top condition for the coming season's business. . . . Herb E. Lowe, Bowling Green, rebuilding one of his cafes with all knotty pine. . . . Smitty of Owensboro Amusement Co., Owensboro, reports his horse, Count Fleet, ran a good third at Hazel Park, Chicago. . . . Sam Robey, Owensboro, setting new equipment in his locations, and reports he expects a good season. . . . Seen on Louisville's coinrow—Joe Hunter Sam Keller, Sam Miller and Walter Waldman. S. E. Steibel Co. has added Bob Lepping to its staff. Bob is to handle sales in Seeburg's background music equip. . . . While over at Ohio Specialty Co., Louisville, Charley Rosen busy in the shipping department. . . . Robert Berman, B & B Amusement, Louisville, holding down the fort, while brother Bernard on vacation. Robert reports business has picked up considerably in the last two weeks. . . . James W. Humphreys of Louisville Coin Machine Co., Louisville, states his business for the past two weeks has been on the upgrade.

THRU THE COIN CHUTE
UPPER MID-WEST MUSINGS

Howard Ellis, Joe Rothkop, Bob Sleiser, and Mr. and Mrs. Jerry Harris all of Omaha, Neb., came all the way to Minneapolis to watch the Nebraska football team lose to the University of Minnesota team. Harold Lieberman of the Lieberman Music company was host to this contingent that evening at the Oak Ridge Country Club. . . . Mr. and Mrs. Ike Sundem of Montevideo, Minn., were in town shopping for equipment and also picking up parts and supplies for their route. . . . In addition to running his route, Jack Harrison of Crosby, Minn., is also doing building contracting, and on his trip into the Twin Cities last week besides picking up records for his route he also loaded his truck down with building materials. . . . Genial Al Redding of La Crosse, Wis., was seen patiently waiting for Art Berg of Fairmont, Minn., for a luncheon date that they had. . . . A recent route change is the sale of the Zenith Sales Company route Duluth to the Twin Ports Sales Company of Duluth, Minn. which is headed by Iz Alpert of that city.

Recent visitors to the Twin Cities were Lester York of Mitchell, S. D.; Jim Stansfield of Winona, Minn.; Harry Galep of Menomonie, Wis.; Leo Hennesse of Rochester, Minn.; John McMahon of Eau Claire, Wis.; Bud Knudson of Fargo, N. D.; Kaiser Savard of Red Lake Falls, Minn.; Joe Totzke of Fairmont, Minn.; Cecil Terveer of Winona, Minn.; Pete Wornson of Mankato, Minn.; Do Bolier of Baldwin, Wis.; Mark Coughlan of Mankato, Minn.; and Jerry Harwig of St. Cloud, Minn.

ROCK-OLA FIREBALL—
45 R.P.M. (120 Selections) \$395
ROCK-OLA 1428 175

WURLITZER 1250 \$265
WURLITZER 1500 575



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Like New!*
Terms: 1/3 Deposit, Bal. C.O.D.

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**United Shipping
New Shuffle Alley**

CHICAGO — United Manufacturing Company, this city, is making quantity shipments to all its distributors of the new "De Luxe 11th Frame Shuffle Alley," according to Bill DeSelm, sales manager.

"DeLuxe 11th Frame Shuffle Alley" is a six-player game with a triple-match feature and new scoring features.

It has a new high first frame score, progressive multiple scoring, including the 10th frame feature, and the Master (11th) Frame highlight wherein a strike counts 1000 and a spare 500.

The game is available in 8 or 9-foot models with regular 10c play or two coin chutes of 10c and 3 for 25c.

"11th Frame Shuffle Alley," the regular model, is identical to the deluxe model with the exception of the triple-match feature.

"Both games are in full production," said DeSelm, "and all operators are urged to take a look at these two new products at any of our distributors."

**Ballyhorse "Champion"
In New Colors**

CHICAGO — Jack Nelson, general salesmanager Bally Manufacturing Company, this city, reports that the "Champion", coin-operated horse-ride again being produced, remains the same in shape and riding action, but is changed in color at the suggestion of leading operators.

Nelson describes the new horse as a beautiful golden blond palamino that stands out like a light on location. The cabinet is also said to be flashed up with brilliant colors. And the base, formerly wood, is now heavy-gauge steel that prevents warpage regardless of weather conditions.

Phono Starred In Motion Flick



LOS ANGELES — The Rock-Ola phonograph plays an important part throughout a big portion of the forthcoming RKO flick "This Is My Love" Picture stars Linda Darnell, Rick Jason, Dan Duryea and Faith Domergue. Seen above is Linda Darnell in a closeup featuring the Rock-Ola phono.

A Winner! Different! Better! - For LONG RUN PROFITABLE OPERATION...



Williams
TRUE MOVING TARGETS
SWEEP ASIDE
ALL COMPARISON
 IN THE MOST REVOLUTIONARY
GUN GAME OF ALL TIME ...

Super **JET FIGHTER!**

- 3** Jet Planes Speed Across Screen in Military Flight Formation!
 - MATCH-A-SCORE FEATURE: Number-Star-Plane
 - CONVERTIBLE OPTIONAL REPLAY
- 15** Fast Flights Across Board... for a Dime!
 - Hitting ALL THREE PLANES in any flight scores "Extra Flights" and Bonus Score! Up to 15 Extra Flights possible per game.
 - Progressive Scoring - with scores increasing in 5th-10th-and 15th flight!

HIGH
SCORE
OVER
8000

Also
AVAILABLE
WITHOUT
MATCH
FEATURE
OR
REPLAY

Williams
 MANUFACTURING
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SPECTACULAR PLAY APPEAL!

- **SUPER JET FIGHTER** is the first "True-Moving" Target Gun-Game. Planes appear in triple echelon formation to the right of screen. They dive, swoop, or soar across the board in ever-varying patterns as the man-behind-the-gun hits 1-2-3 planes each flight.
- Hits are made by precision remote control, the gunner spotting each target thru the sight atop the jet pursuit plane at front of game. Beam of light shows precisely where gun is aimed. It's intriguing—Simply loaded with appeal!

*Most Lasting
 Appeal of All Gun Games*

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

See your *Williams* DISTRIBUTOR!

Biggest Selection of SHUFFLE GAMES

| | | | | |
|-------------------------|---------------------------|-------|-----------------------|-------|
| NEW | CLASSIC | 265 | SUPER 6 PLAYER | 125 |
| ChiCoin HOLIDAY | CLOVER | 235 | DELUXE 6 PLAYER | 95 |
| ChiCoin PLAYTIME | STAR 10th FRAME | 175 | 6 PLAYER w/form | 75 |
| ChiCoin STARLITE | STAR 6 PLAYER | 135 | 5 PLAYER w/form | 65 |
| ChiCoin FEATURE | OFFICIAL | 115 | CHICAGO COIN | |
| "First-Conditioned" | UNITED—REGULAR | | SUPER FRAME | |
| UNITED—MATCH | CHIEF | \$385 | BOWLER, 10/25c | \$395 |
| ACE, 10/25c Chute | ROYAL | 329 | ADVANCE | 325 |
| ACE, 10c | OLYMPIC, Jumbo Pins | 259 | CROWN (Match) | 265 |
| TEAM, 10/25c | OLYMPIC | 249 | TRIPLE SCORE | 235 |
| LEADER | CASCADE | 195 | DOUBLE SCORE | 195 |
| IMPERIAL | | | SIX PLAYER | 85 |

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 1750 W. North Ave., Chicago 22, Ill. • Dickens 2-0500

Miller Slaps Dirty Disks

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

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

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

"I earnestly and sincerely ask the

"Magic Lines" Prove Popular in Bally Game

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

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

Nelson also reported that operators were unanimous in their praise of the smooth, trouble-free mechanical operation of "Variety."

cooperation of all members of MOA, and of all music operators of the nation, in discouraging the use of such records immediately, and I think it would be a good idea if the representatives of all state and local associations would notify their membership immediately to refrain from purchasing obscene or lewd phonograph records."



Oregon Op Appeals Pinball Case to Supreme Court

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

PORTLAND, ORE.—An appeal is being taken to the U. S. Supreme Court from the Oregon Supreme Court's ruling upholding the constitutionality of a Portland city ordinance outlawing pinball machines.

Wilbur Henderson, counsel for Stanley G. Terry, Portland's largest pinball machine owner, announced in late September he had filed the necessary motions to start the appeal rolling and hold up enforcement of the Portland ordinance until the issue is decided by the U.S. Supreme Court.

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

The Portland ordinance, making ownership or operation of pinball machines in the city illegal, has never been in operation since its adoption in 1951 by the City Council.

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

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

Mobile Display Unit



DES MOINES, IA.—Irv Sandler, president of Sandler Distributing Company, with offices in this city and Minneapolis, Minn., has inaugurated a new mobile display unit. Sandler's territory, which includes much of Iowa, Minnesota, North and South Dakota and Western Wisconsin, will find this especially designed van a common sight as it calls on operators.

The mobile showroom is captained by Jack DeVore who will demonstrate the Wurlitzer line of phonographs and remote equipment. The attractive panel van accommodates six phono-

graphs with ample room for complete demonstrations.

According to Sandler, "In a large territory such as ours with cities widely spaced, we feel that a mobile unit is the most practical way of making certain that every operator is completely familiar with the fine line of phonographs Wurlitzer offers. Many times we are able to save operators a long and tedious trip by bringing the merchandise direct to their doors. Increased sales have proved that they are very appreciative of this service."

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

NEW YORK — With the deadline fast approaching for the 17th Annual Dinner and Banquet of the Music Operators of New York, being held in the main ballroom of the Waldorf Astoria Hotel, Saturday night, October 16, operators are making their plans to attend the gala function with families and friends.

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



*** Our life-saving film, BREAST SELF-EXAMINATION**

Are you one of the 4,000,000 American women who *now* know the simplest and most thorough way to examine their breasts for signs that may mean cancer —while it is in its early stage and chances of cure are the best? Our doctors assure us that BREAST SELF-EXAMINATION has already saved many a woman's life and *could* save many thousands more every year.

If you missed our film, call the American Cancer Society or write to "Cancer" in care of your local Post Office.

American Cancer Society 

Airmail Subscription The Cash Box \$30

When You Enter The Cash Box "20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

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

Dear Joe:

Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year Month

NAME
FIRM
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CITY ZONE STATE

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

Operators Say:

Bally ROCKET BOWLER

Is The Greatest Money-Making Shuffle Game Ever Built!

WE HAVE IT FOR YOU!

RUNYON SALES COMPANY

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These NEW "SCORE FEATURES" get more Profitable Play!

The MATCH FEATURE PULLS HEAVY PLAY!

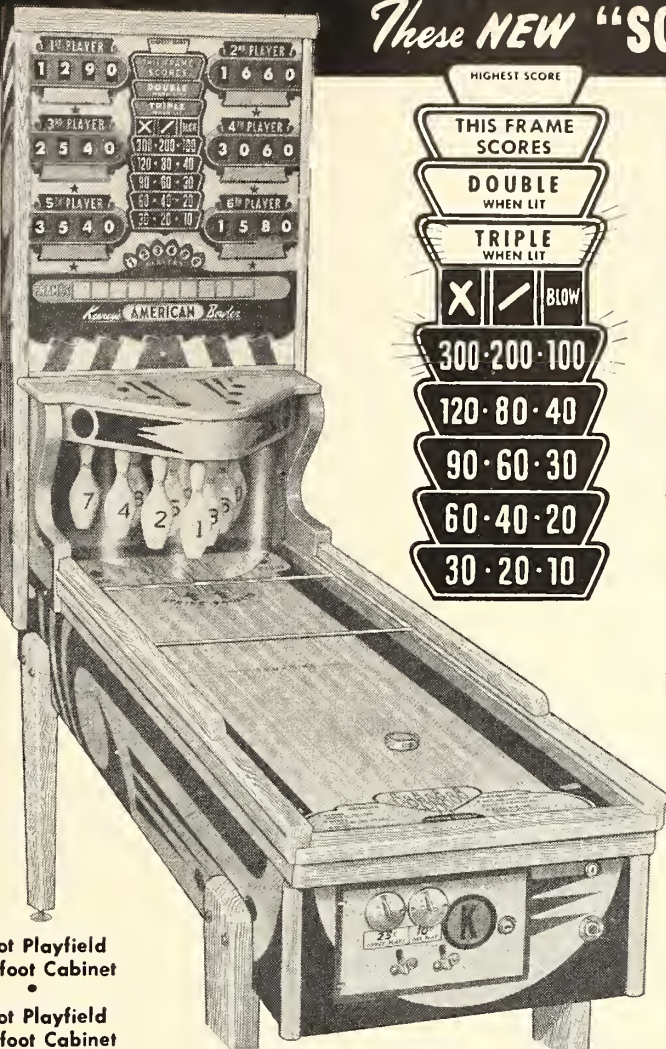
BACKGLASS SLIDES OUT FROM EITHER SIDE!

HINGED HOOD OVER PINS!

HINGED LITE INSERT!

METAL STRIP ON PIN SHIELD PREVENTS CURLING!

PLEXIGLASS PROTECTED ROLLOVERS!



IT'S Keeney's NEW **AMERICAN BOWLER**

WITH KEENEY'S ORIGINAL **CHANGING VALUES** AT THE START OF EVERY FRAME!

STRIKES } score DOUBLE in 3rd and 7th frames!
 SPARES }
 BLOWS } score TRIPLE in 5th and 10th frames!

UNLIMITED SCORING

as long as player continues to strike in 10th frame

Easy to Service...

PINS AND CONTACT AREA RECESSED UNDER LITEBOX. ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!

SIMPLE PLUG ATTACHMENT ON SWING-OUT FRONT DOOR ENABLES OPERATOR TO CHANGE FROM SINGLE TO DOUBLE CHUTE FOR 10c OR 3 FOR 25c PLAY. DOOR REPLACEMENT AVAILABLE AT SLIGHT EXTRA COST.

SEE YOUR Keeney DISTRIBUTOR NOW!

J. H. Keeney & CO., INC.
 2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

9 foot Playfield on 8 foot Cabinet

8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE **FORMICA PLAYFIELD**

Available as "NATIONAL BOWLER" without match feature!

Northern Music Opens Columbus, O. Branch

CLEVELAND, OHIO—In another step to give better service to Ohio operators, Herb Wedewen, President Northern Music Inc., this city, has announced the opening of a Columbus, Ohio branch office. The new sales and service facilities are located at 622 West Broad Street in the heart of Ohio's capitol city. Earlier this year Northern Music, Inc., Wurlitzer distributor in Cleveland, Ohio, moved in a new, larger building at 2066 Prospect Avenue, Cleveland.

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

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

In conjunction with the branch



NEW ENGLAND NIBBLES

Happy New Year greetings up and down coin row as Jewry celebrated the beginning of the Hebrew year 5715. . . Hurricane damaged equipment reported about cleaned up and most machines back on location again. . . Jerry Flatto, Boston Record Distributors, back from Manhattan visit where he had dinner with Archie Bleyer, sat in on recording sessions of Sarah Vaughan, Russell Arms and Tom Pressio. Jerry awards the gold plated disc of the week to the New York cab driver who picked him up in front of the Copacabana and made no comment when Jerry asked to be taken to the Hotel Pierre's Cotillion room to see Hildegard—the cabbie made a U-turn and stopped on the opposite side of the street, opened the door, and said, "Here you are sir, courtesy of the New York Cab drivers association!" (Aw, come on, now, Jere). . . Jack Graver of Falmouth and Charlie Sharpe of Portland, Me., were among ops visiting Boston Record this week. . . Irwin Margold, general manager Trimount Automatic Coin, reports recent dinner with Operators Guild of Western Mass. in Springfield, attended by the Mayor, had 100% attendance, and rang the bell public relations wise. Dave Liskin, with Trimount for 9 years, made a complete swing of the N. E. territory and says ops are reporting increased collections. Dan Brown, back from a swing to the hurricane whipped section though R. I. and southern Mass. reported biz back to normal again. Trimount sales and executive staff report outlook for year "excellent."

Ed Ravreby, World Fair, reports ops in this week included: Dave Baker, Mel-o-tone, Arlington; Irving Flink, Cambridge; Edward Ross, Boston; Joe Freedman, Newton; Connie Pacina, South Boston; Sid Rosenberg, Lawrence; Lew Taube, Manchester, N. H.; Sam Garnick, Lowell; Roy Barker, Ayer; Harry Geller, Bangor, Me.; Louis Savetsky, Portland, Me.; and Martin Oliver, Portland, Me. Ed reports he is busily engaged in saturating N. E. with kiddie rides. All hurricane smashed equipment now repaired and back grinding. . . Bob Jones, sales manager Redd Distributing Co., says Bally's new "Variety" game in higher demand than any on market at present time. Among ops who visited at Redd this week were Gene Sweeney, Buzzards Bay; Bill Hamel, Concord, N. H.; Bill Beatty, Holyoke; and Adolph Dugas, Webster. John MacIlhenny, Wurlitzer district manager, visited with Si Redd.

opening Reid Whipple, Wurlitzer field service engineer, instructed a large class on the 1700 mechanism and gave

operators and their servicemen a complete schooling on all Wurlitzer equipment.

GET BIG PLAY THIS FALL SEASON with the best!

| | |
|------------------------------|----------|
| HI-FI (like new) | \$499.50 |
| SUPER PENNANT (floor sample) | 279.50 |
| MAJOR LEAGUE Six Player | 349.50 |
| CABANA | 169.50 |
| United SUPER | 92.50 |
| United 10th FRAME | 190.00 |
| United OLYMPIC | 229.50 |
| United ROYAL | 339.50 |
| United CASCADE | 174.50 |
| ChiCoin DOUBLE SCORE | 179.50 |

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LAKE CITY AMUSE. CO.
 4533 PAYNE AVE., CLEVELAND, O.
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FOREIGN! BUYERS!

We Have For Immediate Delivery **Reconditioned International MUSIC • GAMES KIDDIE RIDES**

We stock the most complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and Evans Music Machines. Also the finest line of reconditioned Pin Games, Arcade Equipment, Shuffle Alleys and Kiddie Rides.

CABLE US FOR SPECIAL PRICE LISTS. Parts and Service Manual Available.

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

**BACK IN PRODUCTION
TO MEET POPULAR DEMAND**

Bally THE CHAMPION

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION



10¢

A RIDE

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE

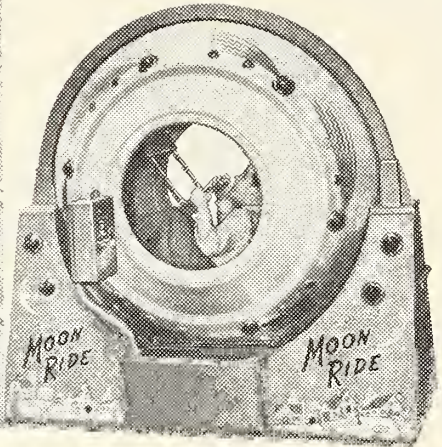
110 VOLT
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Bally MOON-RIDE FASTEST MONEY-MAKER

EVER BUILT IN KIDDY-RIDE CLASS

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

Air-age version of the oldest, greatest kiddie-ride in history—the ever-popular swing—MOON-RIDE gets immediate attention on location, gets repeat-riding day after day, month after month, gets biggest, steadiest profits ever earned in kiddie-ride field. Get your share of the MOON-RIDE money! Get MOON-RIDE on your locations now!



FLASHY EYE-APPEAL

Silver saucer, blue base, flashing lights, stars and comets whiz by cockpit-window

SPACE-GUN SOUND-EFFECTS

POSITIVELY SAFE
ADJUSTABLE RIDE-TIME

ALL-METAL CONSTRUCTION

NATIONAL COIN-MECHANISM

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

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

Gottlieb Distribbs Acclaim Extensive Test Period

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

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

Alvin Gottlieb also advised that wherever a "Super Jumbo" had been placed on a "competitive play location, the play was so great that the

operator was simply thrilled to the core".

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

"Here is a game that has so many new, revolutionary and different features that, unless this game was intensively tested for as many operating days as we tested it, the average operator wouldn't be sure of what he was buying.

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

"He is actually making an investment and not just a purchase."

"Them There Pin Tables"

PEORIA, ILL.—We received a newspaper clipping which appeared in the Peoria Star from Don McFarland, operator, and about which we could write a lengthy thesis. However, the column by Gomer Bath "Straws In The Wind", written in a humorous vein, with "tongue-in-cheek", is so apt and well done, we just reproduce it in full:

Them There Pin Tables

"What's all the yacking about pinball machines?" asked the Cynic as he entered Joe's Home of the Friendless Bar & Grill. "The way our city council is debating the issue leads me to believe that a pinball player must be on a par with an alcoholic or a hop-head. I always figured that a guy had to be a little goofy to go for those indoor marble games, but maybe there is something about them I don't appreciate."

"Our city fathers," said the Prof, "feels that these insidious mechanical devices should be kept away from youth. They feel that they should attain the ripe old age of 18 before being allowed to manipulate these nickle booby traps. The profundity with which they are weighing the issues involved makes me feel that it really has international implications and should be handled by our State department, probably by the Near East desk."

"How are they going to know whether a kid is 18," asked the Wood Butcher, "unless they brand or tattoo them when they reach that age?"

"Oh," said the Skipper, "they will probably establish a licensing bureau at the city hall, where the kiddies can present their birth certificates. They will then (for a fee, of course) be given a certificate that will enable them to play pinball to their heart's content."

"You know," said Third Shift, "I can just visualize a happy kiddie when he finally gets his pinball certificate. He dashes into the school store, or the Great Open-Spaces Tap; or some other juvenile joint, shouting, 'Eureka! I have it! Let me at them there pin tables!'"

"What this town needs," said the Cynic, "is a modern day Carrie Nation to combat these devilish machines that are wrecking so many homes."

"I saw the picture, 'Birth of a Nation'," said the Grade-A Moron, "but I don't remember no Carrie in it."

"Carrie Nation," patiently explained Ole Timer, "was a Victorian era doggoeder whose hobby was chopping up taverns with a hatchet. She became quite famous."

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

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

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

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

"I only hope," said the Prof, "that no serious consequences develop among our city fathers as a result of their weighty deliberations over the pinball matter. I would hate to hear of any of them developing brain fatigue."

"What brain?" asked Wilbur the Wine-o.

"That remark wasn't nice," said Joe, "but have a drink on the house."

Stan Levin In Jobbing Business

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

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

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

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

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

...WOW!...WHAT AN ATTRACTION!

chicago coin's **HOLIDAY**

★ THE MOST EYE-APPEALING! . . . THE MOST COLORFUL! . . .
★ THE MOST EXCITING BOWLING GAME EVER CREATED!

● **NEW SENSATIONAL POINT CREDIT FEATURE!**

Point Credit Totalizer Located on Top of Score Glass Shows Player Accumulated Number of Credit Points He Will Score by Matching a Number, Star and Crown!

● **NEW SCORING THRILLS GALORE!**

NEW! Player Matching a Number Scores 1 Credit Point!
NEW! Player Matching a Number and Star Scores 10 Credit Points!
NEW! Player Matching a Number, Star and Crown Scores Total Number of Points Contained in Point Credit Totalizer!
(Points are carried over from game to game until a 3-way match is accomplished — Number, Star & Crown.)

● **NEW SURPRISE SCORING FEATURE!**

Occasionally All Stars Light Up. Player Then Has the Opportunity of Scoring Points by Matching Either a Number or a Number and Crown!

● **NEW!** Ultra Modern DeLuxe Cabinet! **NEW!** Colorful Formica Playfield!

● **NEW Brilliant Live Colors Gives Cabinet a Radiant, Attractive Appearance!**

● **NEW Adjustable For Match Play in 2nd - 5th or 10th Frame!**

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MACHINE COMPANY

1725 W. DIVERSEY • CHICAGO 14



chicago coin's
SUPER HOME RUN

6 Player Baseball Game With the 3 Way "Match" & "Free Play" Features!

Op Makes Own Music



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

Op Donates Pinballs To Vet Hospital

GRAND ISLAND, NEB.—This is what is called "Public Relations"—and, in the opinion of this publication, good public relations. C. R. McKee of Mac's Music Service, this city, recently donated two pinball machines to the patients of United States Veterans Administration Hospital, located in this city. Acknowledgment of this gift was made publicly in the hospital's publication, "Givahand," which stated: "PINBALL MACHINE NOW IN

LOUNGE"—"The Recreation Lounge is now provided with a new pinball machine for the use of patients. This is the second of such machines provided the hospital by Mac's Music Service of Grand Island. Mr. McKee makes the machines available to the hospital at no cost whatsoever. The coin apparatus of all machines is disconnected and patients may use these machines free of any charge. We wish to thank Mr. McKee for his kindness and cooperation in this regard."

Mercury Records 1st In Chi Phono Bowling League

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

Decca Records and B & B Novelty took two games from Western Automatic and Coven Music, respectively, to tie for second place along with Walter Oomens Sons, which team bagged three from Atlas Music.

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

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

Other high bowlers were Bob Kick, Mercury, 477; Charley Alesi, Star, 414; Bob Blie, Decca, 536; Bill Nyland, Western, 475; Ed Walker, and Joe Cicero, Coral, 499 and 498; Rene Gallet, Paschke, 524.

Also, Warren (Bunk) Paradee and Marino Pieroni, B & B, 515 and 506; Bob Gnaro and Al Rice, ABC No. 1, 502 and 493; Don Baxter, Gillette, 434; Vic Jaccino, Melody, 454; Gil Losasso, ABC No. 2, 412; Johnny Oomens, Walter Oomens Sons, 491, and Jim Wickman, Atlas, 470.

The standings as of Monday, September 27:

WANTED TO BUY

| | |
|-----------|--------|
| SEEBURG | M-100A |
| SEEBURG | M-100B |
| WURLITZER | 1250 |
| WURLITZER | 1600 |
| WURLITZER | 1650 |
| WURLITZER | 1500 |
| WURLITZER | 1550 |

And all other late model phonographs
WRITE OR CALL US FOR PRICES

DAVIS DISTRIBUTING CORPORATION

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

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

EXHIBIT'S

NEW

★ STAR SHOOTING GALLERY ★

BEST OF THEM ALL!

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

Just check with the lucky
operator who has some

EXHIBIT SUPPLY

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

* A few choice distributorships still available.

THRU THE COIN CHUTE EASTERN FLASHES

Coinrow was closed tight Tuesday and Wednesday, Sept. 28 and 29, the Jewish New Year. Most firms started to close up early Monday afternoon and didn't reopen until Thursday. We understand some execs in other businesses took advantage of the holiday and didn't work on the Monday preceding the holiday. However, we visited 10th Avenue on Monday, and all of the coin machine bosses were on hand—and plenty busy.

Coinmen, with their sporting blood, usually take in all major sport event here. Natch, quite a few local, and out-of-town coinmen, on hand for the big World Series. However, tickets were so scarce, and unavailable even at specs prices, that a number of our friends had to be satisfied with front row seats before their TV sets. . . . Mr. and Mrs. Dick DiCiccio, Westchester op, celebrated their 18th wedding anniversary on Monday, Sept. 20. Dick his missus, and a half dozen friends made an evening of it in town—dinner show and night clubs. . . . Schork & Schaffer's 6th Avenue arcade closed up this week. Building coming down. Mike Munves bought all the equip, which he had delivered to his 10th Avenue building. Machines will be sorted out, reconditioned and offered for sale. . . . Buddy Fox, Runyon Sales Co., has been having a rough time physically for the past year. Buddy is now recuperating in a hospital from another operation—this one for something entirely different than the other two. . . . Al Simon's big problem this week was to dig up a pair of World Series tickets. Al hoping he'd get them so he could take his young son. . . . Ben Becker, home from the road for the Jewish holidays, visits his friends along coinrow. . . . Dave Stern and Bob Slifer, Seacoast Distributing, eagerly awaiting the showing of the new Rock-Ola phono Fran LoMauro, Bob's secy., back from her honeymoon, says she would have liked to stay away another month or so. . . . Charlie Rubenstein, arcade owner who has juke boxes in both his 8th Avenue and 125th Street arcades, at dim play, with classical tunes, trades in his machines for new ones.

We were in a wholesaler's showrooms when a local op came in to buy a reconditioned phono. "I want a nice inexpensive machine" said the op. "I have a shuffle game in this tavern, and the owner wants a music machine. Two other ops had music machines there, but had to pull them as it didn't pay. But as the shuffle game does well, I'll have to put in a juke box and satisfy the location." We pushed him in a corner and claimed that where people congregate, they'll listen to music. We suggested that maybe the patrons in this location didn't want to listen to the current pop tunes—but would play the juke box if they could listen to the music of their choice. "Spend an hour or so at the location" we suggested. "Note the type of patron. Ask them what they would like to hear. Maybe folk music—maybe Irish music—maybe Polish music—maybe Spanish or international music. They program the machine." We offered to bet he could make the juke box pay off. We'll check in a few weeks and see. . . . Jack Mitnick, regional representative for AMI, in town for the holidays. Will stay around for the official unveiling of the new AMI model "F" phono. Then away he goes—to be on hand at many distributors as he can make during the official showing period. . . . Barney (Shugy) Sugerman, Runyon Sales, N. Y. office, Abe Green, Runyon Sales, Newark, N. J. office, and their staffs eagerly awaiting the new AMI phono showings. Meanwhile, Shugy advises, Bally's "Rocket Bowler" shuffle game continues to sell in quantities. . . . Harry and Hymie Koepfel, Koepfel Distributing, pass up their lunch time on Monday so that they can get out an export order before closing down for the two day holiday. . . . Joe Young and Abe Lipsky, Young Distributing, advise biz good on both new phonos (Wurlitzer model 1700) and reconditioned juke boxes for export. . . . Meyer Parkoff Atlantic-New York Corp., spends Monday PM visiting all the wholesaler along coinrow, extending the greetings of the Jewish New Year, and then closes early. . . . Harry Friar, one of the city's better ops, advises shuffle game collections up—helped considerably by the premium plan in effect.

THRU THE COIN CHUTE NEW ORLEANS NOTES

Two familiar and welcome faces to our Crescent City were Sam Yarra and Al Evans of Dallas, Tex. Sam and Al headquartered at the smart and beautiful Town and Country Motel, as it's the center for all distributors and customers. . . . We hear Jim Kell just flew back from a Mexico trip—and other western parts. . . . Ran into Shoon, who's nursing an injured index finger. . . . Eddie of A & M Amusement, moving into his new home in Oak Park. . . . The Nat "King" Cole-Buddy Johnson Show was a complete sell-out. Some of his most ardent fans were George Dupclay, along with Okie Dokey, disc jockey, and Bertha Miles. . . . We understand that Tommy Callaghan, former U.S. Secret Service agent, and now assistant to the president at Bally Mfg Co., attended the National Police Chief Convention here. Tommy has been a member of this organization for many years. . . . Al Lucianelli, formerly with A.M. & F. Distributing Co., is still on the road selling Rock-Ola phono for the new distributor. Lucianelli hails from Greensboro, N. C., but is well known in this section. Al will travel Louisiana and all of Mississippi. . . . Marian Jones leaving on a short vacation to Dallas, Tex. . . . Emile Kalil Dolly Amusement Co., McComb, Miss., in town. . . . Harry Lavine, Tri Stat Distributing Co., Shreveport, La., in town doing a little shopping. . . . Nikola John Fokakis, Pals Music Co., Hattiesburg, Miss., in town with that prett Olds. . . . A belated happy birthday to Mrs. Barcelona of Barcelona Amusement Co. The lucky gal will be sporting a beautiful mink stole, a present from her husband. . . . We were sorry to hear the new girl at A. I. Distributing, Dixie Mahan, will not be there for a while, as she is entering a hospital in Memphis, Tenn., for a major operation. . . . Dick and Louis Sturgell anticipating buying a new home, we hear.

THRU THE COIN CHUTE

CHICAGO CHATTER

Cute angle. The phone calls made by Vince Shay this past week to so many of his friends of the Jewish faith. Wishing them, and in practically perfect Jewish, too, a very happy, healthy and prosperous Rosh Hashonah. Vince claims that his many years of association with the boys from down on the lower West Side (what used to be the old East Side of Chicago) got him to the point where he would earn some extra coin lighting fires on Saturday, while learning to speak some Jewish. "I was a real good Irish shagitz to the people," says Vince. . . . Mike Dale and Phil Weisman in the Hotel Sherman's barber shop getting all fixed up the afternoon before Rosh Hashonah. So that they would look pretty in their respective temples. Mike advising about a fine public relations program he is getting under way. Phil remarking only about the forthcoming new AMI phono which, Phil believes, is going to prove exceptionally valuable to all music ops in this area.

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

Bill DeSelm, Herb Oettinger and Ray Riehl pointing out the many player-appeal features of United's new "De Luxe 11th Frame Shuffle Alley" and "De Luxe Carnival Gun." Always some one at United ready, willing and able to demonstrate how they operate. . . . NOW IT CAN BE TOLD: Admiral Dan Gallery, commander of the USS Guadalcanal Task Force, which captured the J-505 submarine, informed the task force crew members who attended the dinner at the Hotel Sherman, in conjunction with the dedication of the sub's permanent placement at the Museum of Science and Industry, that it was Ray Moloney of Bally Manufacturing Co. who had presented the pressure cooker in the ship's galley, a number of juke boxes and games for recreation purposes as well as a large contribution to the ship's welfare fund. "I'd also like to tell you fellows who is picking up the check for this dinner party tonight," said the admiral, "but Mr. Moloney threatened to break my neck if I mentioned it. So I won't." . . . Gil Kitt listening to a conversation about a friend of his who just doesn't want to be bothered with any more business and who stated, "I've got too much business now." Said Gil, "It's very nice to hear guys who talk the other way."

Bill O'Donnell made the following statement, "I've got 'em standing in line 14 deep to get the new Bally products." He also revealed why he was not with R. F. Jones one Saturday night recently while the latter was visiting Our Town. "I was out with Jonesy Friday night," said Bill, "that's all!" . . . Paul Huebsch says, "Sure I know what Rosh Hashonah means." When one of the boys was undecided about taking off for the holiday, Paul exclaimed, "I take off at the drop of a hat." . . . Bill Gersh, publisher of The Cash Box will be guest speaker at the Monday, October 4 meeting of the United Music Operators of Michigan in Detroit. Roy Small, conciliator and public relations counsellor of this association reports that Michigan ops are seriously considering dime play. This is the 11th year since The Cash Box originally proposed that music ops switch over to 10c play. . . . Jim Culea of Exhibit back at work and full of the three v's after an out-of-town trip. . . . Reports from afar say Lou Dunis still complaining about food while Johnny Michaels will eat anything.

The coming four-day annual NAMA convention October 10-13 at Washington, D. C., has two factories here which will exhibit at the show. They are in a dither with preparations. Exhibit's Art Weinand and Chet Gore. Also A.B.T.'s Mr. and Mrs. Walter Tratsch, Leo Goblet and George Kozy will be present at NAMA show. . . . Stan Levin and Mickey Schaefer have entered into a partnership and intend to open a jobbing business here. Stan was formerly with Empire Coin Machine Exchange. Mickey has been an operator here for sometime. Both boys of the belief that "this business hasn't even really started." And both full of youthful optimism as well as vim, vigor and vitality. . . . Alvin Gottlieb heading out for a road trip. Will take his Polaroid camera with him. Promises to come back with thousands of pics of "Super Jubos" on location. . . . Kurt Kluever advises that business is terrific at Rock-Ola. King Ray at the plant for a time helping with the great demand for the new Rock-Ola Hi-Fi 50-selection phono. . . . Dal Haun, president of Star Title Strip Co., reports that everything is progressing smoothly at the firm's new Chicago quarters. The Midwest branch has a full stock and is serving all accounts west of Cincinnati.

HAPPY BIRTHDAY THIS WEEK TO: J. Harry Snodgrass, Albuquerque, N. M. . . . Al Lafferty, Chicago, Ill. . . . Louis Boasberg, New Orleans, La. . . . E. S. McKelvey, Edwardsville, Ill. . . . Michael J. Tartaglia, Port Chester, N. Y. . . . Joseph Hahnen, New York, N. Y. . . . F. W. Davidson, Spooner, Wis. . . . Phil Levin, Chicago, Ill. . . . Sidney Mittleberg, Queens Village, N. Y. . . . Ben A. Hofer, New Braunfels, Tex. . . . Dick Hornbeck, Kingston, N. Y.

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



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CHICAGO 22 ILL

CHICAGO CHATTER (Cont.)

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

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

The NEW A.M.I. MODEL "F" 40-80-120

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

OPEN HOUSE
SATURDAY, OCT. 9th
SUNDAY, OCT. 10th
REFRESHMENTS SERVED—
GIFTS FOR ALL
ATTEND SHOWING AT
OFFICE NEAREST YOU

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

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



LOS ANGELES

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

Roberta Linn recently dropped in at California Music Company to introduce her latest Ekko release "I'm Going Out On The Front Porch and Cry" by "The Music Goes 'Round & 'Round Mambo" to all the operators present. She got around just as the Board of Directors Meeting of the Calif. Music Merchants Assoc., L.A. Division was over so got to meet the Association's president Walt Hemple and business mgr. Ben Chemers. She also chatted with the other members which included Ben Korte, George Nachtweih, Mrs. Irv Bryant, Larry Collins, Glen Walcott, Carl Wilson, Richard Turk, and Carl Fisher. Also present were Bob Reynard, Jeff Herman and Dan Stanman. Publicist Tim Gayle and Dot recording songstress Lorry Raine also joined the gathering telling everyone about her latest release "What Would I Do" b/w "Love Me Tonight". . . . Jack Leonard and Fred Velie are mighty pleased over their new and enlarged gift and premium department at Badger Sales Company. In the Badger showrooms Fred Gaunt says that Bally's new "Variety in-line game and Genco's Moving Target Rifle Gallery are definitely a hit and selling like crazy. "I might get over-elated at times", he adds, "but that's the honest-to-goodness truth". Don Ames came back from a sales trip thru the San Diego area calling on operators then turned around and went back over the same area to lay the advance ground-work for the new AMI. . . . The crew of Paul A. Laymon Co. may not be the best looking bunch along the row but they certainly are the healthiest. Each evening at 5:00 Britt Adelmans' main job is to pass out vitamins to each employee so that they'll be able to make it to work the next day. Perhaps this is one of the secrets behind Paul Laymon's efficient operation. We'll let the truth speak for itself, anyway, they're certainly healthy, hard working and good natured bunch.

Received a letter from Attorney Leonardo C. Paner who represents a large operator in the Philippine Islands. He wishes to make connections with several distributors and jobbers along the West Coast. If you are interested in contacting him we suggest that you write him at the Office of the Provincial Government, Calamba, Laguna Philippines. . . . Rosemary Clooney dropped in at Leuehagen's Record Bar this past week to visit with proprietors Mary and Kay Sol. She was plugging her latest Columbia waxing of "Hey There". Bob Backlund, promotion manager for Ray Thomas Co., Columbia Distributors, also came to say hello and escort Rosemary around to all the deejays. Walt Hemple, Ben Chemers and Bill Leuehagen all were present to congratulate her on the national best seller. Walkin' Talkin' Charlie Aldrich was another visitor at the Record Bar. . . . Lela Smith came all the way in from Barstow to take care of business this past week. . . . Terry Lee, large LA op who closed out his business several months ago, was seen back on the row again buying equipment and setting up a new route. . . . "Pop" Burris, Montebello, recently left for a short hunting trip. . . . Walt Schinkal drove up from San Diego last week. . . . Jack Spenser, Big Bear, and Sid Snyder, San Bernardino were both seen along the coast. . . . Bill Ketchersid & his wife also came in from San Bernardino. . . . Norman Hayes drove in from Santa Maria. . . . Milton Noriega, Colton, Leuehagen, Santa Ana and Paul Kain from Bloomington all drove into town to take care of business. . . . Visitors from the surrounding LA areas included Harry Kirby, El Monte; Jack Pervik, Sherman Oaks; Dwane Butts, Glendale; Berry Goins, Whittier; Leon Flynn, Wilmington; Barney Smith, Bellflower; Larry Collins, Whittier; Mrs. P. A. Barnes, Baldwin Park; Jim Forbes and Ray Kroeze both from Long Beach.

SPECIAL NOTE

OPERATORS OF COLUMBUS, O., AND SURROUNDING TERRITORY
—SEE THE NEW MODEL F AT OUR CINCINNATI SHOWROOM

NOTE

EVANSVILLE OPERATORS VISIT SHOWROOM OF CARL J. SPEIS 314 W. COLUMBIA ST.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

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129 W. NORTH STREET

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CHICAGO PARK DISTRICT



ADDRESS ALL COMMUNICATIONS TO
 NAME EDW. J. McCABE
 PARK SHERMAN PARK
 ADDRESS 1301 W. 52ND ST.
 PHONE BO-8-8436

Sept. 28, 1954

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

Dear Mr. Gersh:

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

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

Sincerely yours,

Edward J. McCabe

Park Supervisor
 Sherman Park
 1301 W. 52nd St.

Editor's Note:

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

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

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

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

McCabe remembered, when he was transferred to this new Sherman Park Playground of the City of Chi-

cago, and again wrote to Bill Gersh to help him obtain a free juke box.

McCabe writes, "The kids in the 'Back of the Yards' community really benefited from your wonderful gift. I venture to say", McCabe continues, "that many a teenager was kept from getting into serious trouble by taking part in the park's socials."

Every single juke box operator in Chicagoland can glory from this letter. But, that isn't all, as we were going to press we received another

communication from Gersh who writes us:

"Just received a letter from Mr. Bernard A. Quish, Principal of the Hearst Elementary School, City of Chicago's Board of Education, asking us to supply his new 'Recreation Center' with a juke box, just as the operators here have been supplying juke boxes free of charge to many other elementary and high schools in the Chicago's Board of Education school system."

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CLASSIFIED ADVERTISING SECTION

WANT

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

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

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

WANT—Mills Panorams—any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH. Tel.: GARfield 3585.

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.

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—Northwestern 49's; Challengers; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other penny games or equipment in Canada for resale. Will pay top prices in any quantity. Write, phone or wire. MOCHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: LO 4722.

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

WANT—We pay Spot Cash for Seeburg and Wurlitzer Music as follows: Seeburg 100A \$350; 100B \$500; 100BL \$525; 100C \$600; Wurlitzer 1015 \$40; 1100 \$150; 1250 \$175; 1400 \$325; 1450 \$325; 1500 \$375; 1550 \$375; 1500A \$425. Wire collect for deposit and shipping instructions. REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS. Tel.: AL 4-4040.

CLASSIFIED ADVERTISING SECTION

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

FOR SALE

FOR SALE—Attention Arcades, Counter Machine and Vender Operators: Few in original crates, Bink's Zippers and Whiz Bowlers, while they last, \$29.95 each. WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND 5, OREGON.

FOR SALE—See us for used bowlers—lowest prices, finest reconditioning, all makes, all models. Wholesale prices. Give us an opportunity to quote—you will be pleasantly surprised. Our inventory is predominantly United Bowlers. A few Bally "Victories" are available. SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, NEW YORK. Tel.: Lincoln 9106.

FOR SALE—Genco Shuffle Pool \$195; Keeney 10 Player Team Bowler \$165; AMI D-40 \$395; AMI D-80 Chrome \$495; AMI E-120 write, Wurlitzer 1500 \$525. UNITED DISTRIBUTORS, INC., P.O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANSAS.

FOR SALE—Mexico, like new, \$412.50; Cabana \$149.50; Atlantic City \$124.50; Palm Beach \$124.50; Coney Island \$64.50; Spot Lite \$49.50; Bright Lights \$44.50. WESTERN DISTRIBUTORS, 1226 SW 16th AVENUE, PORTLAND 5, OREGON. Tel.: ATwater 7565.

FOR SALE — Hi-Speed Super Fast shuffle board wax. 24 one-pound cans per case \$8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Large stock of Seeburg parts for postwar machines, 20 percent off list. COPELAND DISTRIBUTORS, 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA. Tel.: FO 5-3456.

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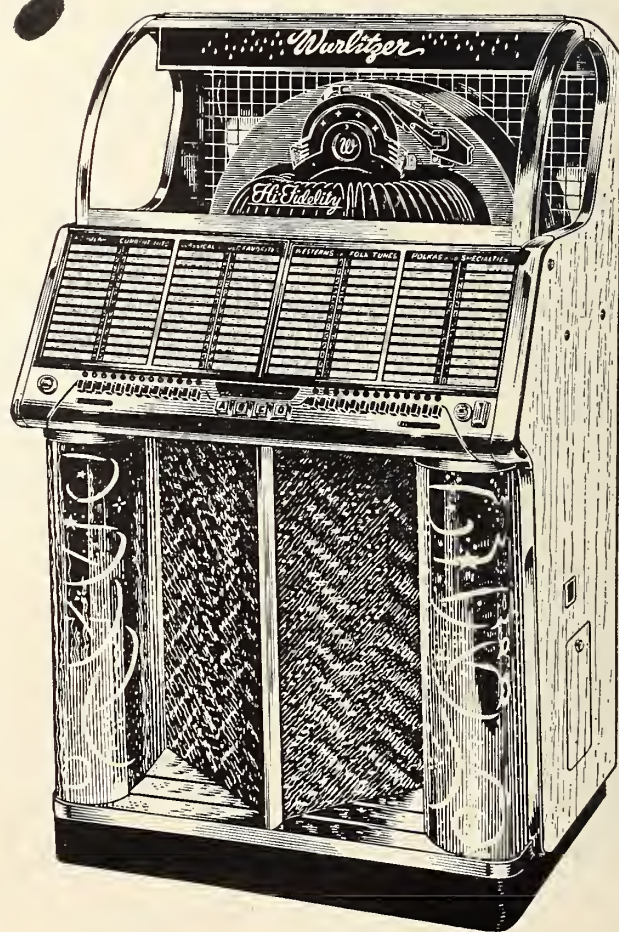
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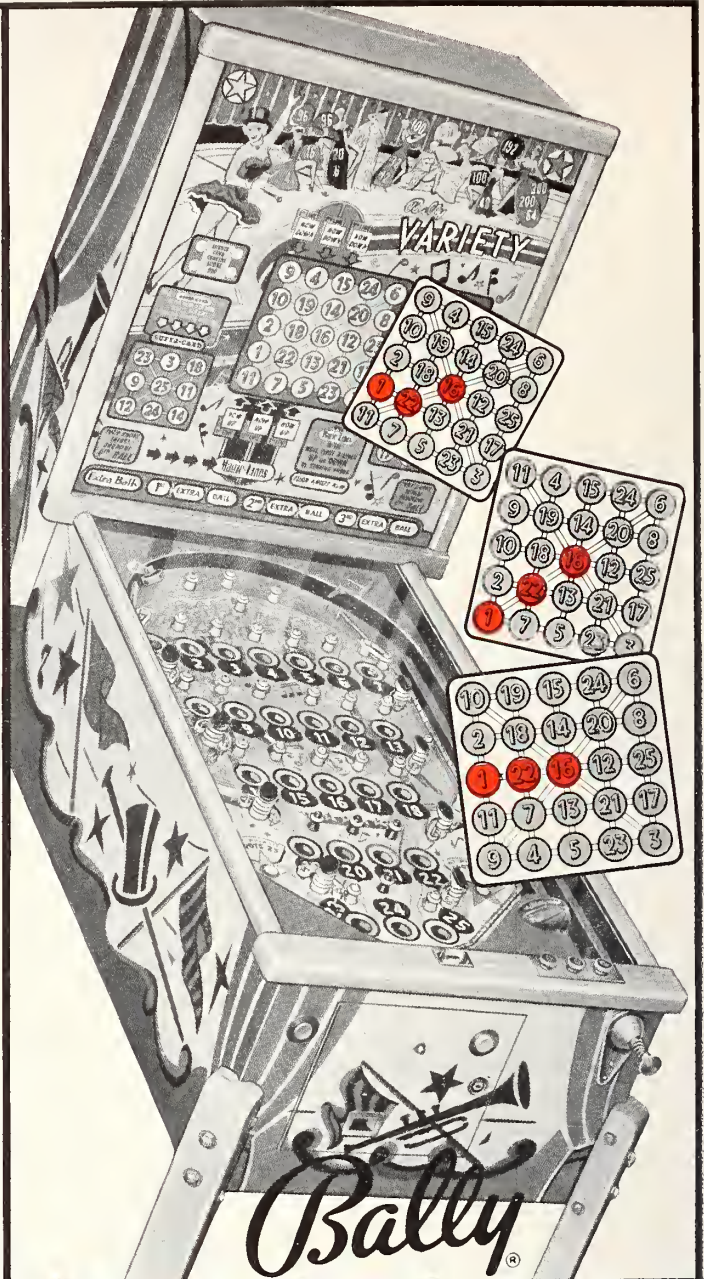
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WITHOUT MATCH-SCORE FEATURES

SPEED-CONTROL SKILL of skee-ball combined with AIM-CONTROL SKILL of bowling results in a bowler that really keeps players coming back day after day, month after month. Get in on the big new bowler boom... get JET-BOWLER and ROCKET-BOWLER!



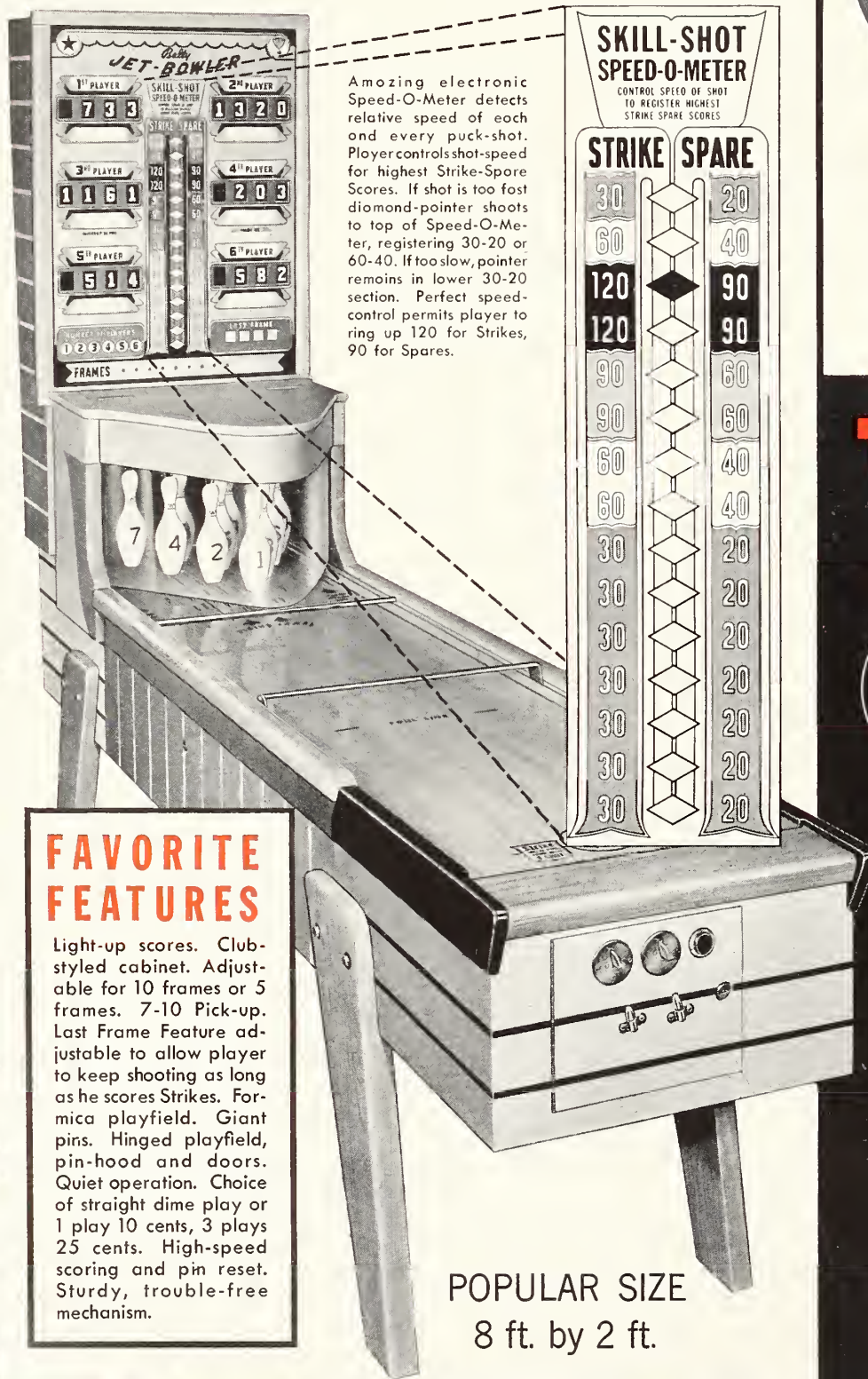
VARIETY

WITH SENSATIONAL

Magic-Lines

PROFIT-BOOSTING FEATURE

See Magic-Lines in action in Bally VARIETY! See Card-numbers change before your eyes! See lop-sided line-ups of lit numbers magically straighten out into scoring line-ups! You'll see why location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get VARIETY today.



SKILL-SHOT SPEED-O-METER

CONTROL SPEED OF SHOT
TO REGISTER HIGHEST
STRIKE-SPARE SCORES

STRIKE SPARE

| | |
|-----|----|
| 30 | 20 |
| 60 | 40 |
| 120 | 90 |
| 120 | 90 |
| 90 | 60 |
| 90 | 60 |
| 60 | 40 |
| 60 | 40 |
| 30 | 20 |
| 30 | 20 |
| 30 | 20 |
| 30 | 20 |
| 30 | 20 |
| 30 | 20 |
| 30 | 20 |
| 30 | 20 |

Amazing electronic Speed-O-Meter detects relative speed of each and every puck-shot. Player controls shot-speed for highest Strike-Spare Scores. If shot is too fast diamond-pointer shoots to top of Speed-O-Meter, registering 30-20 or 60-40. If too slow, pointer remains in lower 30-20 section. Perfect speed-control permits player to ring up 120 for Strikes, 90 for Spares.

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. Gormica playfield. Giant pins. Hinged playfield, pin-hood and doors. Quiet operation. Choice of straight dime play or 1 play 10 cents, 3 plays 25 cents. High-speed scoring and pin reset. Sturdy, trouble-free mechanism.

POPULAR SIZE
8 ft. by 2 ft.

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