

THE CASH BOX

VOLUME XIV

SEPTEMBER 5, 1953

NUMBER 50



"Frankly speaking old boy" says Frank Sinatra, "I couldn't get along without *The Cash Box* no matter where in the world I might travel". Frankie proved it too as he was snapped in England recently all dressed up in typical English fashion (umbrella and all) reading about the news of the music business in *The Cash Box*. Not only is Sinatra currently hot with his latest Capitol disks, "From Here To Eternity" and "I've Got The World On A String", but the rave reviews that he received for his performance in the film "From Here To Eternity" indicate The Voice has a brand new acting career ahead of him.

A Long Jump AHEAD

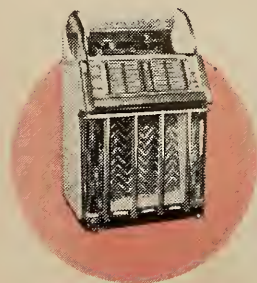
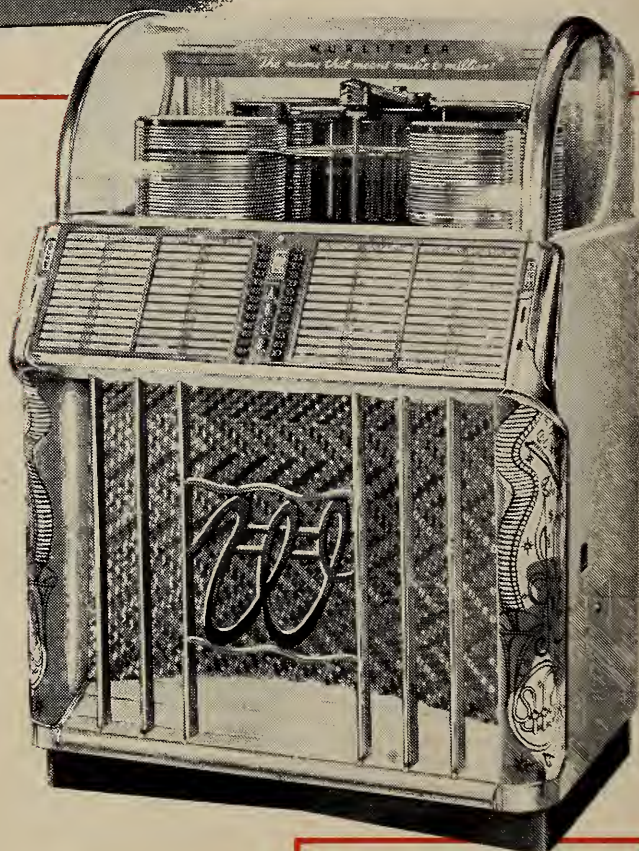


Wurlitzer

FIFTEEN HUNDRED

What makes one phonograph a better buy than another? Better looks? Better construction? Better tone? Any operator knows it's a combination of ALL these features that produces better totals in the cash box. The one phonograph that HAS this winning combination PLUS 104 selections PLUS the exclusive ability to play 45 and 78 RPM records INTERMIXED is the WURLITZER 1500!

Any way you look at it, it's a long jump ahead. Prove it! Put it in any top location on your route. Compare its earning power!



Tops in its field, too

Where a location requires a more compact phonograph, the 48 selection Wurlitzer 1650 playing straight 45 RPM records or the 1600 playing either 7 or 10 inch discs—both with built-in volume control—is a remarkable money maker.

The Rudolph Wurlitzer Company, North Tonawanda, New York

See Your
WURLITZER
Distributor



FOUNDED BY BILL GERSH

The Cash Box

September 5, 1953

Vol. XIV

Number 50

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BILL GERSH
JOE ORLECK

The Cash Box Publishing Co., Inc.

26 West 47th Street, New York 36, N. Y.
(All Phones: JUDSON 6-2640)
JOE ORLECK

CHICAGO OFFICE
32 West Randolph St., Chicago 1, Ill.
(All Phones: DEARBORN 2-0045)
BILL GERSH
Karyl Long

LOS ANGELES OFFICE
6363 Wilshire Blvd., Los Angeles, Cal.
(Phone: WEBSTER 1-1121)
CARL TAFT

EXECUTIVE STAFF
JOE ORLECK, Advertising Director
BOB AUSTIN, General Mgr., Music Dept.
SID PARNES, Editor-In-Chief
NORMAN ORLECK, Associate Editor
MARTY OSTROW, Associate Editor
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POPSIE, Staff Photographer
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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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(Music Editorial)

CHANGES

MAKE THE MUSIC BIZ BUZZ

A few weeks ago, when changes in the A&R structure of various record companies were coming thick and fast, the remarks throughout the music industry about the events that were taking place were, for the most part, on the comical side. People were talking about the precariousness of an A&R job, saying that getting an A&R position was like walking the plank, and several other choice bits. It all added up to the fact that in general it was thought that all these changes and so-called lack of stability was bad for the music business.

At first we went along with this trend of thought. But we've been thinking a little harder about the situation and we've come to the conclusion that it's not so. Changes are not bad for our business. They're good for it.

There are very few businesses in which the rise from bottom to top can take place as quickly as it does in ours. True, the reverse can also happen just as quickly, but that's a different problem. The fact remains that success in the music business can come pretty fast—just as it can also come after years and years of working at it.

But in a business where success comes fast, changes have to come fast also. And it's the changes which have kept our business mobile, moving, always in search for the latest trends, ever in tune with the public's needs and desires.

We're not in the kind of business where you can establish a pattern or a method of operation and then sit back for the next fifty years and live on it. We're in an active, progressive business where what is hot one month is dead the next and where the people who don't keep up with the latest ideas and

methods are weeded out. There are no old fogies in this business. There may be elderly men, true. But they're the ones who have remained young in spirit, able to adjust to new conditions and to conduct their businesses accordingly.

Every day we hear of new people in this field going out on their own. People leave their publishing jobs to open their own firms. Some leave one record company affiliation to go into another. Artists are always switching from one association to a different one. But there's nothing wrong with that kind of activity. It's that kind of movement which has enabled this business to keep up with the swiftly changing public. It's new people who bring new concepts and without them we'd be lost.

Yes, this is a changing business. There's nothing in it that we can count on permanently. That's one of the things that anyone who's engaged in it must realize. But it is also one of the most fascinating things about it. If you want life-long security, you go into a more staid enterprise, not the music business. But when you go into the music business you know that though there is no guarantee of anything, if you work hard enough, are agile enough mentally, come up with enough fresh ideas—and have some luck—you have as much chance of reaching the top as anyone else in the race.

And one of the main reasons you do have that chance of reaching the top is that you know there are going to be changes, changes and more changes all the time.

So the next time there is a rash of resignations, promotions and switches all at one time, don't laugh at them. Those are the changes which are making your career possible.

AMERICA'S NO. 1 QUARTET... THE

AMES BROS.

greater than "YOU, YOU, YOU"
 "MY LOVE, MY LIFE, MY HAPPINESS"
 b/w
 "IF YOU WANT MY HEART"
 RCA Victor 20/47-5404



RCA VICTOR Best Sellers

WEEK OF SEPTEMBER 5th


ORDER HERE!

POPULAR	78 rpm	45 rpm
YOU, YOU, YOU / ONCE UPON A TUNE The Ames Bros. 20-5325 (47-5325)		
CRYING IN THE CHAPEL / LOVE EVERY MOMENT YOU LIVE June Valli 20-5368 (47-5368)		
C'EST SI BON / AFRICAN LULLABY Eartha Kitt 20-5358 (47-5358)		
NO OTHER LOVE / KEEP IT GAY Perry Como 20-5317 (47-5317)		
I'M WALKING BEHIND YOU / JUST ANOTHER POLKA Eddie Fisher 20-5293 (47-5293)		
THE VELVET GLOVE / ELAINE Hugo Winterhalter & Henri Rene 20-5405 (47-5405)		
MY LOVE, MY LIFE, MY HAPPINESS / IF YOU WANT MY HEART Ames Brothers 20-5404 (47-5404)		
LOVE ME AGAIN / BEFORE IT'S TOO LATE Sunny Gale 20-5424 (47-5424)		
WITH THESE HANDS / WHEN I WAS YOUNG Eddie Fisher 20-5365 (47-5365)		
DON'T TAKE YOUR LOVE FROM ME / UNDER PARIS SKIES The Three Suns 20-5347 (47-5347)		
RELAX / CARIBBEAN Tony Martin 20-5414 (47-5414)		
BLUE CANARY / ETERNALLY Dinah Shore 20-5390 (47-5390)		
SONG OF INDIA / IF YOU WERE MINE Mario Lanza 10-4209 (49-4209)		
SAY YOU'RE MINE AGAIN / MY ONE AND ONLY HEART Perry Como 20-5277 (47-5277)		
DRAGNET / YOUR MOUTH'S GOT A HOLE IN IT Buddy Morrow 20-5398 (47-5398)		
COUNTRY/WESTERN		
I FORGOT MORE THAN YOU'LL EVER KNOW / ROCK-A-BYE BOOGIE Davis Sisters 20-5345 (47-5345)		
MAMA, COME GET YOUR BABY BOY / IF I NEVER GET TO HEAVEN Eddy Arnold 20-5415 (47-5415)		
FOR NOW AND ALWAYS / A MESSAGE FROM THE TRADEWINDS Hank Snow 20-5380 (47-5380)		
HOW'S THE WORLD TREATING YOU / FREE HOME DEMONSTRATION Eddy Arnold 20-5305 (47-5305)		
SPANISH FIRE BALL / BETWEEN FIRE AND WATER Hank Snow 20-5296 (47-5296)		
RHYTHM/BLUES		
SOMEBODY WORK ON MY BABY'S MIND / WHATEVER YOU'RE DOIN' Du Droppers 20-5425 (47-5425)		
BEGINNING TO MISS YOU / RHYTHM IN THE BREEZE John Greer 20-5370 (47-5370)		
I FOUND OUT / LITTLE GIRL, LITTLE GIRL Du Droppers 20-5321 (47-5321)		
IT WENT DOWN EASY / WHY DO THESE THINGS HAVE TO BE Melvin Smith 20-5406 (47-5406)		

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

The Top Ten Tunes: Nothing Heavier 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



CODE

AL—Aladdin	CR—Coral	FE—Federal	MD—Mood	PR—Prestige	SIT—Sittin' In
AP—Apollo	CY—Crystaletto	4 Star—Four Star	ME—Mercury	RA—Rainbow	SP—Specialty
AT—Atlantic	DA—Dano	IM—Imperial	MG—MGM	RM—Rama	SW—Swingtime
BR—Brunswick	DE—Decca	IN—Intra	MO—Modern	RH—Recorded In Hollywood	TE—Tempo
BU—Bullet	DO—Dot	JU—Jubilee	OR—Orion	RE—Regent	TI—Tico
CA—Capitol	DU—Duke	KL—King	PC—Peacock	SA—Savoy	TN—Tennessee
CD—Cadence	DY—Derby	LO—London	Pro.	UN—United	VA—Valley
CH—Chess	ES—Essex	MA—Mar:	PE—Peacock	VI—RCA Victor	

1	VAYA CON DIOS LES PAUL & MARY FORD CA-2486 (F-2486)—Les Paul & M. Ford CA-2514 (F-2514)—Wes & Mar Tuttle CR-60991 (9-60991)—Jack Smith	CY-654 (45-654)—Bob London ME-89047 (89047x45)—Anita Day	1
2	NO OTHER LOVE PERRY COMO CA-2487 (F-2487)—Helen O'Connell CA-1685 (F-1685)—Joe Stafford DE-28746 (9-28746)—Gordon Jenkins O. MG-30796 (K-30796)—David Rose O.	OK-6979 (4-6979)—Stan Fisher VI-20-5317 (47-5317)—Perry Como VI-20-5342 (47-5342)—Noro Morales O.	2
3	YOU, YOU, YOU AMES BROTHERS CO-40039 (4-40039)—Ken Griffin ME-70198 (70198x45)—Johnny Horton MG-11512 (K-11512)—Ken Remo	VI-20-5325 (47-5325)—Ames Brothers VI-20-5386 (47-5386)—Noro Morales O.	5
4	I'M WALKING BEHIND YOU EDDIE FISHER CA-2450 (F-2450)—Frank Sinatra CR-60985 (9-60985)—Dorothy Squires DE-28692 (9-28692)—Donald O'Connor	ME-70128 (45-70128)—Vic Damone VI-20-5293 (47-5293)—Eddie Fisher	3
5	P. S. I LOVE YOU HILLTOPPERS DE-28750 (9-28750)—G. Jenkins O.	DO-15085 (45-15085)—Hilltoppers	4
6	CRYING IN THE CHAPEL DARRELL GLENN - JUNE VALLI CR-6108 (9-6108)—Art Lund DE-28762 (9-28762)—Ella Fitzgerald DE-28758 (9-28758)—Rex Allen	JU-5122 (45-5122)—The Orioles VA-101 (45-101)—Darrell Glenn VI-20-5368 (47-5368)—June Valli	8
7	WITH THESE HANDS EDDIE FISHER CO-40006 (4-40006)—Johnnie Ray CO-40034 (4-40034)—Eddy & Stafford	DE-28780 (9-28780)—G. Lombardo O. VI-20-5365 (47-5365)—Eddie Fisher	7
8	C'EST SI BON EARTHA KITT VI-20-5358 (47-5358)—Eartha Kitt		
9	SONG FROM MOULIN ROUGE PERCY FAITH O. CA-2429 (F-2429)—J. Hutton & A. Stordahl CO-39944 (9-39944)—Percy Faith Ork. CR-60984 (9-60984)—Nick Perito DE-28675 (9-28675)—Victor Young O. LO-1328 (45-1328)—Mantovani O.	ME-9609 (45-9609)—Marshal Royal O. MG-11491 (K-11491)—Buddy De Franco OK-6963 (3-6963)—Stan Fisher TI-170 (45-170)—Joe Luca Quint. VI-10-4166—Boston Pops O. VI-20-5264 (47-5264)—Henri Rene O.	6
10	OH! PEE WEE HUNT O. CA-2442 (F-2442)—Pee Wee Hunt O. CO-40062 (4-40062)—Ken Griffin CR-61017 (9-61017)—Lawrence Welk O. DE-28779 (9-28779)—The Commanders	ME-70182 (70182x45)—Jimmy Palmer O. MG-11542 (K-11542)—Art Mooney O. VI-20-5359 (47-5359)—Sauter-Finegan O.	

RCA VICTOR
FIRST IN RECORDED MUSIC



11) GAMBLER'S GUITAR. 12) HALF A PHOTOGRAPH. 13) LIMELIGHT. 14) I'D RATHER DIE YOUNG. 15) BUTTERFLIES. 16) APRIL IN PORTUGAL. 17) TROPICANA. 18) DRAGNET. 19) RUBY. 20) HEY JOE. 21) BLUE CANARY. 22) MY LOVE, MY LOVE. 23) I LOVE PARIS. 24) SAY YOU'RE MINE AGAIN. 25) THE BREEZE. 26) FALSE LOVE. 27) YOU'RE FOOLING SOMEONE. 28) EBB TIDE. 29) ALLEZ-VOUS-EN. 30) GOD BLESS US ALL. 31) CRAZY, MAN, CRAZY. 32) TE AMO. 33) DOWN BY THE RIVERSIDE. 34) CHICK-A BOOM. 35) ETERNALLY.

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



PLATTER
SPINNER
PATTER

ALL ABOUT DISK JOCKEYS

**THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK**

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

1. VAYA CON DIOS..... Les Paul & Mary Ford (Capitol)
2. NO OTHER LOVE..... Perry Como (RCA Victor)
3. CRYING IN THE CHAPEL..... June Valli (RCA Victor)
The Orioles (Jubilee)
4. YOU, YOU, YOU..... Ames Brothers (RCA Victor)
5. P. S. I LOVE YOU..... Hilltoppers (Dot)
6. DRAGNET..... Ray Anthony (Capitol)
7. OH!..... Pee Wee Hunt (Capitol)
8. C'EST SI BON..... Eartha Kitt (RCA Victor)
9. WITH THESE HANDS..... Eddie Fisher (RCA Victor)
10. EBB TIDE..... Frank Chacksfield (London)

What makes a good disk jockey? Downright concentration; hours long beyond the call of duty; brain racking and research in an effort to come up with a new approach or new gimmick; attending parties, backstage at theatres and nightclubs and dropping in at hotel rooms of visiting artists with that ever present tape recorder. For a long time it has been obvious that when it comes to hard work it would be mighty difficult to find a group to top the disk jockey profession. The summer vacation season has only served to further stress this fact. Rarely does a day go by that the C.B. offices are not honored with a visiting jock in New York on his two or three week sojourn from the song pluggers, publisher, record company publicity department and the clatter and screeches of knock 'em down and drag 'em out disks. So what does he do? He spends his much earned rest period visiting publishers, exposing himself to song pluggers and record company promotion, listens to the greatest record ever released (at least 150 of them at the various diskeries) and gathers miles and miles of tapes of whatever artists happen to be in New York. What a breed. Two, who answer to the description above, are Tiny Markle (WAVZ-New Haven, Conn.) and Sid Dickler (WMCK-Pittsburgh, Pa.) who are in the Gotham and dropped up to say hello to the boys one day last week.

* * * * *

Pic of the week—John Turner (WEDC-Chicago, Ill.), a junior at DePaul U. and twenty three years of age, is piloting the "Midnight Flyers" show from midnight to six each Monday thru Saturday. This is Turner's first try at radio work. Has been handling the show for the last six months. Framed over his desk is the Art Ford story, "The All Night Disc Jockey", taken from The Cash Box Anniversary-Disk Jockey issue. . . . Tiny Markle (WAVZ-New Haven, Conn.) had to abandon his "contest kick" after 52 listeners correctly identified Bill Darnell's Decca recording of "Tonight Love" as coming from Liszt's Hungarian Rhapsody. After giving each winner a copy of the record, Tiny ruefully admitted he hadn't realized so many of his listeners were so "hep". . . . Rex Dale (WKCY-Cincinnati, O.) does a night time jazz show and he tapes commercial pitches with lingo



JOHN TURNER
(WEDC—Chicago, Ill.)

for the "way out cats". Recently one of these was used by mistake on the station's Hymn Time program. You can imagine the shock a few listeners must have had when following one of their favorite hymns they suddenly heard a voice "Well, how you cats gettin' along with your loot? If you need money send your name and address . . . etc." and on with the pitch.

* * * * *

Bobby Byrne appointed musical director of the Steve Allen Show. . . . Donn Tibbetts signed to sportscast nightly show over WKXL-CBS-Concord, N.H. and play by play sports in addition to his play by play sportscasting and of course regular disk jockey stints at his home base, WFEA-CBS-Manchester, N.H. . . . Larry E. Jones, (KTXN-Austin, Texas) married the former Shirley Lea McBride on August 1. Mrs. Jones will graduate from the University of Texas in February. . . . Jack Coombs, Tico and Rama Record Company promotion man, and former disk jockey, assisting Hal Jackson (WABC-N.Y.) on his Birdland show from midnight to 6 a.m. . . . Clarence Kneeland (WICH-WERI-Jewett City, Conn.) suggests jocks get out Lou Ella Robertson's Capitol "The Letter" for a natural follow up to "Dear John Letter". . . . Mike Cassone and Pat Lombardo, business and personal managers of Bill Andrews, covered Boston, Hartford, Philadelphia and Pittsburgh with Bill's Rialto release "Summer Rain" and "How Could You Leave Me Now". . . . Lenny Wolf, Audivox Records, off to Boston to promote Dorothy Collins' "Tico Tico". The tune has created a real stir up that way and Lenny wants to really break it open.



Calling All Operators!
Increase your play!!
YOUR OWN SINGING
COMMERCIAL!!!

The
Modernaires

CORAL RECORDS

**"PUT SOME MONEY
IN THE JUKE BOX"**

b/w
"ROCK-A-BYE BOOGIE"

CORAL
61037
(9-61037)

**ANOTHER BMI
"PIN-UP"
HIT**

**MY LOVE,
MY LOVE**

Recorded by
Joni James(MGM)
Tony Acquaviva(MGM)

Published by
MERIDIAN MUSIC, INC.

**Nationwide
NEW RELEASES**

Jackie Van

"ONE SIDED LOVE"

b/w
"When U and I Were One"

with **HENRY BRANDON'S
ORCH.**

Nationwide 2586

America's Next # 1 Hit!

"T. V. RUMBA"

by

BOB BACHELDER
and his Mood Recording Ork.
Mood # 1011

mood RECORDS

74 Prospect St.
UN. 4-2200
Cambridge, Mass.

Paul Chapman

**"TELL ME YOU TOLD
ME A LIE"**

b/w
"Love Is Like a Flower"

Nationwide 2538

**Nationwide
RECORDS**

4149 N. LEAMINGTON, CHICAGO, ILL.
TEL: SPRING 7-1167

RECORD REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓑ FAIR
ⓐ VERY GOOD	ⓐ MEDIOCRE

MARVIN HUGHES
(Dot 15088; 45-15088)

C+ "YOU CAN'T BE TRUE DEAR" (2:31) A slow waltz rendition of an oldie favorite is given the organ styling of Marvin Hughes. The saxophone accompaniment adds to the color of the treatment.

C+ "BY THE FIRESIDE" (2:25) With an exciting Latin beat in the backdrop, Marvin comes through with another exciting organ treatment of a pretty tune.

PEREZ PRADO ORCH.
(RCA Victor 20-5393; 47-5393)

C+ "JAZZ ME BLUES" (2:15) [E. B. Marks-BMI] A more progressive mambo than most is the exciting offering that Perez Prado and his boys send forth on this end as they belt through an oldie. A crazy trumpet section.

C "THE SUBY" (2:30) [Peer International-BMI] The crew sends up some more of the same belting material. Rendition is really wild. Has Stan Kenton style to a mambo tempo.

REMO BIONDI ORCH.
(Decca 28794; 9-28794)

C+ "JOHN HENRY BLUES" (2:42) [Mills-ASCAP] Lee Morgan handles a quick vocal arrangement in multiple voices as Remo Biondi and the ork accompany. The guitarist's fast moving fancy fingering is exciting.

C "GUITFIDDLE GLIDE" (2:14) [Drake-BMI] Remo sends up another fast bouncer presented with fiddles and guitar. Ok for listening.

FRANK ASSUNTO & DUKES OF DIXIELAND
(Okeh 6995; 4-6995)

C "PIEL CANELA" (2:46) [E. B. Marks-BMI] The Dukes of Dixieland deliver a Dixieland styling of a rhumba item that's currently popular in the Latin American countries. Tune is better known in U.S. as "You Too, You Too".

C+ "ANGELICA" (2:43) [Duchess-BMI] Betty Owens and Frank Assunto team up on a cute ditty with a light and happy bounce that blends into a low down jazz instrumental. Delivery is full of rhythm.

LEE WILEY
(Coral 61039; 9-61039)

B "PARADISE" (2:08) [Leo Feist-ASCAP] Lee Wiley, who was quite a hit some years back comes up with an exciting treatment of an oldie. The Carl Prager orking fits the number well.

C+ "WHEN A LADY MEETS A GENTLEMAN DOWN SOUTH" (2:23) [Popular Melodies-ASCAP] The stylish singer presents another hit oldie in her talented manner. Number lilts along pleasantly.

THE CASH BOX DISK OF THE WEEK

"ENDLESS" (2:50)
[Halsey Music-BMI]

"PLEASE TELL ME" (3:15)
[Halsey Music-BMI]

AL ALBERTS
(Decca 28807; 9-28807)



AL ALBERTS

● Al Alberts has a double barreled hit in his first solo recording.

The top side, entitled "Endless" is a big ballad which is going to have all his fans swooning. Al gets a big backing on this one from Jack Pleis, who also contributes a wonderful arrangement. The other half is an Italian adaptation which is done in both English and Italian. It's a lovely melody and Al gives it everything possible with the help of a big chorus. Both of these sides are going to make plenty of noise as Al Alberts gets off to a fast start as a solo singer. (This record, by the way, doesn't mean that Al will record only solo from now on. He will still record with The Four Aces, but whenever the right material comes along, he will do a solo disk.)

DEL WOOD
(Decca 28795; 9-28795)

C+ "MARGIE" (2:19) [Mills & Fred Fisher-ASCAP] Master of the keyboard, Del Wood goes to town on the 88's with a raucous rag-time fashioning of one of our all time standards. Number is loaded with pep.

C+ "LISTEN TO THE MOCKING BIRD" (2:13) [P.D.] Another oldie gets the same light and colorful treatment that Del can put into a tune. A fine demonstration of agility of the digits.

CLAUDE THORNHILL ORCH.
(Trend 60; 45-60)

C+ "PUSSY-FOOTIN'" (2:55) [Ludlow-BMI] The smooth orchestra of Claude Thornhill presents a pleasant ditty in a soft manner. The piece make for good dance material.

C+ "SUMMER IS GONE" (3:23) [Hollis-BMI] Typical instrumental romance music is offered by Claude and the gang on this end. The type of soft dance stuff you hear in night clubs. Real pretty.

CARLOS VALADEZ
(Seeco 7317; 45-7317)

C+ "YIRI YIRI BON" (2:21) Assisted by a vocal chorus and the orchestra, Carlos Valadez gives out with a chanting vocal offering to an Afro-Guaracha that should do well in the Spanish locations. The lad has a terrific voice. Solid rhythm too.

B "UNA MUJER" (2:30) On this end Carlos comes out with a romantic item that he recites in Spanish. The soft warm backing with a subdued rhythm is well treated. Potent stuff for the right locations.

RAY HENRY ORCH.
(Dona 3138; 45-3138)

C+ "GOLDEN SUN POLKA" (2:28) Ray Henry and his whooping orchestra belt out one of Ray's own compositions in that inviting polka tempo. The piece really jumps.

C+ "PIN WHEEL OBEREK" (2:31) Another piece composed by Ray, this one to a tempo of an oberek gets their pleasing treatment. A natural for the correct boxes.

AL CAIOLA
(RCA Victor 20-5400; 47-5400)

C+ "EL CUMBANCHERO" (2:57) [Peer International-BMI] A famous Latin standard with a rousing samba beat is given a polished guitar presentation by Al Caiola with a rhythm accompaniment. Fancy guitar-making makes the number move.

C+ "CUMANA" (2:30) [Martin-ASCAP] Al flies through another samba item with the boys sending up the beat in the backdrop. Has great control over the strings.

BUDDY GRECO
(Coral 61038; 9-61038)

B "DON'T SAY GOODBYE" (3:02) [Criterion-ASCAP] Buddy Greco comes up with a wonderful vocal job on an appealing waltz number that has a European origin. The chorus and Don Costa's ork add a great deal to the fine job.

B "HOW DO YOU THINK I FEEL" (2:35) [Jack Gold-ASCAP] The young artist treats a soft lilting number with a tasteful romantic touch that results in some good listening material. A good job. Very pretty melody.

CLARK DENNIS
(Tiffany 1302; 45-1302)

B+ "MY LOVE FOR YOU" (2:53) [Leo Feist-ASCAP] Clark Dennis dishes up a persuasive and sincere vocal fashioning in his wonderful tenor voice on a lovely ballad from the flicker "The President's Lady". Lovely song could click. A potent deck.

B "GRANADA" (3:00) [Peer International-BMI] With Eddie Ballantine's crew giving out with an exciting beat, Clark belts out a thrilling Spanish standard. A penetrating job. Both ends should make good programming in the boxes.

THE SUPER-SONICS
(Rainbow 222; 45-222)

B+ "NEW CHEROKEE BOOGIE" (2:30) [ASCAP] A wild and effective three dimensional treatment of a terrific jump oldie is offered by the Super-Sonics. Their rocking rhythm in the Paul-Ford style, really rocks. Terrific side. Should make noise.

C+ "LINGER AWHILE" (2:05) [ASCAP] Another oldie that's currently bidding for revival has its cause aided by the Arlene James vocal. The multiple voice treatment goes well with the guitar backing. Number jumps.

ETHEL SMITH
(Decca 28791; 9-28791)

B "CASI CASI" (2:03) [Ethel Smith-ASCAP] One of the top organists, Ethel Smith comes through with a fancy solo of a rhythmic samba item as Dave Terry and the rhythm supplies the beat. Catchy melody. She's terrific.

C+ "SINCOPOADO" (2:48) [Ethel Smith-ASCAP] The artist gives out with another samba instrumental that's full of color. Ethel can really master the organ.

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.

★ "MY LOVE FOR YOU"	Clark Dennis	Tiffany 1302; 45-1302
★ "CHOO CHOO TRAIN"	Dinah Shore	RCA Victor 20-5438; 47-5438
★ "PRIDE"	Bob Crewe	BBS 118; 45-118
★ "ON THE CAROUSEL"	Arlene James	Rainbow 221; 45-221
★ "NO MORE TEARS"	Ginny Gibson	MGM 11571; K-11571

DECCA
RECORDS

PRESENTS A NEW SINGING STAR-

GEORGINA SHAW

with
JIMMY LEYDEN orch

2

BIG HITS
on 1st Release

"LET
ME GO, DEVIL"

and

"RAGS TO
RICHES"

DECCA 28838

— ★ —
personal mgr.
AL GALICO

DECCA
RECORDS



RECORD REVIEWS

A DISK & SLEEPER

B EXCELLENT

B VERY GOOD

C GOOD

C FAIR

D MEDIOCRE

HAPPY LEWIS
(Tico 181; 45-181)

B "ST. LOUIS BLUES" (2:28) The oft recorded standard gets another wonderful interpretation by Happy Lewis to a rhythmic mambo tempo. Happy's solid harmonica rendition is backed by Vin Strong and his Panamericans.

C+ "WHISPERING" (2:24) Another mambo styling of a standard comes over on this end. With the harmonica as the spotlight instrument once again, the results are inviting. Strong and the gang support here too.

LeROY HOLMES ORCH.
(MGM 11569; K-11569)

B "JULIE" (3:14) [Robbins-ASCAP] A lovely ballad from the movie "Take The High Ground" gets a lush instrumentation from LeRoy Holmes and his orchestra with Stuart Foster coming up with a fitting vocal. Pretty arrangement.

B "SO THIS IS LOVE" (2:46) [Harms Inc.-ASCAP] Sue Kent shows her talented voice on this platter as the Holmes ork accompanies her with a waltz tempo backdrop. Number is from the flick "So This Is Love."

THE BELL SISTERS
(RCA Victor 20-5433; 47-5433)

B+ "HEARTLESS" (2:17) [Pine Ridge-ASCAP] The Bell Sisters come up with their best effort since "Bermuda" as they sway smoothly through a lovely waltz number. Love their harmony. Tune is top drawer material too.

B "TAKE BACK YOUR GOLD" (2:01) [Famous-ASCAP] With the Harry Geller orchestra again backing the young thrushes, the duet runs through a cute bouncer from the flicker "Those Sisters From Seattle." Voices are real cute.

GINNY GIBSON
(MGM 11571; K-11571)

B "DANSERO" (2:31) [Brandom-Fredericks-BMI] The talented voice of Ginny Gibson does wonders with a lovely Latin beat number that she caresses with ease and style. Her voice is sweet. Has a bit of Patti Page in it.

B+ "NO MORE TEARS" (3:01) [Lowell-BMI] On this end, Joe sets up another lush accompaniment for Ginny's tender styling of a fine love song. Her sentimental voice carries plenty of heart in it.

DINAH SHORE
(RCA Victor 20-5438; 47-5438)

B+ "CHOO CHOO TRAIN" (3:00) [Walt Disney-ASCAP] Dinah Shore does a top notch job on a novelty ditty with a cute ch... ch... foo... gimmick adding to the color of the deck. It's real bouncy and could catch on. Pert delivery.

B+ "REFLECTIONS ON THE WATER" (2:27) [Leeds-ASCAP] All the sweet warmth that Dinah's voice carries oozes out on this platter as the thrush glides over a wonderful love song. Vic Shoen does a fitting backdrop job on both ends.

THE CASH BOX SLEEPER OF THE WEEK



AMES BROTHERS

"MY LOVE, MY LIFE, MY HAPPINESS" (2:24)

[Triangle-ASCAP]

"IF YOU WANT MY HEART" (2:34) [Hillcrest-ASCAP]

THE AMES BROTHERS
(RCA Victor 20-5405; 47-5404)

● The Ames Brother follow up their hit of "You, You, You" with another one that looks hot, "My Love, My Life, My Happiness." The boys do this in the same smooth style which featured their last hit and again come through in a great manner. On lower end they do a modern version of an old standard and this one too is gonna garner plenty of play. Both of these ends are right for the boxes and ops would be wise to get with this disk right now.



GEORGIE SHAW

"LET ME GO DEVIL" (2:43)

[Hill & Range-BMI]

"RAGS TO RICHES" (2:52)

[Saunders-ASCAP]

GEORGIE SHAW

(Decca 28838; 9-28838)

● Georgie Shaw makes his disk debut with an unusual tune which could well send him to the top of the lists. It's called "Let Me Go Devil" and Georgie does it in terrific style. The tune is very different from the usual run of numbers and the new singer uses it to show the great promise that he has. The underside is a current plug tune with a tango flavor which Georgie does with finesse. The top half, though, is the one which could do it for this boy.



CHAMP BUTLER

"YA HA BIBITY BABY" (2:25)

[Shapiro-Bernstein-ASCAP]

"IT HAPPENED ONCE BEFORE" (2:37) [Criterion-ASCAP]

CHAMP BUTLER
(Columbia 40055; 4-40055)

● A rollicking tune gives Champ Butler the best chance for a hit record that he's ever had. This one has everything and Champ does it in real worked up fashion. "Ya Ha Bibity Baby" is of Armenian origin and if it does half as well as a former Armenian number did, "Come On-A My House," it should land Champ Butler at the top of the heap. The lower end is a lovely ballad which the singer does straight and turns in a creditable job. It's the top side however which will draw the coins.



KITTY KALLEN

"LONELY" (2:37) [Bregmann, Voeco & Conn-ASCAP]

"HEARTLESS HEART" (2:25)

[Leeds-ASCAP]

KITTY KALLEN
(Decca 28813; 9-28813)

● On her first Decca disk, Kitty Kallen takes over a tune called "Lonely" and sure gives it a lovely rendition. Kitty lends this one all the charm she is capable of and it makes for must listening for juke box ops. With Jack Pleis directing the orchestra and quartet, the background blends right in with the fine rendition. The underside is in Latin tempo and while it too makes for good listening, the upper half is the one that should attract the attention.

MINDY CARSON
(Columbia 40057; 4-40057)

B "I NEVER LET YOU CROSS MY MIND" (2:20) [Milene-ASCAP] With Percy Faith accompanying her, Mindy Carson hands in an inviting job on a love song. The tune has an appealing country flavor.

C+ "DARLING, DARLING" (2:35) [Bourne-ASCAP] Mindy offers another dream dusted job on a love song. Her sweet voice is perfectly showcased by the smooth Faith orking.

BOB CREWE
(BBS 118; 45-118)

B+ "PRIDE" (2:32) [Duchess Music-BMI] An excellent piece of material gets an exciting rendition from Bob Crewe and the chorus. This one is right for group singing and with the proper exploitation could make noise.

B "DON'T YOU CARE" (2:38) [Goday Music-BMI] Bob Crewe does a change of pace on this side giving out with a ballad. It makes for good listening.

ARLENE JAMES
(Rainbow 221; 45-221)

B+ "ON THE CAROUSEL" (2:25) [Lowell Music-BMI] This one could catch on in a flash. It's an infectious melody sung with pleasant feeling by Arlene James. The entire record shows some first rate planning and arranging.

C+ "SUGAR AND SPICE" (2:14) [Lowell Music-BMI] A cute little novelty is given a jaunty rendition by Arlene. This one makes for pleasant listening but it's the top side which has the hit possibilities.

THREE TWINS TRIO
(MC 1003; 45-1003)

B "EXPRESSION IN YOUR EYES" (2:25) Another fine vocal group under the name of the Three Twins Trio comes up with a good first showing on a pretty ballad that demonstrates their harmony. They work well together.

C+ "IN A LITTLE GYPSY TEA ROOM" (2:31) The trio projects on another ballad with a pleasing lilt. They have a soft quality in their harmony that does a great deal of justice to a good song.

PAUL CHAPMAN
(Nationwide 2538; 45-2538)

B "TELL ME YOU TOLD ME A LIE" (2:30) [Jack Spina-ASCAP] A romantic number set to a slow waltz beat comes across with warmth as portrayed by the tenor voice of Paul Chapman. Plenty of sincerity in the reading.

C+ "LOVE IS LIKE A FLOWER" (2:31) [Arren & Broderick-BMI] Henry Brandon aids the balladeer with another fitting orchestration as he gives out with another piece of love material. Number has depth.

THE CASH BOX ROUND THE WAX CIRCLE

NEW YORK:

The new Victor label, at present called Label X, is now scheduled to get started January 1. In all probability Jimmy Hilliard will head it. . . . George Pincus has been swamped with good luck messages from the top people in the industry ever since he announced he was going out on his own last week. . . .



Great to see Barbara Belle who was in town last week in connection with the promotion of Champ Butler's new disk "Ha Ba Bibity." Barbara has a great new contest worked out for it. . . . Monica Lewis has just been signed to a Capitol contract and is due for a major build-up by the diskery. She opens at the Chicago Theater early in September. . . . Buddy Basch now handling the Eileen Barton disk promotion. . . . Big party for Frank Sinatra last Thursday at Danny's Hideaway. . . . Irving Deutch, general professional manager of Peer and Southern, was married to Lita Terris during his recent visit to California. . . . Frank Abramson of Republic Music off on a midwestern trip to see ops and jocks on the new Sammy Kaye release "Mission of St. Augustine." . . . Ted Streater resumes at Gogi's La Rue in New York on September 17. . . .

One of the greatest projected pieces of casting we've heard about is Ethel Merman and Marlon Brando for the film of "Pal Joey." . . . Artie Shaw revives his Gramercy Five at the Embers starting October 5. . . . Both Artie Shaw and George Avakian at Columbia have become recent papas. . . . Jaye P. Morgan, whose Derby disk of "Just a Gigolo" is kicking up plenty of noise, visited this town last week. Jaye is a lovely girl who should do very well. . . . Anyone interested in having European business handled by some leaving for an extended tour of the continent, let us know. . . . Gordon Gray, former disk promotion man with MGM, who left to form his own furniture business, has sold out and is thinking of returning to music and records.

CHICAGO:

Chicago scene graced this week by several gal singers. . . . June Valli doing smash business at the Chicago Theatre, as folks wait for gal to sing her current hit, "Crying In The Chapel." . . . Margaret Whiting doing a one-niter here after a 15-day stint in Springfield in conjunction with the State Fair. . . . While at the Black Orchid, Felicia Saunders gives out nately with her great rendition of "Song From Moulin Rouge." . . . Along with Felicia, and lending a wee bit of Scotland to the atmosphere, is Hamish Menzies. . . . Card from Barbara Belle informs us that after a few short days of rest, she is once again hitting the road, exploiting Champ Butler's latest disk. This time Barbara plans to hit Cleveland and Detroit. . . . Decca's Al Chapman all thrilled over nice reception given Gordon Jenkins' new album which was two years in the making, "Seven Dreams." Preview listenings were held at the Ambassador East. . . . Very nice letter from Bill Darnel whose latest release, "Tonight Love," is proving at long last that Bill had the stuff all the time. . . . Just in case y'wanto, you can buy a \$1,000 partnership share in Lou Walter's new Broadway production, "French Dressing," which will star Joe E. Lewis. Only 250 such partnerships being sold. . . . After ohsolong, Johnny Martin leaves the Chez Paree 8/25. And opens at the Black Orchid 8/29. Nice going for a real deserving lad.



MARGARET WHITING

LOS ANGELES:

Everyone got plenty excited when Harry Bloom and Lee Palmer, local Mercury Distributors, announced that Vic Damone was opening at the Mocambo. In fact, so much interest was shown that Jack Benny bought out this fashionable night spot for opening night. . . . Hear a new waxing is getting plenty of comment over at Capitol Records here. It is a new novelty called "Scheherzade" and "She Walks Past His Window Every Day," by Micky Katz and Eartha. Written by Bud Freeman, former publicity director for Capitol. . . . Julius Bard of Rondo Records was seen in town visiting distributors. . . . Over at Sunland Music Co. George Hansel prexy of Cadence Records, New York, was seen flipping over the newest Julius La Rosa release "Till They're All Gone Home" and "Eh Cumpari" while Gordon Wolf listened attentively. . . . While The Lancers are on tour with Kay Starr in Europe, their latest release, "Were You Ever Mine To Lose" and "Sweet Mamma Tree Top Tall," on the Trend label is causing plenty of excitement here. . . . One of the newcomers of the independent labels, Della Records, has just announced its second release, "I'm Ashamed" and "Masquerade" with the new songster, vocalizing. . . . At the recent Abbott Record DJ party, presented by Fabor Robinson, Irv Shorten of Allied Music Sales stated that he has had the pleasure of seeing a western number take over the pop field with the latest Abbott release, "Caribbean" by Mitchell Torok showing up in the top pop, as well as the western, best seller lists. . . . The Mulcays really made everything stand still when they visited Mary and Kay Solle at Leuehagen's Record Bar. Mary stated that their latest release on the Cadence label, "My Happiness" and "Near You" is headed for a double headed hit to which statement everyone present agreed. . . . Al Schlesinger of Palace Records states that he has just signed a group called The Crew Chiefs to do three new sessions to be released soon. . . . Al Sherman announced King's newest twist to an already big seller with their new warbler, April Stevens, singing "C'est Si Bon." Said to be the only version with all English lyrics. . . . It was recently announced that Tex Beneke has just shifted to Capitol and will do four new sides. Arranger, Marion Evans, is also joining Tex to work on sessions. . . . Plenty of interest has been aroused around record circles as the new vocalist, Gale Clark, and her newest etchings "Music of Love" and "The Unashamed" on the Fine Arts label seems to be taking hold all over. Peter Tinturin, writer and arranger, recently flew to Chicago to start deejay promotion on this new record. Wish to announce that yours truly, Carl Taft, has just moved to the Los Angeles area in order to be of more service to everyone in the record industry. Offices still remain at 6363 Wilshire Blvd., Phone WEbster 1-1121. I can now be reached in the evenings by calling DUUnkirk 2-7832.



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"MY LOVE FOR YOU"

A NEW FIERY "GRANADA"

and

Theme melody 20th Century-Fox film "THE PRESIDENT'S LADY"

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CANADIAN CAPERS

TORONTO TOPICS

Probably the best liked native sons are The Four Lads who have returned to their original stamping ground to headline the current show at the Casino Theatre. These local singers have built a terrific draw with the public and their disks are top-rated by the ops and deejays. Booking this group concurrently with the opening of the Canadian National Exhibition looks like good business, particularly at a time when so much emphasis is being placed on Canadian talent. . . . While on the subject of native talent we'd like to report that Montreal's Oscar Peterson has been pulling in the customers at the Paddock and this Norman Granz star sounds better than ever this time around. The folks at Quality Records, the Canadian Mercury Record manufacturers, have been making the most of Oscar's Canadian date with a strong operator and dee jay campaign. . . . Back in the limelight in platter circles is song writer-singer Earl Heywood who's Victor record of "The Algonquin Waltz" seems like a timely follow-up to his earlier hit "Alberta Waltz."



HUGH JOSEPH

Earl continues to be the top star on the long-established CHNX Barn Dance each Saturday from Wingham, Ontario, and Victor's release of his recording of his song "Algonquin Waltz" hits the market right at the peak of the top season at Algonquin Park. The combination has all the ingredients of timeliness to make a hit platter for the new season, and Victor's Hugh Joseph and Publisher Karle Hodsin of Empire Music, New Westminster, B. C. are teaming up on a promotion campaign making the most of the opportunities. . . . Tonny Pastor and his orchestra played a one-niter at Hanlan's Point. Margas Distributing Agency's Hal Hammond beaming and busy as their Biltmor, Aragon, and Arrow distributing setup moves to larger quarters at 793 Yonge Street in preparation for the busy fall and winter season. Hear that the boys at Margas have several expansion plans in the works including their entry into the kidisk field. . . . The local radio fans giving the Niagara Falls, N. Y. station, WJLD, a great play tuning in their Ramblin' Lou Schriver programs. The "broken-down ole hill billy" as Lou describes himself is actually one of the handsomest folk stars in the business and has a loyal femme following in Canada that's plugging for his appearances in these parts. . . . Hear that Decca's local topper, George Offer is gearing his organization for a busy new season after a better-than-ever summer business. It couldn't happen to a nicer guy. . . . RCA Victor local set-up moved to their new building in the northwestern part of town and set to handle increased business in the Fall. A beautiful new headquarters and several fast-breaking hits making this a mecca for the ops and dealers.

MONTREAL MEMOS

Victor Records making history with their "Bluebird" release in Canada of Darrell Glenn's hit record of "Crying In The Chapel." This is the first occasion when Canadian Victor has pressed and distributed a platter, other than from Victor masters, and they are doing a bang-up job behind their disc pressed from the original Valley master. The ops and dee jays are really going for this disc and it looks as though the Canadian Victor organization has opened a new field for themselves. . . . Their famed star June Valli currently headlining at the Seville Theatre and doing right nicely following Mercury's Rusty Draper who hung up a fine summer gross at the St. Catherine's Street show place. . . . While reporting Victor activities we'd better tell you that Hank Snow's tour of the Maritime Provinces has resulted in great business all along the way. Hank originally came from that part of Canada and the home folks sure remembered him. . . . Playing his second



DARRELL GLENN



DANNY SUTTON

Montreal date is handsome Danny Sutton whose wonderful voice will be heard at the Chez Patee for the next two weeks. Danny made a lot of Canadian friends when he recorded (for the Quality-King label) CBC network stars' Lou Snider and Howard Manning belting ballad "I Was Wrong." He'll have a ready made audience for his forthcoming appearances on the Kate Smith show on NBC-TV and new RCA Victor platters. . . . Curley Hachey of the Sunset Playboys, (The Hachey Bros. and Mary Lou) back in Montreal for a short vacation after a very successful tour of New Brunswick and the Atlantic Provinces. . . . Apex Records' Dixie Bill Hilton and the Calgary Range Riders playing Newfoundland and garnering radio plays for their discs of "O-Ho-Ho Honey (Please Take Me Home)" and "Dear Dad." Both tunes were penned by Bill and "Honey" seems ready to break out as a hit with several U.S. A.&R. men considering it for coverage. . . . George Taylor farewelling his local friends and associates as he leaves for Halifax where he will be opening his record and appliance distribution firm. Representing Montreal's Metrodisc, George will be handling the MGM, Quality, Mercury, Coral and Rodeo Labels in the Maritimes as well as TV and record players.

Joe Deane Moves To KQV In Pittsburgh

PITTSBURGH—Joe Deane joins Radio Station KQV, Pittsburgh, on August 31.

Deane comes to Pittsburgh from Rochester, N. Y., where he has been the number one platter spinner.

The signing of Deane by Manager James F. Murray is the latest development in the creation of the "new KQV." Since becoming a CBS Radio affiliate on June 15, the station has acquired a new executive vice-president, program director and news editor and has made numerous changes in programming.

Deane will handle two broadcasts each weekday.

He will combine music and talk as "The Morning Mayor" from 6:30 to 9 a.m., with time out for regular newcasts.

Aimed at the younger set, his "Deane-Agers" show will air from 4:20 to 5:45 p.m. It will feature popular records and guest appearances by celebrities. The broadcasts will be open to the public.

The selection of Deane concludes an extensive search for a recognized personality, according to station officials.

The 26-year-old disk jockey has been with Radio Station WHEC, Rochester, for seven years. His programs there have achieved high ratings and have brought him to national attention.

Many of the leading figures in the music world have been his guests on the air. And he in turn has appeared on top radio and television programs on CBS, NBC, ABC and Mutual.

Deane has been particularly active in youth work, entertaining at dances and originating broadcasts from clubs and teen canteens.

A native of New York City, Deane got his start on a radio station there. Working as a music librarian, he received an opportunity to substitute for a disk jockey during the latter's illness.

He gained experience at a station in Newburgh, N. Y., before moving to Rochester. During World War II, he did broadcasts for the Army.

Deane has also written a number of songs which have been published. His latest recording is a children's number, "Dinky the Duck."

SPREADING LIKE WILDFIRE!!!

"WHY, OH WHY"

by

THE KINGS

Jax 314

Just Released—Another hit by

LIGHTNIN' HOPKINS
"NO GOOD WOMAN"

b/w

"I'VE BEEN A BAD MAN"

Jax 315

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"YOU DID ME WRONG"

and

"IN THE MISSION OF
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DIFFERENT! EXCITING!
As only TITO PUENTE
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"TROPICANA"

b/w

"MAMBO RAMA"

Tico #10-189

Breaking like cr-a-a-z-eee
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This will be one of the big ones
in the nation.

THE CROWS

"I LOVE YOU SO"

and

"GEE"

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BERT KEYES

Great record of

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MY HEART
AGAIN"**

Rama #12



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1 "CRYING IN THE CHAPEL"

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BRUCIE WEIL

2 "GOD BLESS US ALL"

Barbour #451

Big Sales and Plays

PAT TERRY

3 "LOVE ME AGAIN"

"Since You Have Left Me"

Jubilee #6044

Sensational Instrumental

DICK FREITAS & Ork.

1 "BALERICO"

b/w

"ZIP"

Jubilee #6043

It's Happening

MICKEY DEANE

2 "HE WANTS MY LOVIN'"

"I Feel In Love But Good"

Jubilee #6045

Sleeper Hit

VERNA LEEDS

(Mizzy Lou)

3 "LOVE IN BLOOM" "All Over You"

Jubilee #9002

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

Record Industry Bids Congress Repeal Excise Tax On Disks

WASHINGTON, D.C.—The record industry, through its organization the Record Industry Association of America, this week petitioned Congress to repeal the excise tax on records.

John W. Griffin, executive secretary of the RIAA, submitted the following statement to the House Ways and Means Committee:

My name is John W. Griffin. I am Executive Secretary of the Record Industry Association of America, Inc. I am speaking on behalf of our members, who account for approximately 85% of the dollar volume in the field of phonograph record manufacture.

THE MANUFACTURE OF PHONOGRAPH RECORDS IS A SMALL BUSINESS

In contrast to all manufacturing industries, we are an exceedingly small business,—at the manufacturing level our annual gross for 1952 was but \$75,000,000.

The livelihood of our industry depends upon a single product,—phonograph records.

There are twenty industries classified by the Treasury Department subject to the manufacturers' excise tax. We are the third smallest and in contrast to these industries our industry, dollar-wise, occupies an insignificant position. The quantum of revenue collected from our business is almost negligible. On the basis of receipts from July 1, 1952 to March 31, 1953, the latest figures available, our industry paid about \$5,350,000, less than 1/4 of 1% of all manufacturers' excises.

I might also point out that for the period, July 1, 1952 to March 31, 1953, while there was an over-all increase in receipts of manufacturers' excises over those for the same period ending March 31, 1952 approximating 25%, receipts of phonograph record excises for the same period declined approximately 10%.

PHONOGRAPH RECORDS ARE A SOURCE OF EDUCATION AND CULTURE AS WELL AS ENTERTAINMENT

Educational media have in general always been exempt from tax. It appears that excise levies have not been imposed on books, sheet music, paintings and other arts. It is certainly inconsistent with this wise policy of exempting culture and education from tax to retain a tax upon educational, religious and cultural records.

Today, practical applications of the recording art are being used in increasing degree by forward-looking educators. Recordings are invaluable assets in teaching the blind and are indispensable in teaching music appreciation.

Although the fact is not generally known, a very large number,—in fact millions—of religious recordings are purchased by the American people.

In recent years records for children have comprised a substantial output of the industry. It has been estimated that the excise tax represents approximately 12% of the cost of manufacture of children's records retailing at 25c, tax included. Only recently, because of rising costs, a leading manufacturer of children's records was forced to raise the price on a number of these records from 25c to 35c. It is believed that the increase in price will necessarily deprive many needy children of the educational and cultural benefits they would derive from these records. If the excise tax were eliminated this manufacturer could sell all of its children's records at 25c each.

Records are perhaps the greatest morale builder supplied to our Armed Forces. Recordings for training purposes have been used to educate GIs in their more grim daily pursuits. Recordings of whole classes in language,

literature, history and a repertoire of other subjects are being made available to our military services.

At home, recordings are a welcome relief from the strain of daily life. Thousands of American factories are equipped to provide recorded music while employees are at work. Records enjoy a wide circulation in rural districts and among the youth of America.

The contribution of the record industry to American education and culture does not end with the phonograph records they supply. Since 1948, the Music Performance Trust Fund has been operated by industry and the American Federation of Musicians. All contributions to this Fund are made by phonograph record manufacturers according to the amount of phonograph record sales. As of December 31, 1952, there were 514 phonograph record manufacturers actively participating in this undertaking who contributed in excess of \$1,761,000 to the Fund. The funds are expended currently to instrumental musicians for services at local union scales. In 1952, the funds were allocated for expenditure among 654 geographical areas for performances open free to the public, thus contributing to the public knowledge and appreciation of music. During 1952 there were approximately 17,507 such concerts or performances in which more than 155,000 musicians participated. For example, during 1952, \$136,000 was spent in Illinois, \$84,000 in Michigan, \$185,000 in Pennsylvania, \$97,000 in Ohio, \$63,000 in Wisconsin, and so on.

It seems obvious that the retention of the excise tax on phonograph records, to the extent that it increases prices and depresses sales, will reduce the contributions to the Music Performance Trust Fund.

SMALL MANUFACTURERS MUST PAY THE EXCISE TAX OUT OF THEIR OWN POCKETS

A great majority of manufacturers—more than ninety-five per cent are truly small manufacturers. For these manufacturers the excise tax is a very great burden. For many it constitutes an expense which must be paid, not out of profits, but out of their own pockets.

One small manufacturer has reported as follows:

"The 10% current excise rate is discouraging for the small operator, who, merely by delivery, becomes liable for payment of the excise tax, although his distributors stand a fair chance of going bankrupt before he can collect! We feel very strongly that the rule as it stands is entirely too strict for encouragement of small businesses and frankly wonder how even larger companies are able to survive under the existing excise provisions."

The following examples furnished this Committee in 1951, are equally in point today: One manufacturer with record sales of approximately \$80,000 and excise tax payable in the amount of \$8,268, had a loss of \$397. Another manufacturer with approximately \$10,000 in sales, \$663 in excise tax, lost \$11.21. A third manufacturer reported \$11,000 in sales, \$700 in excise tax, and a profit of \$8. Still another manufacturer had sales of \$288,000, excise tax liability of \$26,500 and had a profit of less than \$2,000. Almost without exception, these manufacturers reported that they are engaged in the manufacture of Classical, children's or miscellaneous records.

CONCLUSION

In the past, an excise tax on phonograph records has been levied and kept in force only during times of

emergency. The first tax on phonograph records was imposed in 1917 and renewed in 1918. Legislative history suggests that that levy was intended as a war profits tax. The tax was repealed by the Revenue Act of 1921. An excise on phonograph records was again imposed in 1932. There, the depression created the urgency for new and heavier taxation. At the end of the emergency, in 1938, that tax was repealed. The present levy was imposed in 1941 to serve a wartime purpose—to discourage civilian production and mobilize resources for defense. The tax has served this purpose. An emergency no longer exists. The tax has a depressive influence. It is time for repeal.

Moreover, the substance of radio broadcasts often appears on phonograph records; the world of literature, drama and education is capable of communication through the phonograph record, and much of its has already been so communicated. The events of current history as expressed in sound are familiar material for phonograph records. Why exempt all these media except the phonograph record, and discriminate against that medium alone?

In conclusion, I fully realize that other industries have appeared before you, each with a special plea for relief. I do hope, however, that you will consider the unique phases of our case. It is the story of one of the smallest of all the industries appearing here. And being one of the the smallest, this tax weighs the heaviest on our business.

A "HIGHLIGHT" For Every Program

CLOUD LUCKY SEVEN

ROBBINS MUSIC CORPORATION

M-G-M RECORDS

GINNY GIBSON

"DANSERO"

and

"NO MORE TEARS"

MGM 11571 (78 RPM)
K-11571 (45 RPM)



Billboard Best Buy
Cash Box Best Bet

"TOYS" EILEEN BARTON

Coral Record # 61019



Chicago Attracting Nation's R & B Firms

Chicago Becoming Center of Nation's R & B Disk Markets. Cuts Shipping Costs For Diskeries. Allows For Speedier Sales Coverage of Most Important Buying Areas.

CHICAGO—R&B diskers, especially those from the West Coast, are awakening to the fact that this is the most centrally located city for them for sales of their products.

With the opening of offices here by California R&B manufacturers, who have since been very pleasantly surprised with this central location, others are reported thinking of Chicago as the city which may eventually become the No. 1 R&B disk city.

They point to the fact that this city centers the great selling area for R&B disks.

Coverage of Cleveland, Detroit, St. Louis, can be made most completely within two to three days by any firm centering here.

Others areas such as Memphis, Little Rock, Shreveport, Atlanta, Bir-

mingham, and so forth, are also within hours of this centrally located area.

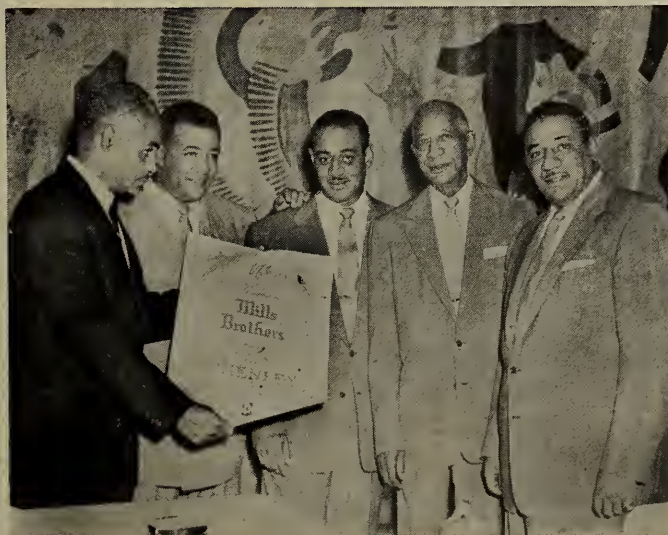
These, as R&B sales people here point out, make Chicago more and more important to all the R&B field.

Also interesting is the fact that shipping from Chicago, because of its central location, is not only faster, but much cheaper, for the R&B diskeries.

The outstanding blues areas at this time, Tennessee, Mississippi, Louisiana, Georgia and Alabama are within a few hours from this city.

Coverage of the Texas market is faster from here also, R&B people point out, and they explain that, within a week, a salesman can travel all the big markets and have the most outstanding coverage from centrally located Chicago.

Best Harmony



NEW YORK—Chuck Williams, Schenley sales representative, presents Schenley scroll to the ever popular Mills Bros. at their recent opening at Cafe Society in NYC. Scroll cited the group as the "singers of the best harmony in ages."

- 1** CRYING IN THE CHAPEL
The Orioles
(Jubilee 5122)
- 2** GOOD LOVIN'
The Clovers
(Atlantic 1000)
- 3** THE CLOCK
Johnny Ace
(Duke 112)
- 4** SHAKE A HAND
Faye Adams & Joe Morris
(Herald 416)
- 5** PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240)
- 6** TOO MUCH LOVIN'
The "5" Royales
(Apollo 448)
- 7** PLEASE LOVE ME
B. B. King
(R.P.M. 386)
- 8** GET IT
The Royals
(Federal 12133)
- 9** DON'T DECEIVE ME
Chuck Willis
(Okeh 6985)
- 10** JUST WALKIN' IN THE RAIN
Prisonaires
(Sun 186)

A New Hit!
T—BONE WALKER
"Every Time"
Imperial #5247
Imperial Records

The Flairs
A SENSATIONAL HIT!
"I HAD A LOVE"
b/w
"SHE WANTS TO ROCK"
Flair #1012
flair RECORDS
257 NO. ROBERTSON BLVD.
BEVERLY HILLS, CALIFORNIA

OUR SLEEPER OF THE WEEK
THE BANJO KINGS
GTJ 83
CAROLINA IN THE MORNING | **DOWN SOUTH**
"Thrilling style" | "Makes your feet bounce!"
says CASH BOX
At Our Distributors Coast to Coast
GOOD TIME JAZZ RECORD CO., INC.
8481 Melrose Place
Los Angeles 46, Calif.

Johnny Moore's
"DRAGNET BLUES"
Featuring FRANKIE ERVIN
b/w "PLAYING NUMBERS"
Modern #910
Modern RECORDS
257 No. Robertson Blvd.
Beverly Hills, California

AL GREY'S
HOT TROMBONE IN
BIG CHIEF
IS TERRIFIC! THE FLIP
WALKING ONE
IS JUST AS HOT #501
Peacock's Progressive Jazz

1ST BIG POP RECORDING!
"I FORGOT MORE THAN YOU'LL EVER KNOW"
By
JOYCE PAUL
REPUBLIC 7053
ORDER TODAY FOR BIG SALES!
REPUBLIC RECORDING CO.
NASHVILLE TENNESSEE

No. 1

The CORONETS
BACKED BY THE
SAX MALLARD COMBO

"Nadine"
b/w
"I'm All Alone"

CHESS-1549

No. 2

A BRAND NEW
RELEASE BY-

Little Walter
"BLUES WITH
A FEELING"
b/w
"Quarter To Twelve"

CHECKER-780

A TRIPLE HITTER
on JUBILEE

FRED KOHLMAN ORK.
"HOLE IN THE GROUND"
b/w "Easy Rocking"
Jubilee #5123

THE RAY-O-VACS
"Outside Of Paradise"
b/w "You Know"
Jubilee #5123

JOHNNY PERRY ORK.
"PERRY'S BLUES"
b/w "Terrible, Terrible Feeling"
Jubilee #5125

JUBILEE RECORD CO. Inc
375 W. 47th St., N. Y. N. Y.

A Sleeper!

DRUNK
by
JIMMY LIGGINS
#470 #470-45

Specialty records

8508 Sunset Blvd., Hollywood 46, Cal.

Wh - y - y
Leave Me This
Wa - ay - ay
???

BIGGER THAN
"CHANGE OF LOVE!"

"HONEY HUSH"
JOE TURNER
ATLANTIC 1001

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

Growing Bigger Day By Day

"MERCY
MR.
PERCY"
897 VARETTA DILLARD

SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

THE CASH BOX

in HARLEM on CHICAGO'S South Side in NEW ORLEANS

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

- | | | |
|--|---|--|
| 1 CRYING IN THE CHAPEL
The Orioles
(Jubilee 5122) | CRYING IN THE CHAPEL
The Orioles
(Jubilee 5122) | HONEY HUSH
Joe Turner
(Atlantic 1001) |
| 2 SHAKE A HAND
Faye Adams & Joe Morris
(Herald 416) | PLEASE LOVE ME
B. B. King
(R. P. M. 386) | CRYING IN THE CHAPEL
The Orioles
(Jubilee 5122) |
| 3 THE CLOCK
Johnny Ace
(Duke 112) | GOOD LOVIN'
The Clovers
(Atlantic 1000) | SHAKE A HAND
Faye Adams & Joe Morris
(Herald 416)
Savannah Churchill
(Decca 28836) |
| 4 C'EST SI BON
Eartha Kitt
(RCA Victor 20-5358) | GET IT
The Royals
(Federal 12133) | DRIVE IT HOME
Hal Paige
(Atlantic 996) |
| 5 I WALK ALONE
Vocalers
(Red Robin 119) | THE CLOCK
Johnny Ace
(Duke 112) | GOOD LOVIN'
The Clovers
(Atlantic 1000) |
| 6 PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240) | DON'T DECEIVE ME
Chuck Willis
(Okeh 6985) | THE CLOCK
Johnny Ace
(Duke 112) |
| 7 DON'T DECEIVE ME
Chuck Willis
(Okeh 6985) | TOO MUCH LOVIN'
The "5" Royales
(Apollo 448) | WHY, OH WHY
The Kings
(Jax 314) |
| 8 GOOD LOVIN'
The Clovers
(Atlantic 1000) | NADINE
Coronets
(Chess 1549) | PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240) |
| 9 WHY, OH, WHY
The Kings
(Jax 314) | C'EST SI BON
Eartha Kitt
(RCA Victor 20-5358) | SHAKE, BABY, SHAKE
Jack Dupree
(Red Robin 112) |
| 10 TOO MUCH LOVIN'
The "5" Royales
(Apollo 448) | DRAGNET BLUES
Johnny Moore
(Modern 910) | COW COW BLUES
Paul Gaytan
(Okeh 6982) |

in SAN FRANCISCO in NEWARK in MEMPHIS

- | | | |
|--|---|---|
| 1 CRYING IN THE CHAPEL
The Orioles
(Jubilee 5122) | SHAKE A HAND
Faye Adams & Joe Morris
(Herald 416) | CRYING IN THE CHAPEL
The Orioles
(Jubilee 5122) |
| 2 PLEASE LOVE ME
B. B. King
(R. P. M. 386) | THE CLOCK
Johnny Ace
(Duke 112) | FEELING GOOD
Little Junior
(Sun 187) |
| 3 SHAKE A HAND
Faye Adams & Joe Morris
(Herald 416) | CRYING IN THE CHAPEL
The Orioles
(Jubilee 5122) | JUST WALKIN' IN THE RAIN
Prisonaires
(Sun 186) |
| 4 THE CLOCK
Johnny Ace
(Duke 112) | TOO MUCH LOVIN'
The "5" Royales
(Apollo 448) | SHAKE A HAND
Faye Adams & Joe Morris
(Herald 416) |
| 5 GOOD LOVIN'
The Clovers
(Atlantic 1000) | GET IT
The Royals
(Federal 12133) | GOOD LOVIN'
The Clovers
(Atlantic 1000) |
| 6 PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240) | GOOD LOVIN'
The Clovers
(Atlantic 1000) | TOO MUCH LOVIN'
The "5" Royales
(Apollo 448) |
| 7 GET IT
The Royals
(Federal 12133) | DON'T DECEIVE ME
Chuck Willis
(Okeh 6985) | PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240) |
| 8 DON'T DECEIVE ME
Chuck Willis
(Okeh 6985) | PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240) | I CROSS MY HEART
Sonny Boy Williamson
(Trumpet 144) |
| 9 SWEET LITTLE WOMAN
Johnny Jones | PLEASE LOVE ME
B. B. King
(R. P. M. 386) | GREEDY PIG
Buddy Lucas
(RCA Victor) |
| 10 MY DEAR, DEAREST DARLING
Five Willows
(Allen 1000) | I LOVE YOU SO
The Crows
(Rama 5) | BEALE STREET SHUFFLE
Joseph Dobbins
(Chess) |

THE CASH BOX

in
PHILADELPHIA

in
LOS ANGELES

in
ST. LOUIS

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

- 1 **CRYING IN THE CHAPEL**
The Orioles
(Jubilee 5122)
- 2 **PLEASE DON'T LEAVE ME**
Fats Domino
(Imperial 5240)
- 3 **GOOD LOVIN'**
The Clovers
(Atlantic 1000)
- 4 **SHAKE A HAND**
Faye Adams & Joe Morris
(Herald 416)
- 5 **THE CLOCK**
Johnny Ace
(Duke 112)
- 6 **TOO MUCH LOVIN'**
The "5" Royales
(Apollo 448)
- 7 **I LOVE YOU SO**
The Crows
(Rama 5)
- 8 **WHY, OH, WHY**
The Kings
(Jox 314)
- 9 **MERCY, MR. PERCY**
Varetta Dillard
(Savoy 897)
- 10 **HEAVEN ONLY KNOWS**
Chorms
(Glory 516)

- 1 **CRYING IN THE CHAPEL**
The Orioles
(Jubilee 5122)
- 2 **GOOD LOVIN'**
The Clovers
(Atlantic 1000)
- 3 **PLEASE DON'T LEAVE ME**
Fats Domino
(Imperial 5240)
- 4 **THE CLOCK**
Johnny Ace
(Duke 112)
- 5 **COW COW BLUES**
Poul Gayten
(Okeh 6982)
- 6 **SHAKE A HAND**
Faye Adams & Joe Morris
(Herald 416)
- 7 **DON'T DECEIVE ME**
Chuck Willis
(Okeh 6985)
- 8 **SHE WANTS TO ROCK**
The Flairs
(Flair 1012)
- 9 **GET IT**
The Royals
(Federal 12133)
- 10 **THAT'S MY DESIRE**
Flomingos
(Chance)

- 1 **CRYING IN THE CHAPEL**
The Orioles
(Jubilee 5122)
- 2 **GOOD LOVIN'**
The Clovers
(Atlantic 1000)
- 3 **TOO MUCH LOVIN'**
The "5" Royales
(Apollo 448)
- 4 **GET IT**
The Royals
(Federal 12133)
- 5 **THE CLOCK**
Johnny Ace
(Duke 112)
- 6 **THE COMEBACK**
Memphis Slim
(United 156)
- 7 **PLEASE LOVE ME**
B. B. King
(R.P.M. 386)
- 8 **JUST WALKIN' IN THE RAIN**
Prisonaires
(Sun 186)
- 9 **OFF AND ON**
Tiny Brodshaw
(King 4647)
- 10 **DRAGNET BLUES**
Johnnie Moore
(Modern 910)

in
SHOALS, IND.

in
NASHVILLE

in
ATLANTA

- 1 **THE CLOCK**
Johnny Ace
(Duke 112)
- 2 **CRYING IN THE CHAPEL**
The Orioles
(Jubilee 5122)
- 3 **PLEASE LOVE ME**
B. B. King
(R.P.M. 386)
- 4 **GOOD LOVIN'**
The Clovers
(Atlantic 1000)
- 5 **JUST WALKIN' IN THE RAIN**
Prisonaires
(Sun 186)
- 6 **PLEASE DON'T LEAVE ME**
Fats Domino
(Imperial 5240)
- 7 **THIRD DEGREE**
Eddie Boyd
(Chess 1541)
- 8 **DRIVE IT HOME**
Hal Paige
(Atlantic 996)
- 9 **MESS AROUND**
Ray Charles
(Atlantic 999)
- 10 **DRAGNET BLUES**
Johnny Moore
(Modern 910)

- 1 **CRYING IN THE CHAPEL**
The Orioles
(Jubilee 5122)
- 2 **PLEASE DONT LEAVE ME**
Fats Domino
(Imperial 5240)
- 3 **GOOD LOVIN'**
The Clovers
(Atlantic 1000)
- 4 **TOO MUCH LOVIN'**
The "5" Royales
(Apollo 448)
- 5 **JUST WALKIN' IN THE RAIN**
Prisonaires
(Sun 186)
- 6 **THE CLOCK**
Johnny Ace
(Duke 112)
- 7 **SHAKE A HAND**
Faye Adams & Joe Morris
(Herald 416)
- 8 **PLEASE LOVE ME**
B. B. King
(R. P. M. 386)
- 9 **MERCY, MR. MERCY**
Varetta Dillard
(Savoy 897)
- 10 **DRAGNET BLUES**
Johnny Moore
(Modern 910)

- 1 **THE CLOCK**
Johnny Ace
(Duke 112)
- 2 **CRYING IN THE CHAPEL**
The Orioles
(Jubilee 5122)
- 3 **GOOD LOVIN'**
The Clovers
(Atlantic 1000)
- 4 **PLEASE LOVE ME**
B. B. King
(R. P. M. 386)
- 5 **PLEASE DON'T LEAVE ME**
Fats Domino
(Imperial 5240)
- 6 **TOO MUCH LOVIN'**
The "5" Royales
(Apollo 448)
- 7 **GET IT**
The Royals
(Federal 12133)
- 8 **MERCY, MR. PERCY**
Voretta Dillard
(Savoy 897)
- 9 **FEELING GOOD**
Little Junior
(Sun 187)
- 10 **SHAKE A HAND**
Faye Adams & Joe Morris
(Herald 416)

Greetings



NEW YORK—Newlyweds Mimi Trepel of WVNJ in Newark and Murray Jordan of WLIB in New York greet Lionel Hampton during his appearance at the Bandbox. Hampton and his entire band performed in the Bermuda shorts in which he is pictured here. After he closed at the Bandbox, Hampton loaded his crew into a plane and they took off for Europe where they are scheduled to do a nine week concert tour.

IT'S A HIT!!
"BANANA SPLIT"
 EXCELLO 2009-45-78
 Attention Western Distributors: Order From Monarch in Los Angeles.

NASHBORO RECORD CO. 177 THIRD AVE., NASHVILLE, TENN.
 Phone: 62916

ESTHER'S FIRST ON DECCA
a Smash Hit!

Little Esther

"TALKIN' ALL OUT MY HEAD"
and
"IF YOU WANT ME"

Decca 28804 (9-28804)

Riding High

Savannah Churchill
Singing

"SHAKE A HAND"

and

"SHED A TEAR"

Decca 28836 (9-28836)

Sister Rosetta Tharpe
Sings

"CRYING IN THE CHAPEL"

and

"THERE'S PEACE IN KOREA"

Decca 48302 (9-48302)

DECCA RECORDS

Look to Decca for the best in Rhythm & Blues

The Cash Box RHYTHM 'N BLUES REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓐ FAIR
ⓑ VERY GOOD	ⓐ MEDIOCRE

LOUIS JORDAN

(Decca 28820)

B "THERE MUST BE A WAY" (3:12) [Laurel Music] The slow oldie given a smooth and ear pleasing vocal by Louis Jordan. Good juke box material.

B "TIME MARCHES ON" (2:25) [Willoughby-Jordan Copyright] Jordan sings a quick beat calypso rumba fetchingly. Lyrics are chuckley with "the young get old and old get cold" the punchline.

HELEN HUMES

(Decca 28802)

C+ "I CRIED FOR YOU" (1:45) [Miller Music-ASCAP] Helen Humes sings out energetically as she belts the fast beat item actually recorded at a concert. Disk has that hollow sound that indicates a big hall at which the session was cut.

B "MEAN WAY OF LOVIN'" (2:45) [Skyview-ASCAP] Miss Humes pipes a middle beat blues with loads of personality. Gal sings it out for a peppy side.

RAY JOHNSON

(Mercury 70203)

C+ "I'LL NEVER LET YOU GO" (2:40) Ray Johnson shouts the blues against a torrid ork backdrop. The middle beat jump is the story of the gal who wants to leave him after he made her what she is.

B "HOUSE OF BLUES" (2:35) [Wing-BMI] Ray melts a feelingful and swaying slow blues with the help of moaning brass. Pleads with his gal to come back to him.

CLIFF BUTLER and His Doves

(States 123)

B+ "PEOPLE WILL TALK" (2:40) [Pamlee-BMI] A quick beat bouncer with a gay touch and spiritual flavor is run through by Cliff Butler and his Doves. Tune has some go-go to it and the lead, Butler, does a top job.

C+ "WHEN YOU LOVE" (3:00) [Pamlee-BMI] Reverse deck is a slow ballad dreamily performed with soft-lights appeal.

EARL BOSTIC

(King 4653)

B "THE VERY THOUGHT OF YOU" (2:34) [Witmark-ASCAP] Earl Bostic and his orchestra dish up the classic oldie in slow bounce style. Bostic's saxing standout and the net result is an easy to listen to side.

C+ "MEMORIES" (3:00) [Remick-ASCAP] The Bostic group etches a middle tempo bounce instrumental in more than satisfactory style.

THE CASH BOX

★ AWARD O' THE WEEK ★

"I LOVE YOU" (2:41) [Feist-ASCAP]

"I LOVE YOU JUST THE SAME" (2:39) [Mills-ASCAP]

VARETTA DILLARD

(Savoy 1107)



VARETTA DILLARD

● Varetta Dillard, climbing to the top on the basis of consistency, follows her latest, "Mercy, Mr. Percy" with a belty reading of the

oldie, "I Love You". The thrush's personality is zestfully thrust forward as she renders a high flying vocal filled with vivacity. Gal sings the middle tempo bounce with a pert and taunting manner that makes for a lively and spirited deck. Orking by Buddy Tate's ork provides the same mettlesome background. The flip, "I Love You Just The Same", is a slow romantic ballad soulfully chanted by Varetta. She sings with sensitivity and warmth as she assures her man of her devotion tho' her friends think she is crazy to stick with him. Like that top deck for the boxes.

PRESTON LOVE

(Federal 12145)

B "SUICIDE BLUES" (2:15) [Valjo-BMI] Preston Love and his orchestra beat out a quick tempo blues enthusiastically with a zestful vocal by Frank Ervin. Ervin chants the mournful lyrics about "he's gonna suicide" if she don't come back.

C+ "MY LOVE IS DRAGGIN'" (2:25) [Valjo-BMI] The aggregation gives a slow blues ballad the soft treatment. Vocal is easy and in the mood.

HARRY "THE HIPSTER"

(Intro 6082)

B "SNOW WHITE" (3:10) [Intro Music-BMI] Grimm still the source of material for the hepster jargon disks curently so popular. Intro's pitch for the sales in this field is the tot favorite "Snow White" and done with appeal and humor.

B "CITY MOUSE & COUNTRY MOUSE" (2:50) [Intro Music-BMI] Flip, the story of the city mouse and his country cousin, given the same treatment.

THE CASH BOX

Rhythm 'N Blues SLEEPER OF THE WEEK

"I CROSS MY HEART" (2:35) [Globe Music]

"WEST MEMPHIS BLUES" (3:04) [Globe Music]

SONNY BOY WILLIAMSON

(Trumpet 144)

● Title should not be confused with the number one hit of about three or four months ago, Johnny Ace's "Cross My Heart". Sonny Boy Williamson's effort is titled "I Cross My Heart", a quick beat bounce with romantic lyrics. Williamson's stylized vocalizing and his fascinating harmonica performance makes for a provocative

piece of wax. This deck should break out with lots of action. The under portion, "West Memphis Blues", is a rhythmic middle tempo blues with the chanter performing smoothly and again employing his harmonica to best advantage. However, for the best bet in the boxes it's the top waxing.

FRED NORMAN & ORCHESTRA

(Jay-Dee 778)

B "JUMP TOWN" (2:37) [Beacon Music-BMI] Fred Norman and his orchestra beat their way through a middle tempo jump instrumental in fascinating manner. Good sounds and a danceable tune.

B "FEELING SENTIMENTAL" (3:04) [Beacon Music-BMI] Flip is a slow mood piece gently and smoothly performed by the ork.

SYLVESTER SAUNDERS

(Specialty 469)

C+ "MY DREAMS ARE ALL IN VAIN" (2:36) [Venice-BMI] Sylvester Saunders sings a slow romantic blues with a backing that is a little too loud and which battles the singer.

B "I WANT YOU" (2:38) [Venice-BMI] Saunders wonders if she'll ever come home as he chants the slow ballad blues. A better deck softly etched.

DON BYAS

(Secco 10-014)

C+ "TERRY'S THEME" (2:41) Don Byas lends his talented saxing to the lush tune with a jazz interpretation. Backing deep in the background with the etching a Don Byas showcase.

B "MOULIN ROUGE" (2:38) Again borrowing from the pop field Byas gives it his specialized treatment. His saxing is tops and should get a good reception from his followers.

THE IMPERIALS

(Savoy 1104)

C+ "YOU SHOULD HAVE TOLD ME" (2:37) [Crossroads-BMI] The Imperials etch a slow romantic ballad tenderly.

B "MY DARLING" (2:38) [Crossroads-BMI] The group, with a better piece of material to work with, blend on another slow romantic bit. Lead is standout. Side should get its share of plays.

THE ROBINS

(RCA Victor 20-5434)

B+ "HOW WOULD YOU KNOW" (3:04) [Sir Music-BMI] The Robins come up with a top notch performance as they work their way through a slow ballad. Lead and tempo switched for a chorus makes an interesting change of pace.

B+ "LET'S GO TO THE DANCE" (3:07) [Sir Music-BMI] Flip is a fast beat rocker with The Robins belting it enthusiastically. A potent arrangement and excellent timing make this side top drawer.

THE CASE BOX RHYTHM N' BLUES Ramblings

NEW YORK:

Savoy Records releases a new Varetta Dillard, "I Love You," and the gal gives it a vivacious and pert reading. This thrush is on the way up and up. . . Edna Gallmon Cooke, Republics great spiritual singer, recuperating at her home in Philadelphia after undergoing serious surgery in Thomasville, Ga. . . Republic just signed a new vocal group, The Orchids, now featured with Sonny Thompson and his ork. . . Joe Turner's "Honey Hush" on Atlantic looks like it could become the diskeries number one tune in the future weeks. Waxing is beginning to take off. Atlantic's stable sure on fire. . . RCA Victor racking up sales with the latest Du Droppers "Somebody Work On My Baby's Mind" and "Whatever You're Doin'."



JOE TURNER

Also like that other group with Victor, The Robins. The boys make pretty sounds and they could happen. Watch their latest "How Would You Know" and "Let's Go To The Dance." . . . Don Robey, Peacock prexy, announces the signing of Johnny Otis. . . A new voice was added to the Spirit of Memphis Quartet, Peacock artists, when Theo Wade, manager of the group was recently blessed with a new baby boy. . . WDIA's "Cool Train" is unique in that it features Nat Williams, the first colored disk jockey in the Memphis, Tenn. area and Rufus "Bearcat" Thomas, Sun Record artist. The two join together for three hours each Saturday as conductor and engineer of this popular streamliner. . . Seeco is planning a campaign to expand its domestic sales program. The Latin American company has heretofore exerted its greatest efforts in the South American countries. The increasing consumer demand in the United States decided Seeco to go after a piece of the biz. . . Lou Krefetz, manager of those highly successful Clovers, Atlantic Record vocal group, in town for a spell. Lou ecstatic over the remarkable abilities of the boys that has them near the top of the charts for the seventh successive hit. . . An interesting tune with a different beat, "Why-y-y Leave Me This Wa-ay-ay???" brought up to the office for a sneak preview. Will be released by a new R&B label in a week or two.

CHICAGO:

Following Art Tatum and Paul Quinichette, Nat "King" Cole opened at the Blue Note, 8/28, complete with trio, for a limited engagement. First Chicago appearance for Nat following his illness. . . The lineup for the 'Note' following Cole includes Johnny Hodges; Louis "Satchmo" Armstrong; Duke Ellington; and Stan Kenton. Stan is currently abroad and will play the cafe on his return to the Midwest. . . Quite an array of star vocalists set for Chicago this current summer and fall season. Such gals as Sarah Vaughan; Billie Holiday; Ella Fitzgerald; and Dinah Washington will appear here. . . Jim Fleming has been added to the Chicago staff of Shaw Artists Corp. and doing a fine job, we hear. . . Al Benson vacationing from the air. Due to return following Labor Day. In the meantime, his Parrot label going strong, with Mabel Scott's rendition of "Mr. Fine," which is starting to show on the 'Hot Charts'. . . Sonny Stitt packing 'em in at the Beehive. . . Coleman Hawkins, who preceded Sonny at the 'Hive,' now playing the Toast Of The Town Club. . . Leonard Allen now back at his desk at United, following a Southern junket. While on the road, Leonard signed some fresh, new talent, including two femme vocalists, Helen Thompson and Terry Timmins. . . Also on a talent search, Jules and Joe Bihari were brief Windy City visitors this past week. . . Ernie Leaner just back from a Canadian vacation. No sooner did he return, then brother George took off for the same spot. Ernie tells us they are now distributing Epic Records, a branch of Columbia. "And doing real nicely," Ernie stated.



DINAH WASHINGTON

LOS ANGELES:

Many artists are now getting ready to take to the road again after brief stopovers in Southern California. . . Don Robey of Peacock Records flew in from Houston to cut new sessions with Johnny Ace and Willie Mae Thornton which will be released soon on the Duke label. After these new etchings Johnny and Willie Mae will leave for a tour of one nighters and theatre engagements throughout the Midwest and East. Don Robey also announced that Johnny Otis has just been signed up to cut some new sessions for the Houston firm. . . The Ink Spots, who are currently appearing at the Crystal Inn in Bakersfield, will leave soon for a limited engagement at Lake Tahoe then off to Las Vegas for more appearances. . . Count Basie, after a successful one night engagement in Los Angeles, continues his tour of one nighters throughout the Northwest. . . Percy Mayfield is taking a vacation before leaving on his Eastern jaunt September 10th. . . Roy Milton gets set for more appearances as he also heads East. . . Before leaving on his Eastern business trip, Art Rupe, of Specialty Records announced that Jimmie Liggins' first release, "The Drunk" is causing quite a stir around Baltimore and the East as well as here in LA. It was also stated that Specialties recent waxing of the spiritual "I Don't Care What The World May Do" and "Too Close to Heaven" with Alex Bradford is taking off big and has even invaded the Rhythm and Blues field. . . Carl Burns and Mike Coleman of Crystalette Records announced their first kickoff into Rhythm and Blues with their new vocalist Linda Hopkins warbling "Tears of Joy" and "Three Time Loser." . . We hear that Randy's Record Shop in Gallatin, Tennessee has put Johnny Moore's "Dagnet Blues" in his package of big sellers which according to informed sources, is usually a sure sign of a hit. . . Everyone, including Leo and Eddie Mesner, have voiced their opinion that Amos Milburn's newest disc, "One Scotch, One Bourbon, One Beer," will soon be chalked up as another Aladdin big seller. . . Wish to announce that yours truly, Carl Taft has just moved to the Los Angeles area in order to be of more service to everyone in the record industry. The office phone number still remains at WEBster 1-1121. You can now reach me in the evenings by dialing DUnkirk 2-7832.



AMOS MILBURN

Brunswick Signs Willis Conover, WWDC Disk Jockey

WASHINGTON, D. C. — Starting October 1st, WWDC disc jockey Willis Conover will start spinning his own recordings as well as the music of other recording artists.

That's the date that Brunswick Records (a subsidiary of Decca) will bring out Volume One of "Willis Conover's House of Sounds", a Long-Playing album of records featuring Conover and the Orchestra, an all-star aggregation of top-notch musicians playing in the Washington area.

Musical director of the album is Joe Timer who also plays the drums in the orchestra.

Volume One of the Conover album features 12 musical selections, seven of which are original compositions.

The Conover aggregation is a 15-piece band which has been featured for the past two years in Jazz Concerts in the Washington area. They have been heard at the National Guard Armory, numerous theaters and night clubs.

During his seven years on the air in Washington and WWDC, Conover has utilized his time on and off the air to popularize modern music.

He has conducted and emcee'd numerous Jazz Concerts featuring such personalities as Louis Armstrong, Eddie Condon, Charlie Parker, Elliott Lawrence, Billy Eckstine, Nat (King) Cole, Pearl Bailey, George Shearing and Ralph Flanagan.

When the U.S. Treasury Department decided to incorporate jazz greats into its transcribed "Guest Star" radio series, Conover was hired as narrator. Two shows, featuring pianist Art Tatum and Duke Ellington, were recorded for use on 2800 radio stations throuth the nation.

Grill Quits Victor Post

NEW YORK—Hy Grill resigned from RCA Victor this week. He had been a member of the A&R department for the last 19 months and before that had been with Decca for 14 years.

Grill will take a vacation and after he returns will announce his future plans.

At Victor he had been responsible for supervising the recording of the Sunny Gale records, the latest of which is "Before It's Too Late" and "Love Me Again."

Victor Signs Marilyn Monroe

NEW YORK—RCA Victor has signed Marilyn Monroe to a recording contract, it was announced this week by Joe Carlton, head of A&R.

Her first Victor disks will be cut next month when Carlton visits the coast for recording sessions.

The star's first public singing role was in "Gentlemen Prefer Blondes" in which she played the lead.

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Latest Release
THE CRICKETS
"WHEN I MET YOU"
"DREAMS & WISHES"
JAY DEE 777

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BIG 10

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FOLK & WESTERN
JUKE BOX TUNES**

Fabor Robison Purchases All Out-Side Interests In Abbott Records



FABOR ROBISON

HOLLYWOOD, CALIF. — Announcement was made last week that Fabor Robison, general manager of Abbott Records, has just purchased all outside interests making him the sole owner as well as operator of the fast-growing Abbott organization.

Within eight months Abbott Records has grown from a company with only five distributors into one which is pressing records on full schedule in Los Angeles, Calif.; Memphis, Tenn.; and Philadelphia, Penn.; and feeding these to distributors in 31 key cities coast to coast.

Abbott first commanded attention in recording circles with the release of "Mexican Joe" by Jim Reeves, a Shreveport deejay and star of "Louisiana Hayride" on Station KWKH. Jim has just concluded a highly successful tour of the Western states and has resigned his platter-spinning duties to devote full time to recording, personal appearances and the Hayride show.

With "Mexican Joe" still high in

the charts Robison released another of his discoveries, 23-year-old Mitchell Torok singing his own composition "Caribbean." The sensational Texas youth also wrote "Mexican Joe," "Judalina," "Little Hoo-Wee" and "Butterfly Love." Many follow up versions of "Mexican Joe" as well as "Caribbean" are on the market by pop as well as country and western singers.

Currently showing up in charts coast to coast and getting rave reviews is Fabor Robison's third discovery, Carolyn Bradshaw, girl singer from Shreveport singing "Marriage of Mexican Joe." She is described as the possessor of talent, beauty and a personality which has projected her so well on TV and in person that she captivates audiences in every area.

Abbott's newest recording artist is Rudy Grayzell, singer and composer of San Antonio, Texas, whose first release is now going out. He makes his recording debut with "I'm Looking At The Moon And Wishing On A Star," and "The Heart That Once Was Mine." Rudy wrote the first number and teamed with Austin Moody on the last one. American Music is publisher of both sides. Of Grayzell, Fabor Robison expresses belief he will immediately be accepted by the listeners of folk songs and music, the juke box operators and the disc jockeys who spin these records.

Abbott Records has met with tremendous success in recent months, and Robison says his efforts of the future will be directed toward the artists he now has with a few to be added. He points out that he will maintain a limited number of artists and will give proper promotional treatment and a personalized service to each. He will spend much of his time on the road visiting his distributor and dealer outlets, operators and disc jockeys. At the same time he will continue watching for fresh new material and new personalities, with which he has been so successful.

Shel Horton Hits Jackpot At County Fair

SAXTON, PA.—Shel Horton, disc jockey at WHUN, Huntingdon, Penna, with programs also at WVAM, Altoona, Pa., and WMRF, Lewistown, Pa., hit the proverbial jackpot at the Huntingdon County Fair when he did all his shows from the Radio Booth at the County Fair in Huntingdon. Beginning at 6:30 A.M., when his first show hit the air, he was doing yeoman service throughout the day with shows in the Radio Booth, interviewing visitors to the fair, giving prizes, gifts and merchandise from his sponsors, who had purchased shows at the fair.

Forty-three 30-minute shows were aired by him throughout the week, in addition to his 2 hour stint daily, and the climax came when Lonzo and Oscar from Grand Ole Opry appeared at the Fairgrounds on Saturday Aug. 22nd. Horton had Lonzo and Oscar, Tommy Warren of Columbia Records and the Pea Pickers all on a 15 minute air show which brought many people to the grounds for the event. Shel did all the M.C. work for the Fair Association which announced on Monday following the Fair that it was the largest attended fair in the history of Huntingdon County.

Of noteworthy attention, was the

Fair Radio Booth, which Shel and the Station Personnel decorated in attractive colors and termed it the WHUN "CASHBOX BANDWAGON", with visitors permitted to have a look in on the methods of programming, spinning and interviewing.

Shel Horton, with a Central Pennsylvania Network Program over WMRF, WVAM and WHUN, has been having attention focused on his work since his now famous "CANCER MARATHON", a community service program that Horton put across by sitting at the "Mike" for 42½ consecutive hours to make a goal of \$3079.00 for Cancer Funds. This happened in April and is hailed as the longest one man marathon in Radio's history. Shel Horton has been selected by Radio Station WSM, Nashville, Tenn., to appear on Sept. 18th, 7:00 to 7:30 P.M., as MR Disc Jockey, U.S.A., recognizing his talents as a record twirler.

Lonzo and Oscar of Grand Ole Opry have as their greatest recording, a ditty "I'm My Own Grandpaw", a platter that hit paydirt when they added their unusual talents to its catchy lyrics. They have been at WSM on "OPRY" for 7 years and feature Tommy Warren and the Pea Pickers.

- 1** IT'S BEEN SO LONG
Webb Pierce
(Decca 28725; 9-28725)
- 2** HEY JOE!
Carl Smith
(Columbia 21129; 4-21129)
- 3** RUB-A-DUB-DUB
Hank Thompson
(Capitol 2445; F-2445)
- 4** MEXICAN JOE
Jim Reeves
(Abbott 116; 45-116)
- 5** CRYING IN THE CHAPEL
Darrell Glenn
(Valley 101; 45-101)
- 6** A DEAR JOHN LETTER
Jean Shepard & Ferlin Huskey
(Capitol 2502; F-2502)
- 7** I WON'T BE HOME NO MORE
Hank Williams
(MGM 11533; K-11533)
- 8** CARIBBEAN
Mitchell Torok
(Abbott 140; 45-140)
- 9** I FORGOT MORE THAN YOU'LL EVER KNOW
Davis Sisters
(RCA Victor 20-5345; 47-5345)
- 10** TRADEMARK
Carl Smith
(Columbia 21119; 4-21119)

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TENNESSEE WIG WALK
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RUBY WRIGHT
YOU WALKED OUT ON MY DREAMS
I ONLY HAVE ONE LIFETIME
1249 and 45-1249

APRIL STEVENS
C'EST SI BON
SOFT WARM LIPS
1266 and 45-1266

Folk/Western

YORK BROTHERS
WHY DON'T YOU OPEN THE DOOR
YOU'RE MY EVERY DREAM
COME TRUE
1248 and 45-1248

MOON MULLICAN
I DONE IT
GRANDPA STOLE MY BABY
1244 and 45-1244

CHARLIE GORE
OH MISERABLE LOVE
I DIDN'T KNOW
1256 and 45-1256

JACK CARDWELL
DEAR JOAN
YOU'RE LOOKING FOR SOMETHING
1269 and 45-1269

Rhythm/Blues

TINY BRADSHAW
OFF AND ON
FREE FOR ALL
4647 and 45-4647

JACK DUPREE
TONGUE-TIED BLUES
THE BLUES GOT ME ROCKIN'
4633 and 45-4633

LULA REED
DON'T MAKE ME LOVE YOU
GOING BACK TO MEXICO
4649 and 45-4649

EARL BOSTIC
THE VERY THOUGHT OF YOU
MEMORIES
4653 and 45-4653

Federal

THE ROYALS
GET IT
NO IT AIN'T
12133 and 45-12133

LITTLE ESTHER
CHERRY WINE
LOVE OH LOVE
12142 and 45-12142

BILLY WARD AND HIS DOMINOES
YOU CAN'T KEEP A GOOD MAN DOWN
WHERE NOW, LITTLE HEART
12139 and 45-12139

The LAMPLIGHTERS
TURN ME LOOSE
PART OF ME
12149 and 45-12149

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Jean Shepard & Ferlin Huskey
(Capitol 2502; F-2502)
- 2. HEY JOE!**
Carl Smith
(Columbia 21129; 4-21129)
- 3. IT'S BEEN SO LONG**
Webb Pierce
(Decca 28725; 9-28725)
- 4. CRYING IN THE CHAPEL**
Darrell Glenn
(Valley 101; 45-101)
Rex Allen
(Decca 28758; 9-28758)
- 5. I FORGOT MORE THAN YOU'LL EVER KNOW**
The Davis Sisters
(RCA Victor 20-5345; 47-5345)
- 6. RUB-A-DUB-DUB**
Hank Thompson
(Capitol 2445; F-2445)
- 7. CARIBBEAN**
Mitchell Torok
(Abbott 140; 45-140)
- 8. IS ZAT YOU MYRTLE?**
The Carlisles
(Mercury 70174; 70174 x 45)
- 9. GAMBLER'S GUITAR**
Rusty Draper
(Mercury 70167; 70167x45)
- 10. I WON'T BE HOME NO MORE**
Hank Williams
(MGM 11533; K-11533)

FOLK AND WESTERN REVIEWS

CA BISK & SLEEPER
CC GOOD
CE EXCELLENT
CF FAIR
CG VERY GOOD
CH MEDIOCRE

BULLSEYE of the WEEK

"MAMA, COME GET YOUR BABY BOY" (2:25)
[Adams, Vee & Abbott-BMI]
"IF I NEVER GET TO HEAVEN" (2:40) [Rio Grande-BMI]
EDDY ARNOLD
(RCA Victor 20-5415)

Eddy Arnold, whose styling and talents have made him an established favorite, waxes a pair of items that should prove substantial juke box lure. "Mama, Come Get Your Baby Boy" is a quick beat novelty piece voiced by Arnold, whose mellow chords make for pleasurable listening. Delightful lyrics are about a fellow who tries his hand at romancin' for the first time and then sends out an alarm for his mama to come and get him. Lower end, "If I Ever Get To Heaven," is a change of pace, slow beat weeper. Appeal is potent on both ends as the artist accompanies himself with smooth guitar work. Another two-sided hit for the Tennessee Plowboy.

"THE WRONG SIDE OF TOWN" (2:43) [Auff-Rose-BMI]
"WHO STOLE THAT TRAIN" (2:14) [Milene-ASCAP]
RAY PRICE
(Columbia 21149)

Ray Price, comes through again for the operators with a pair of etchings that look like certain winners. Top deck, "The Wrong Side Of Town," is a moderate beat tune vocaled in Price's infectious style. Subdued strings supplement this sentimental lament that the artist renders with warmth and feeling. Story tells of a lad who has to give up his gal because she's too high society for him. On the under portion, "Who Stole That Train," Price gives a zestful reading to a fast moving ditty with cute lyrics. Enthralling tones of the chanter stand out as string simulate a moving train. Two strong contenders for the charts.

BOB WILLS AND HIS TEXAS PLAYBOYS
(MGM 11568)

B+ "I WON'T BE HOME TONIGHT" (2:37) [Auff-Rose-BMI] Bob Wills and the boys belt out a quick tempo romantic bounce with zest and appeal. A sentimental blues item given a tantalizing vocal by Darrell Glenn. The entire group blend happily on this swingful piece.

B "B. BOWMAN HOP" (2:19) [Mesa-BMI] Bottom deck is a fast beat instrumental ditty etched in gay style by Bob and the Playboys. A spirited item with some amusing background comments by the gang.

ELTON BRITT
(RCA-Victor 20-5402)

B+ "I FEEL THE BLUES COMIN' ON" (3:00) [Delmore-ASCAP] Elton Britt dishes up a slow rhythmic bluesy item in appealing manner. Multiple voice adds to a potent plate. General effect is stirring and rich on a side that could happen.

B "MAYBE I WAS WRONG" (3:15) [R. F. D.-ASCAP] Bottom lid is a slow beat romantic lament on which the warbler gives a spirited yodel. Britt tells that he's sorry now that his love has gone. Two enchanting sides.

FARON YOUNG
(Capitol 2570)

B+ "THAT'S WHAT I'D DO FOR YOU" (2:26) [Central Songs-BMI] Faron Young's stylish fashion of vocaling waxes a moderate beat romantic piece telling what he'd do for his gal. Artist sings with warmth and feeling on a side that has the earmarks of a hit.

B+ "BABY MY HEART" (2:19) [Auff-Rose-BMI] Flip side is a slow beat emotion packed item. Young's smooth delivery adds to a feelingful ballad. Both sides bear close watching.

KENNY ROBERTS WITH THE PINETOPPERS
(Coral 61035)

B+ "SHE TAUGHT ME HOW TO YODEL" (2:59) [Bob Miller-ASCAP] A fast moving exciting yodel engagingly performed by Kenny Roberts. Pinetoppers dish up some solid instrumentation while Roberts gives a lesson on how to yodel. Disk has fullest potential.

C+ "A DEAR JOHN LETTER" (2:47) [Central-BMI] Lower deck is Robert's version of a tune high up on the charts. Kenny's tender style of vocaling together with a soft string backing should draw its share of spins.

COWBOY COPAS
(King 1253)

C+ "LOOK WHAT I GOT" (2:32) [Nashville-BMI] Cowboy Copas dishes up a fast moving item with happy lyrics. Chorus blends on this liting light bounce that gets a solid string backing.

B "WILL YOU FORGET" (2:41) [Auff-Rose-BMI] Flip is a mellow vocal on a slow beat romantic item. A warm reading against an easy string backing makes for a fetching etching.

FERLIN HUSKEY
(Capitol 2558)

B+ "YOU'LL DIE A THOUSAND DEATHS" (2:56) [Central-BMI] Ferlin Huskey comes up with a top-flight waxing of a real weeper that's sure to catch on. The artist delivers this slow beat sentimental lament with the utmost sincerity. A money maker for the ops.

B+ "HOW MUCH ARE YOU MINE" (2:16) [Central-BMI] Reverse side is a change of pace piece etched in quick beat style. Enthralling tones of the chanter voice the romantic lyrics wanting to know how much his gal loves him. A good two sides.

AL DEXTER
(Decca 28739)

B "MOVE OVER ROVER" (2:45) [Al Dexter Songs-BMI] Al Dexter waxes a fast moving musical pickme-up in fetching style. Cute happy lyrics and chorus blend on a novelty that rides merrily along in gay fashion.

B "MY CARELESS HEART" (2:27) [Al Dexter Songs-BMI] Reverse deck is a middle tempo romantic ballad sung in tender style by the artist. Lyrics tell of how he blames his blind, careless heart for losing his love to another. Soft string backing.

Thanks!

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Carolyn Bradshaw
"Marriage of Mexican Joe"
b/w
"Baby Then You're Catchin' On"
Abbott #141



Mitchell Torok
"Caribbean"
b/w
"Weep Away"
Abbott #140



Jim Reeves
"El Rancho Del Rio"
b/w
"Hard to Love Just One"
Abbott #143

Fabor Robinson

ABBOTT RECORD COMPANY

6636 Hollywood Boulevard

Hollywood 28, California

THE CASH BOX FOLK and WESTERN ROUNDUP

Little Jimmie Dickens with Marty Robbins as his guest handled the Prince Albert portion, NBC segment of Grand Ole Opry, Saturday, August 22nd and George Morgan with Goldie Hill (Decca) shared the spotlight on the popular coast-to-coast broadcast on August 29th. Grandpa Jones (RCA Victor) and all his grandchildren with Romona, Anna Lou and Danny Dill, Goldie Hill (Decca) Bill Dudley (Capitol) Walter Haynes, Buddie Killen, and Bud Issac played the resort city of Gatlinburg, August 23rd through 28th. . . . Carl Smith whose recording of "Hey Joe" has been widely accepted in the past few weeks, looks as if it will be a two-sided hit now that the flip side, "Darling Am I The One" is beginning to garner its share of the plays. Week of August 23rd, the popular artist spent a couple of days with his mother in Maynardville, Tennessee. On September 1st, Carl was scheduled for a personal appearance in Lake Charles, La. with a date at Deer Park, N. J. to follow. . . . Billy Joe, Decca's new country artist, is being approached by a number of publishers. His original release is "A Guitar Is A Man's Best Friend." . . . Terry Preston is all smiles about the Capitol platter of "Dear John Letter" on which he teamed with Jean Shepard. August 22nd found Terry in Los Angeles for session under Ken Nelson. . . . Terry and Jean are scheduled for the top country show, Grand Ole Opry, Saturday, September 19th. Fabor Robison staged a party and dinner Sunday, August 23rd honoring Jim Reeves and Carolyn Bradshaw, two great young artists from Shreveport, La. who have been enjoying high sales on the Abbott label. Jim and Carolyn are now busy on a tour of West Coast dates. . . . Joe Maphis and Rose Lee will spend parts of September and October on personal appearances in the East and South and dates are scheduled from Chicago across to Richmond and as far South as Shreveport.



JIM REEVES

Terry in Los Angeles for session under Ken Nelson. . . . Terry and Jean are scheduled for the top country show, Grand Ole Opry, Saturday, September 19th. Fabor Robison staged a party and dinner Sunday, August 23rd honoring Jim Reeves and Carolyn Bradshaw, two great young artists from Shreveport, La. who have been enjoying high sales on the Abbott label. Jim and Carolyn are now busy on a tour of West Coast dates. . . . Joe Maphis and Rose Lee will spend parts of September and October on personal appearances in the East and South and dates are scheduled from Chicago across to Richmond and as far South as Shreveport.

Goldie Hill who has been recording for the Decca company for about a year now, has two strong sides that seem to be winning the songstress wide recognition; the tune, "I'm The Loneliest Gal In Town" backed with "My Love Is Aflame." . . . Fred Foster who recently began to manage Dell Wood, the Republic keyboard artist, has Dell set for the Eddie Arnold TV show, September 10th. During the past week or so the artist and manager have been on a promotion tour, covering the territory from Washington down to Shreveport, La. Dell is set for thirty-three fall dates with Minnie Pearl, Blackie Crawford and his Western Cherokees. . . . Johnnie and Jack and the Tennessee Mountain Boys with Kitty Wells still going strong and last week played return engagements in the Pennsylvania Parks by popular demand. . . . Bobby Wright, son of Kitty Wells and Johnie, will have his first release on the Decca label coming out right away, and the boy is going to receive top promotion, according to the group's manager, Frankie More. "Private Property" Johnnie & Jack's latest recording on the Victor label is consistently the third or fourth best selling record in the country line at RCA Victor. . . . Moon Mulligan (King) has just returned from a two weeks' vacation in Texas and is preparing to issue lessons on a "Hillbilly Piano Course." . . . Bob Ross, who manages George Morgan, says the boys were in Springfield, Mo. August 23rd through the 28th with Si Siman of Radiozark Enterprises, Inc. to cut their first session on the transcribed Robin Hood Show. . . . September 16, 17 and 18 will find Rusty Gabbard (MGM) and band with String Beans, the Kentucky Wonder, playing the Supper Club in Waycross, Georgia. . . . The Carter Family with June, Helen, Anita and Mother Maybell continued with personal appearances Tuesday, August 25th with a date at the Lions County Fair, Lions, O. with the remainder of the week doing dates in Michigan.



JOHNNIE & JACK

Bobbie Bennett has been snowed under with work following her return to California after a whirlwind tour in the interest of her talent company which officially opens next month. Miss Bennett is almost ready and will operate with a complete staff enabling her to have a clearing house for C&W talent for Fairs, Celebrations, Conventions, Sales Meetings, Night Clubs, Television, Auditoriums, Shows, Radio, Motion Pictures, Stage and Recordings. . . . Jimmie Davis (Decca) will have another release out soon titled "Supper Time" and "To My Mansion In The Sky." Jimmie will appear on Grand Ole Opry's Prince Albert broadcast, Saturday, September 12th. . . . Chet Atkins who has penned some very good tunes lately is now in the process of working out some new instrumentals for his record sessions. . . . Dale Parker, songwriter, has moved to Nashville from Springfield, Mo. . . . Faron Young in for a visit to Grand Ole Opry, Saturday, August 22nd enroute to Ft. Campbell, Ky. Saturday, August 22nd enroute to Ft. Campbell, Ky. Saturday, August 22nd enroute to Ft. Campbell, Ky. Saturday, August 22nd enroute to Ft. Campbell, Ky.



WEBB PIERCE

for a personal appearance. Faron is stationed at Ft. Jackson, South Carolina. . . . Webb Pierce, Hank Snow on tour in Canada. Jimmie Dickens still touring the West Coast. . . . Ken Marvin (RCA Victor) along with Lew Childre, Bobby Myers, "Young Mr. Appeal" a band continue to play fair dates on the Duke of Paducah Show, and last week completed dates in Nebraska. . . . Mary Waterson, manager of the record department at Buckley's One Stop, Nashville, list the following numbers as big coin catchers for the week ending August 22nd: #1. The Davis Sisters, "I Forgot More Than You'll Ever Know," #2. Kitty Wells, "My Cold, Cold Heart Is Melted Now," and #3. Marty Robbins, "Sing Me Something Sentimental." . . . Louis Buckley, operator of the popular One Stop in Nashville, is currently on vacation in Florida. At Ernie Young's Record Mart, Nashville, the top tunes for the week ending August 22nd, according to Ted Adams, record department manager, were: #1. Davis Sisters, "I Forgot More Than You'll Ever Know," #2. Mitchell Torok, "Caribbean" and #3. Jean Shepard's "A Dear John Letter." . . . Buddy Killen and Floyd Robison are now working a duet together. The Carter Family combined talents with Marty Robbins for a personal appearance Monday, August 24th in Jefferson City, Mo.

Big Jim Hess C&W Deejay, WIVK in Knoxville, Tennessee is preparing to open his station's auditorium for live shows for the fall season. . . . Darrell Glenn (Valley) has a new release out according to Dave Garrison, vice-president of Valley, that should be a very good number. Title of Glenn's new release is "Write And Tell Me Why" backed with "Don't Let Me Down!" A. M. "Pappy" Covington, who heads up the Artist Bureau at WKH for the Louisiana Hayride, was in Nashville at the Opry visiting, Saturday, August 22nd.

Carlisle's Opening



LOS ANGELES, CALIF.—At a recent opening of the highly successful country and western group, the Carlisles, Mercury artists, scores of friends and music associates showed up to make it a gala occasion. Seen from left to right: Betty Carlisle, Roy Sneed, Tillman Franks, Bill Carlisle, Steve Sholes (RCA Victor A & R folk chief) Wade Ray, RCA Victor artist, and Marty Landau of the Riverside Rancho, this city.

THE TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

1. HEY JOE! Carl Smith (Columbia)
2. IT'S BEEN SO LONG Webb Pierce (Decca)
3. CRYING IN THE CHAPEL Darrell Glenn (Valley)
4. A DEAR JOHN LETTER Jean Shepard & Ferlin Huskey (Capitol)
5. I FORGOT MORE THAN YOU'LL EVER KNOW Davis Sisters (RCA Victor)
6. IS ZAT YOU MYRTLE? The Carlisles (Mercury)
7. I WON'T BE HOME NO MORE Hank Williams (MGM)
8. I'D RATHER DIE YOUNG Mac Wiseman (Dot)
9. HOW'S THE WORLD TREATING YOU Eddy Arnold (RCA Victor)
10. CARIBBEAN Mitchell Torok (Abbott)

KNOWN FROM COAST TO COAST LESLIE DISTRIBUTORS ONE-STOP RECORD SERVICE

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HARTFORD, CONN. 126½ WINDSOR ST. (Phone HA. 5-7123)

2 ORIGINAL Hits

"HELLO, MARIA"
b/w
"SENTIMENTAL ME AND HEARTLESS YOU"
vocal by JIMMY DALE
Original #500

"THE TENNESSEE GHOST TRAIN"
b/w
"NO MONEY DOWN"
vocal by JIMMY DALE
Original #501

Dist. Write—wire for available territories
ORIGINAL RECORDS Little Ferry, N. J.
or Roger Genger, State Theatre Bldg., Journal Sq., Jersey City, N.J. (Jo. 2-8206)



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MUSIC INDUSTRY



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MECHANISM FOR THE PLAYING
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DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

*America's Finest
and Most Complete
Music Systems*



Here and There

NEW YORK—Labor Day (Monday, Sept. 7) will soon be here and gone. The big switch from summer locations back to regular spots takes place. This is the week when ops should be seriously preparing for the home play. Collections will be determined greatly by the proper music machines and its programming, and the best in amusement machines. Give the player the incentive and he'll drop in his coins.

WASHINGTON, D. C.—Tied in so closely with eating and drinking places, coinmen are fully aware of the drop in business these establishments underwent. A note of optimism creeps in this week with the announcement by the Department of Commerce that sales in eating and drinking places showed an increase in July of from one to two per cent over June. However, business was better in July, 1952. Total sales for July were \$1,130,000,000 compared to \$1,111,000,000 in June. The sales figure for July 1952 was \$1,190,000,000, sixty millions better than in 1953.

CHICAGO—The National Restaurant Association, with headquarters in this city, will sponsor "Restaurant Month" during October. Purpose is to promote family dining in restaurants thruout the nation and to call attention of the consuming public to the restaurants of their communities and the role they play in community welfare. Here's a splendid opportunity for operators of music and games to tie in with this promotion. "Play the Juke Box While Eating Here"—or "Entertain Yourself on the Intriguing Amusement Machine Here."

DETROIT, MICH.—The sale of new automobiles in June was the highest for any one month since 1950. Statistics indicate that 542,193 new cars were registered in that month. This item creates a highly optimistic note for business—but we're wondering how the driver of those cars, geared for speeds of over 100 miles an hour, feel when they're on the open road, riding bumper-to-bumper for hours to cover a few miles.

CLEVELAND, O.—Prosperity in this city continues at a high pace. Industrial development leads in activity, with new investments totaling over \$1,500,000,000 since World War II thru 1952. For the first six months of 1953, an additional \$300,000,000 has been invested. Employment is running at a post-war peak of 650,000; and power output is running 16.3 per cent ahead of a year ago. All these factors auger well for the coin trade in Cleveland and surrounding areas.

What's Happened to the Penny Arcade?

In the first place, dear reader, it's no longer a "Penny" Arcade.

It's a nickel, dime and quarter Arcade.

It's no longer the place with dirt littered floors, and the rousting, shouting tumult, or the old time honky-tonk atmosphere.

It's different. It's cleaner.

It's got the newest type of kiddie rides. It features the latest merchandising methods.

It still earns its biggest income from the old peeks (converted Panorams in most instances) as far as coin operated equipment is concerned.

The old reel machines are still about. But most of them are electric. No more cranking of the handle of an old Mutoscope.

Ray guns or real guns, the shooting gallery, in short is still a big feature.

But, today, the better arcades are all "concessioned out", to use the expression of a well known arcade operator. (Operator, my eye, he's a concession landlord.)

In short, the food concession (on a percentage), is just as profitable as almost all the rest of the arcade combined.

The costume jewelry and other concessions bring in the rent and pay the overhead. The food brings profit. The games bring profit. (If there's profit.)

The old Penny Arcade just ain't. It's a new kind of merchandising business.

The arcade of today sells everything from birthday cards to headlined newspapers, to food, usually hot dogs and hamburger sandwiches, soft drinks and beer, costume jewelry, records, tricks and toys of all kinds, even luggage was seen in one place, and a myriad of other concessions almost too numerous to list.

In addition—there are some coin operated amusements. These are the peek machines, the photo machines, the voice recorders, the reel machines, the card vendors, the gun machines, and, especially, the shooting gallery.

The punching bags and other "athletic" machines, the "Grandmother's Predictions", the old

"Love Meters", and many, many such old timers, first made popular early in the century, are rapidly disappearing. They're hard to find.

In their place are kiddie rides, and group games, and a dozen other ideas which are anything but what the old fashioned penny arcade used to be composed of in the days before the war.

It's a new kind of business. Operated by businessmen who realize that the greater traffic spots are the best spots. They are willing to pay huge and colossal rents.

They size up a new location as follows:

"Here we'll put the food concession. There we'll have the costume jewelry. Over at that end we'll let for the records. In this corner we'll put the popcorn. Over there we'll give to the hosiery. On this end the trick and toy counter."

And so on and so forth. Nothing yet about coin operated amusements. Those come later.

First the most profitable items. First the overhead payers—the concessions.

Then, after all that's taken care of, after the overhead has been cleared away, and a nice profit already realized from the concessions, then, and only then, discussion as to:

"Well, what kind of equipment we gonna put in?" That's the nickel, dime and quarter arcade of today.

It's a shooting gallery with concessions and some coin operated equipment scattered here and there.

It's a big general rummage store with sandwiches and soft drinks.

It's the new kind of place to attract the people by musical fanfare and a gang of rides for the kids, photos and special merchandise for the gals, and a peek or two of one kind and another for the guys.

It should be labeled—"The Coin Fair". Because that's what it has become. No longer an arcade. But a Fair. No different than the good, old country fairs.

And what's so bad about that?

BIG MDSE FIRMS CAPTURE SHOW

NAMA Annual Convention Features National Brands Of Ciggies, Candies, Soft Drinks — Interspersed With Vendors. Mdse Makers Have Most Lavish Displays, Give Free Samples And Run Parties. Show Impressive And Best Of Many Past Years.

Wurlitzer-Frankie Laine Vocalist Scholarship Contest To Start September 15 In 40 Cities

Build-Up Publicity In Local Newspapers Gets Off September 1

NORTH TONAWANDA, N. Y.—The list of 40 cities, where the Wurlitzer-Frankie Laine \$5,000 Vocalist Scholarship Contest will be sponsored by local disk jockeys, has been announced jointly by The Rudolph Wurlitzer Company and Columbia Records, Inc.

A letter of invitation from Columbia has gone out to the selected disk jockey in each of these cities inviting him to be the exclusive sponsor of the contest in his area, and arranging for the presentation of a \$100 cash prize for each local winner. Lists of the disk jockeys participating will be announced as acceptances are received.

Announcement of the contest will break in local newspapers on Tuesday, September 1. Build-up publicity will continue until September 15, when authorized disk jockeys and Wurlitzer distributors will begin accepting entries. Contest closes at midnight, October 19.

The 40 cities cover the major trading areas of the United States and contestants will be informed that they may deliver their transcriptions in person or by registered mail to the disk jockey of the station broadcasting the contest details. The cities include: Albany, N. Y.; Atlanta, Ga.; Baltimore, Md.; Birmingham, Ala.; Boston, Mass.; Buffalo, N. Y.; Charleston, W. Va.; Charlotte, N. C.; Chicago, Ill.; Cincinnati, O.; Columbia, S. C.; Cleveland, O.; Dallas, Tex.; Denver, Colo.; Des Moines, Ia.; Detroit, Mich.; Houston, Tex.; Jacksonville, Fla.; Kansas City, Mo.; Los Angeles, Calif.; Louisville, Ky.; Memphis, Tenn.; Miami, Fla.; Milwaukee, Wis.; Minneapolis, Minn.; Nashville, Tenn.; New Orleans, La.; New York, N. Y.; Omaha, Neb.; Oklahoma City, Okla.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; St. Louis, Mo.; San Antonio, Tex.; San Francisco, Calif.; Seattle, Wash.; Syracuse, N. Y.; Tucson, Ariz. and Tulsa, Okla.

The 40 winning transcriptions will be sent to a National Judging Committee in New York City, and the national scholarship winner will be announced November 1. In addition to a \$1,000 award, the winner will go to New York as guest of Frankie Laine and will make two sides of a Columbia record to be distributed to juke box operators throughout the nation.

Colorful posters with full details of the contest is being furnished by Wurlitzer. Poster will carry the name of the Wurlitzer distributor and that of the disk jockey in each area.

CHICAGO—At a ratio of better than 3 to 1, merchandise makers captured the NAMA (National Automatic Merchandising Association) 18th annual convention, this past week, at the Conrad Hilton Hotel here.

These merchandise people ranged from Camel, Lucky Strike, Chesterfield, Old Gold, Philip Morris and the other nationally known cigarette makers, to Coca Cola, Wrigley and Beechnut gum, and almost every other known brand on the market.

They not only gave away free samples, but also entertained with cocktail parties and other affairs, "And," as some of the operators attending stated, "they just stole the show."

Here and there, of course, were the vending machine manufacturers. All the old line firms were present with big displays. Many new firms came to show their products. Some were tied in with one product or another, others featured any and all merchandise.

It was a hectic showing in the lower level exhibit floor of the Conrad Hilton Hotel with the booths scattered to the South and the North parts of the lower level.

After viewing one side of the exhibit, the operators were then forced to come out of the exhibit, and start back in again at the other side of the house.

All in all, it was a much more enthusiastic show than was held in some past years, with many well known leaders of the industry present to look over the machines and the merchandise.

As always, the actual sales were completed on the upper floors where the firms had suites, and entertainment ran around the clock.

Many of the more noted coinmen came in on Sunday, saw the show, went back to re-examine a few items on Monday afternoon, and left Monday evening.

The idea of opening the exhibits to the conventioners at 12 noon on Sunday greatly appealed to all.

In this way, as many stated, they were able to eliminate using up the busy days of the week and get back to their homes and offices to take care of their regular affairs.

The show was impressive and, as usual, the staple products of the vending machine industry, cigarette machines and soft drink vendors, took the main attention of all who attended.

With better than 124 exhibits for all to view, it took time to get about the convention displays and, at the same time, gave many a new slant on how fast the vending machine business has grown and is continuing to grow.

Hammergren Named Sales Mgr. Of Mayflower Industries

Holds Sales Of New Infra-Red-Ray Corn Popper Displayed At NAMA Show. Announces First Distributors of Vendor



M. G. HAMMERGREN

CHICAGO—M.G. (Mike) Hammergren, well known to the field, was named general sales manager of Mayflower Industries, Inc., St. Paul, Minn., at the 18th annual NAMA convention by G. A. Beedle, president of the firm.

Many of those who have known Mike for sometime called around at the booth of the firm to congratulate him.

The firm displayed its new "Infra-Red-Ray Popper". This automatic corn popper won quite a following at this NAMA convention.

Following on the heels of the successful use of infra-red-rays for broiling and cooking, G. A. Beedle placed the same type of unit into an

unusually attractive automatic corn popping machine, and won much good comment because of the simplicity of the mechanics of the vendor, as well as the fact that former problems of this type of vending machine, such as odors, are completely eliminated by the red-ray method of popping the corn.

A fine mist of oil is sprayed into the corn as it comes down the chute from the rolling drum, after being completely popped, and is delivered to the purchaser in a sanitary bag.

All the problems, according to Hammergren and Beedle, which formerly plagued operators of this type of vending machine, have been solved by the use of the infra-red-ray method of popping the corn.

In addition, these men claim, the very simplicity of the mechanism and its completely fool-proof construction assures every operator a successful business.

Other officers of the firm are John Whiton, Allen Nilva and Walter D. Johnson.

These men will serve with Mike Hammergren in the coverage of the distributors already appointed and those yet to be named.

The following distributors were appointed at the NAMA show: Runyon Sales Company of New York City; Paster Distributing Company, Milwaukee, Wis.; Badger Sales Company, Los Angeles, Calif.; Pan American Distributing Company, San Antonio, Tex.; Coin Machine Sales Company, Houston, Tex.; Walbox Sales Company, Dallas, Tex.; Amusement Supply Company, East St. Louis, Ill. and Uni-Con Distributing Company, Kansas City, Mo.

"Minimum Front Money" Listings Help Ops

NEW YORK—The listing of "Minimum Front Money Required By Juke Box Operators" in the August 29 issue of The Cash Box has brought numerous letters and phone calls, all commending this latest feature.

As one leading operator stated "It's a wonderful means of convincing locations that we operators must get certain specified front money, and that it's an accepted practice in the trade."



NEW CUSTOMERS EVERY DAY!



"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."



"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."



"Up on my hind legs! In a year or so I'll be riding Bally Kiddy-Rides."



"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



"Dolly's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



4 REASONS WHY

Bally® KIDDY-RIDES

EARN BIGGEST PROFITS YEAR AFTER YEAR

- 1. Flashiest Eye-Appeal
- 2. Thrillingest Action
- 3. Simplest Mechanism
- 4. Sturdiest Construction



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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
www.americanradiohistory.com

Genco Introduces New Gun "Night Fighter"

"Sky Gunner" And "Silver Chest" Continue In Production

CHICAGO—Sam Lewis and Avron Gensburg, Genco Manufacturing & Sales Company, this city, announced the introduction this week of "Night Fighter" a new gun.

The feature of the gun, from the players' viewpoint, is a three dimensional war scene, done in black light. The three dimensional backboard shows the landing of troops on an island objective. The player simulates an aerial gunner, shooting at moving targets. The black light idea, devised by one of the country's experts, makes it possible to use as many as 26 shades of illumination, instead of the usual six basic colors.

The player gets 300 shots for 10c, and by scoring 180 to 250 hits, qualifies for an additional 300 shots. "Night Fighter" is also available on a 200 shots for a nickel basis (operator can convert as he wishes).

The cabinet is highly attractive, featuring three colors dominated by

green. Slide-out panel, reached thru the front of the game, makes for rapid and easy servicing. All parts, with the exception of those on the back rack, are located on this removable panel reached thru the front. The game can be assembled easily on location in just a few moments, and it contains an oversized cash box.

Gensburg and Lewis explain that the introduction of "Night Fighter" will add an additional game to those already in production. "Sky Gunner" and "Silver Chest" continue on the line. "Night Fighter" and "Sky Gunner" are companion machines" they emphasize, "offering the player the choice of two types of skill shooting. It offers the player an opportunity to play both a gun with and without the matching score principle."

Samples have been shipped to all the firm's distributors, and quantity shipments start immediately.

3,000 Enjoy United Picnic

Food, Prizes, Drinks, Etc. Handed Out To Employees, Wives & Kiddies. All Firm's Execs On Hand.

CHICAGO—Over 3,000 people enjoyed themselves at the annual United Manufacturing Company picnic at Marvel Grove in Niles, Illinois, this past week.

The thousand United employees brought their wives and children along to taste of the delicious food, get prizes of all kinds, enjoy fruits, beverages and a myriad of candies, ice creams, and other delicacies.

Dancing went on early in the afternoon, right after the games and contests, with many an employee smiling happily over the awards.

Every one of the firm's executives was present. The picnic actually got started about 11 A. M., and continued on until close to midnight with dancing the main feature as darkness spread over the picnic grove.

Most interesting were the prizes given the kiddies as they entered the picnic grounds and also the awards given them in various contests. It seemed that the kiddies enjoyed themselves the most.

Employees of United labeled this picnic, "The best yet."

**Come One!
Come All!!**
You're Invited
To The
GRAND OPENING PARTY

At Our New Modern
Biotta Bldg.

**THURSDAY
SEPT. 10**
All Day—All Evening

See
The New Home
for

WURLITZER
Phonos
and
CORAL
Records

All the refreshments you can handle— plus a Great Program of Entertainment by Top Recording Artists.

BILOTTA • **EASTERN**
DISTRIBUTING COMPANY • SALES COMPANY

BILOTTA BUILDING
224 N. Main St.
NEWARK, NEW YORK
(Phone: 598)

SPECIALS!

FAIRWAY FS	\$195.00
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CHAMPION HORSES	Write
BRIGHT SPOT	149.50
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WRITE—WIRE—PHONE TODAY!

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BALLY - WILLIAMS - ROCK-OLA

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

It's smart to do business with THE firm that does the most for YOU.

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience . . . know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. This is why we have satisfied customers everywhere.

Write for **FREE Price List.**

Parts and Service Manual available.

INTERNATIONAL AMUSEMENT COMPANY

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

Chi Board Of Ed Votes Ban On Soft Drink Vendors In City's Schools

CHICAGO—In what seemed like a political move, The Board of Education voted this week against reinstalling soft drink vendors in the city's public schools when classes start in September. Vendors were operating in seven schools last spring on an experimental basis.

The ostensible reason for the elimination of the drink vendors is that they offer a health hazard. Dr. Robert S. Berghoff, board member, led the fight to have the machines banned.

The "Sun-Times," local newspaper, had revealed that the vendors are not approved by the Board of Health and that two of the operating companies were not licensed when their machines were installed. It also showed that three companies serving the schools had political connections.

After the articles appeared, the Chicago Medical Association and the Chicago Medical Society wrote letters to board members calling the machines a "serious health hazard," because of the detrimental effect of soft drinks on children's teeth and health.

Only one other board member supported Dr. Berghoff against the further use of the machines. The majority voted not to install the vendors next term, but left the way open for reconsideration at a later date.

If you have been engaged in the Coin Machine Industry for 20 years or longer—JOIN THE

"20 YEAR CLUB"

Outside of the fact that you've been connected with the industry for 20 years or more, there are no other qualifications. The idea is strictly sentimental—and will serve to bring together those people who, in a great many instances, have been pioneers in this modern age of our industry.

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

Dear Joe:

I have been connected with the Coin Machine Industry for 20 years or more.

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

NAME

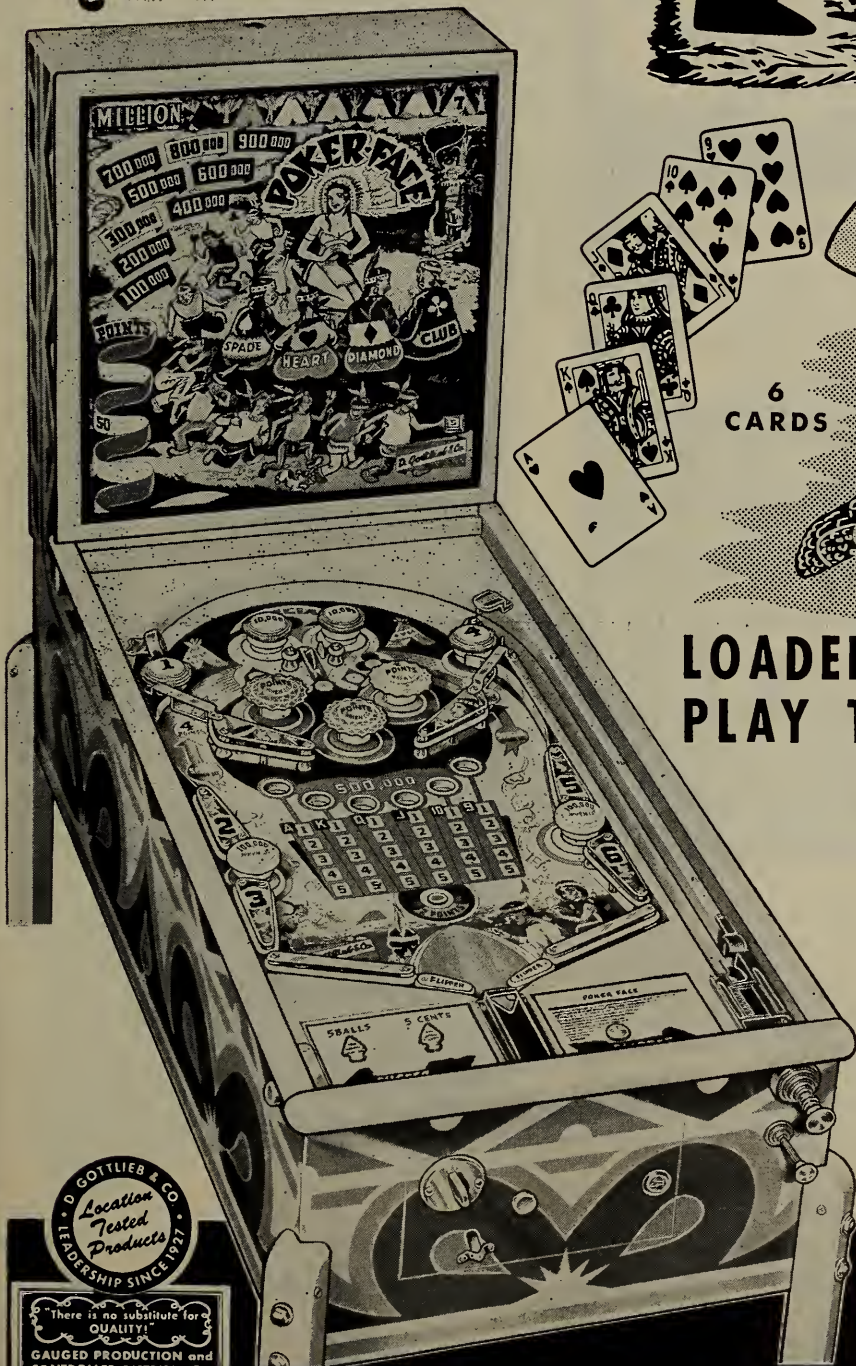
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CITY ZONE STATE

GET OFF TO A FAST START FOR THE FALL SEASON WITH

Gottlieb's



6 CARDS



4 SUITS

SNAPPY NEW ACTION!

LOADED WITH SUPER-POWERED PLAY THAT MAKES 'EM STAY!

- ♠ 6 CARDS . . . Nine-Ten-Jack-Queen-King-Ace. REPLAYS for Straight - Full House - 4 of a Kind - 5 of a Kind!
- ♥ 4 SUITS . . . Top Roll-Over lights 4 Suits and awards REPLAYS!
- ♦ ROTATION SEQUENCE . . . from 1 to 6 lights 2 Roll-Unders for REPLAYS!
- ♣ HIGH SCORE and POINT SCORE . . . award REPLAYS!

NEW RECOVERY SHOOTER . . . insures score on every ball.

- 3 POP BUMPERS!
- 2 CYCLONIC KICKERS!
- 2 SUPER-POWERED FLIPPERS!



There is no substitute for QUALITY! GAUGED PRODUCTION and CONTROLLED DISTRIBUTION Protect Your Investment!

LOCATIONS WILL WANT THIS . . . SEE YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE
CHICAGO 51, ILLINOIS

Hit of the N.A.M.A. Show!

READ WHAT THEY SAID ABOUT THE SENSATIONAL

INFRA-RED-RAY POPPER

THE FIRST FULLY AUTOMATIC, MECHANICALLY FOOL-PROOF CORN POPPER

AMAZING, POSITIVE, SPEEDY
POPPING AND DELIVERY ACTION!
IT'S THE FINEST TASTING CORN
I'VE EVER YET EATEN!

FOOL-PROOF AND SIMPLE!
IT'S AN OPERATOR'S DREAM!
THE INFRA-RED-RAY DOES
THE JOB RIGHT!

THE DRY POPPING OF THE
INFRA-RED-RAY SURE DOES
ELIMINATE ALL ODORS! IT'S THE
FIRST REAL MODERN VENDOR!

MOST ATTRACTIVE MACHINE
I'VE SEEN! THIS IS THE
ONE FOR ME! RUSH MY
ORDER QUICK!

...AND THAT'S ONLY A SMALL PART OF THE
STORY—HERE'S THE REALLY EXCITING NEWS...

1000% PROFIT!

\$4.00 GETS YOU \$40.00

WITH THE SENSATIONAL NEW "INFRA-RED-RAY POPPER"

The "INFRA-RED-RAY POPPER" was acclaimed by one and all at the N.A.M.A. convention as "The new profit leader of the industry". Here, for the first time, the thrilling and exciting profits of popcorn sales—all completely automatic. That's right — 1000% PROFIT. Every \$4 gets you \$40.

The "INFRA-RED-RAY POPPER" features the most simple, most complete and perfect mechanism. It's the modern way to grander, finer, tastier popcorn. The infra-red-ray method has been acclaimed by all great industry leaders—NOW IT'S READY FOR YOU IN A PERFECT AUTOMATIC POP-CORN VENDOR.

The "INFRA-RED-RAY POPPER" ELIMINATES ALL ODORS. It's simple. It's easy. It's perfect. In just a few seconds — a full sanitary bag of the most delicious popcorn ever yet eaten by man. And—from the most outstanding and attractive vending machine ever built—a machine

that won acclaim from everyone who examined it—the "INFRA-RED-RAY POPPER"!!

Here's the most profitable profit-business ever known in the nation—the sale of freshly hot popped corn—but sold automatically, perfectly, tastefully and deliciously. Sold quickly. No waiting. Just a few seconds and the purchaser has a bag of the most delicious tasting hot popcorn he or she has ever yet eaten. They come back for more and more and still more.

This is the greatest PROFIT MAKER ever yet offered to the industry—the "INFRA-RED-RAY POPPER"—the vendor that's leading the industry into the biggest profits ever yet enjoyed—with less work.

This is the business for every intelligent man in the nation. The Business that means 1000% PROFIT! Investigate Today. Write, wire, phone for full details!



DISTRIBUTORS — SOME TERRITORIES STILL AVAILABLE — WRITE — WIRE — PHONE
MAYFLOWER INDUSTRIES, INC.
 ST. PAUL 4, MINNESOTA

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



Get TOP EARNINGS WITH

None Can Compare with these Truly Smart Scoring Principles:

- Numbers 1 to 9 lite Bottom Center Rollover Lane for ONE REPLAY.
- Making 3 Star Lanes lites both top side Rollover Lanes for Replays.
- Making Numbers 1 to 9 and 3 Star Lanes Scores FIVE REPLAYS!

HIGH SCORES plus POINT SCORES

Score and Point Buildup is accomplished by making different combinations of numbers and Star Lanes.

- 2 THUMPER BUMPERS
- ★
- 2 FLIPPERS
- ★
- 2 AUTOMATIC REBOUND FLIPPERS



IT'S WILLIAMS *Palisades* Yours FOR IMMEDIATE DELIVERY



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

As I See It

A Weekly Column by AL SCHLESINGER



Canadian operators were recently given some publicity in a three column article written by Jack Hambleton of the Toronto, Globe and Mail. I am certain that Mr. Hambleton talked to either some operators or distributors before writing the article. Some of his facts appear to me to be correct. Many of them are distorted to the point where they are ridiculous. While the operator is not put in a bad light through this article, how much better it would have been if Hambleton had received his facts and figures from a central official clearing house. This industry is definitely in need of such a clearing house, where writers, authors and others interested in radio and television could gather exact material for their use. If such a clearing house could be set up, then the public could get a true picture of the coin machine industry.

Robert Z. Greene, president of the Rowe Corporation, in a recent interview by William M. Freeman of the New York Times explains what the coin operated cigarette machine means to the public. In Los Angeles recently Mr. Greene spoke at a meeting of the Los Angeles Advertising Club. It was reported that 1,000 members and guests, who were sales and advertising executives attended. Here a message was delivered from one who knows the story first hand. Not second hand nor third hand. How many men are there in this industry who can get the kind of publicity that Greene has been getting? Greene might take note of the fact that a patent has just been issued whereby a vending machine can take a one dollar bill.

As I see it, the manufacturers association and the Music Operators of America should contribute certain sums each year to organize and operate a public relations bureau to be located either in New York, Chicago, Los Angeles or Washington. All facts and figures, new products to be released by this central agency to the public. Special material also to be available to writers and authors who can then get their first hand information about the how, why and when of this industry. No writer wants to go half-cocked on a story if he can get first hand information. Unless, he has an axe to grind. But, with a public relations agency, even these fellows can be straightened out. The recent hearings on the McCarran bill in Washington are a concrete example of what a public relations agency could have meant to the operators of America. An ideal time to set this up would be next March at the annual convention of the M.O.A.

"America's Finest"

ASK ANY OPERATOR OF THE KEENEY DeLuxe Electric CIGARETTE VENDOR!

- ★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low.
- Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, Ill.



Coven Picnic Success

CHICAGO—In celebration of the termination of the summer vacation season, Ben Coven, Coven Distributing Company, this city, gave a picnic this past Sunday at Third Lake, Illinois, for all the firm's employees and their children.

It was so successful, according to all the employees, that they have asked Ben Coven to make the picnic an annual affair.

A baseball game among employee teams was the outstanding event. There were also other games for the ladies as well as the children.

"But," Coven said, "we are going to make this employee's picnic an annual event. And frankly," he concluded, "you can state that we, the entire Coven family, immensely enjoyed ourselves."

Beginning with September, Coven Distributing will again be open on Saturdays, as they are during the year.



RUNYON SALES COMPANY
Factory Representatives for:
AMI, Inc., Bally Manufacturing Co., J. H. Keeney & Co., Permo, Inc.
593 10th Ave., New York 18, N. Y., LO 4-1880
221 Frelinghuysen Ave., Newark 8, N. J., BI 3-8777

Gottlieb Opens Fall Season With New Sales Record

"Poker Face" Breaks Eighteen Month Sales Record For Firm On Initial Orders. Held Game For Fall Season Opener.

CHICAGO—"Poker Face" has set a new sales record for us on initial orders for any game which we have produced in the past 18 months", was the statement Nate Gottlieb made on official release of this new game this past week.

After extensive tests over a period of some months, D. Gottlieb & Company was completely satisfied that this game, "Poker Face", was one of the very greatest it had ever produced.

The returns from the test locations were so good that the firm, after discussions, decided to introduce "Poker Face" as its opening game of the 1953 Fall season.

Almost immediately, with the official announcement of the release date of the game, orders began to flood the Gottlieb factory from its distributors all over the country.

Within a few days the initial orders had surpassed those of any game the firm has introduced in the past 18 months.

This new sales record has started the factory off on a speedy production schedule so that all the orders which have already been received will be filled just as fast as is possible.

As the shipments go forth and new orders come in, arrangements have been made to step up the tempo of production schedules, so as to be able to meet the new orders, as well as take care of those yet to be filled.

In the meantime the firm is very happy over the fact that its new game, "Poker Face", has not only set a new initial order record but helps ops to open the Fall season with a great game.

Meeting Dates Of Music Operators' Associations

- Aug. 31—Dallas Music Operators' Assn.
Place: Big Pete's 5001 Lover's Lane, Dallas, Tex.
- 31—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.
- Sept. 1—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 1—Western Massachusetts Music Guild, Ralph Ridgeway
Place: Ivy House, West Springfield, Mass.
- 1—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 3—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (general).
- 3—California Music Guild
Place: Sacramento Hotel, Sacramento, Calif.
- 7—California Music Guild
Place: 311 Club, 311 Broadway, Oakland, Calif.
- 8—California Music Guild
Place: Fresno Hotel, Fresno, Calif.
- 9—California Music Guild
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 10—California Music Guild
Place: U. S. Grant Hotel, San Diego, Calif.
- 10—Music Operators of Northern Illinois
Place: Top Hat, 6035 West 26th Street, Cicero, Ill.
- 14—Amusement Machine Operators of Baltimore
Place: Mendell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
- 16—New York State Operators' Guild
Place: Nelson House, Poughkeepsie, New York.
- 21—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

CLEARANCE OF

10 Player KEENEY	\$200.00
4 Player KEENEY	80.00
4 Player UNITED	100.00

NEW KEENEY DOMINO BOWLERS \$365.

1/3 Deposit, Balance C. O. D.

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BINGO GAMES

Spot Lights	\$150.00
Bright Lights	125.00
Bolero	145.00
ABC	50.00
Atlantic City	275.00
Cabana (Like New)	465.00

Geo. George Roy Monroe

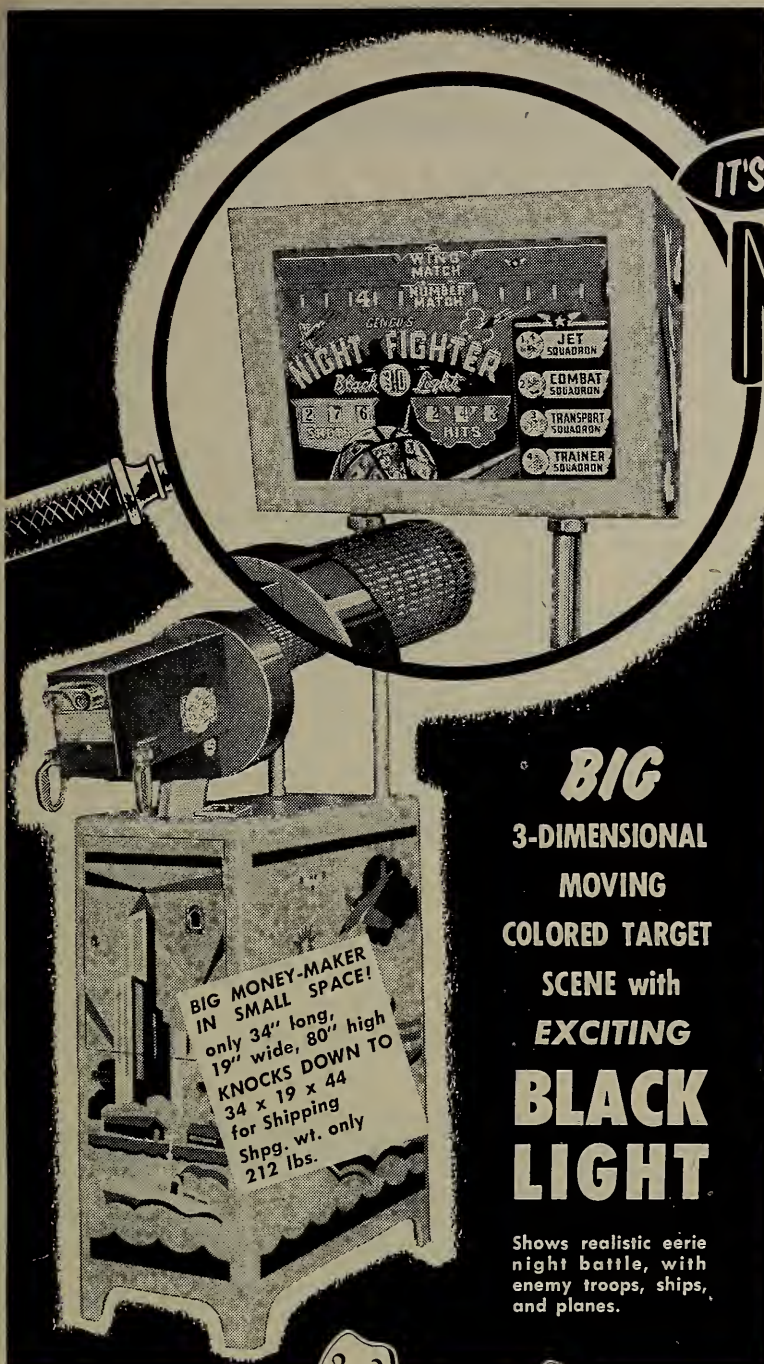
<p>ONE BALLS</p> <p>Bally Futurity (Like New) \$145.00</p> <p>Turf King (Very Clean) 69.50</p> <p>Citation 30.00</p> <p>Photo Finish 40.00</p> <p>Winner 49.50</p> <p>SPECIALS</p> <p>Genco "400" \$90.00</p> <p>Genco Jumping 160.00</p> <p>Jack 160.00</p> <p>Genco Golden 195.00</p> <p>Bugget 195.00</p> <p>Coca Cola Bottle Vendor, 85 Bottles Capacity, Like New, 10c Coin Chute...195.00</p> <p>MUSIC</p> <p>Seeburg 5-10-25c 3 Wire Wall Box \$27.50</p> <p>Seeburg 5c 3 Wire Wall Box 15.50</p> <p>Wurlitzer Bar Box 5-10c 9.95</p> <p>AMI 5-10c Wall Box 14.95</p> <p>1947 Seeburg Phonograph 175.00</p> <p>Williams Music Mite & Stand 110.00</p>	<p>SHUFFLE ALLEYS</p> <p>Chicago Coin 10th Frame Matched Bowler \$345.00</p> <p>United 5 Player, Formica Top & Jumbo Pins 175.00</p> <p>United 6 Player, Formica Top & Jumbo Pins 185.00</p> <p>United 6 Player Deluxe 220.00</p> <p>United Super 285.00</p> <p>United 10th Frame 340.00</p> <p>Keeney 10 Player Team Bowler (Like New) 340.00</p>
<p>WANT TO BUY</p> <p>Mutoscope Cross Country Standard Metal Typers</p> <p>Exhibit Love Meters</p>	
<p>NEW EQUIPMENT</p> <p>Chicago COIN BAND BOX Exhibit SPACE GUN</p> <p>Chicago COIN CROWN Genco SKY GUNNER</p> <p>BOWLER ACORN VENDORS</p> <p>Chicago COIN TRIPLE SCORE BOWLER Downey Johnson COIN COUNTER</p> <p>Chicago COIN GOLD CUP BOWLER Evans SADDLE & TURF</p> <p>Chicago COIN SUPER JET Williams DELUXE BASEBALL</p> <p>Bally YACHT CLUB Gottlieb MARBLE QUEEN</p>	

MONROE COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO
(Tel.: Superior 1-4600)

Ruthian Hopefuls



STOCKTON, CALIF.—Seen above is the Lambert Music team of the Babe Ruth League (for boys 13 to 15). The team is sponsored by LeRoy Lambert, owner of Lambert Music, this city. At present these boys lead their division of six teams. Larry (14) plays catcher, Gerald (11) is one of the bat boys. Third Lambert is LeRoy himself (center-white shirt). LeRoy was instrumental in starting the Babe Ruth League in Stockton, which now has twelve teams. Jack O'Keefe, chief of police, is president and active in administering league affairs.



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ALL LOCATION GUN GAME

- ★ BRILLIANT **BLACK LIGHT**
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3-DIMENSIONAL
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COLORED TARGET
SCENE with
EXCITING
BLACK LIGHT

Shows realistic eerie night battle, with enemy troops, ships, and planes.

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- Match NUMBER
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EASILY CONVERTIBLE to Regular or Match with Single Replay! A REAL MONEY-MAKER in Bowling Alleys, Taverns, Arcades, and Other Locations.

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Still in Production

Sky Gunner

NOW! Whatever your location needs in a gun.

REGULAR — SKY GUNNER
MATCH — NIGHT FIGHTER

Kaye Shows "Automatic Towel"

Transvision Announces Exclusive Hotel TV Set

CHICAGO—Irving Kaye, president of Automatic Towel Corporation of America, New York City, N. Y., probably enjoyed as much business as did any one of the firms displaying at the NAMA convention at the Conrad Hilton Hotel here this past week.

Kaye clicked with his "Automatic Towel" and arranged for a very complete distribution set-up which will be announced on his return to his offices in New York, he advised.

The many features of the "Automatic Towel" won praise from those who saw it and closely examined it and, especially, from the distributors who have already taken on this new unit for distribution in their areas.

Most of the comments were directed at the fact that the "Automatic Towel" dries the hands in 15 seconds. That the insecticidal lamp it contains eliminates lice, flies, mosquitoes, roaches, moths and other insects.

The General Electric ozone lamps sterilize the hands during the process of drying them and, at the same time, eliminate all unpleasant odors.

An outstanding feature, it is reported, is the deodorizing block which scents the hands, as well as the entire room, with a very pleasing fragrance.

Another outstanding feature is the fact that the electrical components are all approved by the Underwriters Laboratories.

The "Automatic Towel" features a 10,000 R.P.M. motor and high velocity blower for faster drying action.

Most outstanding, in the eyes of all who viewed the "Automatic Towel" was the following statement by Irving Kaye:

"All parts are guaranteed for three years against defective workmanship or materials."

The sales which went on during the NAMA meet, both downstairs in the exhibit hall and also upstairs in the special suite of the firm, have been so great that an all out production program is now being planned for the "Automatic Towel," according to president Irving Kaye.

NEW ROCHELLE, N. Y.—Transvision, Inc. this city, after many years of building master amplified antenna systems for hotels, and TV sets for hotel rooms now announces its expansion into the hotel television field under its own label with a program built exclusively for hotels.

One of the features is a "free viewer" which permits a free peek for a few minutes of a program, then shutting off, encouraging customer to insert coin to see balance of program.

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SEE, PLAY—
HEAR—



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ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE, CHICAGO 51, ILLINOIS

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United Clicks With 2 New Shuffle Alleys

"Royal" and "Imperial" Feature New, Giant Size, Patented Pins



BILL DeSELM

are: "Royal Shuffle Alley" and "Imperial Shuffle Alley."

The triple match score feature appears on "Imperial" only. But all the well known features of United's shuffle games appear on both new machines. Both are also better arranged for speedier servicing. They feature hinged front doors and hinged hoods.

But, the big feature of these new shuffle alleys, as everyone commented who was present at the preview showing, are the new giant-size, fully patented pins on both "Imperial" and "Royal."

These new pins are twice as big by volume as the old pins which appear on former United shuffle alleys.

Both games clicked instantly. Samples were shipped ahead to all distributors of the firm with result that, even before official announcement, United's plant was full up with orders.

As Bill DeSelm, sales manager, stated, "Both 'Royal' and 'Imperial' went right over the top in orders the moment our distributors received their samples."

CHICAGO—Busier than ever, is the way visitors are describing United Manufacturing Company's plant here, due to the introduction of two brand new shuffle alleys this past week.


These are six player games with all the outstanding features of United's famed shuffle alleys. They



CALIFORNIA CLIPPINGS LOS ANGELES

Topics along coinrow this week ran from the terrific smog menace to Kinsey's latest report on the American female with plenty of opinions voiced about the latter. . . . As Lyn Brown puts it, "You can't get along with 'em or without 'em so why make such a fuss about it," he went on further to state, "I'm plenty busy looking for a larger place to expand my kiddie rides business anyway so don't have time to worry about such things. . . . Jack Simon of Simon Distributing Company just purchased a carload of Antique, Old Time player pianos from Kentucky. Stated that if these pianos could only talk they'd tell stories that would make even the oldest old timer's hair stand on end. . . . Auto Photo Company is a busy place these days. After signing Central Music Distributing Company and Uni-Con Distributing Company of Kansas City as their new distributors, sales manager, Van Natten left on a business trip through the country heading East toward Chicago while foreman Marvin Applegate took a different route through Nebraska toward Chicago. Bryant Herren, general manager, left later and met the boys at the NAMA convention. . . . Jack Dolan of Dan Stewart Company greeted executives from the Chicago Coin factory last week as Sam Gensburg, co-owner; Frank Mencuri, sales manager; J. C. Koci, chief engineer; and Phil Robinson, western representative; dropped in for a brief visit. Phil Robinson stated, "We're out checking with our distributors and operators looking for ways to improve our already great Chi-Coin games." . . . William Keener, local representative, of Lyon Industries, Inc. got real excited over the announcement of their new model 1400-3f cup vending machine which was previewed at the NAMA convention in Chicago. . . . L. B. "Mac" McCreary, general manager of Solotone Corporation stated that they have been swamped with letters and inquiries after it was announced last week that they had just pioneered and developed a new twenty-seven inch, coin operated, TV set. Took him out from the avalanche of mail to state that their new set is probably the only one on the market where it is possible to eliminate long commercials without changing the picture channel. Just a flip of the selector and you hear music or the news until commercial is over. . . . Everyone who dropped in commented about the newly decorated Minthorne Music Company. Delores Minthorne has done it again with her stroke of decorative genius. Most comments centered around the newly decorated bar which has been appropriately named the Alabi room. Finished in the Hawaiian motif throughout with bamboo furniture, wall to wall carpeting and all set off with a big wallpaper mural. Minthorne also announced the opening of their new shop across the street from the Pico establishment for servicing of the 200 Select-O-Matic home phonographs. It was also stated that Mat Nordberg had recently been appointed sales manager, along with Wayne Davis who will head the credit department. Even with all the remodeling and building Jean and Delores did manage to get away for a business trip to Las Vegas. . . . Charley Robinson of C. A. Robinson & Company is real happy about all the response he's getting on the United "Imperial Shuffle Alley" which is now on display in his establishment. Bill McLain was telling everyone about his recent trip up north. Said it was so hot that he saw a greyhound chasing a jackrabbit and both of them were walking. . . . Bill Happel of Badger Sales Company is all hepped up with all the activity he's been getting with the new Williams "Pennant" Baseball Game. Stated that it was really selling big. . . . Over at Paul A. Laymon Co. we wondered where Ed Wilkes was. Charley Daniels stated that he was at long last getting moved into his new home in Long Beach to which statement Jimmie Wilkins added Amen—Amen! Paul and Lucille Laymon stated that it's really hard to get out all the orders with Ed gone and Russell Early of the paint department away on his vacation all at the same time. . . . Reports indicate that the Wurlitzer 1600's and 1650's are taking hold with some really big sales. . . . Caught Gabe Orland of California Music filling a big order from Bunny Amusement Co. in Salt Lake City. Gabe took time out to reply that business is still terrific. Sam Ricklin came walking out of his office looking all rested up after his vacation. He had to cut his trip short in order to get back and handle all the increased business. Sam and local operator, Al Chapnick, were exchanging notes about their vacations and found out that they both had taken practically the same route at the same time but yet had never bumped into each other. . . . Everyone along coinrow miss some of the old timers that used to drop in. Seems that many of them have been clutched into the hands of fate. . . . Frank Schulz of the Rock-Ola training school, Chicago, was in town conducting classes and showing all the operators how to take care of their mechanical difficulties. . . . Jack Neel of Riverside is back from his trip to Lake Tahoe where he visited G. F. Cooper, whom everyone along West Pico remembers as a really great old timer. Allan McMahana of Santa Ana took time out from his golf games to tread the hot pavement of Pico Boulevard visiting here and there! . . . Other visitors in town were: John Kethersid of Long Beach; C. L. Andrews of Santa Ana; Lee Wert of Montebello; Perry Erwin of Ventura; Albert Bick of Compton; Thomas Workman of El Monte and Bill Gordon of Brawley. . . . Wm. H. Leuenhagen & Co. was well represented at Fabor Robison's recent Abbott Record disc jockey party with Bill Leuenhagen and Mary and Kay Solle turning out for the big event. . . . William E. Happel, a member of The Cash Box "20 Year Club," tells how he cut his second molars in the coin machine business. He switched from the servicing end to selling back in 1949 and has been with it every since. Finds that all his past mechanical knowledge comes in handy now. William is in charge of the vending machine department at Badger Sales Company. . . . Another member that we are happy to include in our 20 year club is Harold L. Sharkey of Huntington Park. . . . Wish to take this opportunity to announce that yours truly, Carl Taft, has just moved into the Los Angeles area in order to be of more service to all of you in the coin machine industry. Offices still remain at 6363 Wilshire Blvd., Phone WEBster 1-1121. Now I can also be reached in the evenings by calling DUNkirk 2-7832. If you are not a regular subscriber to The Cash Box or if your subscription has expired be sure and get your order in today! Don't miss a single issue! 52 issues, one each and every week for only \$15.00 per year. Subscriptions are now being taken through your local distributor whose name and address appears below: Paul A. Laymon Co., 1431 W. Pico Blvd., Badger Sales Company, 2251 W. Pico Blvd., Wm. H. Leuenhagen & Co., 2277 W. Pico Blvd., King Record Co., 2646 W. Pico Blvd., Dan Stewart Co., 2667 W. Pico Blvd., Simon Distributing Company, 2833 W. Pico Blvd., California Music Co., 2940 W. Pico Blvd., Mercury Record Distributors, 2958 W. Pico Blvd., C. A. Robinson & Co., 2301 W. Pico Blvd., Allied Music Sales, 2542 W. Pico Blvd. and Sunland Music Co., 1310 S. New Hampshire. If it is not convenient to place your subscription with the firms listed above phone WEBster 1-1121 or send a card or letter to The Cash Box, 6363 Wilshire Blvd., Los Angeles 48, California.

CHICAGO COIN'S Double Feature Attractions!

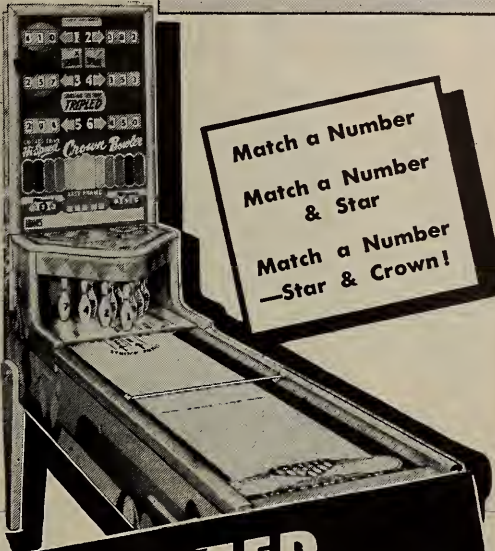


FRAME TRIPLED!
TRIPLE-SCORE BOWLER

Player in 5 or 10 Frame Play can add up to 270 Points to his Total Score in the Last Frame!

FOR BUSY LOCATIONS REQUIRING FAST PLAY

ADJUST TO **5 FRAMES** PER GAME



Match a Number
Match a Number & Star
Match a Number —Star & Crown!

HI-SPEED Triple-Score Bowler

★ 5 Frame Play—
3rd and 5th Frames Triple!


★ 5 Frames Plays in only 30 seconds! 10 Frames in 60 seconds!

HI-SPEED Crown Bowler

★ 10 Frame Play—
5th and 10th Frames Triple!

(also adjustable for 3rd and 7th frames triple)!

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



THRU THE COIN CHUTE NEW ORLEANS NOTES

Louis Boasberg will have to play lots of handball with his three sons to offset the effects of that fine Italian food he consumed while on his jaunt through Italy. . . . Elmo Pierce and Ed Kramer, president and former prez of the association away on vacations. . . . Lillian and Bill Amann of W. M. Amann Distributors excited about their impending trip to California to see Bill's folks. It will be young Bill's first visit to grandpa and grandma. . . . Hilliard Bach, manager of the Penny Arcade, back from his vacation and hard at work. . . . Congratulations to Mr. & Mrs. Jay Miller of Crowley, La. on the birth of their fourth son. . . . J. S. Kelly, VIP from King Records, in for a week. Kelly looking over proposed site for the new King offices which would make them neighbors of Mercury Records. . . . Buddy Braud back from the National Guard training and on his route again. . . . The extremely well like Jacob of Jake Cigarette Service visiting around with the fellows in the business. . . . Miss seeing Claude Fendelson on his weekly trip into town. Claude hasn't been feeling too well lately. . . . That pretty blue Cadillac in town for a day was carrying Shoon DeLauneville of Shoons Amusement, Reserve, La. . . . Leo Tridico, Tridico Amusement, painting his house (inside and out) on his vacation. Wants everything to be spic and span for the new arrival. . . . Grace Frederics, manager of Treibels Music, Opelousas, La., taking a short rest by visiting New Orleans and the Gulf. . . . Mr. and Mrs. Gascon of Plaquemine, La., in town with the family for a short visit. . . . Expressions used by local jock Okey Dokey (WBOK-New Orleans, La.) being picked up and turned into hit R & B tunes. Lloyd Price borrowed his "Lawdy Miss Clawdy" and look what happened to it. Now Jo Turner takes his "Hush Honey" and indications are that it will also become a big tune. . . . Brother-in-law of Clay Simmoneaux, Air Line Cigarette Service, doing nicely after his operation. . . . This weeks orchid to Mary Nassar of Tac Amusement—a swell gal.

THE CASH BOX

Keeps You Informed On Vital Changes In Your Industry

52 Issues \$15.

Taran Sets Up P.O. Box To Speed Mail Service

MIAMI, FLA.—Sam Taran and Eli Ross, Taran Distributing, Inc., this city, who are always thinking of ways and means of adding to the service of their customers, have come up with a box number address which will speed mail service.

Ensnconced in their most gorgeous building at 3401 N. W. 36th Street, Taran has set up P. O. Box 37, Biscayne Annex, Miami, Fla., for speedier mail service.

Eddie Fisher Uses AMI "E" On TV-Show

NEW YORK — On Wednesday, August 26, one of the production numbers on the Eddie Fisher-Coca Cola show featured the AMI "E" 120 phonograph. Fisher, one of the top names in the nation's juke boxes, has included a juke box on his shows before.

Seeburg Service School

BILLINGS, MONT.—An all time record attendance was established at Seeburg Service School held at the Northern Hotel, this city, recently. Fifty-eight operators and servicemen attended, some driving as much as 700 miles. The school was operated by Jack LaRue, Seeburg field engineer.

CLOSE OUT SPECIAL

YOU NAME THE PRICE!

Seeburg Models
146
147
148

DAVIS DISTRIBUTING CORPORATION

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20th ANNIVERSARY

1953

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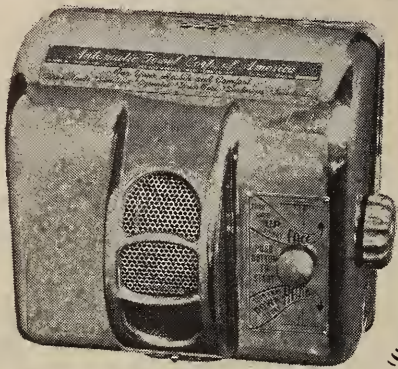
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Watch for Weekly Specials.

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OUTSOLD 'EM ALL At The N.A.M.A. Show!



World's Greatest Hand Dryer

"AUTOMATIC TOWEL" HERE'S WHY MORE AND FINER FEATURES AT A SENSATIONAL PRICE!

OPERATORS

Every outstanding feature is already built right into this great "Automatic Towel" to make every single one of your locations demand it! What's more—IT'S PRICED RIGHT! Write. Wire. Phone for details TODAY!!

DISTRIBUTORS

A few territories are still available! We have the world's finest deal for qualified distributors! Don't hesitate to phone us immediately!!

AUTOMATIC TOWEL CORP. OF AMERICA
597 TENTH AVENUE NEW YORK 36, N. Y.



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BUY THE BEST IN MUSIC

Reconditioned—Refinished

SEEBURG 1-46	125
SEEBURG 1-46 HIDEAWAY	175
SEEBURG 1-47	175
SEEBURG 1-48 BLOND	225
SEEBURG M-100A (Latest Model)	595
SEEBURG WOM (5/10/25)	35
WURLITZER 1015	150
WURLITZER 1100	275
WURLITZER 1400	475
A.M.I. MODEL A	275
A.M.I. MODEL B	325
A.M.I. MODEL C	350
A.M.I. WOM (5/10)	20

NEW CHICAGO HIT PARADE \$132.50

EXCLUSIVE SEEBURG DISTRIBUTORS IN ILLINOIS AND IOWA

ATLAS MUSIC COMPANY

2200 NORTH WESTERN AVE.
CHICAGO 47, ILLINOIS

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SPECIAL SALE!

STATLER rebuilt 8 Column CIGARETTE \$39.50
—and 9 Column
COOKIE Machines. EACH

Supreme Distributors, Inc.
3700 N. E. 2nd AVENUE, MIAMI 37, FLA.

AIR MAIL SUBSCRIPTION
To The Cash Box \$30

Hearings To Be Held In Chi On Cig. Mach.

CHICAGO, ILL.—Public hearings on a proposal to license cigaret vending machines in Chicago probably will be held some day this week, the City Council license committee has announced.

Alderman Joseph P. Rostenkowski, of the 32nd district, committee chairman, appointed a subcommittee to hold the hearings.

According to Alderman P. J. Cullerton, of the 38th, chairman of the council finance committee, leaders of the vending machine industry had told him the city could collect \$1,000,000, a year in extra revenue by licensing the devices.

Regular cigaret retailers' licenses cost \$120. a year. Cullerton said industry leaders had told him they would be willing to pay that fee for each machine. Chicago is the only major city in America that bans the machines. The stated purpose of the ban is to prevent minors from buying smokes.

Subcommittee members who will join with Rostenkowski in holding public hearings include: Daniel J. Ronan, David R. Muir, William H. Harvey, Ray N. Jacobs and Mathew W. Bieszczat.

THRU THE COIN CHUTE EASTERN FLASHES

Ed Burg, manager of Runyon Operating Division, Newark, N. J., one of the most progressive and intelligent of music ops, reports that his firm, as well as all other ops of Northern New Jersey, after a six month experimentation program on 10c play, have settled on a plan which will be in effect for the time being. During the past six months, operators in the Northern New Jersey area have tried 10c, 3 for 25c play; 10c, 4 for 25c play, and 10c, 5 for 25c play. Operators involved in the experiment came to the conclusion that they changed over too suddenly, and that the change for the ultimate charge of 10c, 3 for a quarter, will result only when the public has been educated to the fact that they have to insert dimes, with the complete elimination of the nickel. Therefore, for the time being, operators will work under two plans: 1) a dime for 1 play, 5 for 25c; 2) a dime for 2 plays, 5 for 25c. Ops will try for the 1 play for a dime, but if unable to get the cooperation of the location will work under the 2 for a dime play. "At any event" stated Burg, "we shall eliminate the use of a nickel." Nickels will be returned to the player thru the return coin chute. Important angle for the operators, under this plan, is that they will benefit from multiple plays, which leads in a good many instances to over-plays.

A. D. Palmer, Jr., advertising and sales promotion manager of The Rudolph Wurlitzer Company, North Tonawanda, N. Y., in town for a few days. Purpose of the visit was to complete all details for the Wurlitzer-Frankie Laine Scholarship Contest. Palmer and execs of the Columbia Record firm were tied up in conferences for most of his visit. . . . Lou Herman and his husky son, Howard, were visitors on coinrow. Lou sports a deep tan, while Howard is pale as a ghost. Lou's explanation is simple: "Howard is working, and I'm sunning it up at the beach." . . . Barney (Shugy) Sugerman, Runyon Sales, returns from a week's vacation spent at Herman Paster's lodge. Well rested, and looking wonderful. Shugy fell for the mid-west resort area in a big way. "It's got every other mountain and country vacation area beat a mile," states Shugy. Shugy's son Myron who had spent the summer at Paster's, brings back Herman's young son, Donald, who will now take in the big city sights for two weeks or more. . . . Mike Giannuzzi of Clover Amusement Co., Woodside, L. I., tries out ChiCoin's new shuffle game "Hi-Speed Triple Bowler" at Al Simon's, and immediately places an order for 15 pieces.

Dropped in on Mike Munves, but surprise—Mike and the missus, Rose, away for a few weeks, vacationing in the Catskill Mts. We were told the previous week that Mike was going on vacation, but as has happened many times in past years, something always came along to curtail his plans. Seems like he wasn't kiddin' this time. . . . Joe Munves reports that his firm, Joe Munves Sales, has taken on national sales for "Popperette," a popcorn vending machine. . . . Altho no new deliveries of the current Wurlitzer phones were received up to this writing by Joe Young of Young Distributing, both Joe and Abe Lipsky covering the trade and taking orders. They're hoping for deliveries in sufficient quantities to take care of whatever orders are on hand and others they're accepting. . . . It was quite a hot sizzling day when we visited coinrow, but there was the "Senator" (Al Bodkin) smiling and peppy as usual, dressed like a fashion plate. If we only had a few more "Senators" as shining examples of the juke box biz, boy, what a wonderful business it would be. . . . Harry Siskind, another top music operator, and a great credit to the industry, back from his Miami Beach vacation, and making quite a bit of headway in the tune and song department. . . . Jack Semel and Sandy Warner, games ops, get together for a comparison of collections—not bad, they decide. . . . Hymie Koeppel, Koeppel Distributing, vacationing in New Hampshire, while brother Harry gets out that export order that came along unexpected. . . . Irv (Kempy) Kemper, Runyon's roadman, off to see the ops in New York State. . . . Harry Rosen and Meyer Parkoff, Atlantic-New York Corp. (Seeburg distrib), get a big bang out of the Al Schlesinger "As I See It" column, Aug. 29 issue of The Cash Box.

THRU THE COIN CHUTE UPPER MID-WEST MUSINGS

Phil Atol of The Lake City Amusement Company, Cleveland, O., visited in Duluth, Minn. with his brother, George Atol of the Zenith Novelty Company. Phil also stopped in Minneapolis to talk shop with the boys. . . . Sam Finsky of Duluth, Minn. stopped in the Twin Cities to see what was new in coin operated equipment. . . . Mr. and Mrs. Morris Berger, also of Duluth, Minn. stopped in Minneapolis on their way to visit relatives in Wisconsin. . . . Al Plotnick of the Anco Sales Company, Minneapolis bought the Romak Sales route from Roger Brustad who has decided to devote his time to his resort at Tofte, Minn. . . . We extend our condolences to Don Leary of Minneapolis on the death of his mother, Mrs. Ellen Leary, at Olympia, Washington. . . . Seen at the pro football game between the Green Bay Packers and the Giants was Don Hazelwood, of Aitken, Minn. . . . Earl Barkowitz of the B & B Novelty Co., Superior, Wis., took his turn at coming into the Twin Cities to pick up supplies for their route and left partner Leo Berkowitz back home to take the service calls. . . . Jack Harrison of Crosby, Minn. seemed impressed with the features of Bally's new Bingo Game "Dude Ranch" which is distributed in this territory by the Lieberman Music Company. . . . Frank Phillips of Winona, Minn.; Phil Stang of Jordan, Minn.; Ben Jahnke of Hutchinson, Minn.; Al Eggermont of Marshall, Minn.; Joe Engel of Pine City, Minn.; John Galep of Menomonie, Wis.; Lester York of Mitchell, S. D.; O. L. Coefield of Annadale, Minn.; Hank Krueger of the Fairfax Novelty Company, Fairfax, Minn.; Fred Kovanen of the Pla-Mor Amusement Company, Moose Lake, Minn.; Vinc Jorgenson of Mason City, Iowa; Don Bolier of Baldwin, Wis.; and Norman Kady of Tom Kady & Son, Grand Forks, N. D.; were some of the operators who made the trip into the Twin Cities to pick up supplies and equipment for their routes.

THRU THE COIN CHUTE CHICAGO CHATTER

Naturally all the talky-talk here this past week centered about the NAMA convention. In fact the post-mortems are under way right now. The show was considered a success. This was the first of the past three NAMA shows where there was so much optimism and enthusiasm. Seems like the coinmen, whether engaged in vending, or seeking something in vending, are all of the belief that the months ahead are going to prove really terrific. Of course, in between merchandise of all kinds, here and there about the NAMA show, there were some cig machines, candy vendors, soft drink dispensers, etc. . . . And right in the midst of the show came the news that the City of Chicago License Committee had arranged for public hearings on a proposal to license cig vendors. Ald. P. J. Cullerton, Chairman of the Council Finance Committee, is reported to have said that leaders in the vending machine biz had told him that the city could collect \$1 million a year extra revenue from the licenses. So, naturally, lots of Chicago's ops dashed down to learn what's what as far as ciggy vendors concerned.

Barnet Sugerman, Herman Paster and Bill De Selm got into quite a gin game over at United. Herb Oettinger, who was kibitzing the game, laconically remarked, "Seems to me one of these guys is playing pinochle." . . . One big thrill we got this past week was when Nate Sugerman (that's Barney Sugerman's eldest son) whose Bar Mitzvah we had attended some years back, and whom we had known as just a little guy in rompers, told us, "Gee, I'm a big shot up at school because I get The Cash Box from my Dad each week and all the disc jockeys and the other guys come over to see what's what in the top recordings." . . . Jack Nelson, sales manager at Bally, so busy these days, especially with all the people who dropped in on Bally while visiting the NAMA show, that he just didn't even have time to stop for a short cup of coffee. This is one of the busiest factories in all coin history. . . . They say that kiddie ride commissions are ballooning along. This happened in phono, game and vendor fields. It's growing pains. When the kiddie ride field gets over its growing pains it'll be one of the best in the industry.

Irving Kaye created quite a sensation with his "Automatic Towel" hand dryer which brought him a whale of orders at the NAMA show. And Irv just smiled from ear to ear. . . . Morty Weinberger talking about Martha Hemmerle who is top secretary for one of the very big milk firms down in Louisville. . . . Just an observation. The boys of yesterday, when offered a letter to read, all make a dive for their coat breast pockets—and out come the specs. Yep, the boys are getting older. . . . Lyn Durant ordered still another stepup in production over at United when his two new shuffle alleys clicked so big—"Imperial" and "Royal." . . . Bumped into Joe Brilliant and his charming wife entertaining at the famed Pump Room. . . . Also at the Pump Room that evening, Mr. and Mrs. Robert Z. Greene. He heads Rowe ciggy machines. . . . Bill O'Donnell entertaining at the Chez Paree Key Club with Herman Paster, Phil Weinberg, Mort Weinberger, Barnet Sugerman and his son, Nate Sugerman, and other guests. . . . Abe Green of Runyon and Max Weiss of Brooklyn planed in to see the NAMA show.

Hymie Zorinsky and his ever-present cigar about. Told us his son in training at Ft. Leonard Wood. . . . Mr. and Mrs. Al Rodstein and Mrs. Herb Rosenthal seeking a golf course. . . . Ron Rood of Orlando, Fla. and his family, and the Art Weinands, all got together for an outing at Riverview Park, and most thoroly enjoyed themselves. . . . Herb Rosenthal advises that his dad, Harry Rosenthal, back at work in Pittsburgh and feeling fine, which all were happy to hear. . . . Al Blendow and Ken Wilkinson in an animated conversation. . . . Ed Ravreby, Leo Willens with Moe Fine of Montreal. Talking about kiddie rides. . . . Maurice Pollard of San Francisco writes to advise us he's taken on quite an export deal. . . . Mike Hammergren back in action as general sales manager of Mayflower Industries, Inc., St. Paul, who are the mfrs. of that new automatic popcorn vendor, "Infra-Red-Ray Popper," which clicked at the NAMA show. G. A. (Huck) Beedle is President. Others in the firm, John Whiton, Allen Nilva, Walter D. Johnson. And before the NAMA show was even two days old, Mike Hammergren announced the following distribs for his popcorn vendor: Runyon; Badger; Pan American of San Antonio; Coin Machine Sales, Houston; Walbox Sales, Dallas; Uni-Con Distribs, Kansas City; Amusement Supply, E. St. Louis, Ill.

Dave Gottlieb opened the fall season with a record breaking game for his firm, "Poker Face." As Nate Gottlieb later reported, the game bust all initial order records for the firm for any game it has introduced in the past 18 months. And that's saying pahenty. . . . Lois Graff, efficient secretary, phones to advise that next meet of Northern Ill. Ops Assn. will be at the Top Hat in Cicero on Sept. 10. . . . Over at Genco: Sam Lewis, Avron Gensburg and Ralph Sheffield busier than ever with their brand new "Night Fighter." Which, from all indications, seems to have taken hold but instantly. . . . Paul Huebsch over at Keeney will have some very fine news for the cigarette machine operators very soon. And should Chicago decide to license cig vendors—Keeney right here to shoot them into the hands of the ops. . . . There may be a panel of four to examine all amusement machines at the License commission here. Affidavits regarding how the machines operate, as well as serial numbers are requested. . . . Ed Levin, ChiCoin's sales director, busier than ever. Ed advises that Frank Mencuri up in 'Frisco with Phil Robinson getting acquainted with the territory.

Seen here and there about the town: Max and Harry Hurvich of Birmingham; Irv Blumenfeld and his son, Larry, from Baltimore; Ted Bush and Ozzie Truppman; Phil and Mrs. Moss; Bill Marmer; Mrs. Lottie Berman, B. D. and

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CHICAGO CHATTER

J. D. Lazar, Leo Weinberger, and dozens of others. . . . Al Adickes going back to Hamburg, Germany, with the satisfaction of again being able to represent Genco. Al reminds he sold many thousands of Genco games in the old days. . . . Sam Stern very busy over at Williams. Advises that brother, Harry, traveling down in Florida and will fly over to Havana to say hello to many ops in Cuba who feature Williams' games. . . . Vending show brought dozens of visitors over to Exhibit's factory. To say "hello" to Art Weinand in his new job as sales manager for the firm. . . . Ben Coven and all his employees still plenty muscle-bound from their annual picnic out at Third Lake, Ill. A terrifically good time was had by one and all—especially the children. . . . Congratulations to Mr. and Mrs. George Kozy. He's sales manager of A. B. T. George became a Daddy on Aug. 24 of 7 lb. 5 oz. gorgeous little gal they've named, Janis Ann Kozy.

Jerry Frazin phones to advise that everything hunky-dory with the amusement ops' guild and that things going along very great. . . . Sure sorry to hear that Henry Lemke of Detroit ill. Henry one guy who stood head and shoulders above all others at each of the old conventions. . . . Len Schneller of Philly writes to ask about that tape recorder. . . . Nat Cohn being kidded about that mahogany tan of his. Said Nat, "Listen, boy, that cost me but plenty." . . . Harold (Perk) Perkins now with Cole vendors. . . . Jimmy Martin talking Du Grenier cig machines. By the way, Jimmy just back from his honeymoon. . . . Harry Hooser of Ft. Worth, Tex. scooting about. . . . Seemed to us almost all the leading phono and game distribs, from all over the nation, were present to see what's what at the NAMA show. The boys reminiscing about "the old time coin machine shows" where there was action aplenty each second of the day. . . . W. S. Fishman of Automatic Mdsq. Co. showed servicemen training films. Interest so great Fishman will now make extra prints for ops who want them. . . . It was a hot and hectic week.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Spot Lites, \$125, in A-1 condition. TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT ST., TOLEDO, OHIO. Tel.: ADams 8624 and ADams 4005.

FOR SALE—3020 Wallboxes \$19.50; 3W5-L-56 Wallboxes, \$18.50; 146M or S \$89.50; 147M or S \$99.50; 1422 Rockola \$69.50; 1426 Rockola \$89.50. W1-L-56 5c Wallboxes and Packard Pla-mor \$4.95. CENTURY DIST. INC., 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE—We have Plastic Domes for Wurlitzer 1100's. Ready for immediate shipment. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

FOR SALE—Profitable Kiddie Ride routes located in leading chain stores throughout Pennsylvania, Ohio, and New York. Finest equipment. Champions, Space Ships, Speed Boats. Ill health forces sale of entire route, or any part thereof. SHELDON SALES, INC., 881 MAIN ST., BUFFALO, NEW YORK.

FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzers, 1250, 1100, 1400. Spot Light, Bright Spot, Bright Light, Atlantic City Stars, Coney Island, Zingo, Skee Rolls, Shuffle Alleys, Flipper Pin Games Super World Series, Guns. V. YONTZ SALES CO., BYESVILLE, OHIO.

FOR SALE—Seeburg equipment, reconditioned, refinished, with Davis 6 point guarantee—148ML \$215; 148M \$185; 147M or S \$135; 146M or S \$115; 1941 Hideaway units \$39. DAVIS DISTRIBUTING CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE—Best Buy This Week! Seeburg Model M100A, \$549.50 each. W. B. DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS, MISSOURI. Tel.: CENTral 9292.

FOR SALE—Genco Four Hundred \$125; Seeburg 100B \$675; Wurlitzer 1100 \$265; Turf Kings \$50; Winners \$40; Champions \$30. Also Bingo games and consoles. All machines ready for locations. MICKEY ANDERSON, 314 EAST 11th ST., ERIE, PA. Tel.: 2-2894.

FOR SALE—CC 6 player Bowling Alley F/T large P 7/10 split, \$235. Horseshoes \$45; Keeney 4 player \$75; Genco Target \$30. United Twin F/T L/T 7/10s, \$135. Add \$5 packing charge. Rentals, sales. Terms to responsible firms. Games ready for locations. NATIONAL NOV-ELTY CO., MERRICK, N. Y.

FOR SALE—United 6 Player Super S. A. @ \$295; Keeney 10 Player \$225; Keeney Conversions for long board \$150; Twin Rotation \$225; Dale Gun \$49.50. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: UNiversity 6900.

FOR SALE—Ready For Location. Spot Lites \$175; Coney Island \$200; Atlantic City \$300; Palm Beach \$350; Frolics \$350. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel.: WHEELing 5472.

FOR SALE—10 AMI Model B, \$325 each; Deluxe World Series \$110; Music Mite \$35. All equipment A-1 condition. RELIABLE COIN MACHINE CO., INC., 184 WINDSOR ST., HARTFORD, CONN. Tel.: 6-3583.

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

FOR SALE—Cigarette machines, Du-Grenier 9 col. \$50.00, 25c coin chutes. Bingo games: Coney Island \$225.00 Atlantic City \$335.00; Frolic \$335.00; Beach Clubs. Write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE—New Astroscope \$275; New 1c Camera Chief \$10; New 1c Advance Peanut Machines \$12; 120 Wurlitzer Wall Boxes \$3; Citations \$55; Bally Rapid Fire \$75; Bowlette \$40. MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

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FOR SALE—Will Sacrifice! Kiddie Rides, 7 Atomic Jets, 3 Miss America Boats, 1 Space Ship, 1 Rocket Patrol, 3 Deco Hydraulic Rocket Space Ships. If interested, will trade for Wurlitzer 1100's, 1400's, or Seeburg M100's. Write, wire or phone: BUSH DISTRIBUTING COMPANY, 286 N.W. 29th ST., MIAMI, FLA.

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FOR SALE—The old reliable Massengill coin operated pool tables. Write for price list on used equipment. We will buy arcade, Bingo games, recent shuffle alleys. DARLINGTON MUSIC COMPANY, DARLINGTON, S. C. Tel.: 500.

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

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire or phone call will convince you. Exclusive AMI Distributors. Factory Representatives for United, Keeney, Bally. TARAN DISTRIBUTING, INC., 3401 N.W. 36th STREET, MIAMI 42, FLA. (Tel.: 64-4864).

FOR SALE—7 Revamped Aireons (Wurlitzer mechanism); 2 Rock-Ola 1422; 2 Wurlitzer 1015; 1 Uneda Monarch; 1 Rowe; 1 Electric cigarette; 1 Keeney 4-player shuffle alley; 1 United 6-player shuffle alley; 26 assorted Wall Boxes. Make an offer for any or all. LES BOYD, 22 LAWRENCE ST., YONKERS, NEW YORK.

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FOR SALE—21 Chrome Buckley wall boxes like new, \$4.95 each, f.o.b. Callas, Texas. 1/3 deposit with order. AMI Distributor. STATE MUSIC DISTRIBUTORS INC., 3100 MAIN ST., DALLAS, TEXAS.

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FOR SALE—AMI "A" \$295; AMI "C" \$495; Seeburg 100-78 \$595. Many others—write for list. YOUNG DISTRIBUTING CO., 599 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-5050.

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FOR SALE—Kiddie Rides—Midget Movies \$140; Midget Racer Automobile \$285; Hot Rod Automobile \$285; Meteor Rocket Space Ship \$285; Atomic Jet Space Ship \$385; Bert Lane Miss America Boat \$445. REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, BOSTON 34, MASS. Tel.: ALgonquin 4-4040.

FOR SALE—10 ABT Challengers \$12.50 each. 25 reconditioned Snacks bulk vender center compartment ballgum, side compartment merchandise some with stands, \$12.50 each. 7—1c Rowe Tab Gum Venders \$8.50 each. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS, MISSOURI. Tel.: OLive 2800.

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FOR SALE—1 Williams' Super World Series \$150; 1 United 3-4-5 \$85; 1 Seeburg Bear Gun \$150; 1 Genco 400 \$169.50; 12 Packard Satin Finish Wall Boxes \$50; 1 Gottlieb's Skill Pool \$175. **AUTOMATIC AMUSEMENT CO.** 1000 PENNSYLVANIA ST., EVANSVILLE 10, INDIANA.

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FOR SALE—United Six Player Deluxe S. A. \$195; Chi-Coin Six Player 10th Frame Bowler \$295; United Twin S. A. Rebound \$75; Bing-A-Rolls \$40 each; United 10th Frame Super S. A. \$325. **MOHAWK SKILL GAMES CO.**, 67 SWAGGER-TOWN ROAD, SCHENECTADY, NEW YORK.

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MISCELLANEOUS

NOTICE—10c Seeburg, AMI Ops—Don't Pass Up Nickels! General's Conversion Kit fits late model phonographs and wall boxes. Takes 2 nickels, 10c and 25c. Samples \$3.50. Lots of 10, \$2.95 each. Complete with decal and instructions. **GENERAL DISTRIBUTING CO.**, 3574 HARDING, CARLSBAD, CALIFORNIA.

NOTICE—Outdoor Barbeque Cook-N-Wagon—See Miller's High Life ad. To Operators and Distributors delivered any place in United States for \$89.50. **BUDGE WRIGHT'S WESTERN DISTRIBUTORS**, 1226 SW 16th AVE., PORTLAND, ORE.

NOTICE—Phonograph Motors Rewound—Any make of split-phase Juke Box Motor rewound \$4.00. No Extras. \$4.00 is all you pay. Mailing list 4,000 Juke Box Operators \$35. **CAROLINA ELECTRIC CO.**, P. O. BOX 125, MATTHEWS, NORTH CAROLINA. Tel. 2711.

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

NOTICE—Attention Chicago Operators! We can handle your service calls. Factory trained service men. We can also handle your trucking. **MERIT INDUSTRIES**, 542 W. 63rd STREET, CHICAGO 21, ILL. Tel.: ENglewood 4-9202 and ENglewood 4-9204.

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

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President

BALLY MANUFACTURING COMPANY,

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

Table listing various arcade equipment items and their prices. Includes items like Niagara, Nifty (Wm 12/50), Nudgy (B 47), Oasis, Oklahoma (Un 6/49), Old Faithful (Got 1/50), Old Hilltop, Olympics (Wm), One Two Three, Palm Beach (B 7/52), Paradise (Un 7/48), Paratrooper (Wm 9/52), Phoenix, Photo Finish, Pin Bowler (CC 7/50), Pinch Hitter (Un 5/49), Pinky (Wm 10/50), Play Ball (CC 1/51), Play Boy (CC 5/47), Playland (Ex 8/50), Playtime (Ex), Puddin Head, Punchy (CC 11/50), Quarterback (Wm), Quartet (Got 2/52), Queen of Hearts (Got 1/53), Quintet (Got 3/53), Rag Mop (Wm 11/50), Rainbow (Wm 9/48), Ramona (Un 2/49), Rancho (B '48), Record Time, Red Shoes (Un 12/50), Repeater, Rio (Un 12/46), Rip Snorter (Ge), Riviera, Rocket (Ge 5/50), Rockettes (Got 8/50), Rondevo (Un 5/48), Rose Bowl (Got 10/51), Round Up (Got 11/48), St. Louis (Wm 2/49), Sally (CC 10/48), Samba, Saratoga (Wm 10/48), School Days, Score-A-Line, Screwball, Sea Hawk, Sea Jockeys (Wm 12/51), Sea Isle (CC 11/47), Select-A-Card (Got 4/50), Serenade (Un 12/48), Shanghai (CC 4/48), Shantytown, Sharpshooter (Ge), Shoo Shoo (Wm 2/51), Shooting Stars, Short Stop, Shoot the Moon, Show Boat (Un 1/49), Show Boat (Un 1/53), Silver Skates (Wm 2/53), Silver Spray, Silver Streak (B 47), Singapore (Un 11/47), Skill Pool (Got 9/52), Sky Lark, Sky Line, Sky Ray, Slugfest (Wm 3/52), Slugger, Smarty (Wm 12/46), Smoky, South Pacific (Ge 3/50), Spark Plugs (Wm 10/51), Special Entry (B '49).

Table listing various arcade equipment items and their prices. Includes items like Speed Ball, Speedway (Wm 9/48), Spinball (CC 5/48), Spot Bowler (Got 10/50), Spot-Lite (B 1/52), Sport Event, Sport Special, Sports, Sportsman (Wm), Spot-A-Card, Spot Pool, Springtime (Ge), Stage Door Canteen, Stars (Un 6/52), Stardust (Un 5/48), Starlight, Steeple Chase (Un 2/52), Stop & Go (Ge 3/51), Stormy (Wm 1/48), Streamliner, Summertime (Un 9/48), Sun Beam, Sunny (Wm 12/47), Sunshine Park (B 12/52), Supercharger, Super Hockey, Superliner (Got 7/46), Superscore (CC 10/46), Surf Queen (B '46), Suspense (Wm 2/46), Swanee, Sweepstakes, Sweetheart (Wm 7/50), Tahiti (CC 10/49), Tampico (Un 7/49), Target Skill, Telecard (Got 1/49), Temptation, Tennessee (Wm 2/48), Thing (CC 2/51), Three Feathers, Three Four Five (Un 10/51), Three Musketeers (Got 7/49), Thrill (CC 9/48), Times Square (Wm 3/53), Topic, Tornado (Wm 4/47), Touchdown (Un), Towers, Trade Winds, Treasure Chest, Trigger, Trinidad (CC 3/48), Triple Action, Triplets (Got 7/50), TriScore (Ge 1/51), Trophy (B '48), Tropicana (Un 1/48), Tucson (Wm 1/49), Tumbleweed, Turf Champ, Turf King (B 6/50), Twenty Grand (Wm 1/53), Utah (Un 8/49), Vanities, Victory Special (B 46), Virginia (Wm 3/48), Watch My Line (Got 9/51), Whizz Kids, Wild Fire, Wild West, Winner (Univ.), Wisconsin (Un 3/48), Yankee Doodle, Yanks (Wm 4/48), Zingo (Un 10/51).

Table listing various arcade equipment items and their prices. Includes items like Chicoin Baseball, ChiCoin Trophy, ChiCoin 6 Player, ChiCoin 6 Player Match, ChiCoin 6 Player DeLuxe, ChiCoin 6 Player 5th Frame, ChiCoin 10th Frame, Exhibit Strike, Exhibit Twin Rotation, Genco Shuffle Target, Genco Bowling League, Genco Baseball, Genco 8 Player Reb'd., Genco Target Skill, Gottlieb Bowlette, Keeney ABC Bowler, Keeney Bowling Champ, Keeney King Pin, Keeney Pin Boy, Keeney Ten Pins, Keeney Lucky Strike, Keeney Dbl. Bowler, Keeney League Bowl, Keeney Duck Pins, Keeney Super Deluxe League, Keeney DeLuxe League Bowler, Keeney Big League Bowl, Keeney 4 Play League, Keeney 4-Way Bowl.

Table listing various arcade equipment items and their prices. Includes items like Keeney 6-Player, Keeney 10 Player, Keeney Super DeLuxe, Keeney Team Blr., Rock-Ola Shuffle Jungle, Rock-Ola Shuffle-Lane, Un. DeLuxe 6-Player, Un. Super 6 Play, Un. Official Bowler, Un. Clover, United Shuffle Alley, Un. Shuffle w/con., Un. Shuffle Alley Exp., Un. 2-play Express, Un. Sin Rebound, Un. Twin Rebound, United Slugger, United Skee Alley, Un. 4-Player Match, Un. 4-Player, Un. 5-Player, Un. 6-Player, Un. Manhat. 6 Play, Un. Star 6 Play, Un. 10th Frame Star, Un. Shuffle-Cade, Un. Twin Shuffle Cade, Univ Dbl. Shuffle, Univ. Super Twin, Univ. DeLuxe Twin, Universal Twin Bowler, Univ. HiScore Bowler, Williams DeLuxe Bowler, Williams Twin Shuffle, Williams Dbl. Head.

CONFIDENTIAL PRICE LIST ARCADE EQUIPMENT. A graphic featuring a line graph showing price fluctuations and an illustration of a pinball machine.

Table listing various arcade equipment items and their prices. Includes items like ABT 6 Gun Rifle Range, Advance Rolls, Allite Strike 'N Spares, Boomerang, Bally Big Inning, Bally Bowler, Bally Convoy, Bally Defender, Bally Eagle Eye, Bally Heavy Hitter, Bally King Pin, Bally Lucky Strike, Bally Rapid Fire, Bally Sky Battle, Bally Torpedo, Bally Undersea Raider, Bank Bali, Bing-A-Roll, Buckley DeLuxe Dig, Buckley Treas Is Dig, Champion Hockey, ChiCoin Basketball Champ, ChiCoin 4 Player Derby, ChiCoin Goalee, ChiCoin Hockey, ChiCoin Midget Skee, ChiCoin Pistol, ChiCoin Roll-A-Score, Edelco Pool Table, Evans Bat-A-Score, Evans Ski Roll, Evans Super Bomber, Evans Play Ball, Evans Ten Strike '46, Evans Tommy Gun, Exhibit Dale Gun, Exhibit Gun Patrol, Exhibit Jet Gun, Exhibit Pony Express, Exhibit Rotary Mdar., Exhibit Silver Bullets, Exhibit Six Shooter, Exhibit Merchantman Roll Ch Digger, Exhibit Vitalizer, Genco Glider, Genco Play Ball, Grootchen Met. Typer, Hy Roll, Irish Poker.

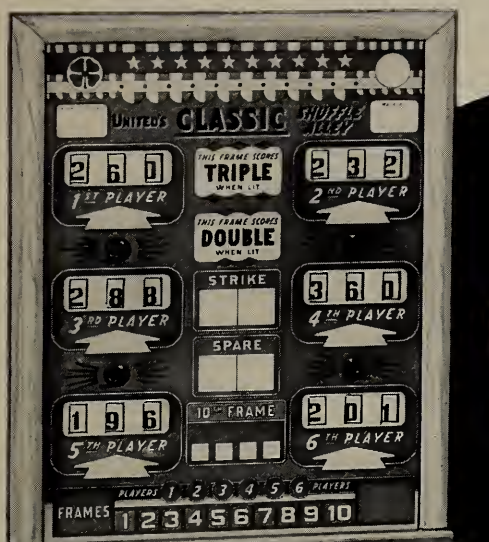
Table listing various arcade equipment items and their prices. Includes items like Jack Rabbit, Jungle Joe, Keeney Air Raider, Keeney Anti Aircraft Bl, Keeney Sub Gun, Keeney Texas Leaguer, Kirk Night Bomber, Lite League, Mutoscope Ace Bombers, Muto. Atomic Bomber, Mutoscope Dr. Mobile, Mutos. Fly. Saucers, Mutos.Photo. (Pre-War), Mutoscope Silver Gloves, Mutoscope Sky Fighter, Mutoscope Voice-O-Graph 35c, Periscope, QT Pool Table, Quizzer, Rockola Ten Pins HD, Rockola World Series, Scientific Baseball, Scientific Basketball, Scientific Batting Pr., Scientific Pitch 'Em, Seeburg Bear Gun, Seeburg Chicken Sam., Seeburg Shoot the Chute, Set Shot Basketball, Skee Barrel Roll, Spares & Strikes, Skill Jump, Supreme Bolascor, Supreme Skee Roll, Supreme Skill Roll, Supreme Rocket Buster, Tail Gunner, Telegiz, Un. Team Hockey, Warner Voice Record, Western Baseball '39, Western Baseball '40, Whizz, Wilcox-Gay Recordio, Williams All Stars, Williams Box Score, Williams Star Series, Williams Super World Series, Williams Quarterback, Wurlitzer Skee Ball.

CONFIDENTIAL PRICE LIST SHUFFLE - REBOUNDS. A graphic featuring a line graph showing price fluctuations and an illustration of a pinball machine.

Table listing various arcade equipment items and their prices. Includes items like Bally Shuffle-Line, Bally Hook Bowler, Bally Baseball, Bally Shuffle Champ, Bally Shuffle-Bowler, Bally Speed Bowler, ChiCoin Bowl-A-Ball.

Table listing various arcade equipment items and their prices. Includes items like ChiCoin Bowling Twin, ChiCoin Bowling Alley, ChiCoin Alley w/con., ChiCoin Ace Bowl, ChiCoin Bowl Classic, ChiCoin Horseshoes, ChiCoin Rebound.

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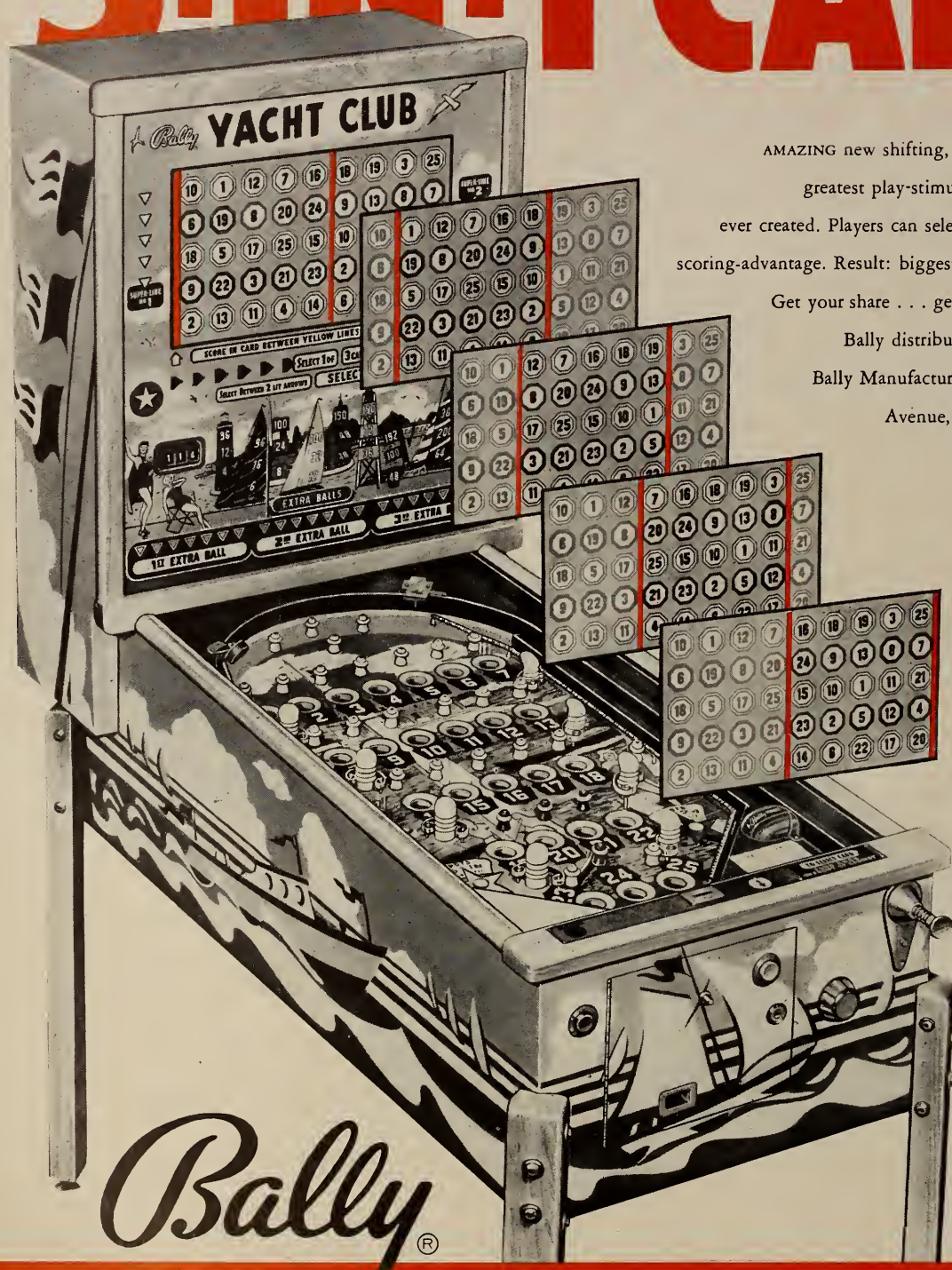
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