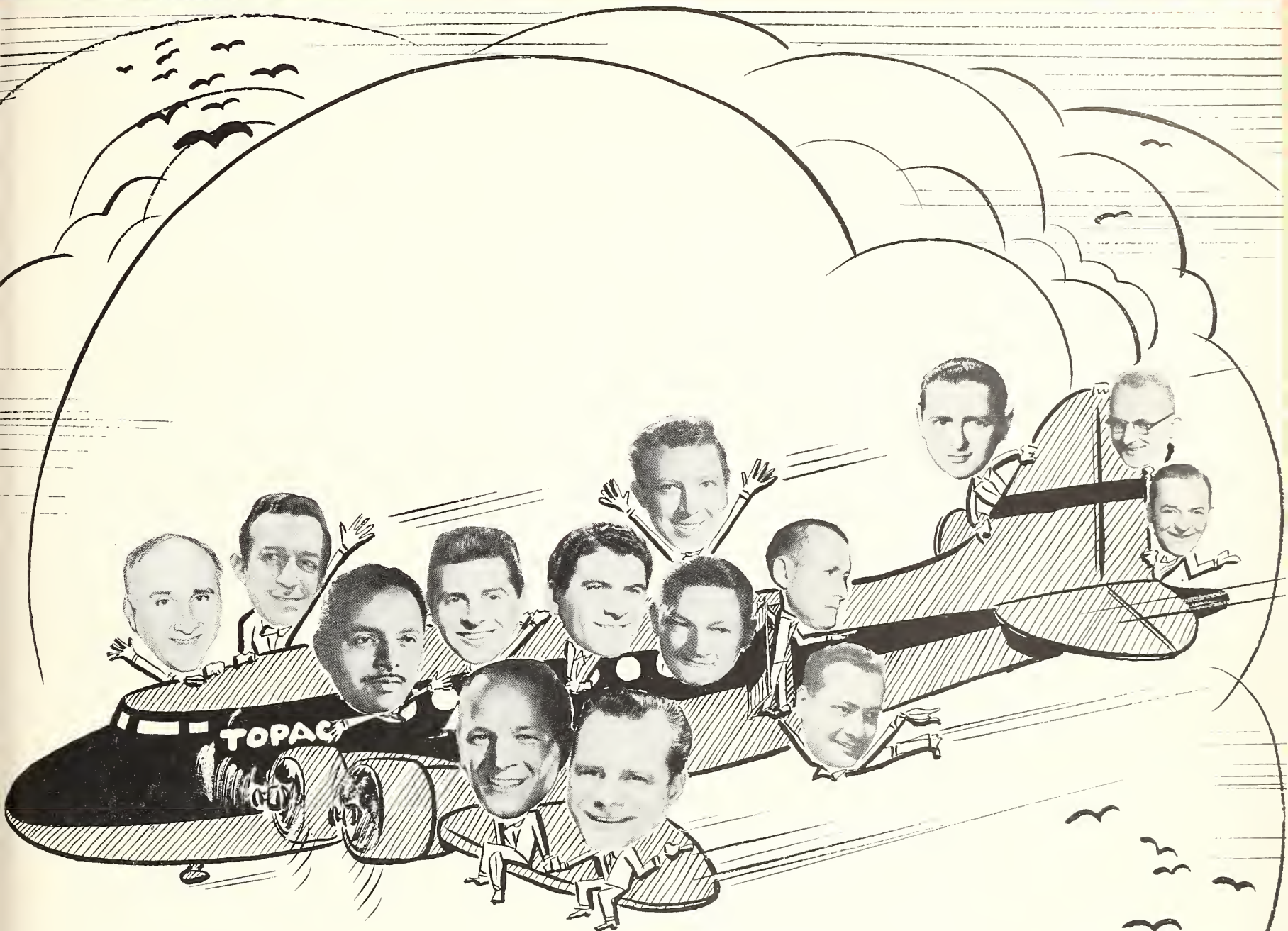


THE CASH BOX

VOLUME XV

SEPTEMBER 18, 1954

NUMBER 52



Flying real high and mighty these days is the tune "High And Mighty." Taken from the picture of the same name, the song is all the way up on the lists. Thirteen recordings have been made of it and here are the artists who have cut it: Dimitri Tiomkin, Coral; Harry James, Columbia; Perez Prado, RCA Victor; Johnny Desmond, Coral; Les Baxter, Capitol; Richard Hayman, Mercury; Georgie Auld, Coral; Eddy Manson, "X"; Victor Young, Decca; LeRoy Holmes, MGM; Joe Loco, Tico; Leo Diamond, RCA Victor; and Tommy and Jimmy Dorsey, Bell.

A GREAT TWO SIDED HIT...

"PAPA LOVES MAMBO"

"THE THINGS I DIDN'T DO"



PERRY
COMO

RCA VICTOR
FIRST IN RECORDED MUSIC



"New Orthophonic" High Fidelity Recordings



FOUNDED BY BILL GERSH

The Cash Box

September 18, 1954

Volume XV Number 52

Publishers

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 George Schumann

LOS ANGELES OFFICE

6363 Wilshire Blvd., Los Angeles, Cal.

(Phone: WEbster 1-1121)

CARL TAFT

NASHVILLE OFFICE

804 Church St., Nashville, Tenn.

(Phone: NASHville 5-7028)

CHARLIE LAMB

BOSTON OFFICE

137 Sutherland Rd., Boston, Mass.

(Phone: BEAcon 2-7396)

GUY LIVINGSTON

LONDON OFFICE

17 Hilltop, London, N.W., England

MARCEL STELLMAN

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

IRA HOWARD, Associate Editor

A. ARTESE, Office Manager

A. FORMAN, Circulation

POPSIE, Staff Photographer

BRUNO DUTKOWSKY, Art Director

(Music Editorial)

MOVIE SONGS

ARE

MONEY SONGS

After a long hiatus, movies have at last come back into their own as far as the music industry is concerned. For much too long a time, songs from movies were dormant as far as general popularity went. But then themes from motion pictures began to be recorded as instrumentals and they caught on with a great deal of strength.

Today any time you look at a list of the top records in the country, motion picture songs are always represented. At the present moment, in *The Cash Box* Top Juke Box Tunes, the following are included: "The High And The Mighty," "Three Coins In The Fountain," "Smile" and "Hold My Hand."

It's not too hard to judge why movie songs should have such a great chance with the public. Everywhere the picture is being played the song is being plugged.

As a matter of fact, in one recent case it was possible to follow minutely the promotional effect of a film. The song was "Hold My Hand" recorded by Don Cornell and it was used as an integral part of the theme of the film "Susan Slept Here." When the record first came out, there wasn't an overwhelming reaction to it. But in each city that the picture played, sales immediately spurted. This happened clear across the country so that today the cumulative effect has been to make the disk one of the nation's top sellers. Similarly, even though the disk has received practically no air play in England, it is nevertheless Number 10 there

completely on the basis of the film which is being shown in that country.

As far as juke box operators are concerned, it is extremely important to keep track of what musicals are playing a particular locality and to make sure that the machines there have the songs from the film. For it has been found over and over again that people who have seen a movie and enjoyed the music in it, want to play that music when they see it in a juke box.

This holds true not only for big musicals, but for any picture in which a musical theme is involved. Some of our biggest records in the past few months have come from non-musical films with a haunting theme melody which was exploited on records.

And the record business can also take pride in the fact that, just as a picture helps to promote a song, so can a record help to promote a picture. There's no doubt that several recordings of a particular movie theme being played on juke boxes and on the air help to make people want to see that picture. The most recent example was "Three Coins In The Fountain" which was definitely helped by the great recordings of the song.

But as far as the music industry is concerned movie songs have once again come to mean money songs. Operators who are wise enough to take advantage of this, will profit both in terms of good will and increased play.

ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers. SUBSCRIPTION RATES \$15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at \$48 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request.

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

"THE CONFIDENTIAL PRICE LISTS"

"*The Confidential Price Lists*" are the one and only officially recognized price quotation guide of all new and used machines in the United States. "*The Confidential Price Lists*" are an exclusive, copyrighted feature of *The Cash Box*. "*The Confidential Price Lists*" are recognized by many cities and states throughout the country as the "official price book of the coin operated machines industry." "*The Confidential Price Lists*" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "*The Confidential Price Lists*" are used by finance firms, factors, loan companies, bankers, and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. Entire business transactions and legal cases are based upon the quotations appearing in "*The Confidential Price Lists*."

Copyright under International Copyright Convention. All rights reserved by Pan American Copyright Convention. Copyright 1954 by The Cash Box Publishing Co., Inc.

DIZZY DEAN

DUN DONE IT



"THE WABASH CANNONBALL"

On The Colonial Label

Flip Side:

"You Don't Have To Be From The Country"
(a real sleeper)

from the same label that gave you Andy
Griffith's "What It Was Was Football"

Get in touch with your nearest distributor (some territories are still open) or write, wire or telephone 81111

ORVILLE CAMPBELL

COLONIAL RECORDS

CHAPEL HILL, N. C.

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

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



AB—Abbott	CD—Cadence	EP—Epic	KL—King	PC—Peacock	SP—Specialty
AL—Aladdin	CH—Chess	E5—Essex	LO—London	PE—Peacock Pro.	SW—Swingtime
AM—Ambassador	CK—Checker	FE—Federal	MA—Mars	PR—Prestige	TE—Tempo
AP—Apollo	CO—Columbia	FI—Fiesta	MD—Mood	RA—Rainbow	TF—Tiffany
AT—Atlantic	CR—Coral	4 Star—Four Star	ME—Mercury	RE—Regent	TI—Tico
BA—Barbour	CT—Cat	GR—Groove	MG—MGM	RH—Recorded in Hollywood	TN—Tennessee
BE—Bell	DA—Dana	IM—Imperial	MJ—Major	RM—Rama	TR—Trend
BR—Brunswick	DE—Decca	IN—Intro	MO—Modern	5A—Savoy	UN—United
BT—Bethlehem	DO—Dot	JD—Jay Dee	NG—Norgan	5IT—Sittin' In	VA—Valley
BU—Bullet	DY—Derby	JU—Jubilee	PA—Parrot		VI—RCA Victor
CA—Capitol					ZO—Zodiac

- | | | |
|---|--|-----------------|
| <p>1 SH-BOOM
CREW-CUTS — CHORDS
BE-1051 (45-1051)—Barry Frank & Four Bells
CO-21283 (4-21283)—Leon McAuliffe
CR-61212 (9-61212)—Billy Williams Qt.</p> | <p>CT-104 (45-104)—Chords
ME-70404 (7040x45)—Crew-Cuts
VI-20-5799 (47-5799)—B. Williamson</p> | <p>1</p> |
| <p>2 HEY THERE
ROSEMARY CLOONEY — SAMMY DAVIS, JR.
CO-40266 (4-40266)—Rosemary Clooney
CO-40224 (4-40224)—Johnnie Ray</p> | <p>DE-29199 (9-29199)—Sammy Davis Jr.
EP-9049 (5-9049)—Dolores Hawkins</p> | <p>4</p> |
| <p>3 IN THE CHAPEL IN THE MOONLIGHT
KITTY KALLEN
CA-2846 (F-2846)—Nelson Riddle
CA-2859 (F-2859)—Faron Young
CA-2894 (F-2894)—Four Knights
CO-40271 (4-40271)—Mariners
CO-40283 (4-40283)—Belmonte O.
CO-40303 (4-40303)—Ken Griffin</p> | <p>DE-29130 (9-29130)—Kitty Kallen
DE-29168 (9-29168)—Rex Allen
JU-5154 (45-5154)—Orioles
VI-20-5803 (47-5803)—Ralph Flanagan
VI-20-5798 (47-5798)—Darrell Glenn.</p> | <p>3</p> |
| <p>4 THE LITTLE SHOEMAKER
GAYLORDS — HUGO WINTERHALTER
CA-2862 (F-2862)—Textor Singers
KI-1371 (45-1371)—Petula Clark
LO-1482 (45-1482)—Frank Weir</p> | <p>ME-70403 (70403x45)—Gaylords
VI-20-5769 (47-5769)—H. Winterhalter</p> | <p>2</p> |
| <p>5 THE HIGH AND THE MIGHTY
HOLMES-BAXTER-DESMOND-YOUNG
BE-1053 (45-1053)—T. & J. Dorsey
CA-2845 (F-2845)—Les Baxter
CO-40298 (4-40298)—Harry James
CR-61205 (9-61205)—Georgie Auld
CR-61211 (9-61211)—Dimitri Tiomkin
CR-61232 (9-61232)—Johnny Desmond</p> | <p>DE-29203 (9-29203)—Victor Young
ME-70426 (70426x45)—Richard Hayman
MG-11761 (K11761)—LeRoy Holmes
TI-10-229 (45-229)—Joe Loco
VI-20-5834 (47-5834)—Leo Diamond
VI-20-5839 (47-5839)—Perez Prado</p> | <p>6</p> |
| <p>6 GOODNIGHT SWEETHEART, GOODNIGHT
MCGUIRE SISTERS
BE-1057 (45-1057)—Song Singers
CA-2800 (F-2800)—Ella Mae Morse
CR-61187 (9-61187)—McGuire Sisters
JU-5142 (45-5142)—Gloria Mann & Carter Rays</p> | <p>VI-20-5746 (47-5746)—Sunny Gale
VI-20-5775 (47-5775)—Johnnie & Jack
VJ-107 (45-107)—Spaniels</p> | <p>5</p> |
| <p>7 THEY WERE DOIN' THE MAMBO
VAUGHN MONROE
BE-1057 (45-1057)—T. Stewart & Song Singers
CR-61222 (9-61222)—Les Brown O.
DE-29202 (9-29202)—Tex Williams</p> | <p>ME-70401 (70401x45)—Bobby Wayne
ME-70440 (70440x45)—Joe Liggins
VI-20-5767 (47-5767)—Vaughn Monroe</p> | <p>9</p> |
| <p>8 LITTLE THINGS MEAN A LOT
KITTY KALLEN
BE-1046 (45-1046)—Helen Forrest
CR-61180 (9-61180)—Dick Jacobs O.
DE-29037 (9-29037)—Kitty Kallen</p> | <p>GR-0022 (4G-0022)—Bertice Reading
KI-1368 (45-1368)—Dominoes</p> | <p>8</p> |
| <p>9 SKOKIAAN
MARTERIE—BULAWAYO BAND—FOUR LADS
BE-1060 (45-1060)—Eight Bells
CA-2896 (F-2896)—Ray Anthony
CO-40306 (4-40306)—Four Lads
DE-29256 (9-29256)—Louis Armstrong
LO-1491 (45-1491)—Bulawayo Sweet Rhythms Band
LO-1500 (45-1500)—Ted Heath—Johnston Bros.</p> | <p>ME-70432 (70432x45)—Ralph Marterie
NG-124 (45-124)—Johnny Hodges
TI-10-229 (45-229)—Joe Loco
VI-20-5839 (47-5839)—Perez Prado
VI-20-5844 (47-5844)—Bud Isaacs</p> | <p>9</p> |
| <p>10 HERNANDO'S HIDEAWAY
ARCHIE BLEYER
BE-1047 (45-1047)—"Sam"
DE-29173 (9-29173)—Guy Lombardo
CA-2840 (F-2840)—Billy May
CO-1241 (45-1241)—Archie Bleyer
CO-40224 (4-40224)—Johnnie Ray</p> | <p>DE-29186 (9-29186)—Ethel Smith
EP-9049 (4-9049)—Dolores Hawkins
ME-70387 (70387x45)—Richard Hayman
VI-20-5759 (47-5759)—Tito Rodriguez</p> | <p>7</p> |

11) THREE COINS IN THE FOUNTAIN. 12) SWAY. 13) I CRIED. 14) I NEED YOU NOW. 15) I'M A FOOL TO CARE. 16) I UNDERSTAND JUST HOW YOU FEEL. 17) IF I GIVE MY HEART TO YOU. 18) ITALIAN HUCKLE BUCK. 19) THIS OLE HOUSE. 20) HAPPY WANDERER. 21) DREAM. 22) SMILE. 23) WHAT A DREAM. 24) SHAKE, RATTLE & ROLL. 25) CARA MIA. 26) HOLD MY HAND. 27) CINNAMON SINNER. 28) THE GREATEST FEELING IN THE WORLD. 29) CRAZY 'BOUT YOU BABY. 30) RAIN, RAIN, RAIN. 31) MOONLIGHT AND ROSES. 32) IF I DIDN'T CARE. 33) VENI VIDI VICI. 34) FORTUNE IN DREAMS 35) MAMA, DON'T CRY AT MY WEDDING.

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



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

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

1. SH-BOOM Crewcuts (Mercury)
2. HEY THERE Rosemary Clooney (Columbia)
3. THE HIGH AND THE MIGHTY { Les Baxter (Capitol)
LeRoy Holmes (MGM)
Victor Young (Decca)
4. SKOKIAAN { Ralph Marterie (Mercury)
Four Lads (Columbia)
Bulawayo Band (London)
5. IN THE CHAPEL IN THE MOONLIGHT Kitty Kallen (Decca)
6. IF I GIVE MY HEART TO YOU { Denise Lor (Major)
Connee Boswell (Decca)
Doris Day (Columbia)
7. THE LITTLE SHOEMAKER { Gaylords (Mercury)
H. Winterhalter (RCA Victor)
8. THEY WERE DOIN' THE MAMBO Vaughn Monroe (RCA Victor)
9. LITTLE THINGS MEAN A LOT Kitty Kallen (Decca)
10. I NEED YOU NOW Eddie Fisher (RCA Victor)
- 11) I CRIED. 12) GOODNIGHT SWEETHEART, GOODNIGHT. 13) CARA MIA. 14) CINNAMON SINNER. 15) I'M A FOOL TO CARE.

Jack Wagner (KHJ-Don Lee, Hollywood, Calif.) has been framed. That is, his picture is in the Music City Record Store window (Sunset and Vine) his week as "d. j. of the week." . . . Tommy Edwards (WERE-Cleveland, O.) puts in a pitch for the Associated Press "Featurescope" on the radio news wires three times a week—and we agree wholeheartedly.

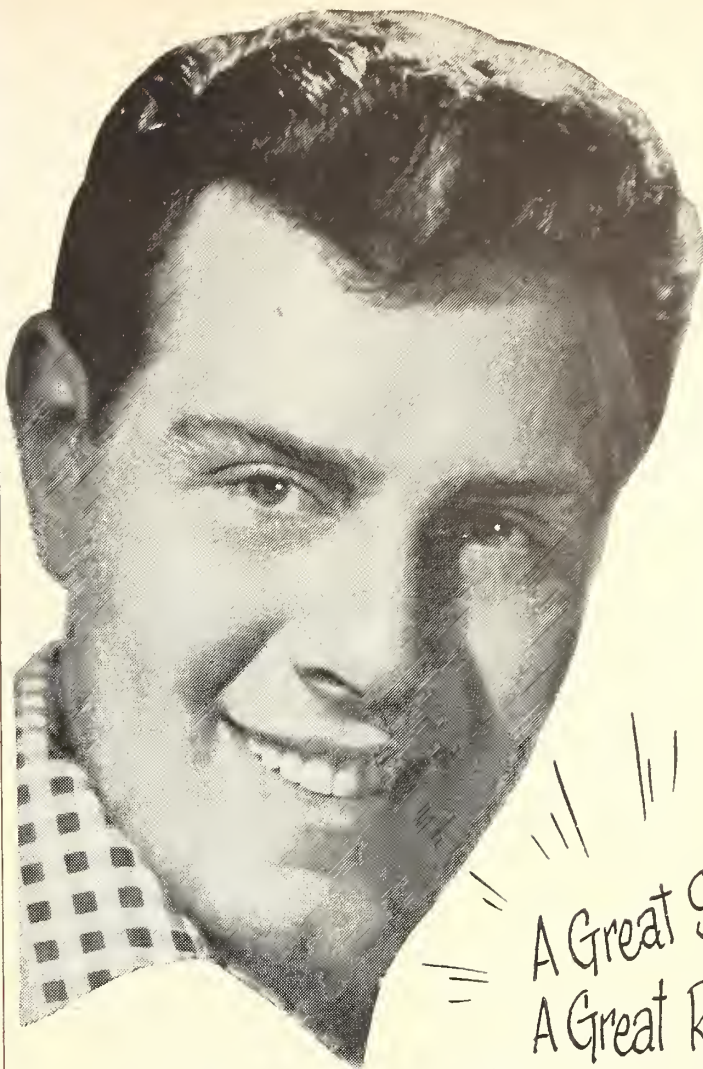


ART PALLAN
(WWSW—Pittsburgh, Pa.)

Pic of the week—Art Pallan (WWSW-Pittsburgh, Pa.). Art, on the air over WWSW with "Record Hits," now in its ninth year. . . . Robin Bonneau sends in a correction. He's with WTSV AM-FM in Claremont, N. H., a part of the KBR network. . . . That's quite a disk jockey newsletter RCA Victor sends out called, Dee Jay Digest. Filled with chatty items that help the jockey keep the flow of words coming between plays. . . . Sid Dickler, now doing his daily show from downtown Pittsburgh via WEDO, has added a daily fifteen-minute stint on Latrobe, Pa. WAKU. It will be taped and scheduled 11:45-12 noon and called "Melodies by the Mustache." Warren Korbell, manager of WAKU, is planning other Sid Dickler taped shows for the station's eight sister stations. . . . Walter T. Gaines, manager of WCSS-Amsterdam, N. Y., writes to tell us he's excited about Maddy Russell on Cadence. Maddy sings songs from the flip

"A Star Is Born." . . . Bob Martin (KMYR-Denver, Colo.) used The Cash Box September 3 issue to glean material for his two-hour Record Shop which he devoted entirely to Decca in celebration of the diskery's 20th Anniversary. "It made one of the best received shows I've had this summer," said Martin. . . . WOV-New York on a big push for Hilda Simms with her "Ladies' Day" show. . . . Bill Silbert (WMGM-New York) hyping Jack Harris, new Coral singer. . . . WINS-New York held a cocktail party in the Baroque Room of the Belmont Plaza to introduce Alan Freed to the trade prior to his initial broadcast of his new late evening show. . . . Wink Lewis moves to KSNY-Snyder, Texas. Wink asks all indies to send him records. . . . Tommy Mara, MGM Records, to guest on the Ted Steele program over WOR-TV through the week of September 13. Tommy recently guested on the show and the response was so good that the new assignment is in the nature of a "command performance."

Disk jockeys were on the receiving end of a well deserved tribute when the Ballantine Brewery dedicated its radio and television broadcasts of a New York Yankee baseball game to "the guys and gals who spin platters . . . and turns . . . day and night for our enjoyment." The salute hailed disk jockeys as a "symbol of the friendly, relaxed informal way of life we like" and said they had become an American institution.



A Great Song—
A Great Record—

Bob Mornings

NEW HIT...

"The Other Side of the Story"

Capitol-2909

Published by
BEATRICE MUSIC CO.
224 W. 49th St., N. Y.



Personal Mgt.—GERSH-WECHT, 200 W. 57th St., N. Y.

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

RECORD REVIEWS

Ⓞ D	DISK & SLEEPER	Ⓞ G	GOOD
Ⓞ B	EXCELLENT	Ⓞ F	FAIR
Ⓞ V	VERY GOOD	Ⓞ M	MEDIOCRE

THE CASH BOX DISK OF THE WEEK

HELEN GRAYCO
("X"-0051; 4X-0051)

C+ "OOP-SHOOP" (2:19) [Flair BMI—Gunter, Taylor] Spunky voiced Helen Grayco rocks through a solid rhythm and blues item gone pop. Chorus and Harold Mooney ork are terrific too. Should go well in pop and r & b.

B "TEACH ME TONIGHT" (2:29) [Hub ASCAP—DePaul, Kahn] A wonderful ballad that has all the earmarks of a hit tune is given a polished delivery by the thrush. Sultry, torchy version. Helen has a terrific voice.

ALAN DALE
(Coral 61246; 9-61246)

B "I WONDER WHAT'S BECOME OF SALLY!" (2:43) [Advanced ASCAP—Yellen, Ager] One of our great standards is smoothly warbled by the mellow voice of Alan Dale. Breaks into jump tempo and Italian lyrics at mid point. Cute.

B "MOONLIGHT AND ROSES" (2:23) [Robbins ASCAP—Black, Moret, Lemare] Another oldie, one that's hitting it big again, is given a warm vocal treatment by the polished crooner and a chorus. Dick Jacobs' ork assists.

SY OLIVER ORCH. & BETTY JOHNSON
(New-Disc 10012; 45-10012)

B "THE TOUCH" (Le Grisbi) (3:08) [Duchess BMI—Weiner, Gimbel] A beautiful theme from the flicker "Le Grisbi" is superbly styled by the Sy Oliver ork with Dave McRae on the sax. Number has an exciting blues feeling. Tremendous arrangement. Could be big for the new Simon-Schuster standard price label.

C+ "THE TOUCH" (2:44) [Duchess BMI—Weiner, Gimbel] A harmonica accompanies sexy voiced Betty Johnson as she offers the vocal version of the above tunes. Exciting song. Has the earmarks of a big one.

DON, DICK & JIMMY
(Crown 125; 45-125)

B "THAT'S WHAT I LIKE" [Chappell ASCAP—Styne, Hilliard] A fast moving introduction leads into a pretty reading of an easy going ballad from the flicker "Living It Up." Boys have a wonderful sound and style. Good bet.

C "YOU CAN'T HAVE YOUR CAKE AND EAT IT TOO" [Amco ASCAP—Crowe, Myers] The crew bounces through a cute toe tapper. Ok job.

BETTY HUTTON
(Capitol 2919; F-2919)

C+ "SATINS AND SPURS" (2:15) [Livingston, Evans ASCAP—Livingston, Evans] The lively country-style title tune from the Max Liebman TV musical staged Sept. 12 is belted out by Betty Hutton and the ensemble. Good show stuff but tough material for wax success.

C+ "BACK HOME" (2:13) [Livingston, Evans ASCAP—Livingston, Evans] A slow waltz item from the same spectacular is fashioned by Betty and the Textor Singers.

"PAPA LOVES MAMBO" (2:38)
[Shapiro-Bernstein ASCAP—Hoffman, Manning, Reichner]
"THE THINGS I DIDN'T DO" (3:05)
[Hill & Range BMI—Koslo, Jay, Reid]
PERRY COMO
(RCA Victor 20-5857; 47-5857)



PERRY COMO

● Perry Como, is headed right up to the #1 spot again with a sensational new release that oughta

take the country by storm. Supported by his TV sidekicks Mitch Ayres and the Ray Charles Singers, El Como rocks through a novelty mambo called "Papa Loves Mambo." It's one of the cutest novelties we've heard in quite a while and it fits perfectly into the current mambo craze. The number is sensational juke box material and a sure bet to go like hot cakes over the counter. "The Things I Didn't Do" on the flip, is an easy going love tune fashioned in the typical Como manner with the chorus again accompanying. We're just wild about "Papa Loves Mambo." The public will probably be wild about it too.

"WHITHER THOU GOEST" (2:06)
[Hill & Range BMI—Singer]
"MANDOLINO" (2:22)
[Iris-Trojan BMI—Paul]
LES PAUL & MARY FORD
(Capitol 2928; F-2928)



LES PAUL & MARY FORD

● One of the wax world's most consistent and biggest hit making teams over the years has been Les Paul and Mary Ford. Last year,

their recording of "Vaya Con Dios" ranked as one of the top sellers of 1953. Now the husband and wife team dishes up a fabulous new platter which we feel could be one of the top sellers of '54. It's a beautiful item in the "Vaya Con Dios" vein, called "Whither Thou Goest." It's another precision job of multiple recording. Les showcases Mary's warm voice brilliantly on this deck with his superb guitar work. A beautiful love song. Mary sounds better than ever. Flip side, "Mandolino" is an inviting Paul original with a Spanish flavor. Les works alone on this one. Fancy fingering. The top half can't miss the top.

"JULIE'S RAINBOW" (2:52) [Sheldon BMI—Lubin, Marcus] **VAUGHN MONROE** (RCA Victor 20-5851; 47-5851)
"LILA" (2:10) [Garlock-Scherer BMI—Tishman]



VAUGHN MONROE

● Vaughn Monroe, who definitely played an important part in starting the current mambo tune craze

with his high flying hit "They Were Doin' The Mambo," comes through with a new release that has all the earmarks of a hit follow-up. Although neither side is in the novelty or mambo vein, each is beautiful enough to make it two in a row for the baritone. On one end, "Julie's Rainbow," Vaughn eases through a delightful romantic ballad that makes warm and easy listening. It's a tender melody that you can listen to time and time again. On the coupling, "Lila," the balladeer sends up some more excellent tune-stuff, this one with a light lilting backdrop. Two polished performances. Take your pick.

J. DETERMANN & THE LANCERS
(State Calla 1062)

C+ "HE ANSWERETH PRAYER" [LeBam BMI—Betz] A beautiful religious item is warmly delivered by Jeanne Determann in the lead and the Lancers. Pretty melody. Not designed for the jukes.

C "THE LORD IS MY SHEPHERD" [LeBam BMI—Betz] An up-to-date version of the 23rd psalm is emotionally presented by the group. Good for right market.

DIZZY DEAN
(Colonial 4; 45-4)

B "WABASH CANNON BALL" [Peer Inter'l BMI—] Baseball great Dizzy Dean warbles a great oldie with which he's always been associated. Real amusing "cornball" item that could hit big. Great job.

C+ "YOU DON'T HAVE TO BE FROM THE COUNTRY" [Bentley Music—] Another country flavored novelty is cleverly fashioned by the star. Recitation at mid point. Pleading novelty.

THE FOUR GUYS
(Mercury 70452; 70452 x 45)

B+ "TONIGHT'S THE NIGHT" [Valando ASCAP—Silver, Schroeder] A terrific new group called the Four Guys, bows on the Mercury label with a rockin' jump version of Liszt's "Hungarian Rhapsody" with new lyrics. Potent sound.

B "NOT AS A STRANGER" [Bloom ASCAP—Silver, Schroeder] On this end, the boys show their versatility as they wend their way through a shuffle tempo ballad. Wonderful tune that oughta be big. Good coupling with solid ork assist on both ends by the Hugo Peretti and the boys.

JOHNNIE RAY
(Columbia 40324; 4-40324)

B+ "PAPA LOVES MAMBO" (2:17) [Shapiro, Bernstein ASCAP—Hoffman, Manning, Reichner] A terrific mambo beat novelty is this catchy clever item vocalled by Johnnie Ray and a chorus. Song has a load of kick. Should be big.

B "THE ONLY GIRL I'LL EVER LOVE" (2:59) [Goday BMI—Samuels, Parker, Feiler] Johnnie lets loose on this end and belts out a dramatic ballad. Brilliant reading of some potent material. Exciting.

JERRY VALE
(Columbia 40322; 4-40322)

B+ "LOVE IS A CIRCUS" (2:35) [Geo. Paxton ASCAP—Darien Wood] Joe Reisman sets up an impressive backing for Jerry Vale's dramatic delivery of a potent love song. Strong delivery that could happen.

C+ "FOR YOU, MY LOVE" (2:58) [Shapiro, Bernstein ASCAP—Mullan, Keyworth, Evans] Another good piece of romantic matter is warmly delivered by the skilled voice of the songster. Percy Faith assists on this end.



HIS FIRST SOLO RELEASE
 ... and it's GREAT !!!

*Patty
 Crosby*
 Sings

"Got My
 Eyes On
 You"

and

"Mambo
 In The
 Moonlight"

DECCA-29272 (9-29272)



RECORD REVIEWS

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

BROTHER LEE ROY & BAND
(Epic 9073; 5-9073)

C+ "TOY OR TREASURE" (2:32) [Reis-Massey ASCAP—Taylor, Altman, Singer] Brother Lee Roy leads his band through a rockin' instrumental jumper that's starting to click. The Lee Boys hand in a catchy vocal. Cute deck.

C+ "BELIEVE ME" (2:18) [Moonlight BMI—Setley] Brother Lee again leads with his baritone sax as the Lee Boys again handle the chanting. Good shuffle rhythm item.

THE TOWNSMEN
(Cardinal 1022; 45-1022)

B "PRETTY PATRICIA" (2:30) [Blasco ASCAP—Freed, J. & M. Mulcay] A cute new vocal novelty is cleverly fashioned by the wonderful sound of the Townsmen. A happy, delightful ditty that could catch big. Commercial name tune.

C+ "MY MEMORIES" (2:16) [Blasco ASCAP—Lyon] Earl Sheldon's orchestra supplies another effective backing for the group's easy-going treatment of a sentimental lilter. Pleaser.

THE FOUR JOKERS
(MGM 11815; K-11815)

C+ "TELL ME NOW" (2:43) [Billy Jr. BMI—Gordon, Kardon, Linsley] A new group with a pleasing style bows on the MGM label with a shuffle rhythm ballad that comes over well. Neat sound.

C+ "CARING" (2:54) [Weiss & Barry BMI—Coleman, Ebb, Klein] Another lilting ballad with the popular shuffle beat shows more of the group's styling on a good tune.

BING CROSBY
(Decca 29251; 9-29251)

C+ "WHAT CAN YOU DO WITH A GENERAL" (2:51) [Irving Berlin ASCAP—Berlin] Bing Crosby does a smooth vocal job on a piece of special material from the coming musical smash movie "White Christmas." Catchy novelty. Oughta be a good number in the flicker. Not too well suited for wax.

B "COUNT YOUR BLESSINGS INSTEAD OF SHEEP" (3:01) [Berlin ASCAP—Berlin] A more appealing side to a listener is this pretty ballad so feelingfully presented by the groaner. His relaxed manner comes over excellently. Tune is from the same flick.

THE CHEERS
(Capitol 2921; F-2921)

B+ "I NEED YOUR LOVIN'" (2:20) [Quintet BMI—Leiber, Stoller] A new group tagged the Cheers, debuts on Capitol with a rockin' r & b type vocal that could click as fast as "Sh-Boom." It's a great novelty that fits perfectly into the current "cat" music fad. "Bazoom" gimmick is great.

C+ "ARIVEDERCI" (2:11) [Quintet BMI—Roberts, Sherman] The boys fashion a pretty, slow Italian flavored waltz item that jumps up at mid point. Cute.

THE CASE BOX SLEEPER OF THE WEEK

"GOT MY EYES ON YOU" (2:17)

[Progressive BMI—Winley, Singleton]

"MAMBO IN THE MOONLIGHT" (2:29)

[Southern ASCAP—Kaye, Loman, Touzet]

GARY CROSBY

(Decca 29272; 9-29272)

● Gary Crosby, who made a sensation when he clicked with his dad, Bing on "Sam's Song" and "Simple Melody" a number of years ago, takes the spotlight on this Decca release as he offers two tremendous novelties, each of which could head way up there. The youngster's mature and exciting voice comes over with zest on one end dubbed "Got My Eyes On You." It's a beaty number that was a

click in the R & B market. The Cheer Leaders and Sonny Burke's ork help the songster belt out a brilliant reading. The coupling, "Mambo In The Moonlight," fits perfectly into the currently mambo trend. It's a pleasing romantic mambo ditty with a good, legit mambo beat. Two strong showings by the lad. Both ends should sell a heap.

"LOVE—YOU DIDN'T DO RIGHT BY ME" (2:55)

[Berlin ASCAP—Berlin]

"SISTERS" (2:45)

[Berlin ASCAP—Berlin]

ROSEMARY CLOONEY & BETTY CLOONEY

(Columbia 40305; 4-40305)



ROSEMARY CLOONEY

● Rosemary Clooney, who made a sensational wax comeback with "Hey There" after a temporary slump, is a strong bet to keep her string of hits running with her

latest release. It's an exceptionally beautiful ballad called "Love—You Didn't Do Right By Me" from the big soon-to-be released musical flicker "White Christmas." The movie, featuring a fabulous cast including Danny Kaye, Bing Crosby, Rosemary Clooney and Vera Ellen, oughta give this and other tunes from it a tremendous send off. And the writer of the score is Irving Berlin. "Love—You Didn't Do Right . . ." is an excellent wedding of lyrics and melody that spells hit. Flip features Rosey and her sister Betty on a cute ditty called "Sisters" from the same flick. It's a cutie that could make this one a two side hit. We're hot on the top half. Watch it.

THE CASE 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.

- ★ "I NEED YOUR LOVIN'" The Cheers Capitol 2921; F-2921
- ★ "MORE" Dori Brooks Benida 5018; 45-5018
- ★ "WABASH CANNON BALL" Dizzy Dean Colonial 4; 45-4
- ★ "TONIGHT'S THE NIGHT" Four Guys Mercury 70452; 70452 x 45

PEGGY LEE
(Decca 29250; 9-29250)

B "LOVE, YOU DIDN'T DO RIGHT BY ME" (2:56) [Berlin ASCAP—Berlin] Peggy Lee does a pretty job on a sentimental ballad with a load of potential, from the coming Berlin musical flick "White Christmas." Warm delivery.

C+ "SISTERS" (2:25) [Berlin ASCAP—Berlin] From the same flick comes this light lilter about two sisters, which Peggy vocals in multiple track fashion. Pleasing ditty.

THE HIPPIES
(Kapp 105; 50-105)

B "GYPSY BOOGIE" (2:17) [Ashland BMI—Leighton] The Hippies, composed of a piano, bass, drum, guitar and cymbalom, ride through a lively instrumental novelty take-off or a popular classical piece. Exciting side.

C+ "PLAY THE SONG, MR. MAN" (2:45) [Ashland, BMI—Oliver Demetrius] Big Claude takes on the vocal and Sy Oliver, the beat, as the boys bounce through a solid jumper. Boys have a good and unusual sound.

LES BAXTER ORCH. & CHORUS
(Capitol 2918; F-2918)

B+ "WHEN YOU'RE IN LOVE" (2:21) [Robbins ASCAP—Mercer De Paul] The beautiful ballad from the MGM flick "Seven Brides," is superbly waxed by the chorus and orchestra of Les Baxter. Wonderful job that could take off. Watch it.

C+ "ROMANTIC RIO" (3:05) [Hil & Range BMI—Baxter] A tangy tempo instrumental with a warm and inviting melody is tenderly treated by the voices and strings. Easy listening.

JOHNNY MADDOX
(Dot 15226; 45-15226)

B "PATTONA RAG" (2:22) [W. C. Handy ASCAP—Handy] Pian master Johnny Maddox leads his Rhythmasters through a lively ra-time novelty with that inviting rinky dink sound. Should be a strong coin draw in the boxes.

B "BLUE HAWAII" (2:20) [Famous ASCAP—Robin, Kainger] Johnny is backed by a tropical instrumentation as he eases through one of the more popular Hawaii tunes. Pleasing lilter.

DORI BROOKS
(Benida 5018; 45-5018)

B+ "MORE" (2:35) [Omnibus BMI—Burello, Murray] Dori Brooks debuts on the Benida label with a powerful up-beat item that's full of life. Thrush has a real sexy voice. Polish performance. Could click fast. Watch it.

C+ "JOHNNY, COME HOME" (2:50) [Leo Feist ASCAP—Milla: Goehr] A tormented vocal on a production torch song is sent across on this end. Real dramatic item on the heavy side.

RECORD OUT ONLY 10 DAYS

REPORTS FROM 20 CITIES

CONFIRM

This Gal is Here To Stay

"Johnny, Come Home"

b/w

"More"

BENIDA RECORD # 5018

A rich vibrant quality, dramatic on the ballad and powerful on the rhythm number. Extraordinary is the word for Dori Brooks.

RAY PERKINS—KIMN, DENVER, COLORADO

Just finished listening to the new Dori Brooks record. That "Johnny, Come Home" side is for me. Plenty of heart. She will get a play here.

BUDDY HARRIS—KGKO, DALLAS, TEXAS

"Johnny, Come Home" with the right backing can, I believe, make the record hit parade.

JERRY GRAY—KXLW, ST. LOUIS, MISSOURI

Love that new Dori Brooks' record, "Johnny, Come Home". This gal should make a big splash.

WALLY DUNLAP—WICC, BRIDGEPORT, CONNECTICUT

Just played the recording of "Johnny, Come Home". It's terrific. Dori Brooks has the greatest chance of all the current crop of singers to break through for a hit. Her distinctive torch style may start a new trend in the business.

BILL HARRINGTON—WNEW, NEW YORK, NEW YORK

Bingo for Benida three way parlay of Dori Brooks and two excellent tunes. I heard her, and now I am watching for her at the top.

CHUCK WILSON—WBVP, BEAVER FALLS, PENNA.

Dori Brooks can't be ignored. She sings with everything she's got and she gets to you. Her intensity and drive will have KRNT listeners begging for more "Till Johnny, comes home."

DON BELL—KRNT, DES MOINES, IOWA

Dori Brooks' first release terrific. Could be a real winner.

WAYNE CODY—KALL, SALT LAKE CITY, UTAH

Dori Brooks' recording of "Johnny, Come Home" is terrific. I've played it on the Record Roundup and looks as if it will get many spins. This gal has real style.

ART PRESTON—WSPR, SPRINGFIELD, MASS.

Played record first time this A. M. I am carrying it in brief case for many weekend plays. Found voice with meat on it. Torchy Dori Brooks is a cinch to hit it and fast. "Johnny, Come Home" is great and "More" is sure to be banned in Boston. Need I say more?

ART HELLYER—WCFL, CHICAGO, ILLINOIS

Aired Dori Brooks' release. All comments favorable. I couldn't sleep all night. Her voice should be voted the most likely to make a lonesome sailor on an isolated island forget his troubles.

JOHNNY FAIRCHILD—WORZ, ORLANDO, FLORIDA

Dori Brooks is a great new talent with a socko delivery. The gal is a natural and this "Johnny" is a fool for leaving her in the first place. If he's listening to my show, he'll be home real soon when he hears Dori make her warm, convincing irresistible appeal.

PAUL FLANAGAN—WTRY, TROY, NEW YORK

You'll be hearing "More" by Dori Brooks, sensational Benida recording star, and you'll want more of the flip side, "Johnny, Come Home". Dori has a distinctive and intriguing voice sure to catch on with music lovers.

WARREN STAMPER—WEBK, TAMPA, FLORIDA

Concerning Dori Brooks: Man, a gal with her figure, looks and voice can't go wrong. Everything adds to a number one performer. Keep your eyes on this gal, she will go a long way.

STAN DALE—WJJD, CHICAGO, ILLINOIS

BENIDA RECORDS

107 WEST 43rd STREET
NEW YORK 36, N. Y.



DORI BROOKS

Just received the Benida recording by Dori Brooks and played both sides on my program. She has a very unique style which is refreshingly different. She sounds just as good as she looks. Hope to hear and see a lot more of Dori Brooks.

ARTY KAY—WVLC, LEXINGTON, KENTUCKY

I have just played Dori Brooks' first recording. "Such an exhilarating voice" Let's have "more" of Dori. I don't see how "Johnny" can stay away. In short, this gal has it.

GENE WHITAKER—WNCA, SILER CITY, NORTH CAROLINA

Saucy-voiced Dori packs a wallop as I found upon spinning her debut disc.

DONN TIBBETTS—WMUR-TV, MANCHESTER, NEW HAMPSHIRE

Just played Dori Brooks' new Benida recording for the first time. I have a personal feeling for the strong voiced Sophie Tucker-Judy Garland type singers. Dori fits into the category and from instant listener reaction I've received, could be well on her way to vocal stardom.

ED MEATH—WHEC, ROCHESTER, NEW YORK

Played Dori Brooks' record of "Johnny, Come Home" and met her for the first time. Dori is really great and has great future. Record is terrific. Will play many times.

HARRY NIGOCIA—WJBW, NEW ORLEANS, LA.

Benida Records' new vocalist Dori Brooks sounds like insatiability in syncopation on recording of "More", but the hit side here in Tampa looks like the flip side, "Johnny, Come Home". What better follow-up to Joey?

PAT CHAMBURS—WFLA, TAMPA, FLORIDA

Dori Brooks bubbles over with her first Benida release. You can bet when Dayton fans dial "Emm for music", they'll be hearing Dori Brooks.

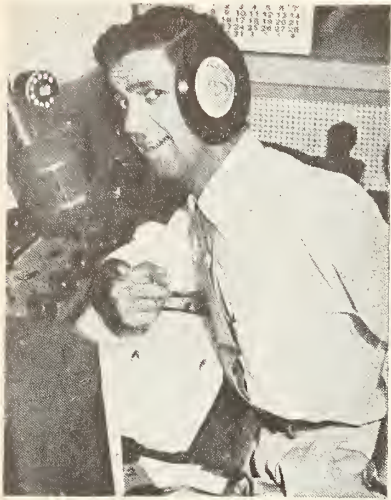
LOU EMM—WHIO, DAYTON, OHIO

MUSIC PROMOTION

LYLE KENYON ENGEL

211 WEST 58th STREET, NEW YORK 19, N. Y.

Switches To 45 RPM



NEW HAVEN—In answer to the current controversy of switching to 45s, Bob E. Lloyd (WAVZ, New Haven, Conn.) says: "I like the new 45s because the holes fit my ears so much better than the 78s. And besides, they keep my side burns warm."



Glad to start off this week by confirming another of my wild guesses. I said two weeks ago that everyone was asking for the Don Cornell disk of "Hold My Hand." Well it's a big one. His Vogue-Coral record has only been on the market a few days, but already it holds tenth place in our Best Seller list. A point of interest is that the record hasn't had one Broadcast from the BBC up to now. It has been exploited solely by the plugs it received in the movie "Susan Slept Here." And aside from putting Don on the map over here, it's a big feather in the cap of the new label which only made it's bow to the British public last month.

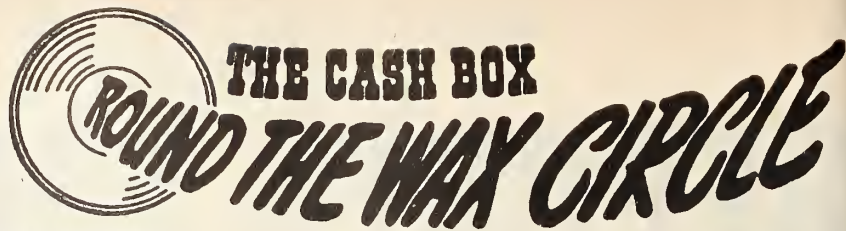
The other news of importance concerns the Royal Command Performance which will take place this year at the London Palladium on November 1. Though no names of artists have been made public as yet, I understand that at least three top recording stars will be appearing and something tells me one of the three will be a big, big U.S. star. But hush-hush 'till I tell you who! . . . Leonard Bernstein and John Latouche, who cooperated on the words and music of the theme from the movie "On The Waterfront," have a great number that could catch on big. The Stegmeyer disk which will be released on London label over here, may get it off to a big start. . . . Judy Garland paid a three day visit to London this week and informed us that she may be coming back for the premiere of her latest pic "A Star is Born," which everyone is anxiously awaiting. . . . Rumours are flying about Edmundo Ros and his band taking over the Latin-American stand at the famous Savoy Hotel. Nothing confirmed, but oh those rumours!! . . . News for Jazz fans concerns the final details on the booking of the American package show comprising Sarah Vaughan (who was here before), Illinois Jacquet and Charlie Parker. But again it looks as though these Isles will just be a transit spot for the plane bringing those stars over to Europe. We have hopes of hearing Sarah at the Albert Hall again on October 24th, but it's still only hope.

BBC-TV is giving us a treat (and it ain't too soon). Yes, we are getting thirty minutes of "Songs and Dances" from Doris Day. We will see Dodo singin' her way thru' excerpts of her movies as we did with Rita Hayworth. As I understand it, we will see Bing Crosby around Christmas. So let's be thankful for small mercies.

Who will get the female lead in "Can Can" next month. Some say Line Renaud, the French recording star. Others say U. S.'s Juliana Larson.

This weeks best selling pop singles (Courtesy "New Musical Express")

- 1) "Cara Mia" WHITFIELD/MANTOVANI
- 2) "Little Things Mean A Lot" KITTY KALLEN
- 3) "Three Coins In The Fountain" FRANK SINATRA
- 4) "My Friend"..... FRANKIE LAINE
- 5) "Secret Love"..... DORIS DAY
- 6) "Wanted"..... AL MARTINO
- 7) "Idle Gossip"..... PERRY COMO
- 8) "Black Hills Of Dakota" DORIS DAY
- 9) "Story Of Three Loves" WINIFRED ATWELL
- 10) "Hold My Hand"..... DON CORNELL



NEW YORK:

The Crewcuts, whose recording of "Sh-Boom" is nearing the million mark have just received a very significant behind-the-scenes honor from Mercury Records. The diskery's big-wigs have decided on a phenomenal 300,000 advance pressing of their latest release, "Oop-Shoop." . . . Sunny Gale has



CREWCUTS

made an amicable settlement out of court with Gary Romero, her ex-manager. . . . Kay Martin, who recorded "Desiree" for MGM, is having a cross country night club tour lined up for her starting in September. . . . The town's jazz niteries get new shows this week as Lionel Hampton returns to Basin Street and Chico O'Farrill comes into Birdland. . . . Eileen Bartor opens at the Copa September 16 for a 6 week engagement. . . . Carmen McRae, who was formerly on the Stardust label, has been signed by Decca. . . . Larry Spier likes hurricanes. The day after the big one last week, sales of "Rain, Rain, Rain" with Frankie Laine and The Four Lads spurted. Larry, of course, publishes the tune. . . . Dori Brooks, whose first Benida release is "More" and "Johnny Come Home" plays Blinstrub's in Boston this week. . . . Mort Davis has switched from the Gale Agency to Universal Attractions. . . . Ben Light, who recently signed a four year deal with Label "X," has just had his first album released. It is titled "Ben Light Salutes The States." . . . MGM is issuing its first 12 inch long playing record on George Shearing. The set, entitled "An Evening With George Shearing," will also be available as a two pocket EP album.

CHICAGO:

General comment 'round town is that current show at the Chicago Theatre is most definitely one of the finest ever presented. Jerry Vale's "Go" is a strong opener. June Valli's medley is warmly received, especially her closing number, "Crying In The Chapel." Lola Dee really breaks it up with her "Rock The Joint" and, closing the show, The Four Tunes, who sing several of their disk hits, including their current release, "The Greatest Feeling In The World," which is getting lots of air play. Howard Miller causes quite a stir as he parades across the footlights in Bermuda shorts. But all agree that the show stealer is "Nibca," the Millers' French poodle, who is becoming hammier with each performance. . . . Nice card from Dick Lee, telling us he's currently playing the Club Avalon, Wildwood, N. J., where he's booked for the entire season. Can't help but feel that with the right material Dick should make it big. . . . Al Chapman and Ray Ludtke finally able to catch their breaths. Seems the last of their visiting artists (the fourth in one week) Sammy Davis, Jr., left the Windy City after visiting almost all Chicago's disk jockeys. Not only to discuss Sammy's successful "Hey There." But also to tell them about his next release, "Because Of You," Parts I and II on which Sammy does impressions of famous singers and actors. Meanwhile Decca's Shim Weiner back on the job after a lazy vacation. . . . Another vacationer back on the job this week is BMI's Jimmy Cairns. Jimmy says, "It all went too fast." . . . Bill Lawrence also in town, plugging his very first Cora waxing, "Imagine What You Do To Me," b/w "That Lingerin' Longin'." . . . Wonder what this is leading to. We've received at least a dozen cards, saying "Sal Vito, the young sensational vocalist." . . . The McGuire Sisters skedded to follow the Howard Miller show into the Chicago Thitter. . . . We're told that the trumpet player in Art Van Damme's combo, seen on "Close-Up," looks exactly like New York's Georgie Pincus.



LOLA DEE

LOS ANGELES:

With the long labor day week-end over everyone has settled down getting ready for the fall and winter season which is expected to be the biggest in the history of the record industry. . . . Dinah Shore has been on her first deejay junket in four years. She's plugging her latest RCA Victor waxing of "I



DINAH SHORE

I Give My Heart To You." . . . With the tune riding the crest of all charts Stan Freberg should catch plenty of coins with his latest comical satire of "Sh-Boom." . . . Due to illness Gloria De Haven had to close a The Mocambo before her two week stint had elapsed. The services of Champ Butler were called upon to fill in for the shapely songstress. The Champ proved again to be a superb showman. Altho given very short notice he came up with a show that left ringersider wanting more. Champ readily remembers how similar circumstances gave him his big break. Three years ago he was a parking lot attendant for the Mocambo when warbler Fran Warren suddenly became ill and he was called in to replace her. The Champ's latest waxing of "I'm Comin' Over To Love You Tonight" is reported to be starting to click in many areas. . . . Charlotte Lord, producer of the Bill Silbert WGMG

radio and TV show, N. Y. spent several days in town recently. She was entertained by George Sherlock of Decca Dist. Corp. during her visit. . . . Connie Boswell plans to spend several days in LA visiting jocks and ops before opening at the Flamingo in Las Vegas. This will be her first trip to the Coast in many years. Decca is plenty enthused over her latest release "I Give My Heart To You." . . . Most majors are releasing tunes from the Paramount picture "White Christmas." Peggy Lee's "Sisters" and Bing Crosby's "What Can You Do With A General" will probably be two of the first to hit the market. . . . Jack Wagner, KHJ disk jockey, has been framed. That is his picture was in the Music City window last week as "d.j. of the week." . . . Songbird, April Stevens, and comic Andy Rice staged special Labor Day week-end shows at the Del Mar Turf and Surf Hotel in Del Mar. . . . Jay Faggen has taken over as publicity manager for KFWB. . . . Nat "King" Cole closed at Ciro's and left for the Detroit State Fair for a two day stint Sept 11th & 12th. He joins up with Buddy Johnson and Orchestra soon for a 30 day dance tour thru the South which will be his first in five years. He opens at the NY Copacabana Oct. 28th. . . . Sam Laine has been named promotion manager for Sunland Music Co. and MGM records.

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

**RAIN, RAIN,
RAIN**

Recorded by
**FRANKIE LAINE &
THE FOUR LADS** Columbia

Published by
Maple Leaf Music Publishing Corp.

Unanimous Raves From The Trade
An Extremely Beautiful New Ballad

**"BREAK MY
HEART GENTLY"**

108 **DOROTHY COLLINS**

AUDIVOX RECORDS
140 W. 57 ST.
N. Y. C., N. Y.

ENGLAND'S BIGGEST HIT
Fast Becoming
AMERICA'S BIGGEST HIT

"CARA MIA"

DAVID WHITFIELD
accompanied by
MANTOVANI
his orchestra and chorus

LONDON

The EKKO DOUBLE
Two complete numbers on 1 78 rpm side
Longest 1:32 Shortest 1:15

by **JACK MARSHALL**
EK.105-106

EKKO RECORDS
949 HOLLYWOOD BLVD., HOLLYWOOD, CAL.



Joni James

**"MAMA, DON'T
CRY AT MY
WEDDING"**

c/w

"PA PA PA"

**MGM-11802
(K-11802)**



M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

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

STAGE RECORDS
presents
A STARTLING PERFORMER

JAMES "DEACON" WARE
sings
"OOH OW!"
b/w
"I Cried For You"
Stage 105

Write or wire
STAGE RECORDS
6112 Selma Avenue
Hollywood 28, Calif.

MAMBOMANIA

Music industry buzzing about the big play mambo has been receiving via national magazines. Latest is the full page story in last week's Time Magazine about Perez Prado and current mambo push. . . . RCA Victor puts its top star, Perry Como, into the mambo kick with "Papa Loves The Mambo" and Johnnie Ray etches the same item. Also—Gary Crosby's first solo for Decca is in the Latin vein, "Mambo In the Moonlight." If Como, Ray or Gary hit—it's a rocket ride through the country for MAMBO. . . . Arthur Murray's TV show (coast to coast) does its bit for the captivating tempo by featuring 15 minutes of mambo music on Tuesday, September 14. Murray (see separate story 9/11) has tied in with the "Mambo USA" coast to coast package tour scheduled to kick off at New York's Carnegie Hall in October and then around the country for eight weeks. Murray will supply two mambo dance teams taken from his studio instructors to be featured as the "Arthur Murray Party Dancers." . . . Tito Puente and his orchestra back at the Palladium Ballroom for the season. . . . Rainbow Records issues two new Alfreddito records. Alfreddito had a big one in his "Chop Suey Mambo" and the feeling around Rainbow is that "Crazy Stanley Mambo" will top it in sales. The other release is an infectious item called "Cha-Cha-Cha." . . . MGM has a new issue in Rene Touzet's "Crazy Rhythm" and "Nicolas" the latter a Cha-Cha. . . . "Big Chief's Mambo Matinee," the new WDOK-Cleveland show is causing excitement in its first week on the air. Already sponsors are calling the station for availabilites. Show is MC'd by Big Chief Norman Wain and features interviews with local dance instructors and news about mambo world. . . . Tito Puente's "Ran Kan Kan" on Tico building strongly in New York and should be a chart item soon. . . . Joe Loco working on Sherm Feller's new tune "Mr. Pogo" and promises a mambo arrangement that's "slightly less than the atomic bomb." . . . George Goldner, discussing Loco's new contract with E. B. Marks says that "Loco could earn every bit of \$25,000 per year and even more." Concludes Goldner, "He could become the highest priced man in the mambo recording field." . . . Fiesta's Jose Curbelo opened at the Latin Quarter, Boston, on Thursday, September 9, for an indefinite stay. . . . Monchito and his Mambo Royales going up to Boston for a one nighter on October 4 for a Mambo party at the Sheraton Plaza. . . . Herman Diaz, RCA Victor International A & R head reports a new session with Noro Morales. Morales is on a new kick in which he will use piano and rhythm only. When asked what the rhythm section was composed of, Diaz answered "That's our secret. But wait until you hear the sound."

THE
FOUR TUNES
HIT AGAIN
with
"THE
GREATEST
FEELING
IN THE
WORLD"
Jubilee # 5152

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

First Release . . . A SMASH!
THE FONTANE SISTERS
singing
"IF I DIDN'T HAVE YOU"
and
"HAPPY DAYS
& LONELY NIGHTS"
Dot # 15171

DOT RECORDS, INC.
Gallatin, Tennessee
Phones: 880-881

Ramblin' To The Top!
"MUSKRAT RAMBLE"
by
THE MATYS BROS.
ESSEX # 369

RECORDS
7708-16 SOUTH BAKK STREET
PHILADELPHIA 42, PENNA.
BELOW GRADE 3 4230

Essex
Manufactured and Distributed by Paldo Record Company

THE CASH BOX



- Gaiety Music Shop**
New York, N. Y.
1. Sh-Boom (Crewcuts)
 2. Hey There (Clooney, Davis, Jr.)
 3. Little Things Mean A Lot (Kitty Kallen)
 4. Little Shoemaker (Gaylords)
 5. Chapel In The Moonlight (Kitty Kallen)
 6. Skokiaan (Bulawayo/Marterie)
 7. Cara Mia (David Whitfield)
 8. Hernando's Hideaway (Archie Bleyer)
 9. High And The Mighty (LeRoy Holmes)
 10. If I Give My Heart To You (Doris Day)

- Van Curler Music**
Albany, N. Y.
1. Sh-Boom (Crewcuts)
 2. Hey There (R. Clooney)
 3. Skokiaan (Ralph Marterie)
 4. High And The Mighty (Victor Young)
 5. Little Shoemaker (Hugo Winterhalter)
 6. Goodnight Sweetheart (McGuire Sisters)
 7. Happy Wanderer (F. Weir)
 8. Hernando's Hideaway (Archie Bleyer)
 9. Chapel In The Moonlight (Kitty Kallen)
 10. I Understand Just How You Feel (Four Tunes)

- Bill's "T" Record Shop**
Tulsa, Okla.
1. Goodnight Sweetheart (McGuire Sisters)
 2. Sh-Boom (Leon McAuliffe)
 3. Hey There (R. Clooney)
 4. High And The Mighty (LeRoy Holmes)
 5. They Were Doin' The Mambo (Vaughn Monroe)
 6. Skokiaan (Bulawayo Band)
 7. This Ole House (St. Hamblen)
 8. What A Dream (Patti Page)
 9. Little Shoemaker (Gaylords)
 10. Chapel In The Moonlight (Kitty Kallen)

- Gilchrist Record Shop**
Cleveland, Ohio
1. Lonesome Polecat (McGuire Sisters)
 2. Mood Indigo (Norman Petty Trio)
 3. Skokiaan (Four Lads)
 4. I Need You Now (E. Fisher)
 5. It Shall Come To Pass (Four Aces)
 6. Hey There (R. Clooney)
 7. Hold My Hand (Don Cornell)
 8. Au Revoir (Teresa Brewer)
 9. If I Give My Heart To You (Doris Day)
 10. Smile (Nat "King" Cole)

- Garden City Music Center**
Garden City, L. I., N. Y.
1. Sh-Boom (Crewcuts)
 2. Hey There (R. Clooney)
 3. If I Give My Heart To You (Denise Lor)
 4. Little Shoemaker (Gaylords)
 5. Skokiaan (Bulawayo Band)
 6. This Ole House (R. Clooney)
 7. High And The Mighty (LeRoy Holmes)
 8. Chapel In The Moonlight (Kitty Kallen)
 9. Cara Mia (David Whitfield)
 10. What A Dream (Patti Page)

- Graymat Music Shop**
Morristown, N. J.
1. Hey There (R. Clooney)
 2. Sh-Boom (Crewcuts)
 3. Little Shoemaker (Gaylords)
 4. High And The Mighty (LeRoy Holmes)
 5. Chapel In The Moonlight (Kitty Kallen)
 6. Skokiaan (Four Lads)
 7. Sway (Dean Martin)
 8. I Cried (Patti Page)
 9. They Were Doin' The Mambo (Vaughn Monroe)
 10. Cara Mia (David Whitfield)

- Radio Doctors**
Milwaukee, Wisc.
1. Skokiaan (Ralph Marterie)
 2. Skokiaan (Four Lads)
 3. Hey There (R. Clooney)
 4. Fortune In Dreams (K. Starr)
 5. Cara Mia (David Whitfield)
 6. St. Louis Blues Mambo (Richard Maltby)
 7. What A Dream (Patti Page)
 8. It Shall Come To Pass (Four Aces)
 9. Whispering (Paul Whiteman)
 10. Oop Shoop (Crewcuts)

- Hudson Ross**
Chicago, Ill.
1. Skokiaan (Ralph Marterie)
 2. If I Give My Heart To You (Denise Lor)
 3. Hey There (R. Clooney)
 4. Shake, Rattle And Roll (Bill Haley)
 5. Sh-Boom (Crewcuts)
 6. Cara Mia (David Whitfield)
 7. What A Dream (Patti Page)
 8. Hold My Hand (D. Cornell)
 9. Little Shoemaker (Gaylords)
 10. I Need You Now (Fisher)

- Music Box**
Cambridge, Mass.
1. If I Give My Heart To You (Denise Lor)
 2. Mama, Don't Cry At My Wedding (Joni James)
 3. What A Dream (Patti Page)
 4. High And The Mighty (LeRoy Holmes)
 5. Little Shoemaker (Gaylords)
 6. Skokiaan (Four Lads)
 7. Little Things Mean A Lot (Kitty Kallen)
 8. Oop Shoop (Crewcuts)
 9. In My Own Quiet Way (Julius LaRosa)
 10. Hopelessly (Ames Bros.)

- Loveman's Inc.**
Birmingham, Ala.
1. Sh-Boom (Crewcuts)
 2. Hey There (R. Clooney)
 3. High And The Mighty (Young)
 4. Little Shoemaker (Hugo Winterhalter)
 5. Hold My Hand (Don Cornell)
 6. Crazy 'Bout You Baby (Crewcuts)
 7. What A Dream (Patti Page)
 8. I Need You Now (E. Fisher)
 9. Cinnamon Sinner (T. Bennett)
 10. Chapel In The Moonlight (Kitty Kallen)

- Music Corner**
New Haven, Conn.
1. Sh-Boom (Crewcuts)
 2. Little Shoemaker (Gaylord)
 3. Take Me Back Again (Tony Bennett)
 4. Hey There (R. Clooney)
 5. ABC Boogie (Bill Haley)
 6. And This Is My Beloved (Sammy Davis, Jr.)
 7. Skokiaan (Ralph Marterie)
 8. Rock Around The Clock (Bill Haley)
 9. If I Give My Heart To You (Connie Boswell)
 10. Smile (Nat "King" Cole)

- Royles TV**
Salt Lake City, Utah
1. Sh-Boom (Crewcuts)
 2. Little Shoemaker (Gaylords)
 3. Skokiaan (Bulawayo Band)
 4. Hey There (R. Clooney)
 5. Happy Wanderer (F. Weir)
 6. High And The Mighty (Victor Young)
 7. Little Things Mean A Lot (Kitty Kallen)
 8. Chapel In The Moonlight (Kitty Kallen)
 9. Hold My Hand (Don Cornell)
 10. I Need You Now (E. Fisher)

- Super Enterprise**
Washington, D. C.
1. Hey There (R. Clooney)
 2. Skokiaan (Ralph Marterie)
 3. Sh-Boom (Crewcuts)
 4. Shake, Rattle And Roll (Bill Haley)
 5. Cara Mia (David Whitfield)
 6. Little Things Mean A Lot (Kitty Kallen)
 7. Hold My Hand (Don Cornell)
 8. If I Give My Heart To You (Doris Day)
 9. Smile (Nat "King" Cole)
 10. I Need You Now (E. Fisher)

- California Music Co.**
Los Angeles, Calif.
1. Fortune In Dreams (Starr)
 2. Hey There (R. Clooney)
 3. Dream (Four Aces)
 4. Mama Don't Cry At My Wedding (Joni James)
 5. Smile (Nat "King" Cole)
 6. What A Dream (Patti Page)
 7. Skokiaan (Four Lads)
 8. Oop Shoop (Shirley Gunter)
 9. I Need You Now (E. Fisher)
 10. Hold My Hand (Don Cornell)

- Moses Melody Shop**
Little Rock, Ark.
1. Sh-Boom (Crewcuts)
 2. High And The Mighty (Les Baxter)
 3. Goodnight Sweetheart (McGuire Sisters)
 4. Cray 'Bout You Baby (Crewcuts)
 5. Hey There (R. Clooney)
 6. Little Shoemaker (Gaylords)
 7. Shake, Rattle & Roll (Haley)
 8. Rock Around The Clock (Bill Haley)
 9. I Understand Just How You Feel (June Valli)
 10. Little Things Mean A Lot (Kitty Kallen)

- National Record Mart**
Pittsburgh, Pa.
1. Skokiaan (Four Lads)
 2. Hey There (R. Clooney)
 3. Rain, Rain, Rain (F. Laine)
 4. Mood Indigo (Norman Petty Trio)
 5. Smile (Nat "King" Cole)
 6. I Need You Now (E. Fisher)
 7. High And The Mighty (Les Baxter)
 8. Sh-Boom (Crewcuts)
 9. Veni Vidi Vici (Gaylords)
 10. St. Louis Blues Mambo (Richard Maltby)

- Lil' Pal Record Store**
Houston, Tex.
1. This Ole House (R. Clooney)
 2. Skokiaan (Ralph Marterie)
 3. How Blue? (Mills Bros.)
 4. Little Shoemaker (Hugo Winterhalter)
 5. What A Dream (Patti Page)
 6. Sway (Dean Martin)
 7. I'm A Fool To Care (Paul & Ford)
 8. Am I A Toy Or Treasure (Kay Starr)
 9. Annie Had A Baby (Midnighters)
 10. Magic Tango (Winterhalter)

- High Point Record Shop**
Philadelphia, Pa.
1. If I Give My Heart To Lou (Denise Lor)
 2. Hey There (R. Clooney)
 3. I Need You Now (E. Fisher)
 4. Shake, Rattle & Roll (Haley)
 5. Skokiaan (Ralph Marterie)
 6. More Than Ever (G. Gibbs)
 7. Chapel In The Moonlight (Kitty Kallen)
 8. High And The Mighty (LeRoy Holmes)
 9. Sh-Boom (Crewcuts)
 10. Yearning (Georgie Shaw)

- Music Sales—Tiedtkes**
Toledo, Ohio
1. Skokiaan (Ralph Marterie)
 2. If I Give My Heart To You (Connie Boswell)
 3. This Ole House (R. Clooney)
 4. I Need You Now (E. Fisher)
 5. I Cried (Patti Page)
 6. Hey There (R. Clooney)
 7. Sh-Boom (Crewcuts)
 8. Mood Indigo (Norman Petty Trio)
 9. Magic Tango (Winterhalter)
 10. Chapel In The Moonlight (Kitty Kallen)

- The Music Box**
Spokane, Wash.
1. Hey There (R. Clooney)
 2. Sh-Boom (Crewcuts)
 3. Little Shoemaker (Gaylords)
 4. Skokiaan (Ralph Marterie)
 5. High And The Mighty (Victor Young)
 6. They Were Doin' The Mambo (Vaughn Monroe)
 7. This Ole House (R. Clooney)
 8. The Bandit (Johnston Bros.)
 9. Skokiaan (Four Lads)
 10. Smile (Nat "King" Cole)

What's More Urgent?

NEW HAVEN—When Hurricane "Carol" hit the New England coast line two weeks ago, Bob E. Lloyd and George Phillips (morning man and news man respectively) of WAVZ in New Haven, Connecticut, scrapped the regular music-news format and stayed on the air with weather reports, special phoned-in information from public utilities, police officers etc. Bob asked on the air for people not to phone the

station except for very important reasons in order to keep the phone lines clear.

At the height of the storm, a call came into WAVZ from a lady who said, "This is quite urgent." Bob asked her how he could help and the lady said "I have to leave my house by 10 A. M. and do you think before then you'll have a chance to play "Sh-Boom"?"

Greatest Feeling In The World



HOLLYWOOD, CALIF.—"Pardon us for using the title of our latest record to express ourselves but playing before a record throng of over 51,000 people is truthfully "The Greatest Feeling In The World," stated Champagne Maestro Lawrence Welk recently.

The Welk charity dance was held August 30th in one of the huge 5½-acre blimp hangars at The Marine Air Facility near Santa Ana, California. The hangar was converted into the world's largest dance pavilion using 2½ tons of corn meal to make the floor slick.

Later reports revealed that the 51,000 dancers came in 18,000 cars which were clocked passing thru the gates of the air base.

Complete proceeds went to the Orange County Emergency Polio Fund. Event was sponsored by the Marine NCO Club.

Pictured above, one of the Miss Universe Contestants congratulate Welk and Champagne lady Alice Lon while the record throng look on.

SKOKIAAN

by

RALPH MARGERIE

Mercury # 70432

WATCH FOR THE GREATEST RECORD

BY TOMMY EDWARDS

"I HAVE THAT KIND OF HEART"

MGM #11821

RELEASE DATE SEPT. 26

KNOWN FROM COAST TO COAST

LESLIE DISTRIBUTORS

ONE-STOP RECORD SERVICE

NEW YORK

750 — 10th AVE.

(Phone: PLaza 7-1977)
Cable Address: Expo Record, N. Y.

HARTFORD, CONN.

134 WINDSOR ST.

(Phone: JACKson 5-7123)

RIPE AND READY FOR THE HARVEST!

Helen Grayco

OOP-SHOOP

TEACH ME TONIGHT

"78" X-0051 "45" 4X-0051

Al Morgan

BELLS OF MEMORY

TELL ME NOW

"78" X-0052 "45" 4X-0052

Bill Darnel

WHERE CAN YOU BE

THE HOOK

"78" X-0054 "45" 4X-0054

The Wilder Brothers

MOON OF MANAKOORA

DOWN IN THE BOTTOM OF THE WELL

"78" X-0053 "45" 4X-0053



a Product of Radio Corporation of America

RECORDS MARK THE HITS!

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

Magic Circle



MIAMI BEACH, FLA.—Mercury recording star Rusty Draper chooses a unique method to illustrate his latest record, "Magic Circle." The magic circle of lovelies surrounding him are the finalists in the Miss Bikini, U.S.A. Contest being held at the di Lido Hotel, Miami Beach, Florida.

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE Mario Lanza (RCA Victor LM 1837)
2. MUSIC, MARTINIS AND MEMORIES Jackie Gleason (Capitol W 509)
3. THE PAJAMA GAME Original Cast (Columbia ML 4840)
4. SWING EASY Frank Sinatra (Capitol H 528)
5. SEVEN BRIDES FOR SEVEN BROTHERS Original Cast (MGM E 244)
6. SELECTIONS FROM THE GLENN MILLER STORY Glenn Miller (RCA Victor LPT 3057)
7. MUSIC FOR LOVERS ONLY Jackie Gleason (Capitol H 352)
8. PARDON MY BLOOPER # 2 Kermit Schafer (Jubilee LP 3)
9. THE GLENN MILLER STORY Sound Track (Decca DL 5519)
10. ROSE MARIE Original Cast (MGM E 229)

In NEW ENGLAND it's JUKE BOX HAVEN

ONE-STOP RECORD SERVICE
 24 HOUR SERVICE 1022 COMMONWEALTH AVENUE
 5c OVER WHOLESALE BOSTON 15, MASS. (Tel.: LO 6-9293)
 See Marion For "Hurricane" Service

NOT JUST ONE — BUT TWO

2 BIG SIDES* ROCK-A-BEATIN' BOOGIE AND

THE NEW ST. LOUIE BLUES

EXCITINGLY PERFORMED BY

THE ESQUIRE BOYS

GUYDEN RECORD # 705

* ASK 'EM IN DETROIT, CHICAGO, NEW YORK, PHILLY!



DISTRIBUTORS
 SOME TERRITORIES STILL
 AVAILABLE
 HURRY!

WRITE, WIRE, PHONE COLLECT
 GUYDEN RECORD CO.
 HOWARD 7-3800

1314 S. HOWARD ST., PHILA. 47, PA.



THE CASH BOX

Disk Jockeys'

REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending September 11 without any changes on the part of THE CASH BOX.

Don McLeod

- WJBK—Detroit, Mich.
1. Skokiaan (Marterie/Bulawayo Band)
 2. Mood Indigo (Norman Petty Trio)
 3. Cara Mia (David Whitfield)
 4. St. Louis Blues Mambo (Dick Maltby)
 5. The High And The Mighty (Desmond/Tiomkin)
 6. I Cried (Patti Page)
 7. The Greatest Feeling In The World (Four Tunes)
 8. If I Give My Heart To You (Boswell/Day/Lor)
 9. Hold My Hand (Don Cornell)
 10. I Need You Now (Fisher)

Dick Gilbert

- KTYL—Phoenix, Ariz.
1. Sh-Boom (Crewcuts)
 2. They Were Doin' The Mambo (Vaughn Monroe)
 3. They There (R. Clooney)
 4. The Nic-Name Song (Jimmie Komack)
 5. Little Shoemaker (Hugo Winterhalter)
 6. Hold My Hand (D. Cornell)
 7. The High And The Mighty (LeRoy Holmes)
 8. Sway (Dean Martin)
 9. If I Give My Heart To You (Connee Boswell)
 10. Happy Wanderer (F. Weir)

Bill Thornton

- KRLW—Walnut Ridge, Ark.
1. Sh-Boom (Crewcuts)
 2. The High And The Mighty (LeRoy Holmes)
 3. They Were Doin' The Mambo (Vaughn Monroe)
 4. I'm A Fool To Care (Les Paul & Ford)
 5. If I Didn't Care (Hilltoppers)
 6. My Friend (Eddie Fisher)
 7. Chapel In The Moonlight (Kitty Kallen)
 8. Hey There (R. Clooney)
 9. I Cried (Patti Page)
 10. Happy Days And Lonely Nights (Fontane Sisters)

Buddy Deane

- WITH—Baltimore, Md.
1. Skokiaan (Ralph Marterie)
 2. Sh-Boom (Crewcuts/Billy Williams)
 3. Hey There (R. Clooney)
 4. I Need You Now (Fisher)
 5. Shake, Rattle and Roll (Bill Haley & Comets)
 6. If I Give My Heart To You (Grecco/Day)
 7. Chapel In The Moonlight (Kitty Kallen)
 8. Cara Mia (David Whitfield)
 9. Tell Me, Tell Me (June Valli)
 10. Hold My Hand (D. Cornell)

Jack Karey

- WCFL—Chicago, Ill.
1. If I Give My Heart To You (Denise Lor)
 2. Skokiaan (Ralph Marterie)
 3. They Were Doing The Mambo (Vaughn Monroe)
 4. Hey, There (R. Clooney)
 5. Smile (Nat "King" Cole)
 6. Sh-Boom (Crewcuts)
 7. In A Spanish Town (Carlyle)
 8. Maybe Today (Nick Noble)
 9. Half As Lovely (F. Sinatra)
 10. There Goes The One I Love (Marian Caruso)

Tal Hood

- WFGM—Fitchburg, Mass.
1. Skokiaan (Bulawayo Band)
 2. Rain, Rain, Rain (Laine & Four Lads)
 3. Oop-Shoop (Crewcuts)
 4. If I Give My Heart To You (Connee Boswell)
 5. Hold My Hand (D. Cornell)
 6. Veni Vidi Vici (Gaylords)
 7. I Need You Now (Fisher)
 8. Am I A Toy Or A Treasure (Kay Starr)
 9. Muskrat Ramble (Matys Bros.)
 10. Madonna, Madonna (Bennett)

Earle Pudney

- WGY—Schenectady, N. Y.
1. Green Years (Eddie Fisher)
 2. Sh-Boom (Crewcuts)
 3. Cinnamon Sinner (T. Bennett)
 4. The High And The Mighty (LeRoy Holmes)
 5. If I Give My Heart To You (Connee Boswell)
 6. Little Shoemaker (Hugo Winterhalter)
 7. Hey There (R. Clooney)
 8. I'm A Fool To Care (Paul & Ford)
 9. Dream (Four Aces)
 10. Italian Huckle Buck (Monte)

Andy Bell

- KSKY—Dallas, Tex.
1. Hey There (R. Clooney)
 2. Sh-Boom (Crewcuts)
 3. Chapel In The Moonlight (Kitty Kallen)
 4. Sway (Dean Martin)
 5. The High And The Mighty (Les Baxter)
 6. Little Shoemaker (Hugo Winterhalter)
 7. Why Should I Love You (Harptones)
 8. Little Things Mean A Lot (Kitty Kallen)
 9. Three Coins In The Fountain (Four Aces)
 10. Nearer My Love To Thee (Jo Stafford)

Jerrie Paletta

- KOL—Seattle, Wash.
1. Crazy 'Bout You Baby (Crewcuts)
 2. Teach Me Tonight (De Castro Sisters)
 3. Goodnight Sweetheart (McGuire Sisters)
 4. Little Shoemaker (Gaylords)
 5. Hey There (S. Davis, Jr.)
 6. I Spoke Too Soon (Crewcuts)
 7. Sugar Lump (Four Tunes)
 8. Hold My Hand (D. Cornell)
 9. Chapel In The Moonlight (Kitty Kallen)
 10. The High And The Mighty (Les Baxter)

Garry Miller

- WKXL—Concord, N. H.
1. Sh-Boom (Crewcuts)
 2. Hey There (R. Clooney)
 3. The High And The Mighty (Baxter/Desmond)
 4. Chapel In The Moonlight (Kitty Kallen)
 5. Little Shoemaker (Gaylords)
 6. This Ole House (R. Clooney)
 7. They Were Doin' The Mambo (Vaughn Monroe)
 8. Skokiaan (Four Lads)
 9. Burn 'Em Up (Peggy King)
 10. If I Give My Heart To You (Denise Lor)

Ira Cook

- KMPC—KABC—Hollywood, Calif.
1. She-Boom (Crewcuts)
 2. Hey There (R. Clooney)
 3. Little Shoemaker (Gaylords)
 4. Skokiaan (Four Lads)
 5. The High And The Mighty (Les Baxter)
 6. River Of No Return (Ernie)
 7. Little Things Mean A Lot (Kitty Kallen)
 8. If I Give My Heart To You (Dinah Shore)
 9. Dream (Four Aces)
 10. Hold My Hand (D. Cornell)

Tom Wallace, Jr.

- KTKT—Tucson, Ariz.
1. The High And The Mighty (Les Baxter)
 2. Hey There (R. Clooney)
 3. Sh-Boom (Crewcuts)
 4. Little Shoemaker (Gaylords)
 5. Chapel In The Moonlight (Kitty Kallen)
 6. I'm A Fool To Care (Paul & Ford)
 7. Skokiaan (Ralph Marterie)
 8. Little Things Mean A Lot (Kitty Kallen)
 9. I Cried (Patti Page)
 10. I Need You Now (E. Fisher)

Jackson Lowe

- WUST—Washington, D. C.
1. High And The Mighty (Young)
 2. Sh-Boom (The Chords)
 3. Little Shoemaker (Gaylords)
 4. Happy Wanderer (F. Weir)
 5. Hey There (R. Clooney)
 6. Hernando's Hideaway (Delores Hawkins)
 7. I'm A Fool To Care (Les Paul & Ford)
 8. Joey (Betty Madigan)
 9. Smile (Nat "King" Cole)
 10. The Girl That Got Away (Frank Sinatra)

Steve Evans

- KAFP—Petaluma, Calif.
1. Sh-Boom (Crewcuts)
 2. The High And The Mighty (LeRoy Holmes)
 3. Little Shoemaker (Gaylords)
 4. Hey There (R. Clooney)
 5. Little Things Mean A Lot (Kitty Kallen)
 6. Three Coins In The Fountain (Four Aces)
 7. Joey (Margaret Whiting)
 8. Sway (Dean Martin)
 9. Italian Huckle Buck (Monte)
 10. Chapel In The Moonlight (Kitty Kallen)

Al Ross

- WBAL—Baltimore, Md.
1. Sh-Boom (Crewcuts)
 2. Hey There (R. Clooney)
 3. Chapel In The Moonlight (Kitty Kallen)
 4. The High And The Mighty (Les Baxter)
 5. Little Shoemaker (Hugo Winterhalter)
 6. Hernando's Hideaway (Archie Bleyer)
 7. Heaven Was Never Like This (Eddie Fisher)
 8. Cara Mia (David Whitfield)
 9. Never Was A Night So Beautiful (Perry Como)
 10. If I Give My Heart To You (Connee Boswell)

Bill Burns

- WQAM—Miami, Fla.
1. Sh-Boom (Crewcuts)
 2. Skokiaan (Bulawayo Band/Heath)
 3. Hey There (R. Clooney)
 4. What A Dream (Patti Page)
 5. Little Shoemaker (Gaylords)
 6. If I Give My Heart To You (Denise Lor)
 7. Chapel In The Moonlight (Kitty Kallen)
 8. Goodnight Sweetheart (McGuire Sisters)
 9. The Nic-Name Song (Jimmie Komack)
 10. Oop Shoop (Crewcuts)

Bill Silbert

- WMGM—New York, N. Y.
1. If I Give My Heart To You (Lor/Day)
 2. The High And The Mighty (Holmes/Desmond)
 3. Hold My Hand (D. Cornell)
 4. I Need You Now (E. Fisher)
 5. Sway (Martin-Barton)
 6. Goodnight Sweetheart (McGuire Sisters)
 7. Heaven Was Never Like This (Eddie Fisher)
 8. Cinnamon Sinner (T. Bennett)
 9. Whispering (Paul Whiteman)
 10. Skokiaan (Four Lads/Marterie)

Dave Rosehill

- WGSN—Huntington, L. I.
1. Sh-Boom (Crewcuts)
 2. Little Shoemaker (Gaylords)
 3. Hey There (R. Clooney)
 4. The High And The Mighty (Les Baxter)
 5. Hernando's Hideaway (Archie Bleyer)
 6. Chapel In The Moonlight (Kitty Kallen)
 7. Goodnight Sweetheart (Gale)
 8. They Were Doin' The Mambo (Vaughn Monroe)
 9. If I Give My Heart To You (Doris Day)
 10. Skokiaan (Ralph Marterie)

Tiny Markle

- WAVZ—New Haven, Conn.
1. Sh-Boom (Crewcuts)
 2. If I Give My Heart To You (Denise Lor)
 3. Dream (Four Aces)
 4. Skokiaan (Ralph Marterie)
 5. Joey (Betty Madigan)
 6. Little White Duck (L. Elgart)
 7. Little Shoemaker (Gaylords)
 8. Chapel In The Moonlight (Kitty Kallen)
 9. They Were Doin' The Mambo (Vaughn Monroe)
 10. Zing Went The Strings Of My Heart (Les Elgart)

Sandy Singer

- KCRG—Cedar Rapids, Iowa
1. The High And The Mighty (Les Baxter)
 2. Sh-Boom (Crewcuts)
 3. Little Shoemaker (Gaylords)
 4. Skokiaan (Ralph Marterie)
 5. Hold My Hand (D. Cornell)
 6. Hey There (R. Clooney)
 7. This Ole House (R. Clooney)
 8. Three Coins In The Fountain (Four Aces)
 9. I Cried (Patti Page)
 10. Tell Me, Tell Me (June Valli)

Sam Bradley

- KUDL—Kansas City, Mo.
1. Hey There (R. Clooney)
 2. Skokiaan (Ralph Marterie)
 3. Sh-Boom (Crewcuts)
 4. If I Give My Heart To You (Dinah Shore)
 5. The High And The Mighty (Victor Young)
 6. Little Things Mean A Lot (Kitty Kallen)
 7. I Cried (Patti Page)
 8. I Need You Now (Fisher)
 9. Tell Me, Tell Me (June Valli)
 10. Little Shoemaker (Gaylords)

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



THE CASH BOX
Disk Jockey's
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending September 11 without any changes on the part of THE CASH BOX.

Allan Berg

- KRKD—Los Angeles, Calif.
1. Hey There (Clooney/Davis, Jr.)
2. The High And The Mighty (Holmes/Young)
3. If I Give My Heart To You (Connee Boswell)
4. Chapel In The Moonlight (Kitty Kallen)
5. Goodnight Sweetheart (McGuire Sisters)
6. Smile (Sunny Gale)
7. I'm A Fool To Care (Les Paul & Ford)
8. Rain, Rain, Rain (E. Laine)
9. Italian Huckle Buck (Bulawayo Band)
10. One More Time (Ames Bros.)

Sherm Feller

- WVDA—Boston, Mass.
1. Tell Me, Tell Me (June Valli)
2. Hey There (Clooney/Davis Jr.)
3. Magic Tango (Winterhalter)
4. They Were Doin' The Mambo (Vaughn Monroe)
5. Happy Days And Lonely Nights (Fontane Sisters)
6. I Cried (Patti Page)
7. How Blue (Mills Bros.)
8. Crazy 'Bout You Baby (Crewcuts)
9. I'm A Fool To Care (Paul & Ford)
10. Goodnight Sweetheart (McGuire Sisters)

Arty Kay

- WVLK—Lexington, Ky.
1. Chapel In The Moonlight (Kitty Kallen)
2. Sh-Boom (Crewcuts)
3. Little Shoemaker (Gaylords)
4. Hey There (R. Clooney)
5. They Were Doin' The Mambo (Vaughn Monroe)
6. Goodnight Sweetheart (McGuire Sisters)
7. The High And The Mighty (Les Baxter)
8. I'm A Fool To Care (Les Paul & Ford)
9. If I Didn't Care (Hilltoppers)
10. Skokiaan (Ralph Marterie)

Frank Pollack

- KOOL—Phoenix, Ariz.
1. Hey There (S. Davis, Jr.)
2. I Cried (Patti Page)
3. Skokiaan (Ralph Marterie)
4. The High And The Mighty (Les Baxter)
5. Half As Lovely (F. Sinatra)
6. Central Park Romance (Joe Lipman)
7. Smile (Nat "King" Cole)
8. Heaven Was Never Like This (Eddie Fisher)
9. Money Burns A Hole In My Pocket (Dean Martin)
10. I'm A Fool To Care (Les Paul & Ford)

Dave Teig

- WTLK—Wilkes-Barre, Pa.
1. If I Give My Heart To You (Denise Lor)
2. Honey Love (Bunny Paul)
3. Sh-Boom (Crewcuts)
4. Skokiaan (Bulawayo Band)
5. There Goes The One I Love (Marian Caruso)
6. Hey There (R. Clooney)
7. Cara Mia (David Whitfield)
8. Your Heart—My Heart (Laine)
9. Why Should I Love You (Harptones)
10. What A Dream (Patti Page)

Tom Edwards

- WERE—Cleveland, Ohio
1. It Shall Come To Pass (Four Aces)
2. Drink, Drink, Drink (Lanza)
3. Smile (Gale/Cole)
4. The Peddler Man (Martin)
5. Your Heart—My Heart (Laine)
6. I Spoke Too Soon (Crewcuts)
7. Cara Mia (David Whitfield)
8. They Were Doin' The Mambo (Vaughn Monroe)
9. I Cried (Page/Duke)
10. If I Give My Heart To You (Denise Lor)

Tom Arim

- WSTV—Steuenville, Ohio
1. Sh-Boom (Crewcuts)
2. I'm A Fool To Care (Paul & Ford)
3. Hey There (R. Clooney)
4. Magic Tango (Winterhalter)
5. The High And The Mighty (Victor Young)
6. Devil Lips (Voices Three)
7. Cara Mia (David Whitfield)
8. Trailing Arbutus (E. Britt)
9. Napoleon (Mitch Miller)
10. Joey (Betty Madigan)

Lou Barile

- WKAL—Rome, N. Y.
1. If I Give My Heart To You (Doris Day)
2. The High And The Mighty (Les Baxter)
3. I'm A Fool To Care (Les Paul & Ford)
4. Chapel In The Moonlight (Kitty Kallen)
5. To Ev'ry Boy, To Ev'ry Girl (Johnny Ray)
6. Hey There (R. Clooney)
7. Give Me Your Word (Tenn. Ernie Ford)
8. I Need You Now (Fisher)
9. Sh-Boom (Crewcuts)
10. Tell Me, Tell Me (June Valli)

George LeZotte

- WAVZ—New Haven, Conn.
1. Sh-Boom (Crewcuts)
2. Hey There (Sammy Davis, Jr.)
3. Skokiaan (Ralph Marterie)
4. The High And The Mighty (Les Baxter)
5. Hernando's Hideaway (Archie Bleyer)
6. Mary Lou (Vince Carson)
7. The Nic-Name Song (Jimmie Komack)
8. What A Dream (Patti Page)
9. Moonlight And Roses (Three Suns)
10. If I Give My Heart To You (Denise Lor)

Ray Perkins

- WIMN—Denver, Colo.
1. The High And The Mighty (LeRoy Holmes)
2. Sh-Boom (Crewcuts)
3. Little Shoemaker (Gaylords)
4. Hey There (R. Clooney)
5. This Ole House (R. Clooney)
6. Skokiaan (Bulawayo Band)
7. Hernando's Hideaway (Archie Bleyer)
8. Chapel In The Moonlight (Kitty Kallen)
9. If I Give My Heart To You (Connee Boswell)
10. They Were Doin' The Mambo (Vaughn Monroe)

Bob Watson

- WQXI—Atlanta, Ga.
1. Hey There (R. Clooney)
2. If I Give My Heart To You (Connee Boswell)
3. Cinnamon Sinner (Bennett)
4. Sh-Boom (Crewcuts)
5. Chapel In The Moonlight (Kitty Kallen)
6. I'm A Fool To Care (Paul & Ford)
7. The High And The Mighty (Les Baxter)
8. Little Things Mean A Lot (Kitty Kallen)
9. Dream (Four Aces)
10. Tell Me, Tell Me (June Valli)

Bob "Records" Crager

- WWCO—Waterbury, Conn.
1. Sh-Boom (Crewcuts)
2. If I Give My Heart To You (Denise Lor)
3. Little Shoemaker (Gaylords)
4. Honey Love (Bunny Paul)
5. Muskrat Rumble (Matys Bros.)
6. Chapel In The Moonlight (Kitty Kallen)
7. Skokiaan (Ralph Marterie)
8. Cinnamon Sinner (Bennett)
9. What A Dream (Patti Page)
10. Heaven Was Never Like This (Eddie Fisher)

John Leban

- WCAE—Pittsburgh, Pa.
1. Skokiaan (Ralph Marterie)
2. Hey There (R. Clooney)
3. Heaven Was Never Like This (Eddie Fisher)
4. Why Should I Love You (Harptones)
5. More Than Ever (G. Gibbs)
6. Oop-Shoop (Crewcuts)
7. Cinnamon Sinner (Bennett)
8. Veni Vidi Vici (Gaylords)
9. If I Didn't Care (Hilltoppers)
10. Half As Lovely (Sinatra)

Gary Lesters

- WVNJ—Newark, N. J.
1. Hey There (R. Clooney)
2. Sh-Boom (Crewcuts)
3. The High And The Mighty (LeRoy Holmes)
4. Sway (Dean Martin)
5. Little Shoemaker (Gaylords)
6. Little Things Mean A Lot (Kitty Kallen)
7. Cinnamon Sinner (T. Bennett)
8. If You Love Me (K. Starr)
9. Joey (Betty Madigan)
10. Italian Huckle Buck (Monte)

Don Bell

- KRNT—Des Moines, Ia.
1. Sh-Boom (Crewcuts)
2. Hey There (R. Clooney)
3. Crazy 'Bout You Baby (Crewcuts)
4. Little Shoemaker (Gaylords)
5. Little Things Mean A Lot (Kitty Kallen)
6. I Cried (Patti Page)
7. I Understand Just How You Feel (June Valli)
8. The High And The Mighty (Lee Baxter)
9. Am I A Toy Or A Treasure (Kay Starr)
10. Goodnight Sweetheart (McGuire Sisters)

Norman Hall

- WBNI—WBTO—Boonville, Ind.
1. Sh-Boom (Crewcuts)
2. Skokiaan (Ralph Marterie)
3. I Cried (Patti Page)
4. Hey There (R. Clooney)
5. Little Shoemaker (F. Weir)
6. Chapel In The Moonlight (Kitty Kallen)
7. The Greatest Feeling In The World (Four Tunes)
8. If I Give My Heart To You (Connee Boswell)
9. Goodnight Sweetheart (Gale)
10. In A Garden Of Roses (Joni James)

Robin Seymour

- WKMH—Dearborn, Mich.
1. Mood Indigo (Norman Petty Trio)
2. Skokiaan (Ralph Marterie)
3. If I Give My Heart To You (Day/Lor)
4. I Cried (Page/Duke)
5. Cara Mia (David Whitfield)
6. Why Should I Love You (Harptones/Four Lads)
7. Heaven Was Never Like This (Eddie Fisher)
8. Dream (Four Aces)
9. My Baby N' Lemon And Lime (Limelights)
10. Ebb Tide (Roy Hamilton)

Walter T. Gaines

- WCSS—Amsterdam, N. Y.
1. Sh-Boom (Crewcuts)
2. Hey There (R. Clooney)
3. Cara Mia (D. Whitfield)
4. Little Shoemaker (Gaylords)
5. Hernando's Hideaway (Archie Bleyer)
6. The High And The Mighty (LeRoy Holmes)
7. They Were Doin' The Mambo (Vaughn Monroe)
8. Skokiaan (Four Lads)
9. The Greatest Feeling In The World (Four Tunes)
10. Smile (Sunny Gale)

Bernie Thomas

- KDEF—Albuquerque, N. Mex.
1. Hey There (R. Clooney)
2. Chapel In The Moonlight (Kitty Kallen)
3. Skokiaan (Ralph Marterie)
4. Sh-Boom (Crewcuts)
5. If I Give My Heart To You (Connee Boswell)
6. Little Shoemaker (Gaylords)
7. The High And The Mighty (Les Baxter)
8. I'm A Fool To Care (Les Paul & Ford)
9. This Ole House (R. Clooney)
10. Smile (Nat "King" Cole)

Robin Bonneau

- WTSV—Claremont, N. H.
1. Sh-Boom (Crewcuts)
2. Little Shoemaker (Gaylords)
3. Chapel In The Moonlight (Kitty Kallen)
4. They Were Doin' The Mambo (Vaughn Monroe)
5. Hey There (R. Clooney)
6. Joey (Betty Madigan)
7. Moonlight And Roses (3 Suns)
8. Little Things Mean A Lot (Kitty Kallen)
9. Skokiaan (Ralph Marterie)
10. Sway (Dean Martin)

Stan Dale

- WJJD—Chicago, Ill.
1. Skokiaan (Marterie/4 Lads)
2. Sh-Boom (Crewcuts)
3. They Were Doin' The Mambo (Vaughn Monroe)
4. Dream (4 Aces)
5. I Need You Now (Fisher)
6. Rain, Rain, Rain (Laine & 4 Lads)
7. Toy Or Treasure (Kay Starr)
8. Napoleon (Mitch Miller)
9. In My Own Quiet Way (Julius LaRosa)
10. Right Or Wrong (Nick Noble)

JUST RELEASED
2nd "Major" Hit—



Tony Alamo

singing

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

(From Irving Berlin's "White Christmas")

b/w

"JUST LIKE A FAIRY TALE"

Arranged and conducted by Joe Leahy

MAJAR RECORD 131



The Original • The Best of Them All! • A National SMASH!!!
DENISE LOR

singing

"IF I GIVE MY HEART TO YOU"

b/w

"HELLO DARLING"

MAJAR RECORD 27

MAJAR RECORDS
1697 BROADWAY (Circle 6-0081)
NEW YORK, N. Y.

Sales Mgr., STANLEY BORDEN • General Mgr., Connie De Maria

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

Flanagan Brings Back Name Band Policy To New Yorker Hotel



RALPH FLANAGAN

NEW YORK—Ralph Flanagan and his orchestra, open in the Terrace Room of the Hotel New Yorker on Wednesday, September 15. The opening will establish a new entertainment policy for the Room which previously featured ice revues.

In addition to featuring Flanagan and his musical aggregation nightly the New Yorker will become the second Hilton Hotel in New York to present a regular weekly TV series from its dining-and-dancing room. On Saturday, September 18, at 8:00 p.m., a new "Let's Dance" series, starring the Ralph Flanagan orchestra, debuts on the ABC-TV network. Flanagan will present guest stars each week. His first guest on September 18 will be Julius LaRosa. Tentatively set for the second and third week are Nat "King" Cole and Johnnie Ray, respectively.

Monday through Thursday, the Room will feature two floor shows—"Flanagan's Revue"—starring Flanagan; vocalist Kee Largo; the Rhythmettes and the Singing Winds, vocal groups; and Flanagan's Flatbush

Five, a Dixieland group. The floor shows will start at 7:45 p.m. and 11:45 p.m. Every Friday evening, Flanagan, aided by a leading disk jockey, will conduct a dance contest among the diners. The winning couple, selected by the disk jockey, will receive a gold cup and RCA Victor record albums. To complete the weekly entertainment bill, every Saturday evening ABC-TV's "Let's Dance" series will be televised.

The luncheon matinee show for children and adults every Saturday afternoon will also feature the Flanagan orchestra, special juvenile entertainment, and a specially prepared children's menu. The matinee show will begin at 1:15 p.m.

Flanagan's "Let's Dance" feature has been one of the high-points of the ork leader's shows on his one night tours. This will be one of the first times it was tried in a New York setting.

The maestro comes into the Hotel after one of the most successful road trips in his four years in the business.

THE CASH BOX TOP 50

The Nation's

COMPILED BY JACK "ONE SPOT" TUNIS

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

Sept. 18 Sept. 11		Sept. 18 Sept. 11		Sept. 18 Sept. 11	
1—Sh-Boom		5—The Little Shoemaker		11—Smile	
BE-1051 (45-1051)—BARRY FRANK & FOUR BELLS <i>Crazy 'Bout You Baby</i>	113.1 121.6	CA-2862 (F-2862)—TEXTOR SINGERS <i>Sobbin' Women</i>	73.7 89.1	BE-1059 (45-1059)—B. FRANK & L. CLINTON O. <i>If I Give My Heart To You</i>	23.7 14.6
CO-21283 (4-21283)—LEON McAULIFFE <i>Smooth Sailing</i>		KI-1371 (45-1371)—PETULA CLARK <i>Helpless</i>		★CA-2897 (F-2897)—NAT "KING" COLE <i>It's Crazy</i>	
CR-61212 (9-61212)—BILLY WILLIAMS QT. <i>Whenever, Wherever</i>		LO-1482 (45-1482)—FRANK WEIR <i>The Never Never Land</i>		EP-9075 (5-9075)—O. B. MASINGILL <i>Wither Thou Goest</i>	
★CT-104 (45-104)—THE CHORDS <i>Little Maiden</i>		★ME-70403 (70403x45)—GAYLORDS <i>Mecque, Mecque</i>		LO-1494 (45-1494)—DAVID WHITFIELD <i>Dance, Gypsy, Dance</i>	
★ME-70404 (70404x45)—CREW-CUTS <i>I Spoke Too Soon</i>		★VI-20-5769 (47-5769)—HUGO WINTERHALTER <i>The Magic Tango</i>		LO-1488 (45-1488)—LITA ROZA <i>Love Is A Beautiful Stranger</i>	
VI-20-5799 (47-5799)—BOBBY WILLIAMSON <i>Love March</i>		6—Little Things Mean A Lot		LO-1487 (45-1487)—FRANK CHACKSFIELD <i>Piper In The Heather</i>	
2—Hey, There		BE-1046 (45-1046)—HELEN FORREST <i>If You Love Me</i>	43.6 47.7	ME-70431 (70431x45)—BILLY DANIELS <i>Mam-E-Elle</i>	
★CO-40266 (4-40266)—ROSEMARY CLOONEY <i>This Ole House</i>	100.0 111.1	CR-61180 (9-61180)—DICK JACOBS O. <i>Hitch-Hike To The Stars</i>		VI-20-5828 (47-5828)—MELACHRINO O. <i>Theme From 'The Six Proud Walkers'</i>	
CO-40224 (4-40224)—JOHNNIE RAY <i>Hernando's Hideaway</i>		★DE-29037 (9-29037)—KITTY KALLEN <i>I Don't Think You Love Me Anymore</i>		★VI-20-5836 (47-5836)—SUNNY GALE <i>An Old Familiar Song</i>	
★DE-29199 (9-29199)—SAMMY DAVIS, JR. <i>And This Is My Beloved</i>		GR-0022 (4G-0022)—BERTICE READING <i>I Wash My Hands</i>		12—Three Coins In The Fountain	
EP-9049 (4-9049)—DOLORES HAWKINS <i>Hernando's Hideaway</i>		KI-1368 (45-1368)—DOMINOES <i>I Really Don't Want To Know</i>		BE-1044 (45-1044)—TOMMY & JIMMY DORSEY <i>Little Girl</i>	21.3 17.1
3—Skokiaan		7—In The Chapel In The Moonlight		CA-2816 (F-2816)—FRANK SINATRA <i>Rain</i>	
BE-1060 (45-1060)—EIGHT BELLS <i>Dream</i>	85.4 67.5	CA-2846 (F-2846)—NELSON RIDDLE <i>Shadow Waltz</i>	43.2 45.2	CD-1240 (45-1240)—JULIUS LA ROSA <i>Me Gotta Have You</i>	
CA-2896 (F-2896)—RAY ANTHONY <i>Say Hey</i>		CA-2859 (F-2859)—FARON YOUNG <i>A Place For Girls Like You</i>		CO-40225 (4-40225)—TONI ARDEN <i>Rolling Sea</i>	
★CO-40306 (4-40306)—FOUR LADS <i>Why Should I Love You</i>		CA-2894 (F-2894)—FOUR KNIGHTS <i>Easy Street</i>		CO-40301 (4-40301)—WINGY MANONE <i>Isle Of Capri</i>	
DE-29256 (9-29256)—LOUIS ARMSTRONG <i>Skokiaan (Pt. 2)</i>		CO-40271 (4-40271)—MARINERS <i>Oh, Ma'nah</i>		★DE-29123 (9-29123)—FOUR ACES <i>Wedding Bells</i>	
★LO-1491 (45-1491)—BULAWAYO SWEET RHYTHM BAND <i>In The Mood</i>		CO-40283 (4-40283)—BELMONTE O. <i>Don't Worry 'Bout Me</i>		DE-29186 (9-29186)—ETHEL SMITH <i>Hernando's Hideaway</i>	
LO-1500 (45-1500)—TED HEATH—JOHNSTON BROS. <i>Skokiaan</i>		CO-40303 (4-40303)—KEN GRIFFIN <i>Our Favorite Waltz</i>		MG-11724 (K-11724)—MARTI STEVENS <i>Why Didn't You Tell Me</i>	
★ME-70432 (70432 x 45)—RALPH MARGERIE <i>Lollipop</i>		★DE-29130 (9-29130)—KITTY KALLEN <i>Take Everything But You</i>		VI-20-5755 (47-5755)—DINAH SHORE <i>Pakistan</i>	
NG-124 (45-124)—JOHNNY HODGES <i>Sweet As Bear Meat</i>		DE-29168 (9-29168)—REX ALLEN <i>Chapel Of Memories</i>		13—Hernando's Hideaway	
TI-10-229 (45-229)—JOE LOCO <i>The High And The Mighty</i>		JU-5154 (45-5154)—ORIOLES <i>Thank The Lord</i>		BE-1047 (45-1047)—"SAM" <i>Don't Worry 'Bout Me</i>	20.3 28.9
VI-20-5839 (47-5839)—PEREZ PRADO <i>The High And The Mighty</i>		VI-20-5803 (47-5803)—RALPH FLANAGAN <i>Out Of The Buses</i>		CA-2840 (F-2840)—BILLY MAY <i>Anything Can Happen Mambo</i>	
VI-20-5844 (47-5844)—BUD ISAACS <i>Yesterday's Waltz</i>		VI-20-5798 (47-5798)—DARRELL GLENN <i>Once And Only Once</i>		DE-29173 (9-29173)—GUY LOMBARDO O. <i>Vas Villst Du Haben?</i>	
4—The High And The Mighty		8—If I Give My Heart To You		DE-29186 (9-29186)—ETHEL SMITH <i>Three Coins In The Fountain</i>	
BE-1053 (45-1053)—TOMMY & JIMMY DORSEY <i>The Man That Got Away</i>	74.7 82.2	BE-1059 (45-1059)—BARRY FRANK <i>Smile</i>	42.2 23.6	★CD-1241 (45-1241)—ARCHIE BLEYER <i>S'il Vous Plait</i>	
★CA-2845 (F-2845)—LES BAXTER O. <i>Mare Love Than Your Love</i>		CA-2868 (F-2868)—MONICA LEWIS <i>When You're Near</i>		CO-40224 (4-40224)—JOHNNIE RAY <i>Hey There</i>	
CO-40298 (4-40298)—HARRY JAMES <i>Still You'd Break My Heart</i>		★CO-40300 (4-40300)—DORIS DAY <i>Anyone Can Fall In Love</i>		EP-9049 (4-9049)—DOLORES HAWKINS <i>Skokiaan</i>	
CR-61205 (9-61205)—GEORGIE AULD O. <i>Sneaky Pete</i>		CR-61236 (9-61236)—BUDDY GRECO			
CR-61211 (9-61211)—DIMITRI TIOMKIN O. <i>Dial 'M' For Murder</i>		★DE-29148 (9-29148)—CONNIE BOSWELL <i>Tennessee</i>			
★CR-61232 (9-61232)—JOHNNY DESMOND <i>Got No Time</i>		JZ-768 (45-768)—FOUR BOYS <i>Stop It—Quit It</i>			
★DE-29203 (9-29203)—VICTOR YOUNG O. <i>Moonlight And Rases</i>		MG-11776 (K-11776)—WRIGHT BROS. <i>Lonesome</i>			
ME-70426 (70426x45)—RICHARD HAYMAN <i>Lisa</i>		★MJ-27 (45-27)—DENISE LOR <i>Hello Darling</i>			
★MG-11761 (K-11761)—LEROY HOLMES O. <i>Lisa</i>		★VI-20-5853 (47-5853)—DINAH SHORE <i>Tempting</i>			
TI-10-229 (45-229)—JOE LOCO <i>Skokiaan</i>		9—They Were Doin' The Mambo			
VI-20-5834 (47-5834)—LEO DIAMOND <i>Lisbon</i>		BE-1057 (45-1057)—T. STEWART & SONG SINGERS <i>Goodnight Sweetheart, Goodnight</i>	35.4 30.3		
VI-20-5839 (47-5839)—PEREZ PRADO <i>Skokiaan</i>		CR-61222 (9-61222)—			

We Need You Now



NEW YORK—Fans welcome Eddie Fisher back to his Coke Time television show with a flock of signs using his newest hit record, "I Need You Now," as their theme.

"THE LITTLE SHOEMAKER"
★ ★ ★ ★ ★
"SMILE"
BOURNE, INC.
136 W. 52nd Street, New York 19

Does Your Heart Beat For Me?
THE VOICES THREE
MGM
MILLS MUSIC

Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

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

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

★ Indicates best selling record.

Comprising
100
Selections

- Sept. 18 Sept. 11
- ME-70387 (70387x45) **Hey There**
RICHARD HAYMAN O.
- VI-20-5759 (47-5759) **The Cuddle**
TITO RODRIGUEZ O.
A Little Bit Of Mambo
- 14—**This Ole House**
17.4 23.3
- CA-2915 (F-2915) **JORDANAIRE'S**
Be Prepared
- ★CO-40266 (4-40266) **ROSEMARY CLOONEY**
Hey There
- DE-29255 (9-29255) **ROSETTA THARPE**
Go Ahead
- KI-1376 (45-1376) **HERB & KAY**
Angels In The Sky
- VI-20-5739 (47-5739) **STUART HAMBLEN**
When My Lord Picks Up The Phone
- 15—**I'm A Fool To Care**
16.9 18.4
- BE-1056 (45-1056) **CHARLIE DE FORREST**
If I Didn't Care
- ★CA-2839 (F-2839) **LES PAUL & MARY FORD**
Auctioneer
- 16—**Shake, Rattle And Roll**
16.0 13.5
- AT-1026 (45-1026) **JOE TURNER**
You Know I Love You
- ★DE-29204 (9-29204) **BILL HALEY**
A. B. C. Boogie
- 17—**Goodnight, Sweetheart, Goodnight**
15.6 24.7
- BE-1057 (45-1057) **SONG SINGERS**
They Were Doin' The Mambo
- CA-2800 (F-2800) **ELLA MAE MORSE**
Happy Habit
- ★CR-61187 (9-61187) **MCGUIRE SISTERS**
Heavenly Feeling
- JU-5142 (45-5142) **GLORIA MANN & CARTER RAYS**
Love-Me-Boy
- ★VI-20-5746 (47-5746) **SUNNY GALE**
Call Off The Wedding
- VI-20-5775 (47-5775) **JOHNNIE & JACK**
Honey, I Need You
- VJ-107 (45-107) **THE SPANIELS**
You Don't Move
- 18—**Happy Wanderer**
15.5 10.4
- BE-1045 (45-1045) **BOB CROSBY**
Steam Heat
- CA-2788 (F-2788) **TOMMY LEONETTI**
I Went Out Of My Way
- CD-1238 (45-1238) **ALFRED DRAKE**
Destiny's Darling
- DE-29128 (9-29128) **LOUIS PRIMA**
Until Sunrise
- DE-29193 (9-29193) **OBENKIRCHEN CHOIR**
Evensong
- ★LO-1448 (45-1448) **FRANK WEIR O.**
From Your Lips
- VI-20-5715 (47-5715) **HENRI RENE O**
My Impossible Love
- 19—**Cara Mia**
14.5 9.0
- CA-2927 (F-2927) **GORDON MACRAE**
Count Your Blessings
- DE-29227 (9-29227) **JACK PLEIS**
Lonesome Polecat
- ★LO-1486 (45-1486) **DAVID WHITFIELD & MANTOVANI**
How, When Or Where
- 20—**Sway**
14.0 21.6
- ★CA-2818 (F-2818) **DEAN MARTIN**
Money Burns A Hole

- Sept. 18 Sept. 11
- CR-61185 (9-61185) **In My Pocket**
EILEEN BARTON
When Mama Calls
- DY-846 (45-846) **BOB CARROLL**
You As Long As I Have
- VI-20-5772 (47-5772) **NORO MORALES**
Swinging With Noro
- 21—**Hold My Hand**
13.1 12.1
- ★CR-61206 (9-61206) **DON CORNELL**
I'm Blessed
- BE-1048 (45-1048) **DICK POWELL**
Susan Slept Here
- 22—**What A Dream**
10.7 10.1
- ★AT-1026 (45-1026) **RUTH BROWN**
Please Don't Freeze
- BE-1058 (45-1058) **SY OLIVER O.**
Hopelessly
- ★ME-70416 (70416x45) **PATTI PAGE**
I Cried
- 23—**Dream** 10.6 7.4
- BE-1060 (45-1060) **EIGHT BELLS**
Skokiaan
- CR-61156 (9-61156) **LES BROWN O.**
A Million Dreams Ago
- ★DE-29217 (9-29217) **FOUR ACES**
It Shall Come To Pass
- ME-70439 (70439 x 45) **DINAH WASHINGTON**
I Don't Hurt Anymore
- 24—**Rain, Rain, Rain**
10.1 13.9
- ★CO-40295 (4-40295) **FRANKIE LAINE & FOUR LADS**
Your Heart—My Heart
- 25—**Moonlight And Roses**
9.8 7.6
- CR-61246 (9-61246) **ALAN DALE**
The High And The Mighty
- MG-11431 (K-11431) **FRANK PETTY TRIO**
Ticklish Moments
- ★VI-20-5768 (47-5768) **THREE SUNS**
Crazy Legs
- 26—**Toy Or Treasure**
9.7 6.6
- ★CA-2887 (F-2887) **KAY STARR**
Fortune In Dreams
- EP-9073 (5-9073) **LEE ROY BAND**
Believe Me
- 27—**Heaven Was Never Like This**
8.7 3.4
- ★VI-20-5830 (47-5830) **EDDIE FISHER**
I Need You Now
- 28—**I Cried** 7.8 8.3
- CA-2861 (F-2861) **TOMMY LEONETTI**
Now
- GR-61203 (9-61203) **BILLY DUKE**
Love Ya, Love Ya, Love Ya
- DE-29194 (9-29194) **SAVANNAH CHURCHILL**
My Memories Of You
- ★ME-70416 (70416x45) **PATTI PAGE**
What A Dream
- 29—**Mama, Don't Cry At My Wedding**
7.7 5.2
- ★MG-11802 (K-11802) **JONI JAMES**
Pa Pa Pa
- 30—**Hopelessly** 7.2 —
- BE-1058 (45-1058) **SONG SINGERS & SY OLIVER**
What A Dream
- ★VI-20-5840 (47-5840) **AME5 BROTHERS**
One More Time
- 31—**Tell Me, Tell Me** 7.1 4.8
- ★VI-20-5837 (47-5837) **JUNI VALLI**
Boy Wanted
- 32—**Crazy 'Bout You, Baby** 6.8 10.2
- BE-1051 (45-1051) **FOUR BELLS**
5h-Boom
- ★ME-70341 (70341x45) **CREW-CUTS**
Angela Mia
- 33—**Cinnamon Sinner** 6.7 4.9
- ★CO-40272 (4-40272) **TONY BENNETT**
Take Me Back Again
- 34—**Peddler Man** 6.3 —
- ★CA-2870 (F-2870) **DEAN MARTIN**
That's What I Like
- MG-11771 (K-11771) **CARLOS THOMPSON**
No One But You
- 35—**Veni, Vidi, Vici** 5.8 8.7
- ★ME-70427 (70427x45) **GAYLORDS**
A Kiss Ta Call My Own
- 36—**Fortune In Dreams** 5.4 7.0
- ★CA-2887 (F-2887) **KAY STARR**
Toy Or Treasure
- 37—**The Greatest Feeling In The World** 5.3 3.1
- CR-61240 (9-61240) **LAWRENCE WELK**
Luxembourg Polka
- ★JU-5152 (45-5152) **FOUR TUNES**
Lonesome
- 38—**Madonna, Madonna** 4.9 —
- ★CO-40311 (4-40311) **TONY BENNETT**
Not As A Stranger
- 39—**Honey Love** 4.8 8.0
- ★AT-1029 (45-1029) **DRIFTERS**
Warm Your Heart
- CA-2865 (F-2865) **VICKI YOUNG**
Riot In Cell Block #9
- ★ES-364 (45-364) **BUNNY PAUL**
I'll Never Tell
- 40—**Oop - Shoop** 4.4 —
- CO-40319 (4-40319) **HAMILTON SISTERS**
Do You Wanna Ride?
- ★ME-70443 (70443x45) **CREWCUTS**
Do Me Good, Baby
- X-0051 (4X-0051) **HELEN GRAYCO**
Teach Me Tonight
- 41—**Anyone Can Fall In Love** 4.3 —
- 42—**I Understand Just How You Feel** 3.8 7.3
- 43—**Whispering** 3.3 1.3
- 44—**One More Time** 2.9 —
- 45—**It Shall Come To Pass** 2.5 5.3
- 46—**If I Didn't Care** 2.4 4.5
- 47—**Half As Lovely** 2.0 1.8
- 48—**Angels In The Sky** 1.9 5.9
- 49—**Italian Huckle Buck** 1.4 6.0
- 50—**Lullaby Of Birdland** 0.4 6.9

New Record Feature Assures Longer Life For LP Disks

NEW YORK—A new design in long-play phonograph records that assures longer record life by protecting playing surfaces from nicks and scratches was revealed to leading record manufacturers here recently by Manie Sacks, vice president and general manager of the RCA Victor Record Division.

The feature which has been incorporated in new long-play records starting in September calls for a raised label surface and a raised outer rim, each considerably thicker than the playing area. This, Sacks explained, means that (1) there is no contact between the playing surfaces of records while rotating in sequence, (2) the likelihood of damage to the sensitive grooves is greatly lessened while a disk is being put into or taken out of its envelope, and (3) the record is easier to grasp at its edge in the approved way of avoiding finger contact with the playing surface.

At a demonstration of the "Grave-Gard" design recently at the RCA Exhibition Hall, details and engineering specifications for the manufacturer were turned over to record manufacturers "so that the record-buying public can benefit from this new development as fully and as quickly as possible," Sacks said.

"Development of this new technique which will improve the lasting quality and fidelity of records marks another first in RCA Victor's pioneering efforts to improve sound and bring better music into the American home," Sacks said. "This development was conceived and refined in RCA's record research laboratories from which many of the major advances in recording techniques have come during recent years.

"This new design will mean greater satisfaction for music lovers because these records should retain their original fidelity free from the nicks and scratches that have frequently marred long-play records.

"The development is an extension of the raised-center idea originally introduced on the seven-inch 45 rpm disk and is the most important stride toward the reduction of surface wear and tear of long-playing records since the introduction of long-play disks.

"Three years of intensive study and experimentation were necessary to evolve a design which protects the disks and is practical to manufacture. The project was undertaken because the scuffing of long-play surfaces has

been a serious problem for the consumer. Though processed from factory to consumer with painstaking care, the long-play records are subject constantly to the possibility of scratches and nicks in shipment, sales and home handling. This has resulted in financial loss to manufacturers and loss of listening satisfaction to customers."

All new releases of the RCA Victor long-play line, including Red Seal and Bluebird Classical as well as the Popular and Jazz, will be converted to "Grave-Gard" with September shipments.

This feature will also be available on Label X and Camden Records, which are products of the Radio Corporation of America, Sacks pointed out.

Donates Royalties



NEW YORK—When singing star Connee Boswell appeared on "Strike It Rich" (pictured here with MC Warren Hull), she announced that the royalties from the next 100,000 sales of her Decca disk hit "If I Give My Heart To You" will be given to the polio victim for whom she appeared on the show.

Scroll



HOLLYWOOD, CALIF. — Fred Stryker, prexy of Fairway Music, smiles gleefully as he receives The Cash Box scroll from Carl Taft of The Cash Box. Fred won the award for "I Forgot More Than You'll Ever Know" which was voted the most programmed tune for 1953 in The Cash Box F & W poll.

A HIT!
"JOEY"

BETTY MADIGAN MGM 11716
JERI SOUTHERN Decca 29184
MARGARET WHITING Capitol 2853
ARTHUR NORMAN CHOIR Bell 5050

LOWELL MUSIC CORP.
1619 Broadway New York, N. Y.

M-G-M RECORDS

JONI JAMES
sings
"MAMA, DON'T CRY AT MY WEDDING"
and
"PA PA PA"
MGM 11802 (78 rpm)
K11802 (45 rpm)

THE GREATEST TALENTED ENTERTAINERS

Winner



BUFFALO, N. Y.—Frank Ward, night-time disk jockey on WKBW in Buffalo, was named the grand prize winner in the recent RCA Victor record promotion contest. The prize was an RCA Victor color television set. Above at the local Victor offices, the presentation is made. Left to right are: Gene Feeney, Victor fieldman in the Western New York area; Jack Riehle, the manager of RCA's Buffalo office; and Frank Ward, the winner.

THE CASH BOX JUKE BOX RECORD REGIONAL REPORT

The Top Ten Records — City by City

New York, N. Y.

1. Sh-Boom (Crewcuts)
2. Hey There (Clooney/Davis, Jr.)
3. Little Shoemaker (Gaylords)
4. High And The Mighty (LeRoy Holmes)
5. Chapel In The Moonlight (Kitty Kallen)
6. Skokiaan (Marterie/Lads/Bulawayo)
7. If I Give My Heart To You (Lor/Day)
- B. They Were Doin' The Mambo (Vaughn Monroe)
9. Cara Mia (David Whitfield)
10. Little Things Mean A Lot (Kitty Kallen)

Chicago, Ill.

1. Hey There (R. Clooney)
2. Skokiaan (Marterie/Bulawayo)
3. If I Give My Heart To You (Denise Lor)
4. They Were Doin' The Mambo (Vaughn Monroe)
5. Sh-Boom (Crewcuts)
6. I Cried (Patti Page)
7. I Need You Now (E. Fisher)
8. High And The Mighty (Johnny Desmond)
9. This Ole House (R. Clooney)
10. Chapel In The Moonlight (Kitty Kallen)

Los Angeles, Calif.

1. Hey There (Davis, Jr./Clooney)
2. High And The Mighty (Victor Young)
3. Sh-Boom (Chords/Crewcuts)
4. Little Shoemaker (Gaylords)
5. Little Things Mean A Lot (Kitty Kallen)
6. Hernando's Hideaway (Bleyer)
7. Chapel In The Moonlight (Kitty Kallen)
- B. Skokiaan (Four Lads)
9. Hold My Hand (Don Cornell)
10. I'm A Fool To Care (Paul & Ford)

San Francisco, Calif.

1. Hey There (R. Clooney)
2. Little Shoemaker (Gaylords)
3. High And The Mighty (Holmes/Young)
4. Sh-Boom (Crewcuts/Chords)
5. Hernando's Hideaway (Bleyer)
6. I'm A Fool To Care (Paul & Ford)
7. Chapel In The Moonlight (Kitty Kallen)
- B. Goodnight Sweetheart (McGuire)
9. Sway (Dean Martin)
10. Hold My Hand (Don Cornell)

Philadelphia, Pa.

1. Hey There (Clooney/Davis, Jr.)
2. If I Give My Heart To You (Denise Lor)
3. High And The Mighty (LeRoy Holmes)
4. Chapel In The Moonlight (Kitty Kallen)
5. Sh-Boom (Chords/Crewcuts)
6. I Cried (Patti Page)
7. Shake, Rattle And Roll (Bill Haley)
- B. Muskrat Ramble (Matys Bros.)
9. Fortune In Dreams (Kay Starr)
10. Skokiaan (Four Lads/Marterie)

Savannah, Ga.

1. Sh-Boom (Crewcuts)
2. Hey There (R. Clooney)
3. Little Things Mean A Lot (Kitty Kallen)
4. Hernando's Hideaway (Bleyer)
5. High And The Mighty (Holmes/Young)
6. This Ole House (R. Clooney)
7. They Were Doin' The Mambo (Vaughn Monroe)
- B. Goodnight Sweetheart (Gale/McGuire)
9. What A Dream (Patti Page)
10. Little Shoemaker (Gaylords)

Boston, Mass.

1. Chapel In The Moonlight (Kitty Kallen)
2. I'm A Fool To Care (Paul & Ford)
3. Hey There (R. Clooney)
4. If I Give My Heart To You (Day/Lor)
5. Dream (Four Aces)
6. High And The Mighty (LeRoy Holmes)
7. Skokiaan (Four Lads)
- B. Fortune In Dreams (Kay Starr)
9. I Need You Now (E. Fisher)
10. Little Things Mean A Lot (Kitty Kallen)

New Orleans, La.

1. Sh-Boom (Crewcuts)
2. Chapel In The Moonlight (Kitty Kallen)
3. I'm A Fool To Care (Paul & Ford)
4. What A Dream (Patti Page)
5. They Were Doin' The Mambo (Vaughn Monroe)
6. Hey There (R. Clooney)
7. Little Shoemaker (Gaylords)
8. Little Things Mean A Lot (Kitty Kallen)
9. Hernando's Hideaway (Bleyer)
10. High And The Mighty (Les Baxter)

Wichita, Kan.

1. Sh-Boom (Crewcuts)
2. Hey There (R. Clooney)
3. This Ole House (R. Clooney)
4. Little Shoemaker (Hugo Winterhalter)
5. High And The Mighty (LeRoy Holmes)
6. Little Things Mean A Lot (Kitty Kallen)
7. Goodnight Sweetheart (McGuire Sisters)
- B. I'm A Fool To Care (Paul & Ford)
9. I Cried (Patti Page)
10. Hernando's Hideaway (Bleyer)

Baltimore, Md.

1. Hey There (R. Clooney)
2. Sh-Boom (Crewcuts)
3. This Ole House (R. Clooney)
4. I'm A Fool To Care (Paul & Ford)
5. Chapel In The Moonlight (Kitty Kallen)
6. Three Coins In The Fountain (Four Aces)
7. Little Things Mean A Lot (Kitty Kallen)
- B. Shake, Rattle And Roll (Bill Haley)
9. Skokiaan (Marterie/Bulawayo/Four Lads)
10. High And The Mighty (Holmes/Baxter/Desmond/Young)

Shoals, Ind.

1. Sh-Boom (Crewcuts)
2. This Ole House (R. Clooney)
3. Little Shoemaker (Hugo Winterhalter)
4. Hey There (R. Clooney)
5. Goodnight Sweetheart (Sunny Gale)
6. I'm A Fool To Care (Paul & Ford)
7. Chapel In The Moonlight (Kitty Kallen)
- B. I Understand Just How You Feel (Four Tunes)
9. High And The Mighty (Les Baxter)
10. Little Things Mean A Lot (Kitty Kallen)

Omaha, Neb.

1. I Need You Now (E. Fisher)
2. Hey There (R. Clooney)
3. Sh-Boom (Crewcuts)
4. High And The Mighty (Les Baxter)
5. Chapel In The Moonlight (Kitty Kallen)
6. Little Shoemaker (Hugo Winterhalter)
7. Skokiaan (Ralph Marterie)
- B. If I Give My Heart To You (Dinah Shore)
9. Goodnight Sweetheart (McGuire)
10. Little Things Mean A Lot (Kitty Kallen)

Pittsburgh, Pa.

1. Hey There (R. Clooney)
2. Skokiaan (Four Lads)
3. Sh-Boom (Crewcuts)
4. Little Shoemaker (Gaylords)
5. High And The Mighty (Holmes/Baxter)
6. I Need You Now (E. Fisher)
7. Cara Mia (David Whitfield)
- B. I'm A Fool To Care (Paul & Ford)
9. Smile (Nat "King" Cole)
10. Mood Indigo (N. Petty Trio)

Seattle, Wash.

1. Hey There (Clooney/Davis, Jr.)
2. Little Shoemaker (Gaylords)
3. High And The Mighty (Victor Young)
4. Sh-Boom (Crewcuts)
5. This Ole House (R. Clooney)
6. Chapel In The Moonlight (Kitty Kallen)
7. Skokiaan (Marterie/Four Lads)
- B. Cinnamon Sinner (T. Bennett)
9. Little Things Mean A Lot (Kitty Kallen)
10. Sway (Dean Martin)

Cleveland, Ohio

1. Hey There (R. Clooney)
2. Skokiaan (Marterie/Lads/Bulawayo)
3. Shake, Rattle And Roll (Bill Haley)
4. Little Shoemaker (Gaylords)
5. Chapel In The Moonlight (Kitty Kallen)
6. Cara Mia (David Whitfield)
7. Unforgettable (D. Hyman Trio)
- B. Fortune In Dreams (Kay Starr)
9. Smile (Nat "King" Cole)
10. Lonesome Polecat (McGuire)

Detroit, Mich.

1. Skokiaan (Marterie/Four Lads)
2. Hey There (R. Clooney)
3. Mood Indigo (N. Petty Trio)
4. Cara Mia (David Whitfield)
5. Little Shoemaker (Gaylords)
6. St. Louis Blues Mambo (Maltby)
7. If I Give My Heart To You (Denise Lor)
- B. Sh-Boom (Crewcuts)
9. I Need You Now (E. Fisher)
10. High And The Mighty (Young/Baxter)

Denver, Colo.

1. Sh-Boom (Crewcuts)
2. Hey There (R. Clooney)
3. Little Shoemaker (Gaylords)
4. High And The Mighty (Holmes/Baxter)
5. Chapel In The Moonlight (Kitty Kallen)
6. Skokiaan (Ralph Marterie)
7. This Ole House (R. Clooney)
- B. Little Things Mean A Lot (Kitty Kallen)
9. I Cried (Patti Page)
10. I Need You Now (E. Fisher)

Nashville, Tenn.

1. Hey There (R. Clooney)
2. Sh-Boom (Crewcuts)
3. High And The Mighty (Baxter/Holmes/Young)
4. Chapel In The Moonlight (Kitty Kallen)
5. Skokiaan (Ralph Marterie)
6. This Ole House (R. Clooney)
7. I'm A Fool To Care (Paul & Ford)
- B. Little Shoemaker (Gaylords)
9. Little Things Mean A Lot (Kitty Kallen)
10. Hold My Hand (Don Cornell)

St. Louis, Mo.

1. Hey There (R. Clooney)
2. Sh-Boom (Crewcuts)
3. High And The Mighty (Desmond/Baxter)
4. I Need You Now (E. Fisher)
5. Chapel In The Moonlight (Kitty Kallen)
6. Skokiaan (Ralph Marterie)
7. Little Shoemaker (Gaylords)
- B. What A Dream (Patti Page)
9. If I Give My Heart To You (Denise Lor)
10. They Were Doin' The Mambo (Vaughn Monroe)

Dallas, Tex.

1. Hey There (R. Clooney)
2. Little Shoemaker (Gaylords)
3. High And The Mighty (Baxter/Young)
4. Little Things Mean A Lot (Kitty Kallen)
5. Chapel In The Moonlight (Kitty Kallen)
6. Skokiaan (Ray Anthony)
7. This Ole House (R. Clooney)
- B. If I Give My Heart To You (Doris Day)
9. Sh-Boom (Crewcuts)
10. What A Dream (Patti Page)

Minneapolis, Minn.

1. Sh-Boom (Crewcuts)
2. Skokiaan (Bulawayo/Marterie)
3. Hey There (R. Clooney)
4. They Were Doin' The Mambo (Vaughn Monroe)
5. Goodnight Sweetheart (McGuire)
6. High And The Mighty (Holmes/Desmond)
7. I'm A Fool To Care (Paul & Ford)
- B. What A Dream (Patti Page)
9. St. Louis Blues Mambo (Maltby)
10. Little Shoemaker (Gaylords)

Decca Signs Hollywood Flames & Acquires Masters

LOS ANGELES, CALIF.—Moving rapidly into the expanding "Cat Music" field, Decca Records recently acquired The Hollywood Flames from John Dolphin, owner of Lucky Records, an R & B label with headquarters here in LA.

Deal was handled by Paul Cohen, A&R head for Decca, and Don Pierce who handles manufacturing and distribution for Dolphin's Lucky label.

Masters involved are of the current hit "Oooh La La" which has caused a stir in LA, currently the hottest R & B market in the Country where such tunes as "Gee", "Sh-Boom" and others got their start and heaviest sale.

Also going to Decca is the master of "I Know", a solid click in Los Angeles a few months back on Swingtime label. The masters were sold to Lucky Records so the tune could be distributed nationally. Now Decca will have "I Know" as well as "Oooh La La" and heavy promotion is planned to establish The Hollywood Flames as a national attraction.

Al Morgan Back At Work

CHICAGO—Al Morgan is back at the Preview nitery here after a week's hospitalization for multiple injuries as the result of an auto accident late last month (22) on the northwest side of town.

Morgan, who just released "Tell Me Now" and "Bells of Memory" on "X", is still taped up as the result of the accident in which he broke his left collar bone and received lacerations of the head and arms. Doctors claim he will keep taped for months to come.

Current plans call for a TV show for the singing pianist, similar to the one he had from Chicago a few years back that gained him such attention. Meanwhile, his best-selling "Jealous Heart" has hit the four million mark and is still selling.

The EKKO DOUBLE

Two complete numbers on 1 78 rpm side
Longest 1:32 Shortest 1:15
by Jack Marshall

EK. 105-106 EKKO RECORDS
4949 Hollywood Blvd., Hollywood, Calif.

new BIGHITS!

Buick 59

Doo 347

HEY SENORITA

Doo 348

DOOTONE RECORDS
9512 SOUTH CENTRAL AVE LOS ANGELES 2, CALIF

MELODIES FOR MILLIONS

The Whole Nation's talking about . . .

THE JONES BOYS
singing

"THE SONG IS ENDED"

S & G # 5007

1909 N. Central Ave. S & G RECORDS EI Monte, Calif.
Phone FOrest 04519

A Solid Ballad Hit!

CARA MIA

LEO FEIST, INC.

THE CASH BOX



POPULAR

GORDON JENKINS ORCHESTRA—"In The Still Of The Night"—Decca DL 8077 (12" LP) List: \$4.85

IN THE STILL OF THE NIGHT; I CONCENTRATE ON YOU; EAST OF THE SUN; BLUE IS THE NIGHT; MY ROMANCE; ALL THROUGH THE NIGHT; THE TOUCH OF YOUR LIPS; IN THE HEAT OF THE DAY; I'LL REMEMBER APRIL; BY THE RIVER SAINTE MARIE; ALONE TOGETHER; DANCING ON THE CEILING.

Gordon Jenkins has long been known to the music loving public for his exciting composition "Manhattan Tower." He has also met with great success as an orchestra leader and arranger. The latter two apply to this "Music For Your Mood" waxing as Jenkins offers 45 minutes worth of beautiful standards in a mellow and tender fashion. This recording is especially beautiful because of the Latin touch injected into each number. Background music at its relaxing best. Should sell a heap.

RICHARD HAYMAN—"Music For Romance"—Mercury MG 20048 (12" LP) List: \$4.85

HUCKLEBERRY FINN; ALT WEIN; PORT OF SPAIN; BLOSSOM; THE VERY THOUGHT OF YOU; SONG OF APRIL; AUTUMN IN NEW YORK; SPRING IS HERE; BEGIN THE BEGUINE; NEVER AGAIN; A NIGHT OF STARS; CARRIAGE TRADE.

The versatile and talented Richard Hayman, shows his musical finesse on this 12 incher featuring the virtuoso as he plays the harmonica and conducts the orchestra through a dozen of his exciting and beautiful arrangements. He has a wonderful touch with a melody which the public recognized when he made "Ruby" a top hit. Album includes some Hayman originals along with some evergreens. Relaxing and delightful listening by one of the music world's most successful newcomers.

BOB CROSBY'S BOB CATS—Decca DL 8061 (12" LP) List: \$4.85

JAZZ ME BLUES; SLOW MOOD; DO YOU EVE THINK OF ME; THE BIG NOISE FROM WINNETKA; BIG FOOT JUMP; MARCH OF THE BOB CATS; FIDGETY FEET; CAN'T WE BE FRIENDS; ALL BY MYSELF; I HEAR YOU TALKING; MOURNIN' BLUES; THE BIG CRASH FROM CHINA.

Back in the days when the dance bands ruled, every band had a band within a band. Goodman had his sextet, trio and quartet; Shaw had his Gramercy Five; Dorsey had his Clambake Seven; etc. On this album, Decca issues a dozen sides by Bob Crosby's band within a band, the Bob Cats. All the numbers were recorded from 1937 to 1940. This Dixieland powerhouse shows its colors as it renders 12 inches worth of rocking instrumental excitement. We're wild about the "Big Noise From Winnetka" number. It's a high flying piece. For the present day teenager, who was too young to appreciate the Bob Cats, when they were popular, this should be a wonderful acquisition.

"CANDLELIGHT MELODIES"—Decca DL-8062 (12" LP)

"WHISPERING MOONLIGHT"—Decca DL-8063 (12" LP)

"SOUTH AMERICAN CONTRASTS"—Decca DL-8064 (12" LP)

"ONE NIGHT OF MADNESS"—Decca DL-8065 (12" LP)

"LISTENING PLEASURE"—Decca DL-8066 (12" LP) List: \$4.85 each.

VAN LYNN and his Orchestra.

Five beautiful albums of lush instrumental music by Van Lynn and his orchestra are issued by Decca in the company's "Music For Your Mood" series. Although most of the tunes may be unfamiliar to the American record buyer, nevertheless, they should be greatly appreciated as background music for gatherings or for after dinner music. Albums, attractively sleeved, should do well with the buyer of lush pop instrumental music. Inviting material, tenderly handled. Each record is wrapped in a plastic protector, a feature which should appeal to the customer. Pretty themes.

"SONGS OF STEPHEN FOSTER"—The Roger Wagner Chorale—Capitol P 8267 (12" LP) List: \$5.72

MY OLD KENTUCKY HOME; OH, SUSANNA; OPEN THY LATTICE, LOVE; BEAUTIFUL DREAMER; SOME FOLKS; DE CAMPTOWN RACES; NELLY BLY; RING, RING DE BANJO; KATY BELL; OH! LEMUEL; I DREAM OF JEANNIE WITH THE LIGHT BROWN HAIR; OLD FOLKS AT HOME; DE GLENDY BURKE; OLD BLACK JOE.

The music of Stephen Foster needs no description. It should suffice to say that he was one of America's greatest popular music composers if not the greatest. On this album, the Roger Wagner Chorale, one of the country's most distinguished vocal organizations, beautifully fashions fourteen of Foster's most loved works. A genuinely artistic choral presentation. This music appeals to everyone. We especially favor "Jeannie With The Light Brown Hair."

BURL IVES—"Coronation Concert"—Decca DL-8080 (12" LP) List: \$4.85

HOW NOW SHEPHERD; COD LIVER OIL; WALY WALY; THE DIVIL AND THE FARMER; ST. JOHNS RIVER; HENRY MARTIN; LOLLY TOO DUM; VENEZUELA; ROGER YOUNG; M. FROGGIE; BIG ROCK CANDY MOUNTAIN; FRANKIE AND JOHNNY; BLUE TAIL FLY.

Burl Ives, probably one of America's greatest folk singers, whose intimate style of singing and whose witty introductions have made him world famous, projects all his wonderful personality on this "Coronation Concert" album. The album was recorded at Ives' appearance in the huge, cold Royal Festival Hall in London, yet in just a few minutes, he had the 3,000 people in the audience singing with him, and cheering for more. Applause and cheers are heard on the record. A delight to the Ives and folk song lover. Truly a charming bit of listening. These ditties are indeed a pleasure the way Burl sings 'em.

THE CASH BOX



SOUNDTRACK

WALT DISNEY'S "THE VANISHING PRAIRIE"—Columbia CL 6332 (10" LP) List: \$3.00

THE VANISHING PRAIRIE; BIRD DANCES; THE BUFFALO; THE PRAIRIE DOG; THE COYOTE AND THE PRAIRIE DOG; THE ELEMENTS.

Music from the sound track of the True-Life adventure film "The Vanishing Prairie" by Walt Disney, is put on wax by Columbia. The music was composed by Paul Smith for the picture, and Mr. Smith leads the Walt Disney orchestra in its presentation. The music is used in the movie as a counterpoint and commentary on the visual action, however, when detached from the visual portion, it makes an interesting bit of programming. You can almost picture the animals from the music. Album should sell well to the people who have seen the flicker.

CLASSICAL

ARTURO TOSCANINI

PICTURES AT AN EXHIBITION—Moussorgsky-Ravel

Psyche and Eros—Franck—RCA Victor LM 1838 (1-12" LP) List: \$5.67

Moussorgsky's famous "Pictures at an Exhibition," usually heard as a piece for the piano, is presented in full orchestra under the baton of Arturo Toscanini. The master guides the NBC Symphony Orchestra through a thrilling treatment that pales the piano version. Toscanini uses the score of Maurice Ravel, who is given equal billing with Moussorgsky on the brilliantly colored sleeve. Toscanini is no stranger to the Ravel version as he had directed it for the first time as far back as 1930 with the New York Philharmonic Symphony Orchestra. The stirring "Pictures" is backed with Cesar Franck's "Psyche and Eros." Toscanini's reading omits the choral part, "Psyche" being in its original form an oratorio. This version of the "Pictures" is so beautifully done it should become a strong Fall and Winter item.

MR. STRAUSS COMES TO BOSTON—Boston Pops Orchestra, Arthur Fiedler
RCA Victor LM 1809 (1-12" LP) List: \$5.67

'S GIEBT NUR EIN' KAISERSTADT POLKA; BIJOUTERIE QUADRILLE; PIZZICATO POLKA; TALES FROM THE VIENNA WOODS; MORGENBLATTER WALTZ; KREUZ FIDEL POLKA; BOUQUET QUADRILLE; FREIKUGELN POLKA; ON THE BEAUTIFUL BLUE DANUBE; JUBILEE WALTZ.

The lovely Strauss compositions, performed by the staggering total of 1000 musicians and a chorus of 20,000 men and women in 1872 in Boston at the World's Peace Jubilee and International Music Festival are recreated by Arthur Fiedler and the Boston Pops Orchestra. Of course with considerably less than 1000 musicians and none of the 20,000 singers. No doubt, despite the exciting description of the event in the album notes, the musicianship on this Victor L.P. is of higher quality than the original heard at the festival. The everpresent "Tales from the Vienna Woods" and "On the Beautiful Blue Danube" are among the numbers performed, but for sparkle and lift, even Strauss lovers will look to the familiar and lovely, but not worked to death quadrilles and polkas which Mr. Fiedler wisely presents herein. A delightful album despite "Vienna Woods" and "Blue Danube."

SHOSTAKOVICH "Symphony No. 5 in D Major, Op. 47" Capitol P8268 (1-12" LP) List: \$5.70

Vladimir Golschmann conducting The St. Louis Symphony Orchestra.

The situation that surrounds the writing of this Symphony is familiar to many of us through the newspapers. Many remember when Shostakovich fell into disfavor with the Soviet government and his return to the fold with the writing of the Symphony No. 5. Despite its announced conformity to Soviet cultural standards we find merely a stirring, if sad, work. It is a tragic music, and if it carries a political message, to us it is one of a people heavily burdened and bowed down with grief. Only in the final part does the music rise in spirits and convey possibly the lifting of the yoke from the necks of the captive people. The symphony, if viewed without political significance, is stirringly portrayed by the St. Louis Symphony Orchestra. A most enjoyable release.

JAZZ

BILLIE HOLIDAY—Clef MG C-161 (1-10" LP) List: \$3.85

LOVE FOR SALE; MOON GLOW; EVERYTHING I HAVE IS YOURS; IF THE MOON TURNS GREEN; AUTUMN IN NEW YORK; HOW DEEP IS THE OCEAN; WHAT A LITTLE MOONLIGHT CAN DO; I CRIED FOR YOU.

For Jazz fans, just the words, "Billie Holiday," are enough. Wisely, that is just what Clef calls its new album. But of course, Billie wraps her huge talents about such solid support as "Love For Sale," "Autumn In New York," "How Deep Is The Ocean," and all the others listed above, each of which is a gem. Instrumental accompaniment is of the highest order. Miss Holiday is backed by Oscar Peterson on the piano; Flip Phillips, tenor sax; Charlie Shavers, trumpet; Barney Kessel, guitar; Ray Brown, bass; Alvin Stoller, drums. On three of the numbers Herb Ellis takes over the guitar chores from Kessel and Ed Shaughnessy handles the drums. Those with a bent towards fem jazz stylists will find this release the "most."

only **PEACOCK**
RECORDS

can give you

"MISUSED WOMAN"

b/w

"MR. THRILL"

by

MILDRED JONES

Peacock # 1638

GWEN JOHNSON

"YOUNG BOY"

b/w

**"A TRUMPET BLOWS
AWAY YOUR BLUES"**

Peacock # 1641

SOUTHERN WONDERS

"I'LL FLY AWAY"

b/w

**"HOW MUCH MORE
CAN I BEAR?"**

Peacock # 1725

PEACOCK RECORDS, INC. 2809 ERASTUS STREET
HOUSTON 26, TEXAS

**NEWS that's UP-TO-THE-MINUTE
REVIEWS of the LATEST RECORDS
CHARTS compiled EVERY WEEK
ADS from LEADING RECORD FIRMS,
ARTISTS and PUBLISHERS**

Every Week In

THE CASH BOX

ALL FOR ONLY \$15. PER YEAR

(52 ISSUES)

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

Please enter our subscription for 1 year (52 issues) at \$15. Enclosed Our
Check Please Send Us A Bill

FIRM NAME

ADDRESS

CITY ZONE STATE

Individual's Name

**Ford Starts "One Week
Stand" Show On WNEW**

NEW YORK—A realignment of evening shows has taken place on WNEW in New York. The main innovation is the start of the Art Ford show called "One Week Stand". It goes on from 7:35 to 9:00 P.M. The first half hour will be devoted to the discovery of new voices in show business and each week a young artist will be given a "One Week Stand". Roy Ross and his orchestra will accompany the artist. On the 8 to 9 P.M. segment of the show, Ford spins his own selection of records.

Further changes at the station include another Art Ford show from 4 to 5 P.M. entitled "Ford at Four" in which he will play records for the entire hour.

From 5 to 5:30 P.M., "The Bill Kemp Show" will have WNEW's morning entertainer in a new show which will be a combination of quips, songs, live music and recordings.

The last change at the station involves the "Milkman's Matinee" from 12 Midnight to 3 A.M. which will be taken over by Al Collins.

**Tophatters Score At
Market Opening**

NEWARK, N. J.—The Four Tophatters, Archie Bleyer's new vocal group on Cadence label, can now add to the usual line—"... have appeared in leading hotels, night clubs, etc."—the word "supermarket." Their socko appearance at the opening of the new Down-Town Farmers' Market in Newark, N. J. this past Wednesday is still the talk of the town. The boys sang to a standing-room-only crowd of over 1500 their Cadence hit, "Dim, Dim the Lights". Paul Brenner, famous Jersey jockey on WAAT, Newark, reports that the teen-age crowd almost literally tore the place apart as they clamored and climbed over one another to get autographs from the quartet.

Changes At ASCAP

NEW YORK—Jules M. Collins, ASCAP sales manager, has announced the following changes in the Society's divisional offices effective as of Tuesday, September 7.

A new division has been formed in the New York area which will include the following district offices: New York, Newark and Philadelphia. Clarence Rubin, New York district manager, has been promoted as the division manager and will supervise this district. Rubin has been with the Society for eighteen years.

In the central part of the country, George Kopp, division manager of the Chicago and Minneapolis districts, will also have the Detroit office under his supervision.

The Eastern Division of field offices will include Cleveland, Cincinnati, Pittsburgh and Baltimore. For the time being these offices will be under the supervision of Sam Feldman, assistant sales manager.

New Execs For Big 3

NEW YORK—New Directors and Officers have been named by the Big 3, Robbins-Feist-Miller.

Abe Olman, Mickey Scopp and Irving Greenfield are the new Directors to replace Joseph R. Vogel, Leopold Friedman and J. Robert Rubin. Vogel and Friedman will devote their attention to their official duties in the newly organized Loew's Theatres Inc. J. Robert Rubin has decided to retire from active participation in his various business interests.

The new Board has elected Abe Olman and Mickey Scopp as Vice-Presidents, and Irving Greenfield as Secretary. Charles C. Moskowitz remains as President.

Capitol Occupies Bldg.

HOLLYWOOD, CAL.—In a recent issue of *The Cash Box*, it was inadvertently stated that Decca would occupy space in the new office building being erected by Capitol Records in Hollywood. This was a mistake and should have read that Capitol will occupy the space. The building is believed to be the first round office structure ever erected.

SENSATIONAL!

**UNITED'S
"Big 4"**

TAB SMITH

Ploys His Greatest
Since "Because Of You"

**"IN A LITTLE
SPANISH TOWN"**

b/w

"MR. GEE"

Un. 184

MEMPHIS SLIM!

Shouts Agoin

"I LOVE MY BABY"

b/w

"4 YEARS OF TORMENT"

Un. 182

**Eddie Chomblee and His Wolkin'
Rhythm With A Hot One!**

"COME ON IN"

b/w

"LA! LA! LADY"

Un. 181

**Coming! The Greatest R&B Release
Of The Year!**

TOMMY BROWN SINGS

"SOUTHERN WOMEN"

b/w

"REMEMBER ME"

Un. 183

UNITED RECORD CO.

5052 Cottage Grove Ave.
Chicago, Ill.

THE CASE BOX RHYTHM N' BLUES *Ramblings*

NEW YORK:

Radio Station WINS, under the guiding hand of Bob Leder, vice-president and general manager, launched the New York debut of Alan "Moondog" Freed last Tuesday evening with a cocktail party for the trade and press at the Baroque Room of the Belmont Plaza Hotel. Almost everyone in New York associated with R & B was present. Some of those whose names come to mind were Miriam Abramson and Jerry Wexler, Atlantic Records; Jerry, Elliot and Ben Blaine and Herb Dexter, Jubilee Records; Al Silver and Jack Angel, Herald Records; Leo Wilentz, Bruce Records; Herman Lubinsky and Freddie Mendelson, Savoy Records; Joe Davis, Jay-Dee Records; Harry Meyerson, Sol Handwerker and Leroy Holmes, MGM Records; Bess Berman, Apollo Records; Bobby Shad, Mercury Records; Lee Magid, formerly of Savoy and Central and now doing free lance work; George Furness, BMI; Al Hirsch, Malvern Distributors; Bob Pare and Joe Grippo, Portem Distributors. In addition, many disk jockeys were on hand. . . . Lubinsky talking up his new release of three records, each of which he feels could be a hit. Herman claims the Wilbert Harrison recording of "Don't Drop It" is already breaking out in Richmond, Va., where Joe Sinsheimer has gotten a terrific reaction. Another brings Varetta Dillard back, after a long absence, with "Send Me Some Money" and "Love"; and a new one by the Hot Shots, who follow their previous hit "Blue Hours" with "Blue Nights" and "Blue Dreams." All three records were cut with Savoy's new High Fidelity process. . . . Jack Angel subject of many toasts as everyone overjoyed to hear about his newly adopted son. . . . Al Silver, Jack's partner, enthusiastically talking up his two new spiritual releases due out this week. Both Al and Jack feel they have terrific pieces of property in religious singers Ethel Davenport and the Clouds of Joy. . . . Ebullient Bob Shad on his perpetually favorite subject — "the greatest singer of them all—Dinah Washington" and his newest novelty release, "Teedle-Dee-Teedle-Dum" by Big Nick Nicholas. It's the craziest. . . . Leo Wilentz, when asked about his partner, Monte Bruce, said "He's off again." Monte, working hard on The Harptones, "Why Should I Love You," is certainly the travelingest. . . . Joe Davis planning several E. P.'s and L. P.'s for fall release. . . . Irv Marcus, Duke and Peacock Records, all pep and exploding with energy again as he moves around with the new Johnny Ace record, "Never Let Me Go." . . . That big package in Brooklyn on September 12 at the Brooklyn Paramount Theatre. Line-up includes Roy Hamilton, The Drifters, Fay Adams, Lavern Baker, The Spaniels, The Counts, Big Maybelle, Erskine Hawkins and his Orchestra and Rusty Bryant and his orchestra. The big rhythm and blues show will do two stints that evening and should pack them in at both shows. . . . Earl Bostic brings his fabulous alto horn into Basin Street on September 28 for two weeks. Bostic's current hits on King are "Mambostic," "Mambolino" and "Blue Skies." The saxter's Broadway stint is his first in about three years, having been touring the country at fat fees.



EARL BOSTIC

Radio Station WINS, under the guiding hand of Bob Leder, vice-president and general manager, launched the New York debut of Alan "Moondog" Freed last Tuesday evening with a cocktail party for the trade and press at the Baroque Room of the Belmont Plaza Hotel. Almost everyone in New York associated with R & B was present. Some of those whose names come to mind were Miriam Abramson and Jerry Wexler, Atlantic Records; Jerry, Elliot and Ben Blaine and Herb Dexter, Jubilee Records; Al Silver and Jack Angel, Herald Records; Leo Wilentz, Bruce Records; Herman Lubinsky and Freddie Mendelson, Savoy Records; Joe Davis, Jay-Dee Records; Harry Meyerson, Sol Handwerker and Leroy Holmes, MGM Records; Bess Berman, Apollo Records; Bobby Shad, Mercury Records; Lee Magid, formerly of Savoy and Central and now doing free lance work; George Furness, BMI; Al Hirsch, Malvern Distributors; Bob Pare and Joe Grippo, Portem Distributors. In addition, many disk jockeys were on hand. . . . Lubinsky talking up his new release of three records, each of which he feels could be a hit. Herman claims the Wilbert Harrison recording of "Don't Drop It" is already breaking out in Richmond, Va., where Joe Sinsheimer has gotten a terrific reaction. Another brings Varetta Dillard back, after a long absence, with "Send Me Some Money" and "Love"; and a new one by the Hot Shots, who follow their previous hit "Blue Hours" with "Blue Nights" and "Blue Dreams." All three records were cut with Savoy's new High Fidelity process. . . . Jack Angel subject of many toasts as everyone overjoyed to hear about his newly adopted son. . . . Al Silver, Jack's partner, enthusiastically talking up his two new spiritual releases due out this week. Both Al and Jack feel they have terrific pieces of property in religious singers Ethel Davenport and the Clouds of Joy. . . . Ebullient Bob Shad on his perpetually favorite subject — "the greatest singer of them all—Dinah Washington" and his newest novelty release, "Teedle-Dee-Teedle-Dum" by Big Nick Nicholas. It's the craziest. . . . Leo Wilentz, when asked about his partner, Monte Bruce, said "He's off again." Monte, working hard on The Harptones, "Why Should I Love You," is certainly the travelingest. . . . Joe Davis planning several E. P.'s and L. P.'s for fall release. . . . Irv Marcus, Duke and Peacock Records, all pep and exploding with energy again as he moves around with the new Johnny Ace record, "Never Let Me Go." . . . That big package in Brooklyn on September 12 at the Brooklyn Paramount Theatre. Line-up includes Roy Hamilton, The Drifters, Fay Adams, Lavern Baker, The Spaniels, The Counts, Big Maybelle, Erskine Hawkins and his Orchestra and Rusty Bryant and his orchestra. The big rhythm and blues show will do two stints that evening and should pack them in at both shows. . . . Earl Bostic brings his fabulous alto horn into Basin Street on September 28 for two weeks. Bostic's current hits on King are "Mambostic," "Mambolino" and "Blue Skies." The saxter's Broadway stint is his first in about three years, having been touring the country at fat fees.



VARETTA DILLARD

CHICAGO:

Ernie Leaner made the following observation this past week. Ernie says there is a definite leaning toward progressive jazz among the R&B disk jockeys. Plenty of air play is being given to such combos as Miles Davis, Sunny Stitt, Herbie Fields, Art Farmer, Billy Taylor, Thelonius Monk, Dizzie Gillespie, and Bud Powell, to name a few. . . . Phil Chess returned from the East recently. Singing the praises of Cincinnati's leading R&B deejays. Namely Larry Dean, who is also program director and Bugs Scruggs, both of WCIN, Cincinnati. "Though in existence only a short while," Phil claims, "these two guys have built up such a strong following that WCIN has become the largest R&B station in Cincy." . . . Hear tell that headquarters for Ruby diskery have moved to Our Town. . . . Leo Kolheim expecting lots of action during the coming months. Vee-Jay has just released a brand new disk by The Spaniels, their first since "Goodnight Sweetheart, Goodnight," titled, "Let's Make Up," b/w "Play It Cool." Leo says reaction to the record was immediately good, but opinion is divided as to which of the two sides will hit biggest. Some like the ballad, he says, but others prefer the up tempo, "Play It Cool." Meanwhile, Leo says the El Darado's disking of "Baby I Need You Now" and "My Loving Baby" is moving fast. . . . Tab Smith out with a new version of "In A Spanish Town." . . . McKie Fitzhugh will present his annual music jamboree 9/18 at the Corpus Christi auditorium, with proceeds going to benefit the blind. Already skedded for this show are Muddy Waters, Little Walter, Eddy Boyd, Jimmy Rogers, and a battle of the singing groups between The 5 Echoes and the El Darado's. The Soul Stirrers will handle the spiritual singing, with Sid McCoy acting as guest master of ceremonies. . . . Erroll Garner and his trio opened a week's engagement at the famed Blue Note 9/8, his first Chicago club date in more than three years. In July of this year, Erroll signed an exclusive recording contract with Mercury Records. In his first session with Mercury, it is reported, he cut more than 125 minutes of music at one sitting from which it is expected Mercury



DIZZY GILLESPIE

will produce two 12" lp albums plus several singles. The first of these singles has just been released. Titled "Misty" which he composed, b/w "Exactly Like You."

LOS ANGELES:

After seven years of trying to break into the record market with a hit Dootsie Williams, prexy of Dootone Records, has at long last come up with a big one. His latest waxing of "Buick 59" b/w "The Letter" by The Medallians has cracked wide open here in LA and it's still a toss-up as to which side is the biggest. Deejay Hunter Hancock picked the record to feature as his record of the week and featured both sides. . . . From all present indications there will be plenty of fall hits coming from West Coast diskeries. The Bihari Brothers have some powerful numbers with Shirley Gunter and The Queens' "Oop Shoop" (Flair); "Tick Tock" by Marvin and Johnny (Modern) The Dreamers' "Bye Bye" (Flair) and a new one that shows great promise titled "My Heart's Crying For You" with The Chimes (Flair). All these along with some tremendous new material which is being readied for release on the RPM label points to a big fall for the Bihari's. . . . Aladdin Records made their bid for the top of the charts with the introduction of The Dodgers' "Let's Make A Whole Lot Of Love" b/w "You Make Me Happy." Two numbers with rock and drive that should send the group to the top in popularity in no time. . . . Even Lew Chudd, prexy of Imperial Records, gets in the swing of the big season ahead with The Spiders' latest version of "MMM MMM Baby" and "The Real Thing." . . . Yes, it will definitely be a big season for West Coast diskeries. It's interesting to note in last week's Cash Box that four of the tunes that won Best Bets, disk and sleeper awards came from the Coast. . . . Don Johnson and orchestra took over the reins at the Five Four Ballroom Fri., Sept. 10th for a one-night stand. Appearing with him were those fabulous "Oop Shoop" gals Shirley Gunter & The Queens. Sat. and Sun. found the great Duke Ellington and Company on tap. The Duke just closed at the Hollywood Cresendo after a very successful one-month engagement. He leaves on a tour of one-niters thru to the East Coast but plans to be back out here again in November. . . . Shirley Gunter and The Queens will appear with Roy Milton on all dates when he starts his fall tour starting in November. . . . A large crowd turned out for the big show at the Riverside Ranchos Sept. 5. On hand to entertain were Johnny Watson, Chuck Higgins, Richard Lewis, The Platters, and The Hollywood Flames. . . . Floyd Dixon and his band along with singer Wynonie Harris blew in at the Savoy Ballroom for a three-day stint 9/10 thru 12th. . . . Keep your eye on Specialty Records. Art Rupe isn't one to boast over his accomplishments but we hear thru the grapevine that he has signed some new groups and has some potent new material which he is readying for the Fall market. Here's another diskery which we predict will soon be in there with their share of the hits. . . . Billy Eckstine is now filling a limited engagement out on the Hollywood Sunset Strip at the Cresendo. After taking over management of this famed nitery Chuck Landis & Gene Norman have brought in some top names in the music world which in turn has brought in a big boom in business. . . . Richard Lewis, Shirley Gunter and The Queens and Jimmy Witherspoon have been booked in Las Vegas for a one-night stand Oct. 5.



FLOYD DIXON

JAZZ JOTS

Lionel Hampton comes back to Basin Street on September 14 for two weeks following Jack Teagarden, Gerry Mulligan and Johnny Hodges. "Hamp" had a sensational run at the jazz nitery back in June. Earl Bostic, who has been selling loads of platters for the King label, has been booked for two weeks, starting September 28, when Hampton packs his drums and vibes and moves on. Bostic, who has been booked solid, will be playing the Clebrity Club in Providence, R.I., until he comes into New York. . . . George Shearing, whose long stay at the Embers just came to an end, can be heard on the new MGM "An Evening With The George Shearing Quintet." . . . Eddie Kissak, "X" Records, advises that a Calvin Jackson 12-side L. P. is being readied. The sides were cut under actual working conditions while Jackson was playing the Park Plaza Hotel in Toronto, Canada. Kissak also reports the next vault record releases will include "Earl Hines Piano Solos"; Sidney Bechet, Vol. 1; and Benny Moten's Kansas City Jazz, Vol. 2. . . . Chico O'Farrill brings his Latin band into Birdland on September 16 for two weeks where Dinah Washington had been "killing" the customers. Chico has a new album out on Norgran.

You'll be "Wrong" If You Don't Buy
"I MAY BE WRONG"
by
The Emperors
b/w
"Come Back, Come Back"
Haven # 511
Contact your local distributor

HAVEN RECORDS 6139 KENWOOD CHICAGO, ILL.

ORDER NOW!
"Cry Sometimes"
Swanee Quintet
Nashboro 546
STEADY SELLER!
"Baptism of Jesus"
The Skylarks
Nashboro 545
NASHBORO RECORD CO., INC.
177 3rd Ave. N. Nashville, Tenn.
(Phone 42-2215)

4 NEW HIZZLERS FROM YOUR HOTTEST LABEL!

1 Joe Turner
"WELL ALL RIGHT"
"MARRIED WOMAN"
Atlantic 1040

2 Tommy Ridgley
"WISH I HAD NEVER"
"JAM UP"
Atlantic 1039

3 Carmen Taylor
AND THE BOLEROS
"OOH I"
"FREDDIE"
Atlantic 1041

4 Arnett Cobb
AND HIS BAND
"MR. POGO"
"HORSE LAFF"
Atlantic 1042

ATLANTIC RECORDING CORP.
234 WEST 56th St. NEW YORK 19, N. Y.

THE CASH BOX

in NEW YORK CITY **in CHICAGO** **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, Chicago and New Orleans.

- | | | |
|---|--|--|
| 1 OH WHAT A DREAM
Ruth Brown
(Atlantic 1036) | OH WHAT A DREAM
Ruth Brown
(Atlantic 1036) | ANNIE HAD A BABY
Midnighters
(Federal 12195) |
| 2 HURTS ME TO MY HEART
Faye Adams
(Herald 434) | SH-BOOM
Chords
(Cat 104) | OH WHAT A DREAM
Ruth Brown
(Atlantic 1036) |
| 3 ANNIE HAD A BABY
Midnighters
(Federal 12195) | SEXY WAYS
Midnighters
(Federal 12185) | HURTS ME TO MY HEART
Faye Adams
(Herald 434) |
| 4 HONEY LOVE
The Drifters
(Atlantic 1029) | ANNIE HAD A BABY
Midnighters
(Federal 12195) | YOUR CASH AIN'T NOTHIN' BUT TRASH
The Clovers
(Atlantic 1035) |
| 5 EBB TIDE
Roy Hamilton
(Epic 9068) | SHAKE, RATTLE AND ROLL
Joe Turner
(Atlantic 1026) | SEXY WAYS
Midnighters
(Federal 12185) |
| 6 WORK WITH ME ANNIE
Midnighters
(Federal 12169) | YOUR CASH AIN'T NOTHIN' BUT TRASH
The Clovers
(Atlantic 1035) | HONEY LOVE
Drifters
(Atlantic 1029) |
| 7 SH-BOOM
Chords
(Cat 104) | WORK WITH ME ANNIE
Midnighters
(Federal 12169) | YOU CAN PACK YOUR SUITCASE
Fats Domino
(Imperial 5031) |
| 8 MY DEAR, MY DARLING
Counts
(Dot 1210) | EBB TIDE
Roy Hamilton
(Epic 9068) | LET'S WALK
Charles Brown
(Aladdin 3235) |
| 9 DEAR ONE
The Scarlets
(Red Robin 128) | HONEY LOVE
The Drifters
(Atlantic 1029) | CUBANO JUMP
Ike Turner
(Flair 1040) |
| 10 HIGH HEELS
Bill Doggett
(King 4732) | JUST MAKE LOVE TO ME
Muddy Waters
(Chess 1571) | YOU'D BETTER WATCH YOURSELF
Little Walter
(Checker 799) |

in SAN FRANCISCO **in NEWARK** **in MEMPHIS**

- | | | |
|---|--|--|
| 1 OH WHAT A DREAM
Ruth Brown
(Atlantic 1036) | OH WHAT A DREAM
Ruth Brown
(Atlantic 1036) | HURTS ME TO MY HEART
Faye Adams
(Herald 434) |
| 2 HONEY LOVE
Drifters
(Atlantic 1029) | WORK WITH ME ANNIE
Midnighters
(Federal 12169) | OH WHAT A DREAM
Ruth Brown
(Atlantic 1036) |
| 3 JUST MAKE LOVE TO ME
Muddy Waters
(Chess 1571) | HONEY LOVE
Drifters
(Atlantic 1029) | TICK TOCK
Marvin & Johnny
(Modern 933) |
| 4 SEXY WAYS
Midnighters
(Federal 12185) | SEXY WAYS
Midnighters
(Federal 12185) | WORK WITH ME ANNIE
Midnighters
(Federal 12169) |
| 5 SH-BOOM
Chords
(Cat 104) | COME TO ME, DARLING
Opals
(Luna 5001) | HONEY LOVE
Drifters
(Atlantic 1029) |
| 6 WHEN MY HEART BEATS LIKE A HAMMER
B. B. King
(RPM 412) | EBB TIDE
Roy Hamilton
(Epic 9068) | SH-BOOM
Chords
(Cat 104) |
| 7 ANNIE HAD A BABY
Midnighters
(Federal 12195) | HURTS ME TO MY HEART
Faye Adams
(Herald 434) | EVIL IS GOING ON
Howling Wolf
(Chess 1575) |
| 8 I'VE GOT MY EYES ON YOU
Clovers
(Atlantic 1035) | TICK TOCK
Marvin & Johnny
(Modern 933) | LET'S WALK
Charles Brown
(Aladdin 3235) |
| 9 PLEASE FORGIVE ME
Johnny Ace
(Duke 128) | ANNIE HAD A BABY
Midnighters
(Federal 12195) | STOP HOPPIN' ON ME
Willie Mae Thornton
(Peacock 1642) |
| 10 YOUR CASH AIN'T NOTHIN' BUT TRASH
The Clovers
(Atlantic 1035) | BABY, BABY ALL THE TIME
Amas Milburn
(Aladdin 3248) | COME TO ME, BABY
Charms
(DeLuxe 6056) |

CHESSE RECORD CORP. 4750-52 Cottage Grove Ave. Chicago 15, Illinois

LENA GORDON
"MAMA TOOK THE BABY"
B/W "DISC JOCKEY JAMBOREE"
Checker 803

LITTLE WALTER
"YOU BETTER WATCH YOURSELF"
B/W "BLUE LIGHT"
Checker 799

HOWLING WOLF
"EVIL IS GOING ON"
Chess 1575

THE PEPPERS
"ROCKING CHAIR BABY"
B/W "HOLD ON"
Chess 1577

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

IT'S ANOTHER BIG ONE!
"I Really Really Love You"
THE CROWS
Rama 30
45-30

RAMA

220 W. 42nd Street, New York, N. Y.

Only On Savoy Can You Get The ONLY R & B VERSION RECORDED SAVOY # 1138

"DON'T DROP IT"
WILBERT HARRISON

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

GREAT SALES ARE HARP-ENING In BOTH POP and R&B— Insist on the ORIGINAL

The HARPTONES

"WHY SHOULD I LOVE YOU"
BRUCE-109

BRUCE RECORD CO. 1650 Broadway New York 19, N. Y.

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

THE CASH BOX

in
PHILADELPHIA

in
LOS ANGELES

in
ST. LOUIS

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

- 1** OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)
- 2** HONEY LOVE
The Drifters
(Atlantic 1029)
- 3** EBB TIDE
Roy Hamilton
(Epic 9068)
- 4** SEXY WAYS
Midnighters
(Federal 12185)
- 5** GOD ONLY KNOWS
Capris
(Gotham 304)
- 6** TICK TOCK
Marvin & Johnny
(Modern 933)
- 7** I'VE GOT MY EYES
ON YOU
Clovers
(Atlantic 1035)
- 8** HURTS ME
TO MY HEART
Faye Adams
(Herald 434)
- 9** HEY THERE
Sammy Davis, Jr.
(Decca 29199)
- 10** ANNIE HAD A BABY
Midnighters
(Federal 12195)

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

POP SHOOP
Shirley Gunter &
The Queens
(Flair 1050)

HURTS ME TO MY
HEART
Faye Adams
(Herald 434)

BYE, BYE
Dreamers
(Flair 1052)

BUICK 59
Medallions
(Dootone 347)

TICK TOCK
Marvin & Johnny
(Modern 933)

HEARTS OF STONE
Jewels
(R & B 1301)

YOUR CASH AIN'T
NOTHIN' BUT TRASH
The Clovers
(Atlantic 1035)

BABY, BABY ALL
THE TIME
Amos Milburn
(Aladdin 3248)

PLEASE REMEMBER
MY HEART
Salataires
(Old Town 106)

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

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

WORK WITH ME
ANNIE
Midnighters
(Federal 12169)

HURTS ME TO
MY HEART
Faye Adams
(Herald 434)

ANY DAY NOW
Ella & Buddy Johnson
(Mercury 70421)

YOUR CASH AIN'T
NOTHIN' BUT TRASH
The Clovers
(Atlantic 1035)

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

HONEY LOVE
Drifters
(Atlantic 1029)

SKOKIAAN
Johnny Hodges
(Norgran 124)

Coming Up In R & B

Listed Alphabetically

BABY, I NEED YOU

El Darados
(Vee-Jay 115)
Detroit

COME TO ME, BABY

Charms
(DeLuxe 6056)
Memphis

THE REAL THING

Spiders
(Imperial 5305)
Shreveport, St. Louis

YOU'D BETTER WATCH
YOURSELF

Little Walter
(Checker 799)
Atlanta, Nashville, New Orleans, Shreveport

YOU FIGURE IT OUT

Roscoe Gordon
(Duke 129)
Los Angeles

Exec Group Formed To Manage WMGM

NEW YORK—Arthur M. Tolchin, new Director of Radio Station WMGM, announced this week the formation of an executive group to manage the 50,000 watt "Call Letters of the Stars" Metro-Goldwyn-Mayer station.

Frank Roehrenbeck has been named Associate Director In Charge of Station Management. Raymond Katz has been made Associate Director In Charge of Programming, and Sam Faust, Associate Director In Charge of Sales. These executives, working with Mr. Tolchin, will comprise the new executive committee of the station.

"Messrs. Roehrenbeck, Katz and Faust are known and recognized in the Broadcasting Industry for their outstanding abilities," said Mr. Tolchin. "They will work with me as an integrated team to take WMGM, already one of the foremost independents in the country, to greater successes—both in service to the public and in sales results for its many national and local sponsors."

in
DETROIT

in
NASHVILLE

in
COLUMBIA, S. C.

1 ANNIE HAD A BABY
Midnighters
(Federal 12195)

2 SEXY WAYS
Midnighters
(Federal 12185)

3 HONEY LOVE
The Drifters
(Atlantic 1029)

4 HURTS ME
TO MY HEART
Faye Adams
(Herald 433)

5 EBB TIDE
Roy Hamilton
(Epic 9068)

6 YOUR CASH AIN'T
NOTHIN' BUT TRASH
The Clovers
(Atlantic 1035)

7 OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

8 WORK WITH ME
ANNIE
Midnighters
(Federal 12169)

9 EVIL IS GOING ON
Hawling Wolf
(Chess 12195)

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

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

HONEY LOVE
The Drifters
(Atlantic 1029)

SEXY WAYS
Midnighters
(Federal 12185)

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

YOUR CASH AIN'T
NOTHIN' BUT TRASH
The Clovers
(Atlantic 1035)

SHAKE, RATTLE
AND ROLL
Joe Turner
(Atlantic 1026)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

HURTS ME
TO MY HEART
Faye Adams
(Herald 433)

YOU CAN PACK
YOUR SUITCASE
Fats Domino
(Imperial 5031)

EVIL IS GOING ON
Hawling Wolf
(Chess 1575)

HONEY LOVE
The Drifters
(Atlantic 1029)

SEXY WAYS
Midnighters
(Federal 12185)

ANNIE HAD A BABY
Midnighters
(Federal 12195)

OH WHAT A DREAM
Ruth Brown
(Atlantic 1036)

LET'S WALK
Charles Brown
(Aladdin 3235)

JUST MAKE LOVE
TO ME
Muddy Waters
(Chess 1571)

I'VE GOT MY EYES
ON YOU
Clovers
(Atlantic 1035)

HURTS ME
TO MY HEART
Faye Adams
(Herald 434)

YOU CAN PACK
YOUR SUITCASE
Fats Domino
(Imperial 5031)

SHAKE, RATTLE
AND ROLL
Joe Turner
(Atlantic 1026)

Starting Big!

NO ONE BUT ME

by
EARL KING

531 # 531-45

Specialty records

8508 Sunset Blvd., Hollywood 46, Cal.

Better than "I Had A Notion"

"I WANT TO KNOW"

and
"DON'T TELL ME"

(If You Love Me)

AL SAVAGE
Herold # 437

Herald RECORDS
236 W. 53 St.
New York
N. Y.



THE MIDNIGHTERS

**"ANNIE HAD
A BABY"**

"SHE'S THE ONE"

Federal 12195

"SEXY WAYS"

"Don't Say Your Last Goodbye"

Federal 12185

"WORK WITH ME ANNIE"

Federal 12169

THE LAMPLIGHTERS

"FIVE MINUTES MORE"

"YOU HEAR"

Federal 12192

BILL DOGGETT

"HIGH HEELS"

"SWEET SLUMBER"

King 4732



THEY'RE HEADIN'
TO THE TOP!!

THE CADILLACS'

SENSATIONAL RECORDING

**"I WONDER
WHY"**

and

"GLORIA"

Josie # 765

THE FOUR BARS

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

b/w

"STOP IT! QUIT IT!"

Josie # 768

STILL CLIMBING!

THE RAY-O-VACS

"DARLING"

Josie # 763



RHYTHM 'N BLUES REVIEWS

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

THE HAWKS
(Imperial 730)

B+ "GIVE IT UP" (2:10) [Commodore BMI—Gaines & Bartholomew] The Hawks dish up a happy quick beat ditty with a chuckley quality. The team blends well and represents a constant threat to break out. Good juke box material.

B "NOBODY BUT YOU" (2:17) [Commodore BMI—Gaines, Bartholomew] The lads go mellow on this love ditty and the sound they make is pretty and acceptable. Good beat.

LULA REED
(King 4737)

C+ "WHAT COULD I DO BUT BELIEVE IN JESUS" (2:14) [Jay & Cee BMI—Thompson, Glover] Lula Reed sings a slow rhythmic religious number in which she performs with much feeling.

C+ "A QUIET TIME WITH JESUS" (2:15) [General ASCAP—Francis Drake Ballard] The pairing is another slow sacred tune. Lula seems to feel this religious work. Deck takes off with an uptempo about midway that should excite the listener. Good religious etching.

BIG NICK NICHOLAS
(Mercury 70451)

B+ "TEEDLE-DEE-TEEDLE-DUM" (2:47) [Dart BMI—Rodgers, Fields & Nicholas] A wild novelty with the "craziest" lyrics dished up with a chuckle in every note and embellished with torrid orking and tonsil swallowing by Big Nick Nicholas. A very funny stomper that should have the listening audience hysterical.

C+ "IF I GIVE MY HEART TO YOU" (2:30) [Dottie Smith and Austin] Powell reads the pop lovely smoothly. Pretty ditty.

THE BLUE DIAMONDS
(Savoy 1134)

B "HONEY BABY" (2:15) [Crossroads BMI—E. Kado] New Savoy vocal group, The Blue Diamonds, dish up a slow blues with that Southern flavor. Ok deck that could capture a fair share of the action.

C+ "NO MONEY" (2:20) [Crossroads BMI—E. Kado] The flip is a rhythmic rocker that is belted with enthusiasm and drive. Guitar solo lends appealing flavor to both decks.

SAX MAN BROWN
ELMO JAMES
(Meteor 5016)

C+ "SAX-ONY BOOGIE" (2:56) [Meteor BMI—J. T. Brown] A driving number featuring the lively and expressive saxing of Sax Man Brown. Elmo James and his Broomdusters provide the spirited accompaniment. Teeners can knock themselves out with this etching.

B "DUMB WOMAN BLUES" (2:45) [Meteor BMI—J. T. Brown] J. T. (Big Boy) Brown handles the vocal end of this slow Southern blues. Brown sings his preferences in women. He'd rather have a dumb woman than an educated girl from school. Lyrics, tune, vocal, and colorful saxing by Brown make this an effective deck.

THE CASH BOX

★ AWARD O' THE WEEK ★

"NEVER LET ME GO" (2:48)

[Lion BMI—Joe Scott]

"BURLEY CUTIE" (2:35)

[Lion BMI—John Alexander]

JOHNNY ACE
(Duke 132)



JOHNNY ACE

● Johnny Ace, who makes a habit of turning out hits, rides along in the very same pattern as he sings another lovely ballad in his soothing style. Johnny sings "Never Let Me Go" with feeling and emotional shadings that "sell" records. Romantic lyrics are presented in the Ace manner and it should just melt the teener lassies. It's another big one for the singer. The flip is "Burley Cutie," a quick beat instrumental.

"DON'T TELL ME" (2:47)

[Dover BMI—C. Singleton, R. McCoy]

"I WANNA' KNOW (If You Love You)"

[Angel BMI—Singleton, Taylor]

AL SAVAGE
(Herald H-437)



AL SAVAGE

● Al Savage, looking for another

"I Had A Notion," comes up with what could very well be the one. Al has two good sides on his newest release, "Don't Tell Me" and "I Wanna' Know." Al is at his emotional best singing the middle tempo bouncer "Don't Tell Me." His powerful vocalizing, taking advantage of a strong beat and potent lyrics, makes this a side that could bring the youngster all the way back. The flip, "I Wanna Know," is an equally strong piece of wax that could be the one. The arrangement is particularly effective and Al sells it. Like both sides.

HENRY SMITH
(Dot 1220)

B "LONESOME BLUES" (3:20) [Gallatin BMI—Smith] Henry Smith sings a slow country blues moaning his lonesome state. Smith is backed with a harmonica and strings. Wax has an authentic down south blues sound. Should do well with that market.

C+ "GOOD ROCKING MAMA" (2:18) [Gallatin BMI—Smith] Flip is a quick tempo rocker about his "Rocking Mama" who rocks, morning, night and all night long. Smith's vocal is in the proper blues mood.

FLOYD VALENTINE
(Vee Jay 113)

B "OFF TIME" (3:09) [BMI—Jones] Floyd Valentine and his orchestra dish up an intriguing beatty instrumental wax. Tho the label calls it a vocal, the vocal is limited to an opening chant of "off time" and a closing shout of the same title phrase. Good phono material.

B "FUSSIN AND LOVIN" (2:45) [BMI—Jones] The Valentine group knocks out a bouncing blues with lots of drive. Deck has a zesty appeal that could garner some strong action.

MILDRED JONES
(Peacock 1638)

B "MR. THRILL" (2:29) [Lion BMI—Mildred Jones] This one makes little pretense. Mildred Jones sings a middle tempo jump item with lyrics that are for the party record buyer. Will never be heard on the air.

B "MIS-USED WOMAN" (2:33) [Lion BMI—Mildred Jones] Mildred sings a slow blues on the flip, wailing the sad story of her misery filled life. Thrush puts lots of feeling into her vocal. Ok blues wax.

THE FLYING EAGLES
(TNT 8004)

C "DON'T YOU WANT TO GO WITH ME" [TNT BMI—H. C. Dancy] A middle tempo rhythmic jubilee item. The Eagles work up an enthusiasm that results in an exciting platter.

C+ "WHEN THE DEAD IN CHRIST SHALL RISE" [TNT-H.C. Dancy] Similar etching. Authentic religious sound. Good spiritual wax.

THE SOUTHERN WONDERS
(Peacock 1725)

C+ "HOW MUCH MORE CAN I BEAR" (2:36) [Lion-E. McKinney] The Southern Wonders blend on a slow tender spiritual. E. McKinney, handling the lead, does a highly effective job. Good spiritual platter.

B "I'LL FLY AWAY" (2:23) [Lion-E. McKinney, Weaver] The Southern Wonders up the tempo on this religious item and capture the feeling and sound that means large gospel sales. Wax projects excitement and not the least of the support is supplied by the steady bass beat simulated by one of the singers. This could be one of the big spirituals of the year. Top rating for the spiritual market.

RICHARD LEWIS
(Aladdin 3255)

B "CALL ME, CALL ME, CALL ME" (2:35) [Aladdin BMI—Rudolph Toombs] The Richard Lewis ork etches an ok ditty with a better than fair vocal by Dolores Gibson. Strong evergreen with a good chance at a good share of the biz.

B+ "HEY LITTLE BOY" (2:30) [Aladdin BMI—Richard Lewis] A good follow up to the group's previous "Little Girl." Thrush Dolores Gibson comes through in real fine style on this deck. Could happen.

SUE ALLEN AND OSCAR BLACK
(Groove 4G-0037)

B+ "DON'T LEAVE ME TO CRY" (2:50) [Music Service BMI—Lane, Brown] A slow emotional blues effectively portrayed by Sue Allen and Oscar Black. Sue Allen's tormented vocal makes this a powerful etching that could find its way into the ears and hearts of the listeners and from there into the cash registers of the dealer.

B "I DEDICATE MY HEART" (2:50) [Music Service BMI—Lane, Brown] A slow romantic portrayed with a great deal of feeling by the duo. Melodic ditty that comes up a potent piece of wax. Team of Allen and Black should make a big dent in the affections of the buyer with the proper exposure.

THE CASH BOX

Rhythm 'N Blues BEST BETS

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

- ★ "GIVE IT UP" The Hawks Imperial 730
- ★ "DON'T LEAVE ME TO CRY" Sue Allen-Oscar Black Groove 4G-0037
- ★ "TEEDLE-DEE-TEEDLE-DUM" Big Nick Nicholas Mercury 70451



Stars Over Harlem

Every now and then we who scribble and scratch about the many happenings along record row are confronted with the difficult problem of selecting a hand full of hard hitting chartbusters from what seems like an endless list of great tunes and readings. It just happens that this is the exact case at present. We need not mention such current biggies as Work With Me Annie, Sh-Boom, Shake, Rattle and Roll, Please Forgive Me, Oh What A Dream, Hurts Me To My Heart, Good-night Sweetheart, The Drifters' many smashing successes and countless other outstanding waxings to give you the finished picture of just what we mean when we converse about the real big things have caused the customers and the clever makers of the wax works to sport broad smiles. Will simply bypass these for the time being to toy around with the names of a few of the records and artists that are showing favorable signs of crashing through. The first of these stellar new ones is the groovy little Eddie Davis combo and their tasty etching of America's favorite standards "I Only Have Eyes." Then moving slowly onward and in the direction of King records distribs we are presented with the good news that Bill Doggett's "High Heels" b/w "Sweet Slumber" is steadily gaining on the leaders with each second that passes. "Hey There" Sammy Davis, your wonderful rendition of the tune of the same name is a sure fire must on just about every wax purchaser's list uptown. P. S. yours too Rosemary Clooney. . . . Watch Dinah Washington's latest "I Don't Hurt Anymore." It is one of the nicest pieces of material in many a big bright moon for the belting queen of the juke boxes. . . . Errol Garner and "Misty" the prescription for soothing the tired soul. . . . For a funny, funny bit you just gotta dig Tommy Braden and "Monkey Play A Fiddle." This one is killing the Harlem hipsters. . . . Earpleasing plus is Johnny Smith's "My One And Only Love," Jackie Gleason's "Music, Martinis and Memories," Frank Sinatra's "Swing Easy" long player, Eddie Bonnemers "Square Dance Mambo," Tito Puente's "Ran Kan Kan." . . . Marvin and Johnny's "Cherry Pie" is just about ready to explode in booming fashion.

Thanks a million and more to personable dee-jay Willie Bryant for the pleasant manner in which he welcomed back our few bits of scratch. He programmed it as a portion of his show, and it's things like this that keeps this writer prancing around proud like. . . . Jack Walker and Leigh Kamman (they're both of radio station WOV) spotted in Harlem's newest record shop giving out with the good and helpful suggestions. . . . Les Baxter and Leroy Holmes versions of "High And Mighty" running neck and neck for juke box top honors all about 125th street and vicinity. . . . Fats Domino's "Baby Please" a sure fire coin jerker. . . . Watch Louis Jordan's "If I Had Any Sense." This one looks like the one he's been awaiting for.

- 1 **OH WHAT A DREAM**
Ruth Brown
(Atlantic 1036)
- 2 **HONEY LOVE**
Drifters
(Atlantic 1029)
- 3 **ANNIE HAD A BABY**
Midnighters
(Federal 12195)
- 4 **SEXY WAYS**
Midnighters
(Federal 12185)
- 5 **HURTS ME TO MY HEART**
Faye Adams
(Herald 434)
- 6 **WORK WITH ME ANNIE**
Midnighters
(Federal 12169)
- 7 **YOUR CASH AIN'T NOTHIN' BUT TRASH**
Clovers
(Atlantic 1035)
- 8 **SH-BOOM**
Chords
(Cat 104)
- 9 **EBB TIDE**
Roy Hamilton
(Epic 9068)
- 10 **SHAKE, RATTLE AND ROLL**
Joe Turner
(Atlantic 1026)
- 11 **WHEN MY HEART BEATS LIKE A HAMMER**
B. B. King
(RPM 412)
- 12 **JUST MAKE LOVE TO ME**
Muddy Waters
(Chess 1571)
- 13 **TICK TOCK**
Marvin & Johnny
(Modern 933)
- 14 **YOU CAN PACK YOUR SUITCASE**
Fats Domino
(Imperial 5031)
- 15 **I'VE GOT MY EYES ON YOU**
Clovers
(Atlantic 1035)

Sold



LOS ANGELES, CALIF.—While visiting at Leuenhagen's Record Bar, this city, songstress Jeri Southern (center) is happy to hear that her latest Decca waxing, "Joey" and "Man That Got Away," is selling so well. She offers the empty box as evidence as proprietors Mary and Kay Solle look on. Jeri has just come out with a new album labelled "Warm and Intimate Songs by Jeri Southern."

KLAC DJ's Present Charity Show

HOLLYWOOD, CALIF.—A record throng poured into the Hollywood Bowl Friday evening Sept. 10th for the third annual "Big 5" KLAC disk jockey Charity Show.

The star studded line-up of entertainment included Bob Hope, Loretta Young, Jo Stafford, Connie Haines, The Robins, Tennessee Ernie, Peggy Lee, Tony Martin, Danny Thomas, The Modernaires with Paula Kelley, Tony Bennett, Billy Eckstine, Peggy King and music by Paul Weston and his orchestra.

On hand to emcee the show were KLAC's "Big 5" Dick Haines, Peter Potter, Jim Ameche, Alex Cooper and Gene Norman.

Complete proceeds went to the St. Anne Foundation.

Wanna Join The Four Tunes?

NEW YORK—The Four Tunes, the star vocal quartet, are putting out a special Jubilee "Harmonizing Quartet" album for parties and gatherings, designed so that amateur singers will have a perfect guide for their voices. The record albums will be marked for "Bass," "Tenor," "Alto," or "Baritone" and will include old-standbys as well as modern favorites. In this way, a group can sing along with The Four Tunes setting a professionally perfect pace and pitch, and everyone at the party can become a temporary member of one of the country's hottest vocal groups.

Jaguar Acquires "Jazz Dance" Score

NEW YORK—Jaguar Records, Inc., has secured the record rights to the soundtrack of the motion picture "Jazz Dance," company president George J. Bennett announced today. Outbidding four other record companies for the item, Jaguar signed with the film's producer-director, Roger Tilton, for all 78, 45, and 33 1/3 rights. The issue will be on the stands within two weeks.

Score features jazz greats Pee Wee Russell, Jimmy McPartland, Pops Foster, Jimmy Archey, Willie the Lion Smith, and leader George Wettling playing such Dixieland classics as "Ballin' the Jack," "Royal Garden Blues" and "When the Saints Go Marchin' In."

Eddie Fisher Days Postponed to Sept. 23-24

NEW YORK—Eddie Fisher Day at Grossinger's, originally scheduled for September 13 and 14, has been postponed to Wednesday and Thursday, Sept. 22 and 23.

Tee-off time for the Golf Tournament will be 10:00 AM, Thursday. Tennis, swimming and baseball contests will also be featured.

Cards were sent out to everyone invited asking for a re-confirmation of reservations.

2 FOR THE MONEY

FOLLOW-UP TO THEIR SENSATIONAL SMASH "GOODNIGHT, SWEETHEART, GOODNIGHT"

- 1 **The Spaniels' "Let's Make Up" AND "Play It Cool"**

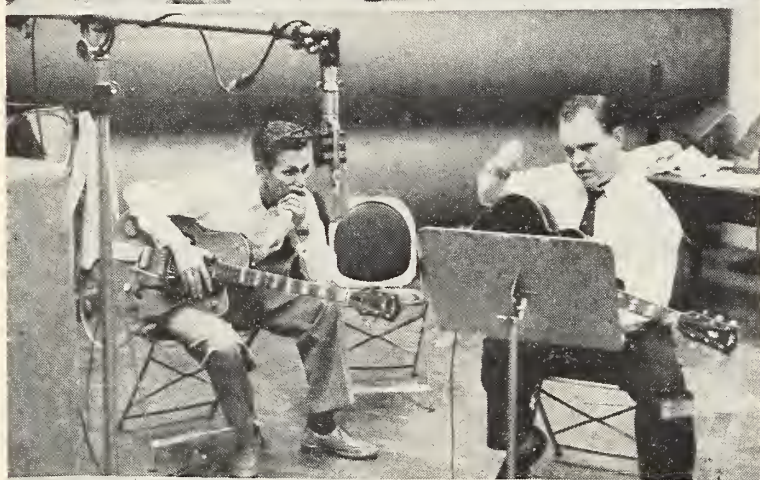
VEE-JAY 116

- 2 **The Cash Box BEST BET SEPT. 11 ISSUE The Eldarados' "Baby I Need You Now" AND "My Loving Baby"**

VEE-JAY 115

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

How They Do It



NEW YORK—Last year, the Davis Sisters came up with the number one country recording "I Forgot More Than You'll Ever Know" in the 8th Annual Cash Box Juke Box Operators Poll. To see how the girls manufacture their hit recording, Cash Box takes its cameras into RCA Victor's downtown recording studios. Top photo shows the girls, Skeeter and Georgie, belting out two new tunes "Show Me" b/w "Just Like Me" just released. Their relaxed quality comes from lollipops (photo 2). (Photo 3) Two reasons why the Davis Sisters make class A recordings—Chet Atkins (left) and George Bond (right), two of the country's top guitarists accompany the girls on their sessions. (Photo 4) Before closing the date, Skeeter listens to a new Christmas song which Steve Sholes (right), RCA Victor's country-western A & R chief, has selected for the girls next release. (Photo 5) Georgie and Skeeter listen to a playback with their ever-present lollipops in hand.

THE CASH BOX FOLK & WESTERN DISK JOCKEY REGIONAL RECORD REPORTS



Pop's Country Store

- WXGI—Richmond, Va.
1. A Place For Girls Like You (Faron Young)
 2. I Can See An Angel (Pike)
 3. Don't Be The One (R. Sovine)
 4. Sh-Boom (Bobby Williamson)
 5. Can Can Skirt (H. June Van)
 6. I'm Too Big To Cry (Robbins)
 7. Courtin' In The Rain (T. Texas Tyler)
 8. I Don't Hurt Anymore (Hank Snow)
 9. If You Don't, Somebody Else Will (Jimmy & Johnny)
 10. Skokiaan (Bud Isaacs)

Lee Sutton

- WWVA—Wheeling, W. Va.
1. I Don't Hurt Anymore (Hank Snow)
 2. Even Tho (Webb Pierce)
 3. Just Call On Me (D. Owens)
 4. Goodnight Sweetheart (Johnnie & Jack)
 5. One By One (Wells & Foley)
 6. Go Boy Go (Carl Smith)
 7. Courtin' In The Rain (T. Texas Tyler)
 8. Thank You For Calling (Billy Walker)
 9. We've Gone Too Far (Hank Thompson)
 10. Don't Drop It (Terry Fell)

Henry Tuck

- WREV—Ricksville, N. C.
1. Goodnight Sweetheart (Johnnie & Jack)
 2. I Don't Hurt Anymore (Snow)
 3. This Ole House (St. Hamblen)
 4. Honey Love (The Carlisles)
 5. Courtin' In The Rain (T. Texas Tyler)
 6. Even Tho (Webb Pierce)
 7. Sweet Guitar Waltz (Coy/McDaniel)
 8. Love The Devil Out Of You (Joe Carson)
 9. Night Time Is Cry Time (Jimmy Newman)
 10. Don't Drop It (Terry Fell)

Slim Lay

- WHBS—Huntsville, Ala.
1. Loose Talk (Freddie Hart)
 2. If You Don't, Somebody Else Will (Jimmy & Johnny)
 3. Never (W & M. Tuttle)
 4. Wat'cha Gonna Do Now (Tommy Collins)
 5. A Place For Girls Like You (Faron Young)
 6. I'm Looking For A Date Tonight (Justin Tubb)
 7. Wiggle Worm Wiggle (Jim Eanes)
 8. Sparkling Brown Eyes (Pierce & Wilburn Bros.)
 9. You're Not Easy To Forget (Kitty Wells)
 10. I Don't Hurt Anymore (Snow)

Big Jim Hess

- WIVK—Knoxville, Tenn.
1. This Is The Thanks I Get (Eddy Arnold)
 2. The Good And The Bad (Charline Arthur)
 3. Go Boy Go (Carl Smith)
 4. Honey Love (The Carlisles)
 5. What'cha Gonna Do Now (Webb Pierce)
 6. Honey I Need You (Johnnie & Jack)
 7. He's Married To Me (Wells)
 8. Please Darlin' Please (Charline Arthur)
 9. The Man Upstairs (Blackwood Bros.)
 10. Show Me (Davis Sisters)

Sleepyhead Cliff

- KASM—Albany, Minn.
1. You Can't Have My Love (Jackson & Gray)
 2. Courtin' In The Rain (T. Texas Tyler)
 3. I Don't Hurt Anymore (Snow)
 4. Out Behind The Barn (Jimmy Dickens)
 5. If You Don't, Somebody Else Will (Jimmy & Johnny)
 6. Don't Drop It (Terry Fell)
 7. Hurry Hurry (Hoot Curley)
 8. Even Tho (Webb Pierce)
 9. Got It On My Mind (Lonzo & Oscar)
 10. Itsy Bitsy Me (J. E. & M. Brown)

Dal Stallard

- KCMO—Kansas City, Mo.
1. One By One (Wells & Foley)
 2. Courtin' In The Rain (T. Texas Tyler)
 3. Looking Back To See (Tubb & Hill)
 4. I Don't Hurt Anymore (Snow)
 5. I'm Too Big To Cry (Robbins)
 6. Don't Drop It (Terry Fell)
 7. Go Boy Go (Carl Smith)
 8. Much Too Young To Die (Ray Price)
 9. Cry, Cry Darling (Newman)
 10. Hep Cat Baby (Eddy Arnold)

Smokey Smith

- KRNT—Des Moines, Iowa
1. You Can't Have My Love (Jackson & Gray)
 2. Courtin' In The Rain (T. Texas Tyler)
 3. Night Time Is Cry Time (Jimmy Newman)
 4. But I Do (Skeets McDonald)
 5. Don't Be The One (R. Sovine)
 6. Tell Her Lies And Feed Her Candy (Charlie Walker)
 7. Honky Tonk Girl (Thompson)
 8. I Don't Hurt Anymore (Snow)
 9. This Ole House (St. Hamblen)
 10. Call Me Up (Marty Robbins)

Bill Thornton

- KRLW—Walnut Ridge, Ark.
1. I Don't Hurt Anymore (Snow)
 2. Don't Drop It (Terry Fell)
 3. You Can't Have My Love (Jackson & Gray)
 4. Courtin' In The Rain (T. Texas Tyler)
 5. The Man Upstairs (Blackwood Bros.)
 6. This Ole House (St. Hamblen)
 7. Good Deal, Lucille (Al Terry)
 8. Much Too Young To Die (Ray Price)
 9. A Place For Girls Like You (Tommy Sands)
 10. Cry, Cry Darling (Newman)

Carl Stuart

- WCOP—Boston, Mass.
1. I Don't Hurt Anymore (Snow)
 2. Night Time Is Cry Time (Jimmy Newman)
 3. One By One (Wells & Foley)
 4. Even Tho (Webb Pierce)
 5. What'cha Gonna Do Now (Tommy Collins)
 6. Goodnight Sweetheart (Johnnie & Jack)
 7. I Saw Your Face In The Moon (Mac Wiseman)
 8. Chapel In The Moonlight (Faron Young)
 9. Rose Marie (Slim Whitman)
 10. This Ole House (St. Hamblen)

Dave Walshak

- KCTI—Gonzales, Tex.
1. Go Boy Go (Carl Smith)
 2. Crazy 'Bout You Baby (Lonzo & Oscar)
 3. You Can't Have My Love (Jackson & Gray)
 4. A Place For Girls Like You (Faron Young)
 5. Goodnight Sweetheart (Johnnie & Jack)
 6. Ride Away (Slim Whitman)
 7. The Good And The Bad (Charlene Arthur)
 8. Love March (B. Williamson)
 9. Much Too Young To Die (Ray Price)
 10. You're Not Easy To Forget (Kitty Wells)

Buck Benson

- WLBR—Lebanon, Pa.
1. Go Boy Go (Carl Smith)
 2. Goodnight Sweetheart (Johnnie & Jack)
 3. Someone Will Love Me In Heaven (Don Reno)
 4. Padre Of Old San Antonio (Jim Reeves)
 5. Sparkling Brown Eyes (Pierce & Wilburn Bros.)
 6. Out Behind The Barn (Jimmy Dickens)
 7. I Saw Your Face In The Moon (Mac Wiseman)
 8. Courtin' In The Rain (T. Texas Tyler)
 9. I Don't Hurt Anymore (Snow)
 10. Whitehouse Blues (Monroe)

Paul Kallinger

- XERF—Del Rio, Tex.
1. Even Tho (Webb Pierce)
 2. Sparkling Brown Eyes (Pierce & Wilburn Bros.)
 3. I Don't Hurt Anymore (Snow)
 4. One By One (Wells & Foley)
 5. Penny Candy (Jim Reeves)
 6. A Place For Girls Like You (Faron Young)
 7. Tell Her Lies And Feed Her Candy (Charlie Walker)
 8. If You Don't, Somebody Else Will (Jimmy & Johnny)
 9. Night Time Is Cry Time (Jimmy Newman)
 10. I'm Looking For A Date (Justin Tubb)

L. F. Kenfield

- WTIC—Hartford, Conn.
1. Slowly (Webb Pierce)
 2. Downhill Drag (Chet Atkins)
 3. Pretty Words (M. Robbins)
 4. Honey I Need You (Johnnie & Jack)
 5. One By One (Wells & Foley)
 6. River Of No Return (Sons Of The Pioneers)
 7. I Really Don't Want To Know (Eddy Arnold)
 8. Release Me (Ray Price)
 9. You Better Not Do That (Jimmy Dickens)

Wink Lewis

- KSNY—Snyder, Tex.
1. Even Tho (Webb Pierce)
 2. I Don't Hurt Anymore (Snow)
 3. Much Too Young To Die (Ray Price)
 4. Show Me That You Love Me (Al Terry)
 5. Go Boy Go (Carl Smith)
 6. Mother Went A-Walking (Jim Reeves)
 7. It's Been Nice (G. Morgan)
 8. Don't Drop It (Red Sovine)
 9. Moody's Goose (Carlisles)
 10. I Really Don't Want To Know (Eddy Arnold)

Jim Wilson

- WHOO—Orlando, Fla.
1. I Don't Hurt Anymore (Snow)
 2. Even Tho (Webb Pierce)
 3. Courtin' In The Rain (T. Texas Tyler)
 4. My Everything (E. Arnold)
 5. If You Saw Her Thru My Eyes (Carl Smith)
 6. Drunken Driver (F. Huskey)
 7. I'm A Fool To Care (Smokey Smith)
 8. Goodnight Sweetheart (Johnnie & Jack)
 9. Out Behind The Barn (Jimmy Dickens)
 10. Go Boy Go (Carl Smith)

Billy "The Kid" Stanley

- WNOE—New Orleans, La.
1. I Don't Hurt Anymore (Snow)
 2. If You Don't, Somebody Else Will (Jimmy & Johnny)
 3. A Place For Girls Like You (Faron Young)
 4. You Can't Have My Love (Gray & Jackson)
 5. One By One (Wells & Foley)
 6. Go Boy Go (Carl Smith)
 7. This Is The Thanks I Get (Eddy Arnold)
 8. Goodnight Sweetheart (Johnnie & Jack)
 9. House Of Glass (Al Terry)
 10. I Love You So Much (Price)

Jimmie Williams

- WNOP—Newport, Ky.
1. John Henry (Jimmy Skinner)
 2. I Love You (J. Wakley & L. Welks)
 3. What'cha Gonna Do Now (Tommy Collins)
 4. I'm Looking For A Date Tonight (Justin Tubb)
 5. Out Behind The Barn (Jimmy Dickens)
 6. Honey Baby (Skeeter Bonn)
 7. You Can't Have My Love (West & Strength)
 8. You Can't Feel The Way I Do (Betty Cody)
 9. Blue Tennessee Rain (B. Lou)
 10. Blue Days And Lonely Nights (Jimmy Osborne)

Wayne "Saddlebags" Griffin

- KDEF—Albuquerque, N. M.
1. I Don't Hurt Anymore (Snow)
 2. Even Tho (Webb Pierce)
 3. One By One (Wells & Foley)
 4. Looking Back To See (Hill & Tubb)
 5. Cry, Cry Darling (Newman)
 6. Courtin' In The Rain (T. Texas Tyler)
 7. As Far As I'm Concerned (R. & B. Foley)
 8. Thank You For Calling (Billy Walker)
 9. This Is The Thanks I Get (Eddy Arnold)
 10. House Of Glass (Al Terry)

Carl E. Lamm

- WCKB—Dunn, N. C.
1. I Don't Hurt Anymore (Snow)
 2. Goodnight Sweetheart, Goodnight (Johnnie & Jack)
 3. Looking Back To See (Hill & Tubb)
 4. You're Not Easy To Forget (Kitty Wells)
 5. Courtin' In The Rain (T. Texas Tyler)
 6. Honey I Need You (Johnny & Jack)
 7. This Ole House (St. Hamblen)
 8. Cry, Cry Darling (Newman)
 9. Even Tho (Webb Pierce)
 10. Crazy 'Bout You Baby (Lonzo & Oscar)

Johnny Rion

- KSTL—St. Louis, Mo.
1. Chapel In The Moonlight (Faron Young)
 2. A Piece For Girls Like You (Faron Young)
 3. Looking For A Date (J. Tubb)
 4. Love You (Mallie Ann & Slim)
 5. This Ole House (Herb & Kay)
 6. Even Tho (Webb Pierce)
 7. I Don't Hurt Anymore (Hank Snow)
 8. Can Can Skirt (H. June Van)
 9. Hillbilly Hula (J. Tex Carmen)
 10. My Everything (Eddy Arnold)

THE CASH BOX
Reports
THE NATION'S
BIG 10

**HILLBILLY,
 FOLK & WESTERN
 JUKE BOX TUNES**

Hank Williams Celebration Expected To Draw Record-Breaking Crowd

NASHVILLE, TENNESSEE — Headlined by the nation's leading Country music entertainers, the observance of the Hank Williams Memorial Day Celebration in Montgomery, Alabama on September 20-21 is expected to draw a record-breaking crowd.

General master of ceremonies for the event will be Roy Acuff of WSM Grand Ole Opry, assisted by two other top Grand Ole Opry stars, Ernest Tubb and Hank Snow.

There is a growing roster of talent making plans to be on hand for the occasion. Already scheduled to appear on the scene are Ray Price, Pee Wee King, Ferlin Huskey, Jim Reeves, Curtis Gordon, Jimmy Davis, Jack Turner, Grandpa Jones, Carl Stewart, R. D. Hendon and his band, and Audrey Williams.

Sponsoring the Hank Williams Memorial Day Celebration is the Alcazar Shrine Temple of Montgomery, with the Hank Williams Memorial Association cooperating. Shriners' L. C. Henley is general chairman.

The official program for Monday, September 20th is as follows:

- 9:00 A.M.—Registration: Chamber of Commerce, 41 Commerce Street (Artists and Disk Jockeys)
- 7:45 P.M.—Three big dances and your favorite stars on revue—Admission \$1.00.
 - (1) Ft. Dixie Bibb Graves
 - (2) Alcazar Shrine Temple
 - (3) City Auditorium

The official program for Tuesday, September 21st is as follows:

- 7:30 A.M.—Union Station—Meeting Special Train from Nashville
- 9:00 A.M.—Registration: Chamber of Commerce, 41 Commerce Street (Artists and Disk Jockeys only)
- 11:00 A.M.—Placing Wreath on Grave of Hank Williams—Oakwood Annex Cemetery
- 2:00 P.M.—Parade beginning at State Capitol
- 5:00 P.M.—Reception—Alcazar Temple (Artists and Disk Jockeys)
- 7:45 P.M.—Cramton Bowl—Unveiling of Memorial and Hank Williams Show (In the event of rain, show will be held in the State Coliseum and the City Auditorium)

Admission \$1.50—Write Alcazar Shrine Temple, P. O. Box 909, Montgomery, Ala. ALL PROCEEDS TO GO FOR CHARITY.

Special Train For Hank Williams Fete

NASHVILLE, TENNESSEE—In an effort to handle the heavy crowds going to the Hank Williams Memorial Day Celebration in Montgomery, Alabama September 20-21, the Louisville and Nashville Railroad has scheduled their ace passenger train, "The Pan American" for the run.

This gesture in itself is a salute to the late Hank Williams, for in 1948, Hank recorded for MGM, one of his early best sellers, "The Pan American."

"The Pan American" is scheduled to leave Nashville at 11:59 p.m., Monday, September 20, arriving in Montgomery at 6:30 a.m., Tuesday, September 21. The special passenger train will return to Nashville on Wednesday, Sept. 22, leaving Montgomery at 1 a.m., arriving in Nashville at 7:30 p.m. the same day.

Chess Country And Western Disk Click

CHICAGO — Leonard Chess of Chess/Checker Records, this city, reported this week that sales are zooming on the Chess recording of "If You Don't Somebody Else Will", b/w "I'm Beginning To Remember" by Jimmy Lee and Johnny Mathis.

Len related that in the first ten days, 15,000 copies of the recording were sold.

Now, he tells us, Nelson King, C&W disk jockey of Cincinnati's Radio Station WCKY, whose programs are heard in 38 states, has begun to really give the disk a spin, which will also help it a great deal.

"As a result of the immediate reaction to this tune", Leonard Chess concluded, "we are going to devote more time and effort to our Country & Western division and operate a separate department devoted to C&W only".

**For The Disk Jocks
 It's The Cash Box**

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

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

Cincinnati Cut-Ups

Ruth Lyons of the 50 club WLW is now vacationing in Hawaii—Bill Thall of the Midwestern Jamboree is replacing her while she vacations.

Country Fan Club Assoc. announced this week that the annual get-together will be held at the Hotel Gibson in Cincinnati Nov. 26-27-28. Fan club brass wishing to attend are to contact Lillian Muntz, c/o Jimmie Skinners Music Shop—5th St., Cincinnati, O. or Bill Martin, P.O. Box 2043, Atlanta, Ga.

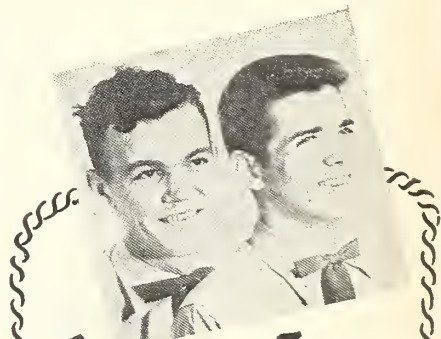
Nelson King returns to the recorded jamboree of WCKY after a three week vacation.

Paul Dixon's pantomiming show fed to Dumont each weekday afternoon may soon have a change of format. The new show is said to be an audience participation type with prizes and special gimmicks. The TV program will be produced by Len Goorian.

Decca signed Flo Wilson to a contract—Flo is said to be the Jane Froman type.

Moeller New Webb Pierce Mgr.

NASHVILLE, TENNESSEE—Announcement was made this week that W. E. (Lucky) Moeller has taken over the personal management of Webb Pierce. Prior to his move to Nashville, Moeller managed Bob Wills on the West Coast. Hubert Long, who for the past year has been directing the affairs of Webb Pierce, will begin immediately directing the affairs of Army's Faron Young, who is to be released from the service in November.



**Jimmie Lee
 and
 Johnny Mathis**

Stars of the Louisiana Hayride
 sing

**"IF YOU DON'T
 SOMEBODY
 ELSE WILL"**

and
**"I'm Beginning
 To Remember"**
Chess-4859

DEEJAYS ATTENTION:
 If you haven't received your deejay copy notify—Tillman Franks, c/o Stan's Record Shop, 728 Texas St., Shreveport, La.

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

Just Released!
WEBB PIERCE
"YOU'RE NOT MINE ANYMORE"
 b/w
"MORE AND MORE"
 Decca 29252
Cedarwood Publishing Co.
 146 7th Ave. N., Nashville, Tenn.

THE CASH BOX
THE 10 FOLK & WESTERN TOP Best Sellers

1. I DON'T HURT ANYMORE
 Hank Snow
 (RCA Victor 20-5698; 47-5698)
2. ONE BY ONE
 Kitty Wells & Red Foley
 (Decca 29065; 9-29065)
3. EVEN THO
 Webb Pierce
 (Decca 29107; 9-29107)
4. GOODNIGHT, SWEETHEART, GOODNIGHT
 Johnnie & Jack
 (RCA Victor 20-5775; 47-5775)
5. LOOKING BACK TO SEE
 Goldie Hill & Justin Tubb
 (Decca 29145; 9-29145)
 Maxine & Jim Edward Brown
 (Fabor 107; 47-107)
 Ruby Wells & Grandpa Jones
 (RCA Victor 20-5770; 47-5770)
6. GO, BOY, GO
 Carl Smith
 (Columbia 21266; 4-21266)
7. HEP CAT BABY
 Eddy Arnold
 (RCA Victor 20-5805; 47-5805)
8. SPARKLING BROWN EYES
 Webb Pierce & The Wilburn Brothers
 (Decca 29107; 9-29107)
9. THIS OLE HOUSE
 Stuart Hamblen
 (RCA Victor 20-5739; 47-5739)
10. THIS IS THE THANKS I GET
 Eddy Arnold
 (RCA Victor 20-5805; 47-5805)

FERLIN HUSKEY
"Very Seldom Frequently Never"
 Capitol # 2914
CENTRAL SONGS, INC.
 6308 Sunset Blvd.
 Hollywood 28, Calif.

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



THE CASH BOX
BULLSEYE of the WEEK

"MORE AND MORE" (2:18)
 [Commodore BMI—M. Kilgore]
"YOU'RE NOT MINE ANYMORE" (2:34)
 [Cedarwood BMI—W. Pierce]
WEBB PIERCE (Decca 29252; 9-29252)

● With a fabulous chain of hit songs under his belt, Webb Pierce comes up with another two-sider that should head up to the top in no time flat. The warbler is currently riding high with his smash coupling of "Even Tho" and "Sparkling Brown Eyes" and both ends of this new pairing should quickly follow suit. "More And More," on the upper half, is a middle beat sentimental piece. The flip portion, tagged "You're Not Mine Anymore," is a tender tear-compelling item. Webb handles both ends with warmth and finesse. Another Pierce duo that can't miss.

"I COULD LOVE YOU MORE" (2:03)
 [Acuff-Rose BMI—Gabbard]
"WHAT IF HE DON'T LOVE YOU" (2:56)
 [Acuff-Rose BMI—Gabbard, Helms]
RAY PRICE (Columbia 21299; 4-21299)

● Ray Price, whose stylings and talents have made him an established country favorite, comes up with a powerful coupling that should mean money in the pockets of ops and dealers alike. On one end, Price delivers a masterful reading of a quick tempo, romantic lament labeled "I Could Love You More." "What If He Don't Love You" is the title of the coupling that Ray sends out with tears and expression. The tune is a sad love item waxed in moderate beat fashion. Price's velvety tones can really be felt on both ends. Two sides that should ride the charts together.

"I HATE TO SEE YOU CRY" (2:35)
 [Sharron BMI—Anderson, Murdock & Crist]
"SINGING HILLS" (2:25)
 [Santly-Joy ASCAP—David, Sanford & Mysels]
SLIM WHITMAN (Imperial 8267; 45-8267)

● Slim Whitman steps up to bat out two potent sides, each of which, has all the ingredients needed for a smash hit. Slim's recording of "Rose Marie" has been lingering on the best seller charts many months after it's release and either half of his newest coupling could break through to replace it. On one side the artist decks out a soft and polished reading on a touching, middle beat tune titled "I Hate To See You Cry." On the reverse platter, Whitman waxes an ultra lovely romantic ballad labeled "Singing Hills." Slim has a pair of winners on his hands. We like 'em both.

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

PEE WEE KING AND HIS BAND
 (RCA Victor 20-5847; 47-5847)
B+ "KEEP YOUR EYE ON MY DARLING" (2:40) [Ridgeway BMI—J. Richards, C. Leigh] Pee Wee King and his band provide a wonderful showcase for Redd Stewart's smooth warbling on a lilting love song with enticing lyrics. Wax fans oughta spin this one to the top.
B "HERE LIES MY HEART" (2:35) [Ridgeway BMI—King, Stewart, Burris] Flip is a very pretty tune with a slow waltz tempo that adds to the beautiful melody. Two sparkling sides by the entire crew.

CHUCK MAYFIELD
 (Starday 161; 45-161)
B "LUCKY ME" (2:22) [Starrite BMI—R. Hays] The delightful vocal styling of Chuck Mayfield lends itself to a catchy, quick beat romantic item with enticing lyrics. Chuck has been in a happy frame of mind since he found the right gal.
C+ "HELPLESS HANDS" (2:22) [Starrite BMI—E. Vandagriff] Under lid is a moderate beat item that Mayfield sings right from the heart. Subdued string support.

TIBBY EDWARDS
 (Mercury 70454; 70454x45)
B "TRY TO UNDERSTAND" (1:50) [Driftwood BMI—Luker] Tibby Edwards comes up with an impressive reading as he delivers a quick tempo romantic item. Deck should attract a goodly share of the sales and spins. Soft string backing.
C+ "UNINVITED" (2:20) [Tree BMI—Killen, Kesse] On the reverse etching Edwards puts a great deal of expression into his delivery as he waxes a moderate tempo weeper with emotion packed lyrics.

EDDIE WILLIS & GENE CRABB
 (4 Star X-95; 45-X-95)
B "A LITTLE LESS" (2:41) [4 Star BMI—G. Crabb] Eddie Willis takes the vocal spotlight as Gene Crabb and the Texas Playboys back in appealing fashion on an infectious middle beat tune. Flavorful wedding of melody and lyrics.
C+ "I DO" (2:38) [4 Star BMI—E. Willis, G. Crabb] Willis, Crabb and the Boys again join in distinctive fashion on a romantic piece of material. Pleasant listening on both ends.

GINNY WRIGHT
 (Fabor 114; 114-45)
B+ "TURN AROUND MY DARLIN'" (2:24) [Dandelion BMI—A. McKay] Ginny Wright turns in an eloquent, triple track reading on a quick tempo romantic piece. Infectious lyrics and melody are treated to a neat string backing. Tune could prove to be a real winner.
B "HOW TO GET MARRIED" (2:47) [Dandelion BMI—B. Moody, L. Guild] Under lid is another multiple vocal on a pretty middle beat item. A warm and inviting deck that has the potential.

MAC WISEMAN
 (Dot 1224; 45-1224)
B+ "I LOVE YOU BEST OF ALL" (2:20) Mac Wiseman tells us how much he adores his gal as he vocals a charming, middle tempo ballad in simple, sincere, money-making fashion. Could catch and make a lot of noise.
B "KEEP ON THE SUNNY SIDE" (2:01) The bottom half features a captivating vocal job by Wiseman on a sentimental tune that moves along at a quick beat pace. Two stand-out sides.

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

Please enter our subscription for 1 year (52 issues) at \$15. Enclosed Our Check Please Send Us A Bill

FIRM NAME

ADDRESS

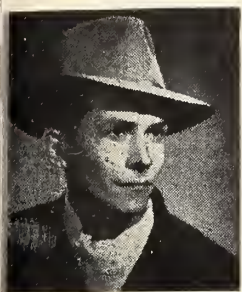
CITY ZONE STATE

Individual's Name

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

THE CASE BOX FOLK and WESTERN ROUNDUP

All artists, writers, publishers and record men going to Montgomery for the Hank Williams Memorial Day Celebration are invited to visit Fred Wamble on Sunday afternoon (Sept. 19) where Fred will be conducting a six-hour show; playing records and commenting on the event, over WBAM in Montgomery. Carl Smith and his band, Cowboy Copas and his band back in Nashville after four successful personal appearance engagements in Florida territory. Faron Young (Capitol) just recently recorded 15 Army Shows . . . "Town and Country Time." Hubert Long, Young's manager reports that Faron recently did an appearance on the ABC-TV'er "Soldier's Parade." Definite release date from the Army for Faron is November 16th. September 18th Young is scheduled to appear on the CBS portion of the Big "D," and immediately upon his release from active duty, he will begin a personal appearance tour already being set up by Long. Want to thank the folks for their real fine letters recently. Jim Wilson, deejay of WHOO, Orlando, Florida real pleased by the recent visit with Webb Pierce, the Wilburn Brothers, and the Wondering Boys, Carl Smith, and the Tune-smiths, and Audrey Williams. Jim emceed the personal appearance engagement for the artists while playing his city. Jack Turner (RCA) is the latest artist in the C&W field being talked for role in the MGM Film on Hank Williams. Turner has a five-piece band composed of Floyd Cannon, Howard Levins, Jimmie Porter, Roy Howard, who all work out of Montgomery and perform



HANK WILLIAMS

on the Deep South Jamboree over WBAM. Turner left September 3rd on a personal appearance tour, combined with a record-promotion junket plugging his latest RCA Victor release . . . "If I Could Only Win Your Love" and "I'm Gettin' Married Tonight." Murray Nash for Acuff-Rose out on a promotional junket for the pubbery-diskery (Hickory) covering Ohio, Michigan, Illinois. Veteran Country ditty writers . . . Vic McAlpine and Bouldleaux Bryant working hard at their newly organized pubbery in Nashville. Skeets McDonald (Capitol) did guest spot on the Red Foley Show . . . Ozark Jubilee network portion, September 4th. Bob Ferguson, Ferlin Huskey's manager, has the newly acquired Grand Ole Opry artist with busy schedule of personals, radio and TV spots. George T. Popkins, WXGI-Richmond, Va. back at the helm after serving two weeks as an MP-Master Sergeant in the U.S. Reserve Corp. His "Pop's Country Store" annual popularity poll had the following results: 1. Ray Price, 2. Mac Wiseman, 3. Faron Young, 4. Webb Pierce. Jimmy Hutsell also conducted a poll on his "Hillbilly Epress" over WLAR-Athens, Tenn. The final standings were as follows: 1. Hank Snow, 2. Webb Pierce, 3. Eddy Arnold, 4. Rex Allen, 5. Slim Whitman. Chet Atkins proudly pickin' a new guitar these days . . . one which is a Chet Atkins special to be made available to the public soon through the Gretsch Manufacturing Co. The combined talents of Jimmy Littlejohn (Columbia), Hank Locklin (Decca), Charline Arthur (RCA Victor), Jimmy Coilie (Hickory) and Dub Dickerson (Capitol) really packed 'em in during mid-August at the "Big 'D' Jamboree" (KRLD) Dallas, Texas, according to Charlie Wright, Dub Dickerson's manager. W. E. (Lucky) Moeller now managing Webb Pierce. Moeller last handled Bob Wills on the West Coast and just recently located in Nashville. Dub Allbritten, manager of Red Foley, reports that on a recent Kansas State Fair Celebration at Emporia, Red, along with Jean Shepard, Hawkshaw Hawkins, and Pete Stamper broke the all-time grandstand record in the history of the fair. In order to accommodate the crowds which overflowed the grandstands, two trucks of straw were thrown on the race track where additional customers could be seated. November 28th, Roy Acuff and his Smoky Mountain Boys and Girls will leave on tour of Alaskan Military Posts to entertain troops stationed there. Acuff and his band are expected to be away six weeks.



WEBB PIERCE and THE WONDER BOYS

WAX-WISE



BILL MONROE

According to Bessie Mauldin, Bill Monroe has just recorded a new version of "Blue Moon Of Kentucky" on Decca. Bill is the writer of the song, and originally was the first to record it a few years back. Decca is releasing Bill's version right away. Bill varies some from his original recording on this one and turns in a top-notch performance. Jim Reeves (Abbott) has a brand new release out that will probably walk off with high honors. Titles of Reeves new one are "Penny Candy" and "I'll Follow You." The "Candy" side is a novelty, with catchy lyrics and tune, and the flip is a ballad, very cleverly done by Reeves and the Louisiana Hayride Band. Carl Story (Columbia) and his Rambling Mountaineers also have a new one on the market. . . . Claude Boone does the tenor, Red Rector takes the lead part, and Carl the high baritone . . . "Have You Come To Say Goodbye" is the title and the song was written by Claude Boone. Flip side of the release is a song which Story has done for several years on personals . . . "Step It Up And Go," a solo. Latest addition to the RCA Victor galaxy of stars is Rita Robbins, sensational 22 year-old vocalist from Nashville, Tennessee. Rita has recently had several guest spots on Grand Ole Opry. Webb Pierce out with a brand new one . . . "More and More" and "You're Not Mine Anymore." Webb and the Wilburn Brothers co-authored the "You're Not Mine Anymore" side. Phil Gully who has been working on the West Coast into Nashville for recording session with Owen Bradley for Decca.

Johnny Thompson into Springfield for recording session with Coral's Tommy Sosbee. Also, in Springfield, The Foggy River Boys cut another session for Decca. Dee Kilpatrick reports that Chuck Reed's latest "My Journey" snarring plays from the 'pop' deejays. After making a big splash with their first recording for the Decca people, the Wilburn Brothers, Doyle and Teddy, bounce right back into the limelight with two strong sides that should establish this duet in top fashion. The Wilburn's latest are "Let Me Be The First To Know" and "That's When I Miss You." Ruby Wells and Grandpa Jones teamed up to do their version of "Looking Back To See" on a Grand Ole Opry broadcast recently. Ernest Tubbs turns in a 'juke box' winner with his latest pair . . . receiving the Cash Box Bullseye of the Week . . . titles are "Journey's End"

Looking For Joey?



CHICAGO—Betty Madigan, whose MGM record of "Joey" sky-rocketed her into national platter prominence, is shown above with the Four Aces, with whom she recently co-headlined at the Chicago Theater, where they broke all attendance records.

Betty seems to be wondering which of the boys best fits the description of her "Joey." Betty's new MGM disk is "That Was My Heart You Heard" and "Always You." Al, Sod, Dave and Lou are riding high with their revival of "Dream."

Meeting Dates Of Music Operators' Associations

- Sept. 13—Amusement Machine Operators of Baltimore
Place: Pimlico Hotel, Baltimore, Md.
- 13 & 14—South Dakota Phonograph Operators Assn.
Place: Salem, South Dakota.
- 14—Western Massachusetts Music Guild
Place: Highland Hotel, Springfield, Mass.
- 14—California Music Merchants Assn.
Place: Fresno Hotel, Fresno, Calif.
- 14—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 15—New York State Operators' Guild
Place: Nelson House, Poughkeepsie, N. Y.
- 16—Eastern Ohio Phonograph Operators' Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).
- 20—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 21—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 27—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.
- 27—Dallas Music Operators' Assn.
Place: Big Pete's, 5001 Lover's Lane, Dallas, Tex.

Folk & Western Roundup (Continued)

and "Two Glasses Joe." Ferlin Huskey, back in Nashville after a successful string of personal appearances; Huskey's manager, Bob Ferguson, promoting Ferlin's latest disk extensively . . . "King Of A Lonely Castle" and "Very Seldom, Frequently Ever" should prove very good for the Capitol artist. Goldie Hill turns in one of her better record performances with her latest release of "Treat Me Kind" and "Please Don't Betray Me." This could be the record for Goldie! Bobby Wright (Decca), youthful son of Johnnie Wright of the Johnnie and Jack Team, gaining popularity via his recording of the "Little Paperboy" and "Cry Baby." "Too Big To Cry" . . . Marty Robbins (Columbia) latest release is seemingly to meet with every approval and should reward this artist with every success due! Don Law into Nashville setting up recording sessions with his Columbia artist on Grand Ole Opry. A coast-to-coast hook-up is being planned to revive the Hank Williams songs during the Hank Williams Memorial Day Celebration in Montgomery, Alabama, Sept. 21st. Si Siman and promotional men at Earl Barton Music, Springfield, really flippin' over Porter Waggoner's latest RCA Victor release "Company's A-Comin'." Extensive promotional pieces are being mailed out to the deejays and an all-out push is being directed towards this release! Murray Nash of Acuff-Rose Publications and Hickory Records, back in Nashville after field trip for the pubbery and record firm. Mitchell Torok returning to base of operation at KWKH, Shreveport, La. after Canadian tour. Mitch scheduled for early Fall recording sessions.

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



Select-O-matic 100

.... SO
refreshing
.... SO
distinctive

BEAUTY

Seeburg sets the style trend again . . . it's the "bandshell" . . . strikingly beautiful and so refreshing because it's so distinctive.

LISTENING PLEASURE

Two great new Seeburg musical advancements—*full-spectrum high fidelity* and *omni-directional sound*—have given a new concept of listening pleasure to recorded music.

PERFORMANCE

Only Seeburg has the Select-O-Matic "100" mechanism plus engineering features that assure unexcelled performance and profitable operation.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

*America's finest and most
complete music systems*





Future For Kiddie Rides?

40,875,000 KIDS NOW IN THE U.S.A. UNDER 14 YEARS OF AGE

Here and There

NEW YORK—The Saturday Evening Post ran a full page advertisement this week, which, by paraphrasing the copy, tells the story of The Cash Box. The ad reads: "ubiquity." Many an executive is back from vacation today with renewed respect for the size of these United States and the ubiquity of our best-read weekly. (Ubiquity: Webster definition: "Presence in more than one place, or in an indefinite number of places, at the same time"). You see The Saturday Evening Post everywhere. But just as size alone is no measure of a nation's greatness, circulation alone is no gauge of a magazine's influence. The Post is powerful not merely because it goes to a lot of people, but because it gets to the heart of America." Paraphrasing the copy, and changing a few words, it would fit The Cash Box to a "T." Here's how it would read: Many an executive is back from vacation today with renewed respect for the size of these United States and the ubiquity of our best-read coin machine weekly. You see The Cash Box everywhere. But just size alone is no measure of a nation's greatness, circulation alone if it reaches people in other than the coin machine and music industries) is no gauge of a magazine's influence. The Cash Box is powerful not merely because it goes to a lot of coin machine and music people, but because it gets to the heart of these industries.

LOUISVILLE, KY.—Dr. Virgil D. Reed, vice president and associate director of the J. Walter Thompson Company (one of the largest advertising agencies in the world), gave some definite figures on suburban growth this week at a symposium at the University of Louisville. More than half the new homes built since the war, he said, were in the suburbs of 168 metropolitan areas. Sixty per cent of the population is now suburban, he estimated, and 30,000,000 people move from one home to another every year. This information is of value to coinmen, as with the development of suburban areas, more locations for equipment become available. Coinmen should keep a close watch on these new developments.

NEW YORK—For the operators who are continually crying about how tough things are, we recommend that they read the "New England Nibbles" column in this issue. Coinmen throught the entire New England area were practically ruined by the hurricane which hit them a week before Labor Day. Not only did they lose hundreds of machines, but they lost collections for a week and more.

A preliminary census survey indicates that there are, today, approximately 163,500,000 people in the United States. Of this number, 40,875,000 are kids under 14 years of age.

That's almost three times as many kids, under 14 years of age in the U.S.A., as the entire population of our very fine northern neighbor, the Dominion of Canada.

Those who have been, from time to time, discussing the future of the kiddie ride business should, before they enter into much more discussion in this regard, take this figure of 40,875,000 kids now in the U.S.A. under 14 years of age into consideration.

That's one of the greatest markets, one of the most pleasurable and easy spending markets, any line of business has ever had.

It's the kind of market where parents will spend many a dime to satisfy kiddies attracted by fascinating rides of all kinds.

It's a market, furthermore, that continues to grow greater each year. The record number of over 4,000,000 births in 1953 was an indication, in itself, as to the potential future power of this market.

In short, the kiddie rides are facing a continually growing market, and this means that the business of operating kiddie rides will continue on ahead to match the birth records being established year after year in the U.S.A.

It is also of great value for the industry to take into consideration the fact that the kiddie ride business has settled down after a very exaggerated beginning.

With so many, many manufacturers joining the field, as happened when the kiddie ride field started, there was no doubt that confusion and overproduction would be the reigning factor within a very short period of time. This has happened in every industry where too many have tried to satisfy too few.

But now that the greater majority of these manufacturers have, as usually happens, left the field, the more stable and outstanding manufacturers are able to continue on ahead correctly, producing the type of equipment most needed by the kiddie ride operators.

The larger manufactories, now remaining in

the kiddie ride field, are taking their time to intensively and extensively test whatever new rides they intend to build, long before production becomes fact.

Because of this the kiddie ride operator realizes that the new equipment he will purchase will be completely pretested and perfectly arranged for the greatest possible earning power.

He will feel assured that each new type ride he purchases is a kiddie ride that he, or his fellow kiddie ride operators, had a hand in testing on various locations throught the nation.

With a market of 40,875,000 kids of under 14 years of age before him, the kiddie ride operator faces great and growing potential income for years to come.

He must, therefore, have the type of merchandise which will be about as mechanically perfect as human minds can create. These new kiddie rides must be geared to the kiddie's wants. In this way the kiddie ride operator will be assured of a long and profitable run for whatever new rides he may purchase.

All this has now become possible only because there are a handful of kiddie ride manufacturers left in the field. The type of manufacturers who understand the necessary engineering and production problems and will not produce kiddie rides on a helter skelter, untested basis.

The kiddie ride field, if it will proceed with conservatism and business acumen of a high degree, is bound to prove itself a stable, profitable and outstanding business over the years.

It is also up to the operators of the kiddie rides themselves to get together, in the various areas throught the nation, so that they agree on what is and what is not profitable operation, as well as what is and what is not ethical operating as far as kiddie rides are concerned.

With such a terrific and potentially profitable market of 40,875,000 kids under 14 years of age before them, and with the birth rate continuing to increase each year, the kiddie ride business stands to gain tremendously in greatness and growth as well as establish itself as a stable business, if the men who are part and parcel of the kiddie ride field will cooperate among themselves to help make this division of the amusements industry what it should be.

Whoopdeedoo Arcades Boom

Rush on to Obtain High Rent Big Space Prominent Central Locations. Former Downtown Dallas Movie Theatre, Famous Chicago Loop Cocktail Lounge Other Such Spots Thruout Nation Being Turned into New Type Whoopdeedoo Country Carnival Penny Arcades Where Dimes, Quarters, Halves and Bucks from Myriad of Concessions Selling Silk Hose, Cosmetics, Costume Jewelry, 'Cokes', Corn Cures, Electric Appliances, Magic Gags, Trinkets, Raincoats, Popcorn, Patent Medicines, Hot Dogs, Candies, Etc., Etc., Bring Boom Take. Even Find Some Coin Machines in New Whoopdeedoo Arcades Closeouts of Distressed Merchandise at Low Prices by Concessions in the Whoopdeedoo Penny Arcades' Country Carnival Ballyhoo Atmosphere Bring Fast and Furious Sales Attracting Attention of the Nation's Top Merchandisers

"All it takes", claims top op, "is lease for top spot, dozen dime play pieces, best percentage possible from each concession and a Whoopdeedoo Country Carnival Penny Arcade Merchandise Emporium is on the way."

CHICAGO—It all started 'way back in the '30's when Bill Schork and Max Schaffer created a sensation by taking over a store renowned as a white elephant at Broadway and 52nd Street in New York and turning it into a penny arcade gold mine.

Bill and Max did use coin operated arcade equipment in profuse quantities. Yet, they were first to keenly discern the advantages of concessions for merchandise of all types and, even tho some visiting coinmen would snicker at the carnival atmosphere, the place was booming. The fast and furious sales action on the street level and the basement floors got lots of thought from lots of merchandising minded peoples then, and still does now.

It took just about 20 years for the rest of the people around the nation to get hep to this new merchandising hotspot of Schork & Schaffer. But they did get hep. And in a very big way.

In Chicago, in the very heart of the 'Loop', actually the famed Chicago 'Rialto district', the theatrical center of the downtown Loop area of the city, has been invaded. On Randolph Street, just west of State Street a half block from the world renowned Marshall Field & Co. department store, and on famed State Street, across from the entrance of the just as famous big Chicago Theatre, a spot that was formerly known as the 'Capitol Cocktail Lounge' and used to feature prominent jazz greats are, today, two new style Whoopdeedoo Country Carnival Penny Arcade Merchandising Emporiums.

A visit to the new type Whoopdeedoo

Penny Arcade is an experience that the average coinman, especially if he's an old timer in the coinbiz, isn't going to very soon forget.

There's nothing here that's very funny at all. Except, maybe, that there's no Penny Arcade, in the sense of what Penny Arcade actually means to coin people.

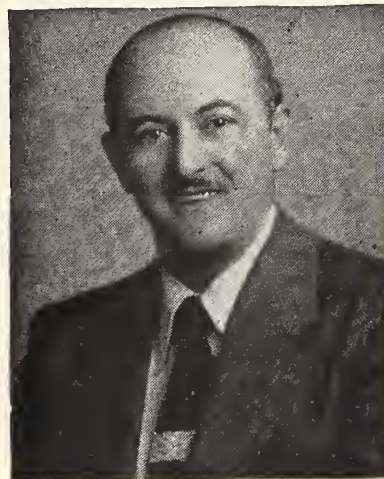
The new Whoopdeedoo Arcades are booming, big time sales emporiums. They have the nation's top merchandising minds scratching their noggins plenty hard. Some of these merchandisers foresee the opening of these spots thruout the width and length of the land. They also visualize these spots featuring top name brand merchandise at cut rate prices.

As long as they can continue pulling in big gobs of the public with their country carnival atmosphere and ballyhoo the new Whoopdeedoo Penny Arcades are sure to spread far and wide.

In the meantime, the Whoopdeedoo Penny Arcades are proving themselves a treasure for those concessionaires who are able to obtain distressed merchandise and can, in turn, profitably sell the stuff at cut prices.

While Mr. and Mrs. John Public, along with Janie and Johnny, Jr., wend their way thruout the blaring noisy country carnival atmosphere grabbing at this and that, because it's marked down to rockbottom prices, and Janie and Johnny, Jr. shoot a gun game or two, the Whoopdeedoo Penny Arcade is growing ever more popular. More and more smart guys are opening their eyes to this new style business.

N. Y. Music Ops Dinner Looms Sellout



AL DENVER

NEW YORK—After the last dinner and banquet held by the Music Operators of New York, Al Denver, president, concerned over the lack of space necessary to accommodate the guests, made arrangements to get the

largest ballroom in the city. Therefore, the 17th Annual Dinner and Banquet, being held on Saturday night, October 16, will take place in the Grand Ballroom of the Waldorf Astoria.

With only several weeks to go, Denver advises that reservations for tickets have been arriving so rapidly he now hopes this large ballroom can hold the anticipated crowd. "We urge all who intend to attend this great annual affair" emphasized Denver, "to place their orders for tickets immediately. Many hold off until the last second before ordering tickets, then when we have to advise them that there aren't any available, they become angry. Therefore, we would appreciate it greatly if you will tell our readers that tickets are now available—they may not be in a few weeks."

In addition, Denver advised that the sale of advertising for the annual souvenir journal is progressing extremely well, and it should be the finest produced by the association. Closing date for copy is the last week in September.

The foremost recording artists will entertain the multitude, and the Vincent Lopez dance orchestra has been hired for the evening.

The members of the committees are as follows: Albert S. Denver, chairman. Entertainment Committee—Albert W. Bodkin, Associate Chairman; Joseph P. Connors, Associate Chairman; Harry Siskind; Frank Breheny; Albert Arnold; Joseph Hahnen; Ben Luttmann; Nat Lerner; Albert Bloom; Sol Tabb. Journal Committee—S. Trella, Associate Chairman; Ben Chrofsky, Associate Chairman; Ra Knoss; Irving Klenetsky; Ralph Elfante; Irving Homzman; Irwin V. Pines; Sam Penner; James Sherry; Elias Gassner. Reception Committee—Harry Wasserman, Associate Chairman; Mac Pollay; Al Miniacci; Arthur Herman; Larry Serlin; Albert Koondel; Sanford Moore; Samuel Kramer; Irving Fenichel; Philip Simon. Reservation Committee—Charles Bernoff, Associate Chairman; Louis Hirsch; Harry Brodsky; Jerry Basile; Louis Levy; Albert Goldberg; Jack Ehrlich; Harold Morris; Benjamin Feinberg; Irving Snyder.

Fitting Companions

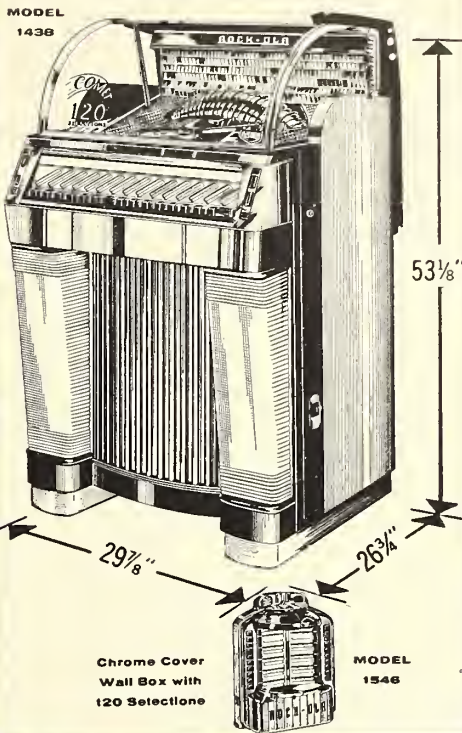
... both small in size ...
both "big" in plays and profits ...
both with the proven revolutionary
Rock-Ola Mechanism

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

ROCK-OLA

SELECTION Comet 120 MUSIC

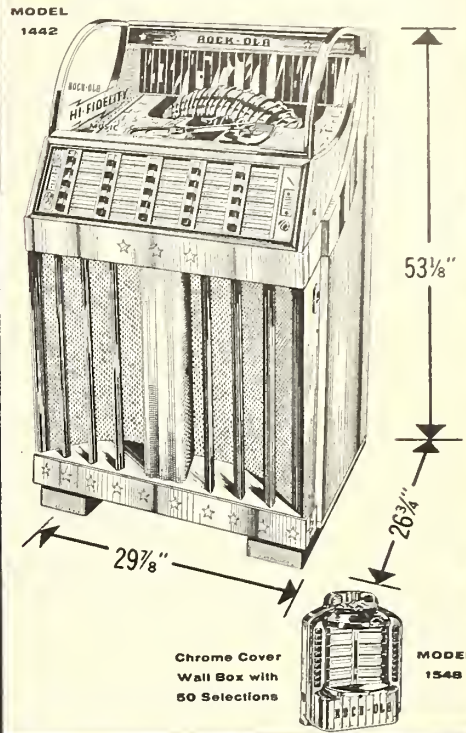
The original Phonograph with
120 selections



ROCK-OLA

SELECTION 50 MUSIC

For those locations that need a
superb instrument with fewer records



Bilotta Shows United "Shuffle Targette"



NEWARK, N.J.—At a recent showing of United Manufacturing Com-
pany's "Shuffle Targette" at Bilotta Distributing Corp., this city, operators
in every part of Bilotta's territory dropped in to see the new game. Seen
here, grouped around the machine are: Frank Colacino, Joe De Marco, Lois
Dricks, Casey Borekheizer, Ken Sheldon, John Bilotta, John Casola, Si Kelly,
and Ed O'Neill.

New Bally Poster Highlights "Variety"

CHICAGO—Herb Jones, Bally ad-
vertising manager, has designed a new
color poster, 22" x 34", which now
appears on the display room walls of
Bally distributors.

The new poster illustrates and de-
scribes in detail how card numbers on
the backglass of Bally "Variety" can
be moved up and down by the player.
The poster emphasizes the rapid manner in
which the numbers change to convert
the side line-ups into scoring line-

ups, a large drawing of a tri-level
cliff scene shows a man with head
rapidly moving back and forth, look-
ing at two bathing beauties seated at
higher and lower cliff levels.

Jones stated that the new "Magic
Lines" number changing feature is a
real attraction, and that the bathing
beauty illustration stimulates the
player interest in the new "Variety"
feature.

*America's
Finest!*

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

- ★ Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
- ★ 9 Double columns dispense alternately at bottom. Always fresh cigarettes. Holds 432 packs.
- ★ Dispenses regular or King size packs. Instantaneous price adjustments on each column

THE PACK YOU SEE—IS THE PACK YOU GET!
Swing-up front top for easy loading. 3-way match vending.



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

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



*Reconditioned And Refinished
Like New!*

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

*A Quarter Century
of Service.*

ATLAS MUSIC COMPANY

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

ARmitage 6-5005

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

PUBLIC RELATIONS

Editor's Note: This is the complete text of a speech made before the Music Operators of Northern Illinois Association on Thursday night, September 9, by Bill Gersh, publisher of The Cash Box.



For some unknown reason many seem to believe that public relations is actually publicity. Publicity of a more dignified nature, but, publicity nevertheless. In many cases few can tell where notoriety begins and publicity leaves off, and vice versa. Therefore, to compare publicity to public relations, is definitely erroneous.

Public relations means just what these two words indicate—relations with the public. Public relations has become so important that, today, every large manufacturer, retailer, dealer, association, in fact, almost every kind of business enterprise, including the U.S. Government, retain public relations specialists and pay them unusually well for advice on how to maintain better relations with the general public.

The average business man, these days, knows how important it is to have someone always watching and planning that his relations with the public are of the very finest and highest order.

What is good public relations? Many seem to believe that this is some sort of a highly technical, completely involved and mysteriously complicated process that requires experts of long experience to correctly perform. This, again, is erroneous. Frankly, good public relations is just good, old-fashioned common sense.

What results from the use of good public relations practise? The answer is better business as well as a better understanding with the general public who are, usually, the customers of the person who is practising better public relations and, at the same time, insure this practitioner of good public relations that his business will continue on ahead profitably and progressively, all other things being equal.

Here is a very simple example of better public relations. This is being practised every single day and, to a great extent, without the knowledge

of the practitioner that what he is actually practising is good public relations.

What is the reason why you prefer a certain barber shop? Sometimes a barber shop that is many miles from your home. Usually because the owner calls you by name. Smiles and runs over to greet you. Makes a fuss over you. Makes you feel comfortable. You don't know why, many times, but all these simple, human gestures, do make you feel important. So you go back there time after time—until it becomes a habit pattern. That's when better public relations has done its job. But public relations work can never stop. It must continue on and on to prove completely effective.

This same applies to the manicurist you prefer in this same barber shop. That extra warm smile. Calling you by name. Making you feel important in front of other people. The same for your favorite restaurant and all the many other places you like to patronize. All these have become an important part of your daily habit pattern because of better public relations.

In fact if you, as a music merchant, will think back, you will agree that the locations you know will always remain your locations, the ones you'll bet on and swear by as sure to always remain your locations, are the locations where you, yourself, practised public relations of an outstanding character, whether you did or did not know you were practising better public relations, and regardless of the form or manner of the public relations you practised.

Most successful men want to be told just what good public relations practise is when, all the time they, themselves, have been practising good public relations, but, without any set pattern and, usually, without continuity.

I'm sure that by this time you men clearly understand what good public relations practise really is. You must now also realize that it isn't something

that is mysterious, involved, technical, complicated, puzzling and requiring only the experienced minds of experts trained in this work.

Good public relations practise is just the same good, old-fashioned common sense that grandpa used years ago to build up his business, or his craft, and enjoy the respect of his neighbors as well as his entire community.

You're probably now thinking to yourself, "Say, this isn't complicated after all. But," you're also probably asking yourself, "Wonder what I could do to start a definite program that would go on continuously for myself and for my employees, and would help build up better public relations for all of us, so that we could enjoy greater respect and better business?"

Here are a few suggestions. These are not new. They are just as old as time. But it's how they're practised today that may make them seem to be new and different. In short, it isn't just practising good public relations. It is, instead, how you practise such effort to bring your business and yourself greater respect and, thereby, attain the success you desire.

For example, one of the most satisfying highlights of being engaged in the automatic music business came about during World War II. This was when Henry Morgenthau, Jr., who was then Secretary of the U. S. Treasury, stated that juke boxes had proved of invaluable help in the sale of War Bonds by featuring the tune, "Any Bonds Today?"

There is no doubt that this had its effect on the decision of the War Manpower Commission (which was published in *The Cash Box* at the time) of squealing a proposed ruling that juke boxes should not be allowed to play after midnight. Paul V. McNutt, who was head of the War Manpower Commission at the time, allowed juke boxes to continue to entertain the people to as late an hour as local officials desired, even though there were black-outs and the general public consumption of electricity was being cut as much as possible.

Here, then, was good public relations. Here was something that thrilled all engaged in the automatic music business at the time. Here was something that won favor with the public. The statement of the Secretary of the Treasury proved of tremendous value to all engaged in the business of dispensing music automatically.

This same was true of the drive which this industry put on to raise money for the "Damon Runyon Memorial Cancer Fund." As all here will recall over \$250,000.00 was raised from among the members of this industry for this great and charitable fund. This, too, won much acclaim from the general public. This, too, helped all this industry, nationally.

Last year *The Cash Box* urged that: "A Day Of Dimes For The 'March Of Dimes'" be placed into nationwide action by all engaged in our industry. This won instant attention and very favorable comment from civic, official and public leaders. It wasn't as great a success, probably, as the drive this

industry put forth for the "Damon Runyon Memorial Cancer Fund," but, it was only the first try. And, what was also important, it did get more operators to think about starting dime play.

This forthcoming year officials of the "March Of Dimes" are of the opinion that this can prove to be their mainstay and that many, many more dimes will result, because of the nation's juke box people engaging themselves actively in the "March Of Dimes" great effort to help wipe out polio.

The Cash Box, almost from the very first week it came into being, has urged that there be created a "National Public Relations Bureau" for this industry. This, like many other 'dreams' of *The Cash Box* which have since become actualities, like M.O.A. (Music Operators Of America) will, some day, also become fact. A "National Public Relations Bureau" simply must come into being if this industry intends to continue progressively forward.

Before we continue on ahead with big, national plans for bettering public relations for this industry, let's go back and think about what each one of you, each member of this association can do to help yourself and, at the same time help your association, as well as your industry, locally and nationally.

Let's look at one very important fact that has come into being at this time. This may give you the very definite reason you seek why you should personally engage yourself in the practise of good public relations—immediately.

All of you know how the automatic music industry has been plagued year after year by ASCAP, and similar such organizations, attempting to force at the nation's juke box owners to pay them double the same royalty, and even more, for the very same music. This has very forcefully been brought home to you and to all engaged in this industry time and time again by *The Cash Box*.

Each time that ASCAP, and such similar organizations, were able to get some Congressman or some Senator to sponsor a bill in Washington and, after open public hearings were held on these many bills over the past year ASCAP have always lost their arguments.

ASCAP has, each time it sponsored a bill, mailed out some very insidious literature regarding the members of this industry and, at one time, even gave reasons why it felt that it, ASCAP, should be granted the federal right to police this industry. This, it seemed was ASCAP's method of public relations practise.

Now ASCAP, and similar such organizations, seem to have discovered the error of their ways. They are, instead, using entirely different public relations tactics. As appeared in ASCAP's last trade paper advertisement, they got the 'General Federation of Women's Clubs,' with a reported membership of over 5,500,000 women all over the nation, to agree with them that the present U. S. Copyright Law must be changed.

All of us here know exactly what
(Continued on page 36)



This Lady Means Business

YOU'LL BE IN CLOVER...with GOTTLIB'S

LADY LUCK

Here's a Lucky Hit for You!

It's Fun to take a Chance!

- Rotation Sequence Numbers 1 to 7.
- 2 Super Powered Flippers.
- Bottom Holes Awarding Replays Keep Interest Until Last Second.
- 4 Pop Bumpers.
- Kickout Holes Advance Value of Point Target.
- High Score to 6 Million.
- Super Point Score.

SEE IT AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.



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

Retires



HOUSTON—A. A. Sage, retiring manager of the S. H. Lynch Co. Houston, is accepting a complimentary scroll from his successor, H. A. Franz, standing in background are Dorothy Maines, Houston office secretary; A. C. Ches, S. H. Lynch Co. vice president and sales manager; H. Von Reydt, Houston office assistant manager. Others in picture comprise the complete S. H. Lynch Co. Houston branch personnel.

Knoblauch Suggests More Dime Play

GLEN FALLS, N. Y.—Over the past few months, *The Cash Box* has reprinted several suggestions from Henry C. Knoblauch, head of Henry C. Knoblauch & Sons, this city, one of the most progressive operators in the country, and a strong advocate of 10c play.

Knoblauch makes several more suggestions, all of which merit much consideration by operators. "When an operator goes to dime play" says Henry, "he must be sure to give dime service. He is then getting paid for his time and no longer has any reason to be sloppy. Of course, if he is sloppy, he will never make a success of dime play, but his competitors will if they get on the ball. Push in new equipment wherever it is remotely financially possible. You can more easily get front money and dime play with new equipment. Pay attention to requests promptly and efficiently. Keep equipment clean and supplied with necessary bulbs. Type or buy printed labels. Systemize the record changes. Go according to the play meter and not a waitress' or bartender's whim. Keep charts on all phones at home, so that you can plan your changes and not duplicate. In other words a dime play machine should be a mark of distinction—a nickel play machine a stigma of sloppiness, physical and mental. Customers should in time regard a nickel machine with disdain, knowing that the man operating it is a scab or a slighter. A very important adjunct to service, is a change route over week-ends and holidays. We send a man out every week-end with from one to two thousand dollars worth of change."

SUMMER SPOT SPECIAL!

SEEBURG 146 SYMPHONOLA with White Dome

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

\$99

WITH DAVIS GUARANTEE

Telephone Collect: SYRACUSE 75-5194

DAVIS DISTRIBUTING CORPORATION

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

FOR SALE

- 15 HAVANAs \$325.00
- 7 MEXICOs 425.00
- 9 TAHITIs 195.00

or WILL TRADE for Panorams, American or National Shuffleboards, Regular or Bank, scoring units.

WESTERN DISTRIBUTORS

3126 Elliott Avenue, Seattle, Wash. (Phone: GA 3585)

Natl. Rejectors Develops "Penny Refunder"

ST. LOUIS, MO.—National Rejectors, Inc., this city, manufacturers of handling equipment exclusively, reports it has developed a "Penny Refunder" which enables vending machines to give change in pennies. With the increased use of pennies ending," stated a National executive, "operators have been faced with 'Penny Refunder', National of-

fers a 'give and take' feature which will enable units to both give and take pennies. This is the first time a complete and efficient penny handling method has been made available." With this feature, it is stated, a customer can make an odd cent purchase and receive change in pennies, then re-use the pennies to make additional purchases.

PUBLIC RELATIONS

(Continued From Page 34)

line in what part of the Copyright Act of 1909 ASCAP, and such similar organizations, would like to have changed. But, what is more important here, is *not* the fact that ASCAP pulled the wool over the eyes of the women executives of the General Federation of Women's Clubs' by *not* telling them just exactly what ASCAP, and such similar organizations, really wanted, instead what is really of great and grave importance to this industry is the clever and insidious new public relations tactics which ASCAP, and such similar organizations, have now adopted.

In short, ASCAP, and such similar organizations, are trying to win the general public and the public's leaders, over to their way of thinking. They are trying to get the public to agree with them that the present U. S. Copyright Laws are too old, too antiquated and outmoded, and must be changed. It this way they hope to flood Congress with letters favoring such a change from the people who are the constituents of the Congressmen and the Senators who will receive such letters.

This kind of public relations effort on the part of ASCAP, and such similar organizations, can bring them much greater attention from Congressmen and Senators than they have ever before received. It might even bring them victory, if the nation's juke box owners don't immediately combat this sort of public relations effort with even better public relations practise.

You, your friends, your family, your business associates, all the people you know, must be ready to help you combat this sort of insidious and damaging public relations effort put into practise by ASCAP, and similar such organizations, against your business, your livelihood and you and your family's future.

You can only do this if your friends will write and tell your Congressmen and their Senators, when the time comes, that they don't want you to be subject to the whims and fancies of ASCAP, and similar such organizations. To get this kind of support you must prove to the people that you are one of them. That you depend on them. That you work for and with them. That you believe in them. That you have faith in them for they are the means of your livelihood and your future in your mutual community.

If all music operators everywhere in the country, individually, completely and solely of themselves, will work as their own public relations bureaus, this industry will continue to win out over ASCAP, and similar such organizations.

What can you do, in the practise of better public relations, as an individual music operator, to help yourself, while helping everyone else in your association and in your industry?

Bright, smiling, clean appearing, courteous service men and collectors. Beautiful looking, neat and fine sounding equipment. All this, too, is good public relations. This should be part and parcel of every single operator here. This is something which is expected of each and every man who desires a successful and prosperous business.

The music operators of the City of Chicago and this surrounding area have won the acclaim of the entire automatic music industry for giving away such a large number of automatic phonographs absolutely free of charge; completely filled with records; in perfect working order; to churches, boy's clubs, orphanages, charitable organizations, playgrounds, hospitals, schools, universities, military canteens, army encampments, and to dozens on dozens of other very worthwhile places.

This great and charitable work must be kept up. One man among you must be appointed to handle this work. It must become his business to know how many phonographs are available as free gifts to charitable and other worthwhile institutions.

He can then work with the local newspapers, radio and TV stations, to have announcements made from time to time that full sized juke boxes will be given away free of any charge to deserving institutions.

This is good public relations practise. This can be done by each individual music merchant, as well as every local music operators' association everywhere in the nation. This will help all the nation's music merchants. Furthermore, such charitable donations are tax exempt.

Operators must join local causes. They should become members of their local Chambers of Commerce, and other local organizations of outstanding character. They should, most definitely, be good church members. All this adds up, especially when the time arrives that the local operator needs the support of his friends, business associates and acquaintances, his public officials as well as his religious and civic leaders, for the continuance of his business.

There is still more he can do from a good public relations standpoint. There are the charitable drives that take place each year. The outstanding and recognized drives. "Red Cross," "March Of Dimes," "American Cancer Society," "Community Chest," and dozens of others that are recognized by all.

He should tie in with these drives. He should set aside a day. He should make a donation. These donations are tax exempt. He should help spread the collection cans. He should offer free the use of his trucks and cars and helpers. He will then receive greater respect and understanding and, especially, the good will of the peoples in his community. That's really important to him, to his association, and to his industry.

There is still more. He must also learn to advertise and to literally sell his business to the general public by good public relations practise. Such manufacturers as 'Bally Manufacturing Company' have prepared suggested advertisements which operators can obtain free and place in their local newspapers at various times. Such advertising expenditure is completely tax deductible.

He can write his own advertisements because he knows his community best. *The Cash Box* has also, from time to

time, published suggested public relations advertising ideas. Here is one that appeared in the September 11, 1954 issue of *The Cash Box* as an editorial regarding what the individual operator can do to gain greater favor and understanding of his business, while building better relationships between himself, his location owners and the general public.

This can be used on bookmatch covers. On the backs of menus. On small cards to be hung around the location. On large cards to appear over or near the operator's machines in the location. As window streamers. It's a sure business getter that has better public relations as its theme.

In Cleveland the music operators go even this one better. They advertise on car cards that are featured on the front of the street cars in their city telling about their "Hit Tune Party."

Once every month they take over the big Cleveland Auditorium. They invite recording stars who perform and disc jockeys who preside. They send all the higher grade schools free tickets. These tickets are passed out by the teachers to the kids who then come in free of charge to the "Hit Tune Party."

These teenagers then pick the best

tune for the forthcoming month by casting their votes on special voting cards they receive when they enter. The kids are given free 'cokes' and candies.

Not only these teenagers but also the teachers, principals, officials and civic leaders also attend, and usually speak to the boys and girls present.

The Cleveland music operators also use newspaper advertising as well as all sorts of other good public relations practice. They have created youth canteens and donated the phonograph and other requirements.

They run large annual banquets that bring in many record stars. They donate the proceeds from these affairs to charity.

This is good public relations practise. This is what keeps people playing juke boxes. Makes them think favorably of the music operators and friendly to juke box music. Makes the public realize that juke box operators are people just like themselves. Merit with families. Men who desire to earn a decent livelihood. Men who want to give their wives and children a little better life and a bit more of the world's goods than they, themselves enjoyed.

This, my friends, is the American way.

OPERATORS ASSOCIATIONS

Reprints Of This Talk

by

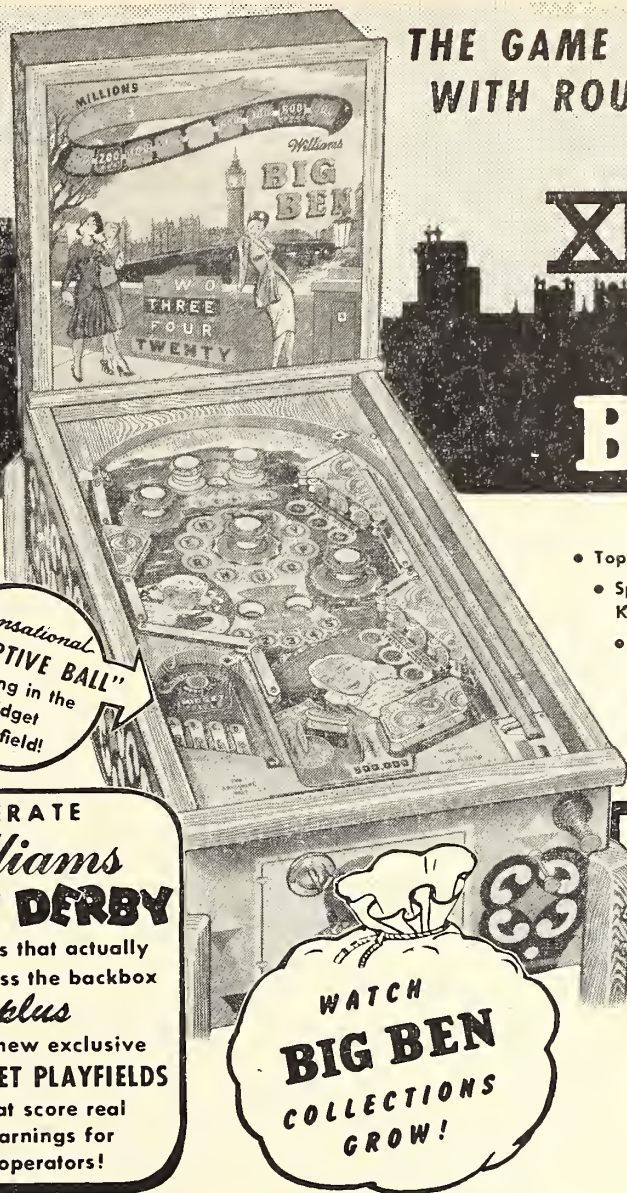
Bill Gersh

ARE AVAILABLE
AT NO CHARGE

write

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

NEW!



THE GAME TO REVIVE ALL 5-BALL PLAY WITH ROUND-THE-CLOCK EARNINGS!

Williams BIG BEN

FEATURING:

- Top Kickout Hole spots lit letter to spell B-I-G B-E-N.
- Spelling B-I-G B-E-N scores 1 replay and lites top Kickout Hole to score additional replays.
- 2 Skill Holes spot lit letters in circle to spell out words T-W-O, T-H-R-E-E, F-O-U-R, or T-W-E-N-T-Y for corresponding number of replays.
- Both Skill Holes and both side Rollovers kick Captive Ball in MIDGET FIELD for "SPECIAL".

2 CYCLONIC SHOOTING RUBBER KICKERS

3 THUMPER BUMPERS

1 FLIPPER

SKILL HOLES and ROLLOVERS kick "captive ball" in midget field. Making A and B in midget field lites up 2 Targets for "SPECIAL".

Making A-B-C in midget field lites 4 Targets for Special. Making A-B-C-D in midget field lites up 6 Targets and all 4 Rollover Lanes in Midget Field for Special.

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

Sensational "CAPTIVE BALL" scoring in the Midget Playfield!

OPERATE Williams DAFFY DERBY

with horses that actually gallop across the backbox

plus

the new exclusive MIDGET PLAYFIELDS

that score real earnings for operators!

WATCH BIG BEN COLLECTIONS GROW!

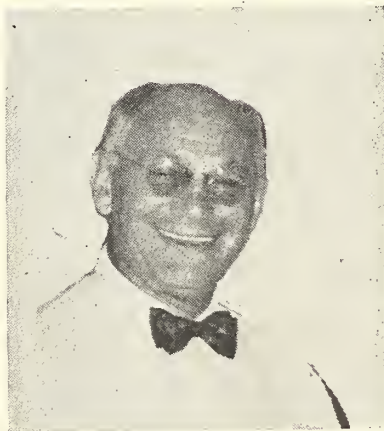
THRU THE COIN CHUTE

ALA. ACTIVITIES & MISS. MISSIVES

Everyone here preparing for the Hank Williams Memorial Day, September 11. From all indications, it will be a big event. . . . Dave Franco, Montgomery, very busy man with the new 50 record Rock-Ola Hi-Fi. . . . Saw Rube Stewart at W. H. Burnham, Montgomery. Rube is a top record salesman with Southland Distributing Co., Atlanta, Ga. He was breaking in Hugh Brantley. Got a chuckle out of Burnham, who would look to Mertice Bogges for approval after each record he played. . . . Robert C. Gilbert, Cohen Amusement Co., Montgomery, joins the 20 Year Club. Robert started in 1933 with the late J. D. (Fate) Leeburn of Columbus, Ga. . . . Tried for the longest time to telephone McCrory Music, but could only contact the answering device. . . . Top Lane, Mobile, all excited about his oil well in Kentucky and so couldn't get him to talk much about business. . . . Ray Fairchild, Mobile, working like a beaver on his service calls. Met Paul Bartmess, salesman with Dixie Coin in New Orleans. Paul, an old timer who sold his route in Baton Rouge, La. several months ago, and who has been with Dixie ever since, was pitching for A.M.I. with all his might. . . . Slick Wade, Mobile, too busy to talk as he worked over his machines getting them in tip-top shape. . . . D. C. Bradley of D. C. B. Amusement Co., Pritchard, Ala., looking forward with great expectations to a smash Labor Day weekend. Business is always good down here on holidays. . . . Went home with O. C. Woods, Andalusia, where Mrs. Woods brewed a pot of coffee. . . . Ran into Seeburg's sales engineer, E. C. Blankenbeckler, who had a stepper unit spread out all over the place. Blankenbeckler worked way into the night while his wife wrote letters to occupy the time.

The beach was really swamped. Visitors began coming in on Friday and everything hummed. Even the waters cooperated. They were very calm and the entire 26 miles of beach was crowded with swimmers and sunbathers having a good time. Automobile licenses showed visitors from every state in the Union. Hotels and Motels were completely filled and coin machines were very active. . . . Tony Ingrassia, Gulf Amusement, Gulfport, organized six bowling teams to go from location to location to play the "Keeney Bikini Bowler."

"Retire Old Warhorses" Says "20 Year Club" Member



SAM TARAN

MIAMI, FLA.—*The Cash Box*, over the years, has received any number of suggestions, but Sam Taran, Taran Distributing, Inc., this city, came up with one which we, a member of *The Cash Box* "20 Year Club", agree with completely.

Taran, a member of *The Cash Box* "20 Year Club", suggests that "the younger set who are reaping the profits of the businesses established" by the older men should set up a pension retirement plan for the oldsters in the coinbiz.

"As a 20 year member I have a very good suggestion to make", writes Taran, "and I am sure that it will meet with everyone's approval. I feel that all bona-fide members of the '20 Year Club' who express a desire of retirement should be put on a special pension by the younger set who are now reaping the profits of the business established by us 'ex-champions' or 'would-be-champions'. I feel that a small sum, say \$15,000,

Operators Say:

Bally
ROCKET BOWLER
Is The Greatest
Money-Making Shuffle
Game Ever Built!

WE HAVE IT FOR YOU!

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 3-6777

which would include both cigarettes and laundry, would not be out of line. But it might be advisable to ask the rest of us old fogies to see if we could make it on this measly sum. As for myself, I will be reasonable."

(Ed note: Attention: Sam Taran: We're sure that should this plan be put into operation, you would want to have all these "AK's" to gather at "The Playground Of The World"—Miami Beach. So, please start building a large up-to-date, modernistic hotel for the clan. Also, put in an order for a zillion packs of cards for the "gin" players.)

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

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

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

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



FLASHY EYE-APPEAL
Silver saucer, blue base, flashing lights. Stars and comets whirl by cockpit-window.

SPACE-GUN SOUND EFFECTS

POSITIVELY SAFE
ADJUSTABLE RIDE-TIME

ALL-METAL CONSTRUCTION

NATIONAL COIN-MECHANISM
35 IN. BY 62 IN., 62 IN. HIGH
 RETRACTABLE CASTERS

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

THRU THE COIN CHUTE
NEW ENGLAND NIBBLES

Hurricane "Carol" in its devastating blow across New England brought hundreds of thousands of dollars damage to the coin industry. Hardest hit were ops on the Cape and in the New Bedford area in Massachusetts and those in Rhode Island. Thousands of juke boxes were corroded from salt water—many were swept out to sea—others washed up on beaches were smashed by looters. Hundreds of pin games, bowlers, shooting galleries and vending equipment were lost or damaged. Losses running from 16 pieces up were reported by R. I. ops. Loss to op's personal property was heavy too. **Dave Baker**, Mel-O-Tone Music, Arlington, lost three speed boats at his Salem, N. H. summer camp. **Harry Walker**, Newport, R. I. op lost juke boxes, shuffle games and pins in the big blow. **Jerry Flatto**, Boston Record Distributors, one of the lucky ones, pulled out his 16-foot speed boat from the Charles River and stored it the day before the hurricane. More than 40 Seeburgs, all comparatively new music machines, were rushed from the hard hit areas to Trimount Automatic Sales Corp., which worked right through the Labor Day week-end reconditioning the units to get the ops back in business. Immediately after the hurricane struck, **Dave Bond**, prexy, and **Irwin Margold**, general manager of Trimount, rushed a letter to all ops saying, "our service department is yours for the asking—do not hesitate to call on us—in some cases financing will be necessary—please advise." The Trimount crew pitched in and worked nights and through the holiday week-end. All machines were disassembled, steam cleaned to get rid of salt water corrosion. Parts were replaced and most needed new amplifiers and receivers. A special air shipment from Seeburg factories was rushed in to Boston. All the work was done actually below normal cost, Irwin Margold reported as Seeburg cooperated with ops in the emergency. All parts were replaced at cost.

Most of the storm damaged music machines were sent in from Newport Providence and Westerly R. I. and New Bedford area in Massachusetts. Damaged equipment from the Cape part of the Bay State has not come in yet. Massachusetts and Rhode Island are both in a state of emergency and are cited as disaster areas by the federal government. How badly ops fare in the aggregate will not be known for some time as pieces of equipment are still being washed up on beaches and many places are still flooded and under guard by National Guard units. In Providence, Westerly and Newport R. I. a tidal wave plunged entire areas under water. In Providence, R. I. the water came up above the top of the entrance to the Biltmore Hotel. Boat had to be used in the city's streets.

Si Redd, Redd Distributing, receiving congrats on acquisition of Wurlitzer . . . **Barney and Louis Blatt**, Atlas Distributors, back in the business again now with AMI. . . Hurricane damage reports overshadowing all else in coin biz here this week. . . It was a bad day for all is consensus of opinion. . . **E. Ravreby**, World Fair, reported damage to 30 kiddie rides on the Cape and the North Shore. Umbrellas were blown off all Carousel rides in Ravreby's locations. . . All ops lost out on plays with electric power blackouts lasting up to a week and over throughout the hurricane swept area. . . Ops and distributors busy checking equipment and locations to ascertain damage. . . Among hard hit ops was **Al Dolin** who lost 40 pieces at on shore locations in Wareham, Swift Beach and Onset on the Cape. These were music machine and the loss was complete as they were swept out to sea in a tidal wave. . . Seaview Village, with kiddie rides, games and other coin operated equipment in Dennisport, Mass., completely under water. . . New reports coming in said 90 per cent of all locations were shut down by power blackouts. . . **E. Ravreby** had extensive damage at his home on Gardner Road, Brookline—fallen trees, smashed windows and roof damage was reported by the coin machine veteran. . . **Bob Jones**, sales manager, Redd Distributing, reported, putting through emergency calls to the storm stricken areas, but being unable to contact any ops up to Friday. Redd working on damaged machines. Firm planning big show on new Wurlitzer music machines as soon as hurricane furor dies down. . . In the "personal" department, **Al Ravreby** surprised by arrival of son, **Fred**, former Harvard football star, from Germany where he was serving in the Army, home and discharged. Al's daughter, **Marcia**, had him a grandfather at about the same time. . . Big demand reported for Bally's new game, "Variety," **Bob Jones** at Redd said in between hurricane damage reports—more than 150 orders racked up despite Hurricane Carol. . . Another hard hit Cape op was **Jimmy Angellis** at Falmouth, Miss. . . Sid light of the hurricane. Disc jockey **Fred B. Cole** of WHDH was pressed into service as a hurricane announcer and watched things spinning for a change from Hingham where he reported damage. . . Added to the hurricane toll of damage on the equipment of coin ops is the fall-off of business for more than a week both in plays and in purchasing. . . However, there will be a big step up in biz as ops replace equipment and repair salvaged pieces in coming weeks. . . Re-financing will be a big item in many areas. . . **Wally Krouso** formerly with Redd Dist., now associated with **Marion Sutcliffe's** Juke Box Haven, one-stop record service. Ops visiting there this week were **Ed Martel** Turner's Falls, Mass.; **Bill Hamel**, Concord, N. H.; **Clarence Brazil**, Mansfield, Mass.; **George Mitchell**, Boston; and **Chris Caragianin**, Newport, R. I. . . **Larry Tortorella**, Boston op, almost lost his new "Olds" when a tree fell in front of Juke Box Haven during the hurricane.

FOREIGN BUYERS!

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

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

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

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

Bally Service Schools To Be Conducted In Many Cities

CHICAGO — Bally Manufacturing Company, this city, announced the following schedule for Bally Service Schools to be held in various cities. Si Redd and Bob Jones will be hosts to New England operators and servicemen at the Bally Service School to be conducted by Bally field engineer Paul Calamari, in the following cities: Springfield, Mass., September 13, 14; Burlington, Vt., September 15, 16; Hartford, Conn., the afternoon of September 16, and all day September 17. Other Bally service schools will be conducted by Bally field engineer Bob Breither, as follows: Lake City Amusement Company, Cleveland, Ohio, September 21, 22, with Joe Abraham rolling out the welcome mat. Mickey Anderson will greet operators and servicemen at the school in Erie, Pa., September 23, 24. Amusement Supply Company, headed up by Bill Geiger, will be the school headquarters September 27, 28 at East St. Louis, Ill. The school then moves on to H. M. Branson Distributing Company, Louisville, Ky., for a two-day stay September 30, October 1. Hy Branson and Gil Brawner will be on hand to welcome coin-men from that area. At all service schools, the Bally engineers will provide many up-to-the-minute service tips, explain wiring diagrams in detail, answer all questions of operators and servicemen, and provide other helpful suggestions that will do much to reduce service calls to a minimum and boost income from Bally's current in-line game, Variety, and the two Bally bowling games, Jet and Rocket Bowler.

Serviceman Beats Heat

ANNVILLE, PA.—Coin machine servicemen in search of pleasant working conditions on the sweltering dog days of summer might do well not to emulate the tactics of serviceman Ralph W. Hoppie, this city. Ralph was the unintentional cause of turning a beautiful brunette head into a white one—and here's the story as reported by Associated Press.

"Miss Barbara M. Grosky of Annaville suffered a chilling experience while trying to get ice from a self-service dispensing machine.

"Instead of ice coming down the chute when she deposited her quarter, a cold hand appeared and beckoned to her.

"Miss Grosky, a bit unnerved, ran to a nearby service station where keys for the machine were kept and then watched a service attendant open the ice-dispenser. Inside was Ralph W. Hoppie of Annaville, who was repairing the big machine when its door swung shut, trapping him."

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

AIM CONTROL

plus old favorite **SKEE-BALL SKILL**

SPEED CONTROL

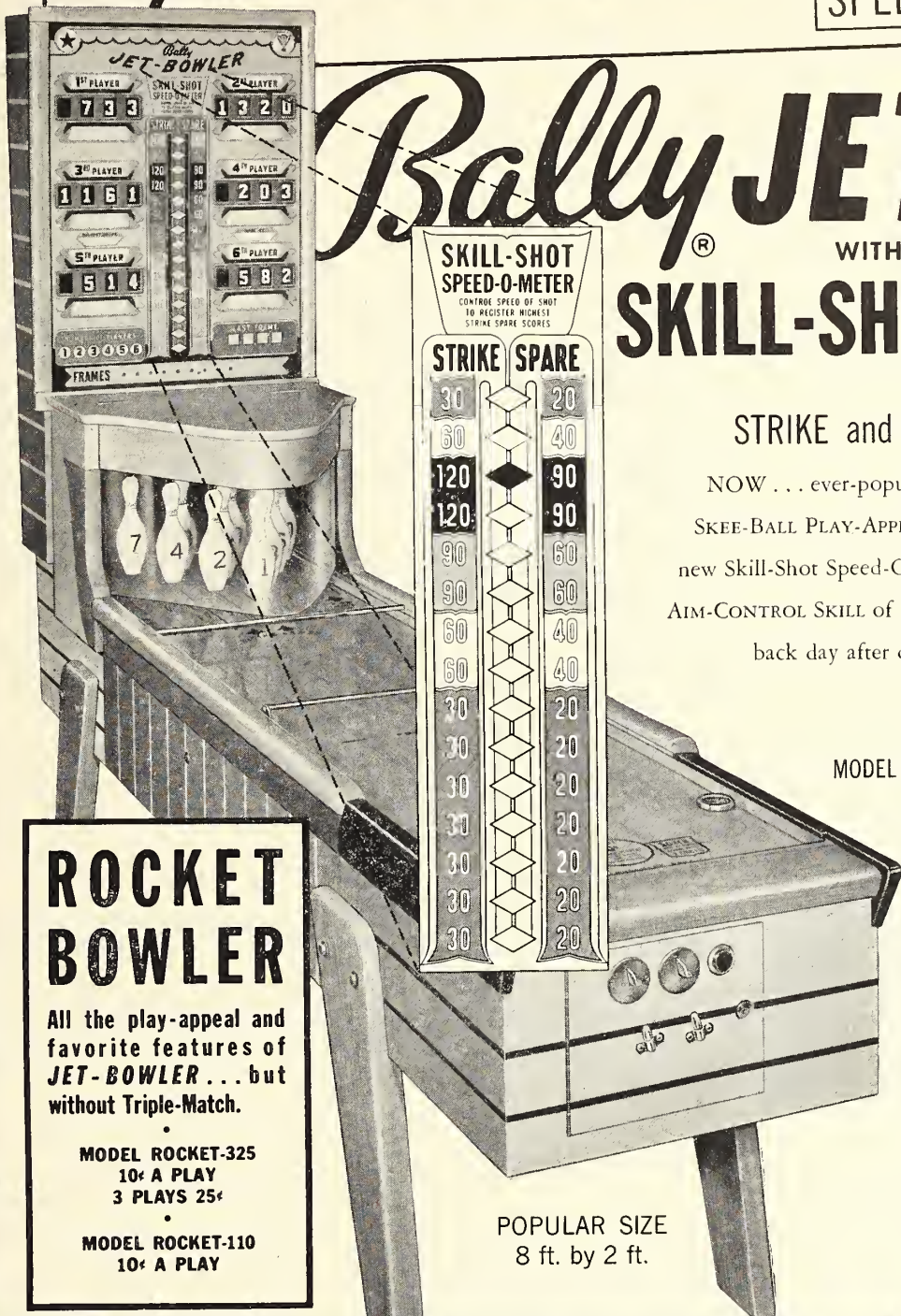
Bally JET-BOWLER

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

STRIKE and SPARE scores controlled by player's SKILL

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

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



ROCKET BOWLER

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

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

MODEL ROCKET-110
10¢ A PLAY

POPULAR SIZE
8 ft. by 2 ft.

FAVORITE FEATURES

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

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

Seattle Seeks Higher License Fees

SEATTLE, WASH.—Seattle's City Council is reported to be considering increases on license fees for coin operated machines.

Proposed increases in license fees would yield about \$150,000 annually, it is stated. A new \$500 annual fee is proposed for game operators, who would also have to pay \$25 per year for each additional licensed game. Operators now pay an annual location license of \$7.50 for the first game and \$5 for each additional three games.

Arcades, not now licensed as such,

would pay \$100 annually.

Music machines would be licensed at \$10 instead of the present \$7.50.

Besides boosting license fees, the Seattle Council is considering the enactment of local legislation to tighten up issuance of amusement licenses. One proposed restriction provides that a person seeking an amusement device operator's license must be an American citizen and a Seattle resident for five years. Present license holders, however, would be permitted to renew their licenses.

Haddock Appoints AMI Controller

GRAND RAPIDS, MICH.—Fredrick E. Deatsman has been appointed as controller of AMI, Incorporated, this city, according to an announcement by John W. Haddock, president.

Deatsman had been assistant secretary-treasurer of the Clark Equipment Company, Buchanan, Michigan, with whom he was associated for nine years. He is a graduate of Northwestern University, where he majored in accounting and business administration.

From 1942 to 1945, Deatsman was an agent of the Federal Bureau of Investigation and prior to that time spent seven years with Wilson and Company in accounting work.

GET READY FOR THE FALL SEASON with the best!

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

WRITE — WIRE — PHONE TODAY!

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

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

To Keep Informed On Vital Changes In Your Industry Read THE CASH BOX

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

United Music Ops of Mich. Elect Permanent Officers

DETROIT, MICH. — The United Music Operators of Michigan, with headquarters in this city, met on Wednesday night, September 8 at the Ft. Wayne Hotel, and proceeded to adopt by-laws and elect officers.

A large turnout of operators were in attendance, and those who hadn't as yet joined the organization signed up. Prior to the election of permanent officers, resolutions were presented thanking the temporary officers for their great efforts, these being Ed Carlson, Harry Norton and Frank Alluvot.

Roy Small was elected to serve as Counciliator and Public Relations Counsel. Officers elected were: Ed Carlson of Carlson Music Company, president; Jeff Jeffrey of Jeff Music Company, vice president; Harry Norton of Lincoln Vending Company, secretary; and Tony Siracuse of Circle Music Company, treasurer.

Elected on the Board of Directors were: Everitt Watson of Ray Music Company; Lou Fisher of Fisher Music Company; Tony Vance of National Coin Machine Company; Jack Broses of Tempo Music Company; Sam Willens of Willens Music Company; Vince Meli, Meltone Music Company; Gust Kostonis, Kostonis Music Company; Harvey Gilbert of Gilbert Music Company; and Jim Robson of White Music Company.

Frank Alluvot of Frank's Music

Company was singularly honored for his outstanding work in a special resolution, which was presented by Tony Vance of National Coin Machine Company, and which read: "I move the adoption of the following resolution, Whereas, Frank Alluvot has contributed greatly of his time and effort for the good of this organization, both past and present: and, Whereas, It is well known that his experience and advice to this organization are of great value; and, Whereas, He will not be eligible to hold the office of treasurer because he is now a distributor; therefore, be it resolved, that Frank Alluvot be made an honorary past president and request that he assist the Administrative Board in its deliberations, in-so-far as the By-Laws permit." The resolution was adopted unanimously.

Regularly scheduled meetings of the association will be held in its offices on the ballroom floor of the Ft. Wayne Hotel the first Monday of each month. The administrative board meets at four o'clock on the afternoon of the regular meeting date, at which time they remain in session until the regular meeting.

(Photographs of the meeting arrived too late to be included with this report, but will appear in the next issue.)



LOS ANGELES

Paul A. Laymon Company and Automatic Products Co., Minneapolis, Minn. co-sponsored a three-day showing and unveiling of the new "Smokeshop" 1 col. cigarette vendor Sept. 10th thru 13th at the Hotel Statler. The new machine vends thirty-five cent brands as well as popular priced regular ar king size. Thomas T. Lowe, factory representative of Automatic Products C was on hand during the showing. . . . It has taken lots of work to get the ne Minthorne Music Company branch offices completed. This past week carpente were busy building cabinets and workshop benches in the service departmen Even Frank Mencuri was seen with paint brush in hand putting on the fin touches. Meanwhile it's business as usual with a large selection of new ar used equipment displayed on the showroom floor. Many ops dropped in th past week to see the new Exhibit "Star Shooting Gallery." . . . Phil Robinso regional representative for Chicago Coin, has been going around taking orde for the new "Holiday" and "Playtime" Bowlers. . . . With miniature go courses doing a landslide business Mac Sanders has been working day and ni taking care of his locations, which are located at these courses througout the city. . . . Local showing of the new United "Jungle Gun" shooting galle took place at the C. A. Robinson & Co. showrooms this past week. Charle Robinson stated, "Just look at all the ops crowding around to try their ski If they can't resist the temptation to play it how can the customers?" . . . This week found the crew at California Music Company working hard to cat up on all the orders that had piled up after the long labor day week-en Ramona Brown, Betty Blakeney and Martha Delgado waited on custome while Sam Ricklin and Ben Goldman took over the shipping department. Gal Orland assisted while lending moral support with his jokes and comments c thisa and thata. . . . H. I. Skehan, LA games operator, was seen along coinro this past week along wit hGeorge Gordon. . . . Jackque Dunlop has joined th Badger Sales Company organization. Prexy Bill Happel, spent the Labor D holidays trying his luck at ocean fishing. Eleanor Chabolla is back from h vacation thru Lake Tahoe, Reno, San Francisco and points North. She can back so full of stories about the colorful places of the North that Mary Jan Happel decided to go to the North country on her vacation to see what sh had missed. Pete Ley covered the San Joaquin valley area for Badger Sale recently. After the terrific torrid weather of the valley he was plenty gle to get back home under his new air conditioning system.

Walt Hemple, president of the California Music Merchants Associatio Los Angeles division, reports that their next general meeting will be held in the Embassy Room of the Hotel Glendale on Tues., Sept. 21st at 8 p. m. F wishes us to extend an invitation to all operators in the area to attend th meeting. . . . Down at the Paul A. Laymon Company, Lucille Laymon w telling the boys about all the beautiful fish she saw during her recent trip i Washington. She suggested that they promote a deal to send Charley Danie up there where he might have better luck catching fish. With Charley's luc though they'd probably stop biting just as he got there. The Laymon cre are plenty happy over the new Bally "Variety" game which is now on displa . . . It's down to business again as usual at Leuenhagen's Record Bar after th long holiday week-end. Mary and Kay Solle took advantage of the extra day off to show their pretty niece Barbara Chandler all the sights of Los Angele and Hollywood. . . . Rumors are going around that a new record distributo will soon open along West Pico. . . . Ray Powers, prexy of Ray R. Powers Sale Company, spent a few days at his office after a trip through the South We then took off again for Salt Lake and the Rocky Mountain area. . . . Atsie Stei has had that certain gleam in his eye lately. Everyone wonders if there couldn be a romance brewing with a gal he met back East several months ago. Ats isn't talking but we hear he is planning a trip later on this fall so we wond

Louis Lorang, a real old timer from Yuma, Arizona, dropped in along coi row recently. Louis tells us he's lived in Yuma 40 years and has been in th coin machine industry, operating a route since 1928. . . . Kenneth Wolfe, E. J Peterson, and Noble Craver all drove in from San Diego this past week to tak care of business. . . . Johnny Huntsman also drove up from La Mesa, a sma town near San Diego. . . . Carl Lykke, "Doc" Dockins and L. J. Holmberg a came in along the Pico strip from Santa Ana. . . . Gary Thompson, and Orvil and Melba Kendig from Long Beach were also seen visiting along coinrow. . . Bill Gordon of Brawley Amusement Company trekked all the way in from th Imperial Valley town of Brawley. . . . Phil Markell from The South Bay Mus Company, Redondo Beach, made a quick trip into town to take care of busines . . . Also seen along the Boulevard were Ray Jones, Ridgecrest; Jimmy Jackso Palm Springs; and Vince Spagnol, Lomita.

AIRMAIL SUBSCRIPTION to THE CASH BOX \$30

When You Enter The Cash Box "20 YEAR CLUB"

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

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

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

Dear Joe:

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

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

NAME

FIRM

ADDRESS

CITY ZONE STATE

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

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

chicago coin's HOLIDAY

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

● NEW SENSATIONAL POINT CREDIT FEATURE!

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

● NEW SCORING THRILLS GALORE!

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

● NEW SURPRISE SCORING FEATURE!

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

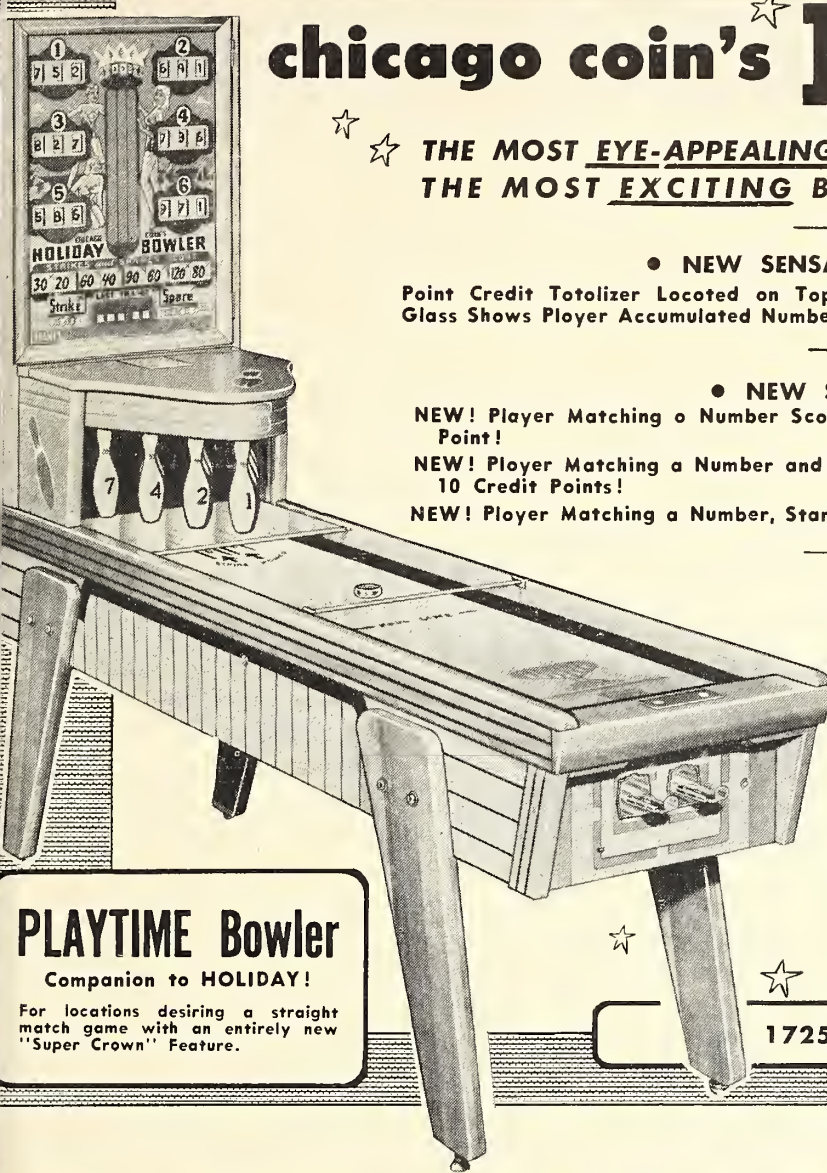
● NEW!
Ultra Modern DeLuxe Cabinet! NEW! Colorful Formica Playfield!

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

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



1725 W. DIVERSEY • CHICAGO 14



PLAYTIME Bowler
Companion to HOLIDAY!

For locations desiring a straight match game with an entirely new "Super Crown" Feature.

Bookmatches Add To Bally Public Relations Program

CHICAGO—Herb Jones, vice president and advertising manager of Bally Manufacturing Company, this week, who has received many fine comments for the free public relations advertisement plates he has made available for operators' use in local newspapers and the resulting benefit

to the operators, keeps the P. R. program ball rolling for the benefit of his company thru the use of bookmatches.

Many who visited the Bally plant and obtained them there remarked



HERB JONES

about the attractive bookmatches which have a reproduction of the Bally factory on the front cover and the famous slogan, "You Can Bank On A Bally Game," on the back cover.

The inside cover, just above the match line, contains a photograph of



With the Minnesota State Fair on last week and the long Labor Day week end a number of operators and some with their families were in the Twin Cities last week. Operators who were picking up supplies and equipment getting lined up for the Labor Day week-end. . . . Mr. and Mrs. R. E. Aherin of La Moure, N. D. brought their daughters Diane and Linda in for the fair. . . . While Elmer Cummings of Brookings, S. D. was looking over the coin machines, Mrs. Cummings was shopping downtown. . . . Lloyd Schimke and Neil Van Burkom of Minot, N. D. made the trip into the Twin Cities together and were seen shopping for equipment. . . . Sincere condolences are extended to the family of Charles Swahn. Charlie passed away August 31st and death was caused by a rare blood disease. Charlie was the owner of the Apex Amusement Company and had operated coin machines in the Minneapolis area for the past 15 years. . . . A jolly two-some were W. H. Pickron of Rock Island, Ill. and Walt Hugeback of New Hampton, Iowa, who made the trip into the Twin Cities with their wives. . . . Andy Theisen of the Northland Music Company, Brainerd, Minn. made a quick trip in to pick up some equipment for location changes. . . . Art Hagness of Grand Forks, N. D. reports that his coin machines and roller rink business has been good and he really has nothing to complain about. . . . Al Plotnick, Anco Sales Company of Minneapolis was passing out cigars. The occasion was the birth of a son, Barry Lee on August 27th. . . . Recent visitors to the Twin Cities were J. A. Redding of La Crosse, Wis.; Andy Benna of Ironwood, Mich.; Jim Stansfield of Winona, Minn.; John Czerniak of Duluth, Minn.; A. A. Cluseau of Grand Rapids, Minn.; John McMahon of Eau Claire, Wis.; Stan Woznak of Little Falls, Minn.; T. J. Fischer of Waconia, Minn.; Jeff Kost of St. Cloud, Minn.; Jim Donatell of Spooner, Wis.; and Harry Galep of Menomonie, Wis.

an elderly couple and young couple experiencing the pleasure of playing a coin-operated game.

Along with this latter photo there is the inscription, "Play Pinball—A Little Let-up For A Little Price."

Jones, one of the pioneers in the drive for better public relations for the whole industry, reports that operators and associations of oper-

ators may obtain any number of electrotypes of the complete latest public relations advertisement by writing him in care of Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Ill.

The advertisement, identified as PR-Plate No. 2, is offered, without cost to operators, in one size only—4x6½ inches.

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

EXHIBIT'S

NEW



SHOOTING GALLERY

3 TARGET SET-UPS FOR EACH GAME!

EXHIBIT'S GUNS — PROVEN MONEY-MAKERS — ALWAYS!

LOADED WITH ACTION!

ALL TARGETS RESET WHEN GAME IS OVER

FREE PLAY — MATCH PLAY — DIME RETURN, ETC. (Standard Equipment)

BUILT-IN PLAY SELECTOR (OPERATOR'S OPTION)

NEW PLAY APPEAL!

SETTING NEW PROFIT RECORDS!

ABSOLUTELY NOTHING ELSE LIKE IT!
 For Details . . . Contact your local
 EXHIBIT DISTRIBUTOR OR FACTORY TODAY!

EXHIBIT

SUPPLY

4218 WEST LAKE STREET • CHICAGO 24, ILLINOIS

"FIRST WITH THE MOST FOR OVER 50 YEARS"

THRU THE COIN CHUTE

EASTERN FLASHES

The summer came to an end with a most wonderful Labor Day week-end. The weather was perfect around here, and the result was that all area owners and operators at shore and country resort areas, reported a most lucrative four days. Many areas which were in the path of the recent hurricane were able to clean up, install needed equipment, and benefit from the fine weather. However, some who were hit hard, never did get ready. In all, the summer ended in a blaze of sunshine. New England suffered devastating damage (See "New England Nibbles.")

Al Denver, president, and Nash Gordon, business manager, of the Metropolitan Operators of New York, up to their necks in details preparing for the coming 17th Annual Dinner and Banquet being held in the main Ballroom of the Waldorf Astoria Hotel on Saturday night, October 16. It looks like this year's affair will be the biggest and best yet. Altho the Waldorf provides room for more people, it appears that the same problem of insufficient tickets for the event will still remain. Denver advises that tickets are going exceptionally fast and would like to suggest that reservations be made immediately—or they may be too late. The souvenir program, too, is going along fine—with a deadline set for advertisers for the last week in Sept. As usual, the show will feature the top recording artists, with music supplied by Vincent Lopez. . . . and Mrs. Herman Perin of Baltimore, Md., in town for the week-end. The couple celebrated their 28th wedding anniversary Sept. 5. . . . Jack Mitnick, a regional representative, home for the holidays, leaves Wed. for a biz trip. . . . Meyer Parkoff, Atlantic New York Corp., points out the large number of people waiting at the parts and supplies window—taking advantage of the 20% sale for the month of Sept. Murray Kaye, sales head of the firm, has to make one more trip to the country to take his family home. Thought he'd be settled by Labor Day, but the family wanted to stay away for another week. . . . D'Inzillo, Albert Simon, Inc., had his vacation disrupted by the death of his father last week. Al couldn't be located, but returned home on Thursday several days before he expected to. Funeral was Tuesday, Sept. 7.

Caught up with a group of coinmen discussing old times. Among them were Jack Mitnick, Nat Cohn, Herman Perin, Barney Sugerman and George Ponsler. "Looks like an old time convention" smiled Ponsler. . . . Mike Munves demonstrates Exhibit's new "Star Shooting Gallery" to the many visiting ops at the coinrow. . . . Barney (Shugy) Sugerman, Runyon Sales, back from the Minneapolis party Herman Paster ran in Minneapolis last week for son Ed. He tells us he didn't get a chance to get to Chicago, so he's planning to leave early next week, Monday or Tuesday. Partner Abe Green will make the trip with him. . . . Hymie Koepfel, Koepfel Distributing, altho cramped for time, leaves for the south where he bought a number of late music machines. "I need them to fill orders" he stated. Both Harry and Hymie will be out of the office early next week, making another trip—about which they'll make an announcement in a few weeks. . . . The showrooms and offices of Bob Jacobs National Amusement Co. now an asset to the row. Bob states further negotiations will be made. . . . One of these days we'll be able to corner Bob Slone or Dave Stern over at Seacoast Distributors (Rock-Ola distrib). Seems that every time we drop in, they're in a huddle with some buyers. . . . Al Simon, Albert Simon, Inc., had an extra employee at his office this week, who is probably working without salary—his five year old son Dick. . . . Joe Young, Young Distributing, who didn't get a chance to take a vacation, says he spent many an enjoyable week-end at Atlantic City, fishing and sunning. . . . We understand that Les Boyd saved his boat at Westerly, R. I., but had quite a bit of damage on his equipment there. . . . Harry Green, the demon locater, still able to dig up locations for the several ops he's working for. Teddy (Champ) Seidel, being complimented on his current program. Class he feels much better. . . . Since the end of the war, perhaps a million hotels have been built on Long Island, resulting in additions of many town and road taverns. Operating thruout this area has become extremely important, and some of the largest firms are now active thruout these towns.

THRU THE COIN CHUTE

NEW ORLEANS NOTES

Les Stivers, who now resides in Nevada, phoned us the other day. Les is one of the first console type distributors here in New Orleans and vicinity. Pat Buckley of Buckley Mfg. Co., Chicago. Stivers and his very charming wife drove here to visit his daughter. On the way, Les became ill, and had to be taken to a hospital in New Orleans. He had a major operation. When he recovered, he contacted his friends. Fully recovered, Les now plans to leave for the Ozark Mountains and then on East. . . . Lou Boasberg driving around town in his new Ford. . . . Edward Boyle, attorney for the local association was in Chicago last week for a series of conferences with attorneys for the manufacturers. . . . Surely hope Lillian Amann will be feeling better soon. . . . Joe Spina, Barcelona Amusement, working like a beaver on his route. . . . Lillian Thomas of Johnny's, off on a month's vacation. . . . Kathy Hutton, Dixie Coin Machine Co., still raving about her vacation, and advises all retired folk should retire there. . . . Your correspondent planning a short vacation up into Water Valley. Leaving Tuesday and due back on Sunday.

Bob Dupuy, salesman for F.A.B., New Orleans, left for parts unknown for a week's rest from the jangling telephone. . . . F. A. Blalock, making rounds in Alabama this week, was last seen with Pop Lane. . . . Nick Carbajal, Crown Amusement Co., has added the Keeney Cigarette Vendor to his line of J. H. Keeney products. . . . All the operators and distributors were taking advantage of the last holiday of the summer. Nick Carbajal was the only one who could be found in his office. Nick was waiting for Wagster of Ickes Charles. . . . Merlin Fricke, Philip Quagline Cigarette Service spent his Labor Day vacation working on his truck.

THRU THE COIN CHUTE

CHICAGO CHATTER

Now that this past Summer season is a matter of history, and the Fall season is upon us, let's take stock of what's what. We have just enjoyed the tenth straight no-slump Summer. All the grumblings of "Gloomy Gus" last spring, as to a big dip in biz, have been sent into oblivion. As to the immediate future, reports are that there's no let-up in sight. Fall, which opened right after the Labor Day weekend, has all the makings of a real slam-bang, profitable season. Manufacturers are presenting new developments to the trade. Distributors are already broadcasting the good news. Operators are reported to be latching onto anything really new.

Not only did Williams Manufacturing Co. get into the swing of things for the Fall season by introducing two new games, "Skyway" and "Daffy Dribby," but will not rest there. It is reported that Sam Stern is planning something entirely new and has his engineers working at top speed. . . . "Never saw anything like it," remarked Ed Levin of Chicago Coin. "Business started off with a tremendous bang the first day of the Fall season. You'd think it was the Fourth of July with firecrackers and all that instead of Labor Day. The new 'Holiday Bowler' is beyond our fondest expectations. If the demand continues as it has we'll have to double production." . . . Guess we must be getting older. Just heard that Janice Merle Ginsburg, daughter of Maurie and Rose Ginsburg will be married to Stuart Bernard Fishbein. The wedding will take place at 5:30 p.m. on Sunday, October 10, at the Drake. It seems likely yesterday that Janice was only so tall. . . . Just in case you want to know, it's 103 days to Christmas. You are so right, time sure does fly.

Jack Nelson and Bill O'Donnell in confab over at their Bally bailiwick on way to ship from 4 to 5 in the late afternoon. . . . Jim Culéa working like mad at Exhibit Supply since his return from vacation. Picked up a cold while showing his brother-in-law around town. . . . Don (Pop) Moloney is studying up on baby care like any dutiful young father. But no matter how well he digests the contents of all those books, he'll still require the aid of one Nancy Moloney. Little Mary Anne will be one month old come September 26. Mac Brier and Tom Cath, old Donan hands at the child care biz, keep offering advice. . . . From out Miamiway comes a suggestion from Sam Taran that "all bona-fide members of the '20 Year Club' who express a desire of retirement should be put on a special pension by the younger set who are now reaping the profits of the business established by us 'ex-champions' or 'would-be champions'." It would be and would be very, very nice. . . . Herb Oettinger still the "gin" champ at United. No dethroners in sight.

It was Tinker to Evers to Chance in the old days. Now the double play combo is Nate Gottlieb to Sol Gottlieb to Alvin Gottlieb. However, none of the latter seem to want to pick up the ball and get it away. The ball is in the firm of who gets his photo taken first. . . . Herb Jones telling about the nice reaction to the Bally public relations ads for ops. Much comment about the attractive bookmatches designed by Herb. Inside cover contains a photo of an elderly couple and a young couple playing a coin-operated game and has as caption, "Play Pinball, A Little Let-up For A Little Price." . . . Regarding public relations, the complete text of the speech on this important subject given by Bill Gersh, publisher of The Cash Box, before the Music Operators Northern Illinois this past Thursday eve appears in this week's issue. . . . Jackie Fields, Nate Gross and others were recent visitors at the United plant. . . . Bally's Joe Flesch all hepped up over the ball games on Lion TV. He and Andy Renn, Bally's comptroller, very intent game watchers.

Paul Huebsch spent a "peachy" Labor Day weekend. Relaxed completely—t on his back. Experienced five restful days in bed with one of those non-script and mystifying virus infections. "They peppered me with penicillin just like they pepper Keeney games with coins," said Paul. . . . Speaking of quiet Labor Days, Kurt Kluever experienced a "safe and sane holiday at home." Now busy as ever at the Rock-Ola plant. J. Raymond Bacon back after three weeks of visiting the firm's distribs on the West Coast and Canada. Says J. Raymond, "The enthusiasm is great out there in regard to the tone of the new Rock-Ola '50', which is really taking the country by storm." . . . Paul Lamari, Bally engineer and former star of the Bally baseball team, proud to be over the play this season of his two sons, Paul Jr., 13, and Bobby, 11. Paul Jr. was the regular third baseman on the Morton Grove Pony League team while Bobby was the number one shortstop on the Cubs team in the Millens Boys' Major League.

The current contest of The Cash Box to find a new name for the automatic monograph is being well received. Suggested names are pouring into this office. What are your suggestions? Or do you feel that the old name of "Juke Box" should be kept? . . . Gordon Stout of Pierre, S. D., who wants repeated telling of the true "Juke Box" story," was a recent vacationer in the Windy City. An avid baseball fan but not wanting to show partiality, Gordon saw the Cubs at Wrigley Field and the White Sox at Comiskey Park before the Cubs left town. . . . Bill DeSelm, whose bursitis meant no golf for a while, will indirectly return to the game at the first annual United Golf League banquet set for September 17. . . . Genco's Sam Lewis the picture of relaxation in his cabana at the Edgewater Beach after a busy day at the factory. . . . Caught in the grasp of "Hurricane Carol" was Alvin Gottlieb who was visiting Boston and Hartford, Conn., when the hurricane hit the New England states and inflicted great damage. Purveyor's Herb Perkins perkin' in and out of the West still paging thru the 12th Anniversary Issue of The Cash Box.

Exhibit Supply with Art Weinand on deck will display its "Vacumatic Card Indicator" at the NAMA convention and exhibit in Washington, D. C., next month. Art took in the Armed Forces Benefit football game between the Bears and the Giants this past Sunday with his daughter Ginger. Ginger Weinand is a rabid gridiron fan just like her daddy. . . . The tentative A. B. T. lineup at the NAMA show will include Mr. and Mrs. Walter Tratsch, Leo Ablet and George Kozy. . . . George Jenkins says, "Any day now I'll become the ninth vice president." . . . Harold Schwartz of Atlas cooking with steam for two weeks of vacation time. Bill Phillims, Atlas' traveling rep, doing the Illinois river towns. . . . Bill Marmer of Cincinnati seen about the other week was Leo Grobe of Wheeling, W. Va. . . . Vince Shay still talking about the one that got away while fishing in Wisconsin. Howie Freer advises that business at Empire is better with prospects high for the Fall season. "The

it's the MOVING TARGETS that attract the players!

GENCO'S ALL-LOCATION RIFLE GALLERY

BREAKING ALL EARNING RECORDS of Any Other GUN GAME ON THE MARKET!

CONTACT YOUR GENCO DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO.
2621 North Ashland
Chicago 14, Illinois

BARGAINS OF THE WEEK !!

GENCO 2 PLAYER BASKETBALL	\$399 ⁵⁰
BRAND NEW IN ORIGINAL CRATES	
BALLY CONEY ISLANDS COMPLETE	69 ⁵⁰
GENCO SILVER CHEST BRAND NEW	125 ⁰⁰
BINKS ZIPPER BRAND NEW BINGO COUNTER GAME	55 ⁰⁰
1c ACORNS, Ball Gum, 8 lb. Globe	PHONE OR WRITE FOR QUANTITY PRICE

Terms: 1/2 Dep., Bal. C.O.D. or S.D.

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE EVERGLADE 4-2600 • CHICAGO 22, ILL.

CHICAGO CHATTER (Cont.)

demand for our various games is terrific, to say the least," states Howie. . . . Reports from around the country to effect that some leading distribs plan switching lines. . . . Tom Callaghan reported much better and will leave Columbus Hospital shortly.

"THE CASH BOX" CLASSIFIED ADS

The Industry's MARKET PLACE

FOR THE FIRST SIX MONTHS OF 1954

"THE CASH BOX" PUBLISHED

OVER 2500 CLASSIFIED ADS

TO REACH THE INDUSTRY, USE THE INDUSTRY'S MARKET PLACE. "THE CASH BOX" CLASSIFIED ADS ARE A SUPER-MARKET OF PROFITABLE OFFERINGS AND OPPORTUNITIES. EVERYONE TRADING, BUYING OR SELLING READS "THE CASH BOX" CLASSIFIED ADS.

"THE CASH BOX" PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES COMBINED PUBLISH IN A MONTH

WANT OR **FOR SALE**  **CHECK OFF WHICH YOU DESIRE**

CLASSIFIED AD RATE 10 CENTS PER WORD


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

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

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

Use This Convenient Form For Your Classified Ad

START HERE



FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

TELEPHONE NUMBER _____

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX

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

CLASSIFIED ADVERTISING SECTION

WANT

WANT—Some vending and arcade machines 1c and 5c play. Must meet with A-1 recondition inspection. Write address and amount and price today. OFFICE H. RAWLS, JR., c/o SAVOY HOSPITAL, MAMOU, LOUISIANA.

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

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

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

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

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

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

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

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

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

WANT—Live wire juke operator to assist us in operation of nickel jukeboxes in the Glens Falls area. We have long list of spots pleading for nickel jukeboxes. We can't handle more. Our route of games and music big. No expensive juke boxes needed. Just be sure of nickel play operation — as locations and patrons are nicklewise in this territory. We may even consider selling our complete route-shop—etc. to live wire operator. For particulars about this wide open territory contact DEL AMUSEMENT CO., FORT EDWARD, N.Y. "Oldest operation in this area" since 1925.

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

WANT—For resale. United & Chicago Bowling Games; Bally Bing Games; Mills Panorama Peek Show; Kiddie Rides. State condition and best price in the first letter. STALEY DISTRIBUTING CO., 152 BROADWAY, TACOMA, WASH. Tel.: BRoadway 3663.

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

WANT—Bingos, late model Shuff Alleys. For Re-sale. Send list. Have all types of amusement equipment for sale. DAVE LOWMY & CO., 57 TENTH AVENUE, NEW YORK N. Y. Tel.: CHickering 4-5100.

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

WANT—Tubes: 2051; 2050; 701 2A4; 2A3; 5V4; 6L6; 6N7; 6I 6V6 metal; 6X5 metal. Will pay \$40 hundred. Must have minimum quantity 50 of a type. Have any other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—Beach Clubs—will pay \$2 PENNSYLVANIA VENDING COMPANY, 1822 CARSON STREET, PITTSBURGH 3, PA.

CLASSIFIED ADVERTISING SECTION

NT — Frolics and Beach Clubs. Send us your lowest price. **H & H MUSIC, 1626—3rd AVENUE, MO. LINE, ILLINOIS.**

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

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

FOR SALE

OR SALE—Wanted Wife to tell her husband about our buys. 1 Seeburg 147 cellar unit; 1 speaker and 10 wall boxes \$189; Brand new Binks Zippers \$45; Wurlitzer Victory model like new \$65; Wurlitzer 800 with a Jacobs tone arm \$70; Williams Music Mite \$50; Wurlitzer 600 \$50; Gottlieb Cinderella; Humpty Dumpty and Buccaneer \$25 each; Bowletts \$25; Bally Champions like new \$25; Wurlitzer 3020 Boxes \$18. We have hard to get parts, please write. **LIBBEY MUSIC & DIST. CO., 66 PHOENIX ROW, HAVERHILL, MASS. Tel. 48116.**

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

OR SALE—50 Chrome 3020 Wurlitzer Wall Boxes converted to 48 play, \$25 each. Checked and ready for location. **MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N.C. Tel.: 2-3992.**

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

OR SALE—Finest Bingos—Factory Reconditioned—Like finding \$50 in your pocket. Returnable 3rd day, full refund to protect you. Ice Frolics (almost new) \$410; Palm Springs (almost New) \$410; Yacht Clubs (improved superline frequency) \$220; Palm Beach \$150; Dude Ranch \$375; Beach Clubs \$355; Atlantic Citys \$150; Leader \$65; Coney Island \$80; Holidays (6 card) \$60; Bright Spots (6 card) \$75; Genco 400's (percentaged right) \$65. We want Bingos. Mail your list. **W. E. KEENEY MFG. CO., 5229 S. KEDZIE AVENUE, CHICAGO 32, ILL. Tel.: HEmlock 4-3844.**

FOR SALE—Records!!! 5c over wholesale, any label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records new unused only. **RAYMAR SALES CO., 170-21 JAMAICA AVENUE, JAMAICA 32, N. Y. Tel.: OLYmpic 8-4012, 4013.**

FOR SALE—United 6-Player DeLuxe Shuffle Alley, good condition \$85; 5-Player \$55. **COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA.**

FOR SALE—40 Wurlitzer 3020 Wall Boxes \$8 ea.; 50 Seeburg 3-Wire Wall Boxes \$3 ea. Beautiful equipment. 1/3 deposit, balance C.O.D., or Sight Draft. **KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-8939.**

FOR SALE—Brite Lites \$75; Brite Spot \$95; Spot Lite \$90. Beach Club, Dude Ranch, Palm Springs, write. **ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILLINOIS.**

FOR SALE—"West Side" now has a full line of prizes and premiums, such as radios, clock, watches, etc. For Sale. Write for free low price list. **WEST SIDE DIST., 612 10th AVE., NEW YORK, N. Y.**

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Combinations, Coin Changers, Coin Wrappers, Parts and Supplies. We carry a complete line of these products. **GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: ARmitage 6-0780.**

FOR SALE—Complete Arcade or single machine. Also Mangel's Lead Shooting Gallery. Closing store. Sept. 25. **ARCADE AMUSEMENT CORP., 1145 SIXTH AVE., NEW YORK, N. Y.**

FOR SALE—Attention, Wurlitzer 1500 and 1700 operators connect 24 and 48 selection Wall Boxes to 104 selection Phonographs. Use regular 219 and 248 Steppers and Adaptor. Specify 1500 or 1700. \$34.50 each. Satisfaction guaranteed. **MIDWEST MUSIC SERVICE, 819 WEST SECOND, WICHITA, KANSAS.**

FOR SALE—Territory Wash Out. 2000 Bingo in Line Games. All Types. All Shopped, ready for location. Make offer for 1 or 500. 1/3 down, balance C.O.D. Write, Wire or Phone. We are now making delivery on United's Red Hot Jungle Gun. **DAN STEWART COMPANY, 140 EAST 2nd SOUTH, SALT LAKE CITY, UTAH. Tel.: 22-2473.**

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzer 1015, 1100, 120. Rockolas 1422, 1426. AMI Model C. Seeburgs 146, 147, 100A. Phone STerling 87515 or Write: **DIXON DISTRIBUTING CORP., P.O. Box 2660, YOUNGSTOWN, OHIO.**

FOR SALE—Canadian Operators! Place low cost "Quizettes" in your music locations. Thousands now in use across Canada. Proven high profits and cost only \$21.95 each. English or French models available. Distributorships open. Write. **MOCHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONT., Tel.: LO 4722.**

CLASSIFIED ADVERTISING SECTION

FOR SALE—AMI model C \$275; United Royal \$295; Skygunner \$150; Goalce \$50; Atlantic City \$149.50; Spottlite \$69.50; Leader \$50; Undersea Raider \$50; Wm.'s Star Series \$35; Twin Shufflecade \$50; Gypsy Horscope \$50. Send for complete bargain list. **OLSHEIN DISTRIBUTING COMPANY, 1100-02 BROADWAY, ALBANY 4, N. Y. Tel. 5-0228.**

FOR SALE—200 brand new Northwestern 5c capsule charm vendors. 500 nearly new Victor 5c capsule charm vendors. Illness of customer forces sale. Write for prices. **SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, NEW YORK.**

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shopped, or as is. Factory Distributor for Seeburg. **DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: REgent 6-3691.**

FOR SALE—We are Exclusive Distributors in Michigan for AMI, American Shuffleboard, Bert Lane, Chicago Coin, Exhibit, Keeney, Genco, Gottlieb, Williams, and Victor Vending. **MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N. W., GRAND RAPIDS, MICH. Tel.: GLEndale 6-6807 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.**

FOR SALE—Bingo games; late model Bally and United. All in A-1 shape, ready for immediate delivery. Write for full details. **RELIABLE COIN MACHINE CO., INC., 184 WINDSOR STREET, HARTFORD 5, CONN. Tel.: CHapel 9-6556.**

FOR SALE—1 Seeburg Sicum Unit, perfect condition, \$250; 2 Genco Sky Gunner, brand new; Ajax Cigarette Machines, brand new, close-out; 1 Poolette Pool Table \$50; 1 Keeney 2-Player Attachment for Shuffleboard. **LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE NORTH, MINNEAPOLIS, MINN.**

FOR SALE — Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). **HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND ROAD, MILWAUKEE 13, WISC. Tel.: Blue-mound 8-7600.**

FOR SALE — 25 Winners like new, cleaned and guaranteed, few new, \$75 each or will trade. What have you? **WESTERN DISTRIBUTORS 3126 ELLIOTT AVE., SEATTLE 1, WASHINGTON.**

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box. "The 'Bible' of the Coin Machine Industry." Send your Check for \$48 today plus your first 40-word ad to: **THE CASH BOX, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).**

FOR SALE—1 Williams Super World Series \$175; 1 Williams Double Header \$45; 1 Williams Quarterback; refinished cabinet \$45; 2 Exhibit Dale Guns; refinished \$55; 1 Exhibit Six Shooter, refinished \$125. **AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA ST., EVANSVILLE, INDIANA.**

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—Speaker Wire 100 ft. \$1.75; 500 ft. \$1.70; per 100 3 wire 1-20 gauge 2-16 gauge Stranded Vinyl Jacket 100 ft. \$3.75; 500 ft. \$3.70; per 100 5 wire Control Cable 100 ft. \$4.95; 500 ft. \$4.85; per 100 3 in shield Vinyl Jacket, F.O.B. either office. **COVEN MUSIC CORPORATION, 3181 NORTH ELSTON AVE., CHICAGO, ILL. — 1301 NORTH CAPITOL AVENUE, INDIANAPOLIS, IND.**

FOR SALE — Reconditioned Wurlitzers: 1400's \$400; 1250's \$250. **O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN STREET, RICHMOND, VA. Tel.: 84-3264.**

FOR SALE—Evans Constellation \$225; Shoot the Bear \$145; Keeney DeLuxe Bowler \$125; AMI A, B, C, D and a complete line of United Bingo and Shuffle Alleys. **CENTRAL DISTRIBUTORS, 2315 OLIVE ST., ST. LOUIS, MISSOURI (MAIN 1-3511) or 3314 MAIN STREET, KANSAS CITY, MISSOURI (WEstport 3582).**

FOR SALE — Keeney High Score League \$169.50; Williams DeLuxe Star Series \$187.50; United 6 Way F. T. \$149.50; United 6 Way DeLuxe \$159.50; Domino \$139.50; Spot Lite \$119.50. **LAKE CITY AMUSEMENT, INC., 4533 PAYNE AVENUE, CLEVELAND 4, OHIO. Tel.: HEnderson 1-7577.**

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

FOR SALE—Bear Guns; Genco Night Fighters; Evans Bat-A-Score; Ex. Silver Bullets; Ex. Six Shooter; Chi-Coin Pistol. Take the low Cash Box prices. 1/3 deposit, balance C.O.D. **B. E. KRUEGER, RT. 13, BOX 361, SAN ANTONIO, TEXAS.**

FOR SALE — Uniteds: — Imperial \$325; Royal \$295; Classic \$225; Cascade & Clover \$195; Williams Deluxe World Series \$75; Williams DeLuxe Baseball \$195. Want—Seeburg "W." **MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.**

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call: **ALLAN SALES, INC., 937 MARKET ST., WHEELING W. VA. Tel.: WHeeling 5472.**

CLASSIFIED ADVERTISING SECTION

FOR SALE—Genco Super Basketball \$450; Genco Shuffle Pool \$250; Genco Sky Gummer \$200; Exhibit Shooting Gallery Write; Exhibit Twin Rotation \$100; Chi Coin Bowl-A-Ball \$100. UNIVERSITY COIN MACHINE EXCHANGE, 858 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: University 6900.

FOR SALE—High earning counter games. Binks' Zipper and Whiz Bowler. Brand New, in factory cartons. While they last \$29.50. AUTO-BELL NOVELTY CO., 29 W. KINZIE, CHICAGO, ILL. Tel. Delaware 7-0078.

FOR SALE—Bowlers: Keeney De Luxe \$125; Chicago Coin 10 Frame \$200; Chicago Coin 6 Match Bowler \$110. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MO. Tel. Central 9292.

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

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

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

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

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

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

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

FOR SALE—Reconditioned Phonos—ready for location. Seeburg 146-147-148; Wurlitzer 1015; Rockola 1422-1426; AMI Wallboxes 5c-10c. Write for our low prices. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C.

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

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

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

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

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

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

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

FOR SALE—5 Bally Yacht Clubs \$185; Atlantic City \$140; Beauty \$260; Beach Club \$340; Dude Ranch \$350; Ice Frolics \$395; United A.B.C. \$30; United Clover Bowlers \$205; Liberty \$185; MICKEY ANDERSON, 314 EAST 11th STREET, ERIE, PA. Tel.: Phone 5-7549.

CLASSIFIED ADVERTISING SECTION

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

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

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

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

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

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

FOR SALE—HI FIS, slightly used, write. Dude Ranches \$325; United Cabanas \$145; Mexicos \$425; Tahiti \$210; Gottlieb Daisy Mays floor samples \$195; Williams Screamos, floor samples \$165; Exhibit Shooting Gallery \$335. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel. Canal 8318.

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

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

MISCELLANEOUS

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

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

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

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

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

Notice!

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

Your Deposit Is GUARANTEED

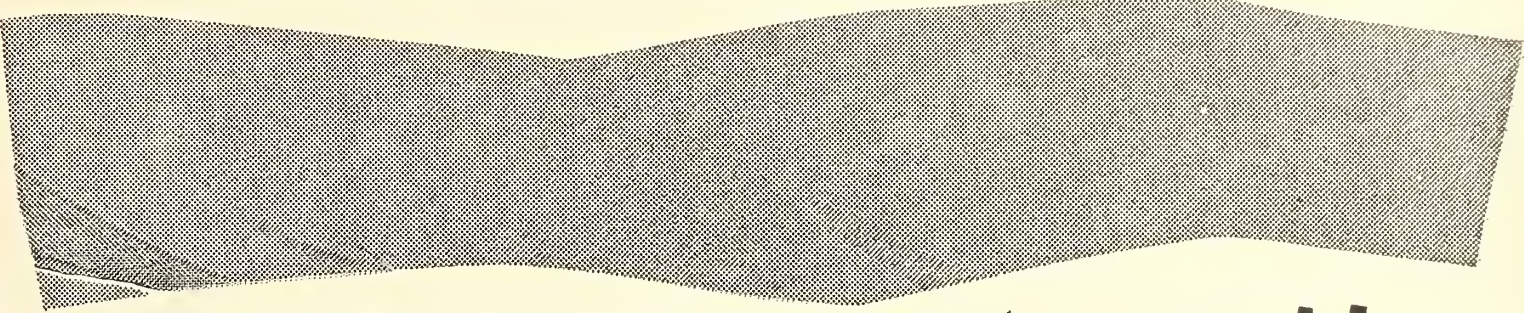
AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX

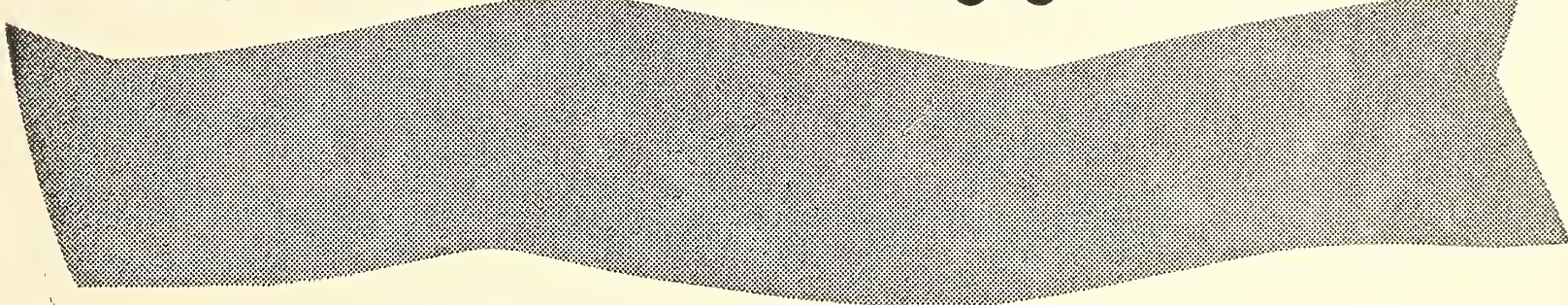
26 West 47th Street, New York 36, N. Y.



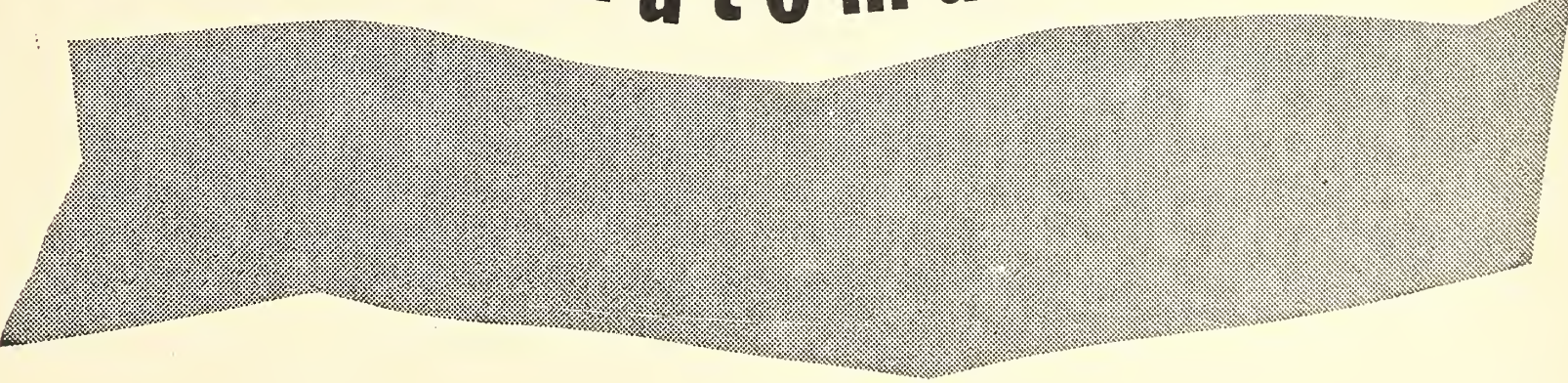
There's an earthquake



coming very soon in the



field of automatic music



Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

AMi *Incorporated*

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

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

Table listing various bowling machines such as Universal Bowlomatic, Williams Twin Shuffle, Williams Double Header, and Williams 5-Player Bowler with their respective prices.

Manufacturers New Equipment

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

A.B.T. MFG. CORP.

Table listing A.B.T. Mfg. Corp. products including Challenger (Counter Model Gun), Rifle Sport, and various types of guns with prices.

ROCK-OLA MFG. CORP.

Table listing Rock-Ola Mfg. Corp. products including Model 1438 "Comet Fireball", Model 1440 "Comet Fireball", and Model 1548, 50 Selection Wall Box.

AMI, INCORPORATED

Table listing AMI, Incorporated products including AMI "E"-40 Phonograph, AMI "E"-80 Phonograph, and AMI "E"-120 Phonograph.

AUTO-PHOTO CO.

Table listing Auto-Photo product with price \$2,545.00.

BALLY MFG. CO.

Table listing Bally Mfg. Co. products including Champion, Variety, Moon-Ride, Jet-Bowler, and Rocket-Bowler.

CHICAGO COIN

Table listing Chicago Coin products including Holiday Bowler, Single Chute, Double Chute, Star-Lite Bowler, and Feature Bowler.

EXHIBIT SUPPLY

Table listing Exhibit Supply products including Junior Jet Ride, Shooting Gallery, Big Bronco, El Toro The Bull, and others.

GENCO MFG. & SALES CO.

Table listing Genco Mfg. & Sales Co. product Rifle Gallery with price \$625.00.

D. GOTTLIEB & CO.

Table listing D. Gottlieb & Co. product Lucky Lady with price \$364.50.

INTERNATIONAL MUTO. CORP.

Table listing International Muto Corp. products including Drive Yourself (new Drivemobile), Photomat '54, and others.

J. H. KEENEY & CO., INC.

Table listing J. H. Keeney & Co., Inc. products including Electric Cigarette Vendor, Coin Changer Model, and others.

J. P. SEEBURG CORP.

Table listing J. P. Seeburg Corp. products including HF-100-R, 3W-1 Wall-O-Matic "100", and others.

UNITED MFG. CO.

Table listing United Mfg. Co. products including Shuffle Target, Regular Model, DeLuxe Shuffle Targette, and others.

WILLIAMS MFG. CO.

Table listing Williams Mfg. Co. products including Skyway, Daffy Derby, and All Star Baseball.

THE RUDOLPH WURLITZER CO.

Table listing The Rudolph Wurlitzer Co. products including Model "1700" Phonograph, Model "1600-A" Phonograph, and others.



Large table listing various arcade equipment including ABT 6 Gun Rifle Range, 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 Ball, Champion Hockey, ChiCoin Basketball, ChiCoin 4-Player Derby, ChiCoin Goalee, ChiCoin Hockey, Chi Midget Skee, ChiCoin Pistol, ChiCoin Roll-A-Score, Edelco Pool Table, Evans Bat-A-Score, Evans Bola-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 Space Gun, Exhibit Pony Express, Exhibit Silver Bullets, Exhibit Six Shooter, Exhibit Vitalizer, Groetchen Met. Typer, Genco Sky Gunner, Genco Silver Chest, Genco Night Fighter, Irish Poker, Jack Rabbit, Jungle Joe, and Keeney Air Raider.

THIS WEEK'S MOST ACTIVE USED MACHINES

Table listing various used machines categorized by Phonographs, Shuffles and Rebounds, Pinballs, and Arcade Equipment.

An invaluable, outstanding and original service for the entire industry compiled entirely and exclusively by *The Cash Box*. Only the latest model used equipment featured. For more complete quotations of all types of used machines covering the entire industry in every regard check "The Confidential Price Lists" in each week's issue of *The Cash Box*.

PINBALLS

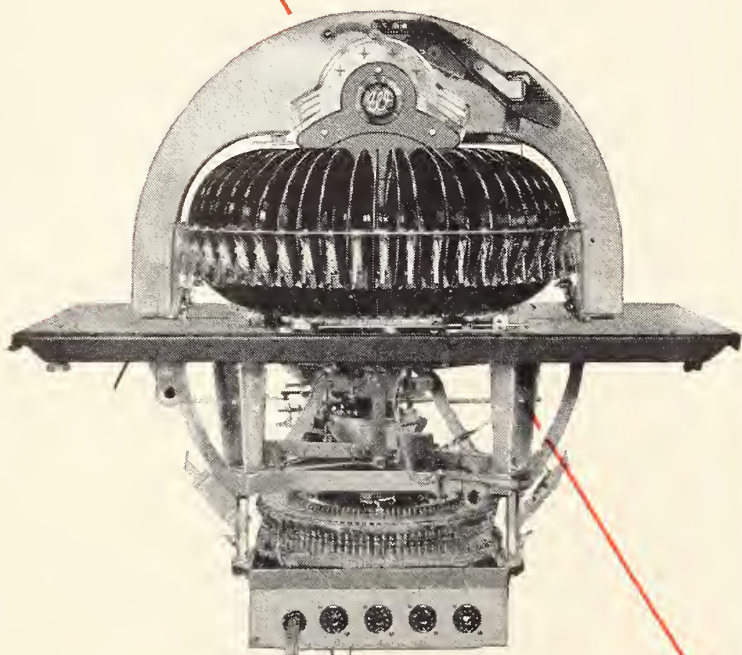
Army-Navy (Wm 10/53)
 Beach Club (B 2/53)
 Beauty (B 11/52)
 Big League Baseball (Wm 6/54)
 Cabana (Un 3/53)
 C.O.D. (Wm 9/53)
 Daisy May (Got 7/54)
 Dealer "21" (Wm 2/54)
 Dragonette (Got 6/54)
 Dude Ranch (B 9/53)
 Flying High (Got 2/53)
 Frolics (B 10/52)
 Grand Champion (Wm 8/53)
 Green Pastures (Got 1/54)
 Gun Club (Wm 11/53)
 Guys-Dolls (Got 5/53)
 Havana (Un 2/54)
 Hawaii (Un 6/54)
 Hawaiian Beauty (Got 4/54)
 Home Run, Six Player (CC 3/54)
 Ice-Frolics (B 1/54)
 Jockey Club (Got 4/54)
 Lazy "Q" (Wm 2/54)
 Lovely Lucy (Got 2/54)
 Major League Baseball (Wm 4/54)
 Marble Queen (Got 8/53)
 Mexico (Un 3/54)
 Mystic Marvel (Got 3/54)
 "9" Sisters (Wm 1/54)
 Palm Beach (B 7/52)
 Palm Springs (B 11/53)
 Pin Wheel (Got 11/53)
 Poker Face (Got 9/53)
 Quintet (Got 3/53)
 Rio (Un 11/53)
 Screamo (Wm 4/54)
 Shindig (Got 10/53)
 Special DeLuxe Baseball (Wm 1/54)
 Starlight (Wm 3/53)
 Struggle Buggies (Wm 12/53)
 Super Pennant Baseball (Wm 1/54)
 Super Star Baseball (Wm 1/54)
 Surf Club (B 3/54)
 Tahiti (Un 8/53)
 Times Square (Wm 4/53)
 Tropics (Un 7/53)
 Yacht Club (B 6/53)

SHUFFLE GAMES

Ace Shuffle Alley (Un 5/54)
 Advance Bowler (CC 10/53)
 Bonus Bowler (Ke 3/54)
 Carnival Bowler (Ke 5/53)
 Cascade Shuffle Alley (Un 2/53)
 Champion Bowler (B 5/54)
 Chief Shuffle Alley (Un 11/53)

	CITY NO. 1	CITY NO. 2	CITY NO. 3	CITY NO. 4	CITY NO. 5	CITY NO. 6	CITY NO. 7	CITY NO. 8	CITY NO. 9	CITY NO. 10
Classic Shuffle Alley (Un 6/53)		295.			269.		265.	250.		
Clover Shuffle Alley (Un 3/53)	295.				249.		250.			
Club Bowler (Ke 4/53)				425.			135.			205.
Criss Cross Bowler (CC 12/53)		250.					285.			
Crown Bowler (CC 4/53)		300.					250.			
Crown Bowler, Gnt. Pins (CC 4/53)										
DeLuxe Team Shuffle Alley (Un 1/54)				425.			510.			
Diamond Bowler (Ke 4/54)							110.			
Domino Bowler (Ke 5/53)										
Gold Cup (CC 7/53)										
High Speed Crown Bowler (CC 7/53)										
High Speed Triple Score Bowler (CC 8/53)										
Imperial Shuffle Alley (Un 9/53)										
King Bowler (CC 10/53)										
Leader Shuffle Alley (Un 11/53)										
League Shuffle Alley (Un 1/54)										
Liberty Shuffle Alley (Un 2/53)										
Mainliner Bowler (Ke 1/54)										
Match Pool (Ge 2/54)										
Olympic Shuffle Alley (Un 6/53)										
Pacemaker Bowler (Ke 9/53)										
Rainbow Shuffle Alley (Un 5/54)										
Royal Shuffle Alley (Un 9/53)										
Shuffle Pool (Ge 11/53)	345.	275.								
Team Shuffle Alley (Un 1/54)	475.									
10th Frame Double Score Bowler (CC 3/53)				200.						
Triple Score Bowler (CC 6/53)										
Victory Bowler (B 5/54)										
MUSIC										
AMI										
Model A			150.							
Model B			275.							
Model C	225.		300.							
Model D-40	425.		425.							
Model D-80			525.							
ROCK-OLA										
1434, 78 rpm										
1434, 45 rpm										
1436, 45 rpm										
1436A, 45 rpm										
SEEBURG										
M100A			475.							
M100B			675.							
M100BL			700.							
M100C			825.							
HF-100-G										
WURLITZER										
1100			250.							
1250			295.							
1250, 45 rpm										
1400										
1400, 45 rpm										
1500										
	475.									

*** Wurlitzer's Amazing
New 104-Selection All 45 RPM
Record Changer Offers
Simplified Design, Simplified
Service**



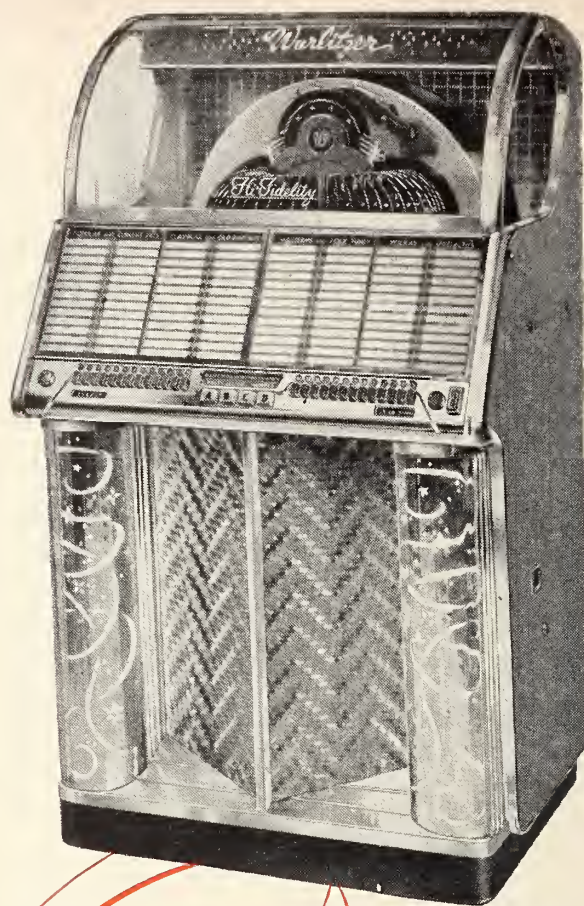
**IT HAS A SINGLE TONE ARM,
SINGLE ZENITH CARTRIDGE, SINGLE
TURNTABLE DIRECTION**



**IT GENTLY POSITIONS
THE RECORD—NEVER GRABS
IT—NEVER TURNS IT OVER**



**IT WEIGHS ONLY 81
POUNDS—MAY BE EASILY
REMOVED—STANDS BY
ITSELF ON A BENCH
FOR HIGH-SPEED SERVICE**



**ONLY THE
FABULOUS HIGH FIDELITY**

Wurlitzer

1700 HF

**OFFERS YOU
ALL THESE MONEY-MAKING
FEATURES**



- NEW...** ALL New—Phonograph
- NEW...** Carousel Record Changer
- NEW...** Gorgeous Cabinet Design
- NEW...** Ultra Simplified Mechanism
- NEW...** Full High Fidelity Sound
- NEW...** Color-Styled Selector Panel
- NEW...** Size for all Locations
- NEW...** Lighter Weight—308 Pounds
- NEW...** Increased Earning Power

**SEE IT, HEAR IT and BUY IT
at your Wurlitzer Distributor**

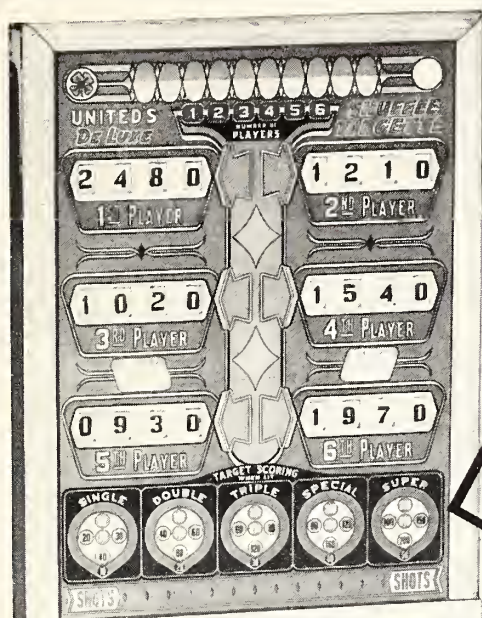
THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

UNITED'S DELUXE

SHUFFLE TARGETTE

6 PLAYER SHUFFLE TYPE SKEE-TARGETTE GAME

GREATEST COMPETITIVE GAME OF ALL TIME!



SINGLE, DOUBLE, TRIPLE, QUADRUPLE, QUINTUPLE SCORING
TERRIFIC SUSPENSE FINISH
LAST 3 SHOTS QUINTUPLE (5X) SCORE

INTRIGUING
SKEE-TARGETTE
TESTS PLAYERS' SKILL
MADE OF
HEAVY DUTY DURABLE
MOLDED RUBBER

12 Shots
10¢
•
EXTRA
FAST
PLAY

•
POPULAR
TRIPLE MATCH
FEATURE

SMOOTH,
QUIET
OPERATION

•
UNITED'S FAMOUS E-Z SERVICE FEATURES

•
SEE YOUR DISTRIBUTOR
NOW!

UNITED'S
SHUFFLE
TARGETTE

Same as Deluxe
SHUFFLE
TARGETTE
without
TRIPLE MATCH
FEATURE



UNITED'S
NEVADA

Fast Action In-Line Game

ALSO
AVAILABLE
WITH
TWIN CHUTES
10¢ and
3 for 25¢

With
NEW
SPELL-NAME
CARRY-OVER
Feature



STANDARD PINBALL
CABINET SIZE

CONVENTIONAL SIZE 8 FT. BY 2 FT.



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

SEE NEWEST IN-LINE SENSATION

Bally VARIETY

AT YOUR FAVORITE DISTRIBUTOR TODAY

INCREASE PINBALL EARNINGS



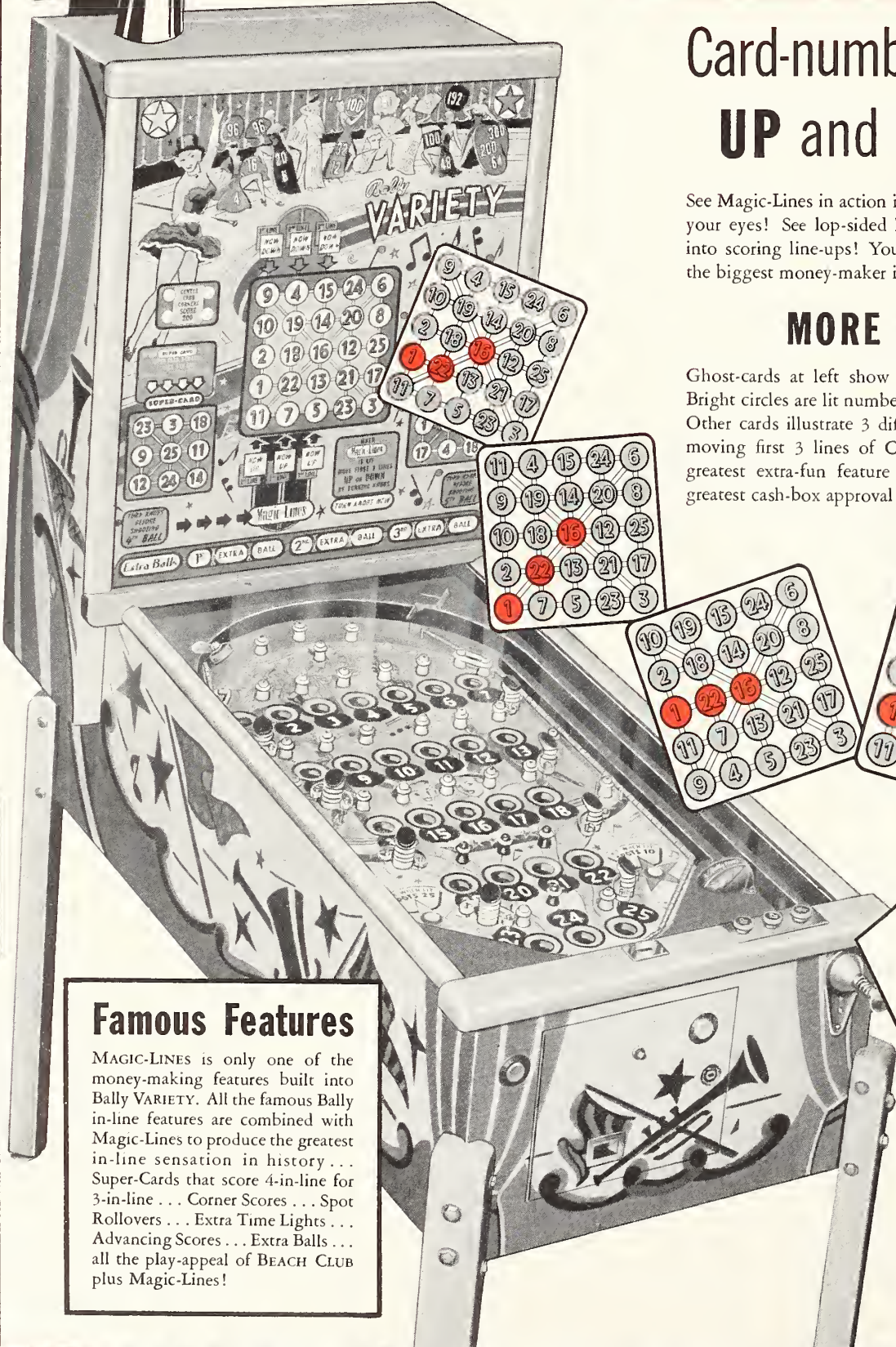
WITH AMAZING Magic-Lines FEATURE

Card-numbers actually move
UP and **DOWN** like magic!

See Magic-Lines in action in Bally VARIETY! See Card-numbers change before your eyes! See lop-sided line-ups of lit numbers magically straightened out into scoring line-ups! You'll see why every location-report rates VARIETY as the biggest money-maker in years!

MORE WAYS TO SCORE!

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



Famous Features

MAGIC-LINES is only one of the money-making features built into Bally VARIETY. All the famous Bally in-line features are combined with Magic-Lines to produce the greatest in-line sensation in history... Super-Cards that score 4-in-line for 3-in-line... Corner Scores... Spot Rollovers... Extra Time Lights... Advancing Scores... Extra Balls... all the play-appeal of BEACH CLUB plus Magic-Lines!

Player Turns Knobs
to move first 3 lines of card
UP OR DOWN
for best scoring arrangement

Location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get VARIETY today.

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