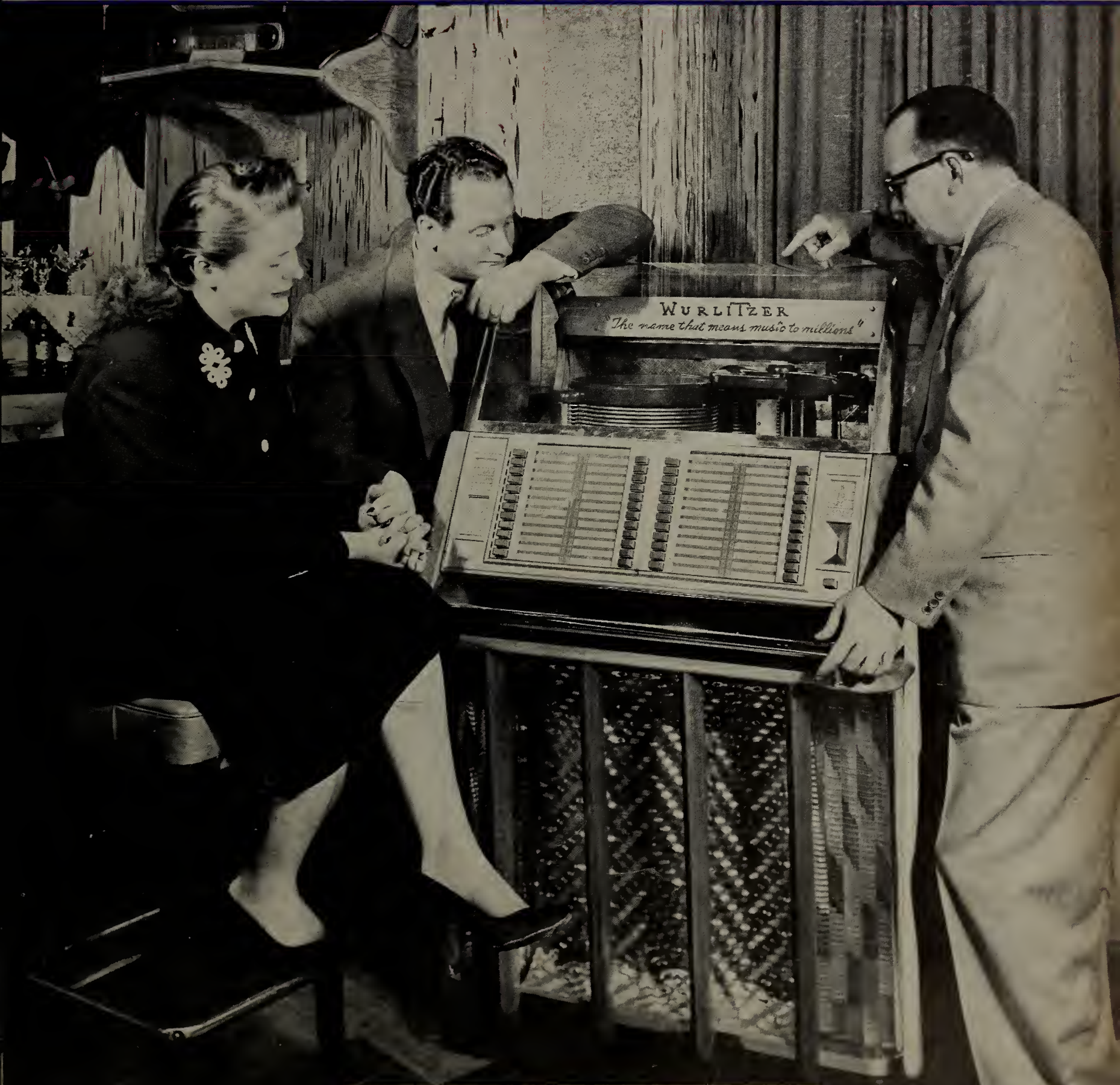


THE CASH BOX

VOLUME XIV

MARCH 28, 1953

NUMBER 27



Les Paul and Mary Ford listen intently as A. D. Palmer, advertising and sales promotion manager of The Rudolph Wurlitzer Company, points out the features of the new economy priced phonograph, model 1650. This new Wurlitzer, which contains 48 selections, is shown here on location in the Wigwam Bar of the Iroquois Hotel in New York. Les and Mary no doubt are also interested in making sure that their latest Capitol release, "I'm Sitting On Top Of The World" is one of the records on it.

The ROCK-OLA *FireBall* Model 1436

phonograph has 3-WAY service accessibility



Top

Easy-lift Vista-Dome swings upward and latches to make record changing a cinch.

Front



Full-swing front door eliminates groping around panels and corners... allows front or back access.



Back

Large removable rear panel gives quick access to mechanism at back of machine.

* Available in 2 models for either 78 RPM or 45 RPM records

The Only Phonograph with 120 SELECTIONS



See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

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647 South West St., Syracuse, N. Y.
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- PAUL W. HAWKINS**
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608 Johnson Street, Amarilla, Texas
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446 N. Main St., San Antonio, Texas

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2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.**
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois



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Number 27

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(All Phones: JUdson 6-2640)
JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill.
(All Phones: DEArborn 2-0045)
BILL GERSH

LOS ANGELES OFFICE

6363 Wilshire Blvd., Los Angeles, Cal.
(Phone: WEbster 1-1121)
JOEL FRIEDMAN

EXECUTIVE STAFF

BILL GERSH, Publisher

JOE ORLECK, Editor and Advertising Director
BOB AUSTIN, General Mgr., Music Dept.
SID PARNES, Associate Editor and Music Editor
NORMAN ORLECK, Associate Music Editor
MARTY OSTROW, Research
A. ARTESE, Office Manager
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POPSIE, Staff Photographer
BRUNO DUTKOWSKY, Art Director

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

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Music Editorial

Juke Box Ops Open:

MORE ONE-STOPS

AND MORE

RETAIL RECORD STORES

Estimate Over 100% Increase in Number of One-Stops and Retail Record Shops Opened by Juke Box Ops in Past Five Years. Many Juke Box Ops Record Distributors. Even Greater Growth Indicated

Juke box operators today are experts—experts in the record business.

They weren't always experts, for they had to learn about the record field the hard way, in the profit and loss columns.

But now, after twenty years of experience with modern juke boxes, operators have come to know records as the basic part of their business. In order to conduct that business profitably, to earn a living, to survive, operators have had to learn the difference between a commercial and an uncommercial record.

Through experience, they have been able not only to acquire the means to distinguish between the good and bad in records, but they have also learned the value of good programming and proper variation from the ground up.

In all of these activities *The Cash Box* has played its part for in the past ten years it has conducted an unceasing campaign emphasizing to operators the importance of records to the proper conduct of a juke box operation and the necessity for good programming.

So today juke box operators are literally record experts.

And as record experts, it's not surprising to see them branching out into various other ends of the record business.

One of the major enterprises which operators have gone into is the development of one-stops. Operators, better than anyone else, know the value of a one-stop, for it is an ideal way to purchase records as far as they are concerned. Therefore it's natural for them, knowing its advantages, to work into that end of the record business.

And that they have done. In city after city, new one-stop stores are making their appearances—and a good many of them are being run by operators.

Another related field which operators have been going into is retail record shops. The same reasoning which led them into one-stop operations has led them into retail operations. For if you are an expert in a field, you must eventually want to participate in that field wholeheartedly, which can very easily mean branching out into every conceivable byway.

Finally, operators have also been going into the distributor end of the business, another likely avenue of expansion for them. Today, in many cities, it is not unusual to find that the top record distributors are also the leading juke box operators.

It has been estimated that in the past five years the number of one-stop and retail stores opened by juke box operators has increased by more than 100%. And this is probably a conservative estimate. For particularly in the one-stop line, operators have multiplied their activities several fold.

In the near future, there is no doubt that more and more one-stops, retail shops and distributorships will be opened by juke box operators.

And again we must emphasize it is a very natural thing.

For the record business is their business. They've learned it from the ground up. They know what makes it tick. They can distinguish a hit from a flop.

Today the record business more and more revolves to a great extent around the individual juke box operator.

Tomorrow that extent will be even greater.

the deejays' choice

AMERICA'S No. 1 BAND

(and this week's # 1 RCA Victor seller)



**ralph
flanagan**

with a BIG NEW train-tune hit !!!

"A-L-B-U-Q-U-E-R-Q-U-E"

coupled with

"MOON"

RECORD NUMBER 20/47-5237

RCA VICTOR Best Sellers

WEEK OF MARCH 21st

POPULAR

	78 rpm	45 rpm
HOT TODDY / SERENADE Ralph Flanagan	#20/47-5095	
WILD HORSES / I CONFESS Perry Como	#20/47-5152	
HOW DO YOU SPEAK TO AN ANGEL / DOWNHEARTED Eddie Fisher	#20/47-5137	
DON'T LET THE STARS GET IN YOUR EYES / LIES Perry Como	#20/47-5064	
TRAIN, TRAIN, TRAIN / I CAN'T GET STARTED Buddy Morrow	#20/47-5212	
THE MAGIC TOUCH / WILL-O-THE-WISP ROMANCE Hugo Winterhalter	#20-47-5209	
APRIL IN PORTUGAL / PENNY WHISTLE BLUES Freddy Martin	#20/47-5052	
LAST STOP / I'M WITH YOU Dorothy Loudon	#20/47-5238	
I FEEL LIKE I'M GONNA LIVE FOREVER / HOW COULD YOU Sunny Gale	#20/47-5216	
ECSTASY TANGO / WAGGASHOE The Three Suns	#20/47-5185	
5ALOMEE / LET ME KNOW Dinah Shore	#20/47-5176	
I DON'T KNOW / HEY MRS. JONES Buddy Morrow	#20/47-5117	
BLUE VIOLINS / FANDANGO Hugo Winterhalter	#20/47-4997	
GOMEN NASAI (Forgive Me) / 5SPRINGFIELD MOUNTAIN Harry Belafonte	#20/47-5210	
LONELY EYES / SMALL WORLD Vaughn Monroe	#20/47-5145	

ORDER HERE!

COUNTRY-WESTERN

YOU ALWAYS HURT THE ONE YOU LOVE I'M GONNA LOCK MY HEART Eddy Arnold	#20/47-5193
MOONLIGHT & ROSES / THE MISSOURI WALTZ Eddy Arnold	#20/47-5192
DON'T LET THE STARS GET IN YOUR EYEBALLS UNHAPPY DAY Homer & Jethro	#20/47-5214

RHYTHM & BLUES

NUMBER 000 / FOOL THAT I BE Otis Blackwell	#20/47-5225
I WANNA KNOW / LAUGHING BLUES The Du Droppers	#20/47-5229
BREAKFAST BALL / BLUE FAIRY BOOGIE Boots Brown	#20/47-5228

TIPS FROM THIS WEEK'S RELEASE

SWEET THING / WHY COME CRYING TO ME Dinah Shore	20-5247 (47-5247)*
A-L-B-U-Q-U-E-R-Q-U-E / MOON Ralph Flanagan and his Orch.	20-5237 (47-5237)*
LULU HAD A BABY / THE BOYS IN THE BACK ROOM Spike Jones and His City Slickers	20-5239 (47-5239)*
NOW THAT I'M IN LOVE / YANKEE DOODLETOWN Souther-Finegaa Orch.	20-5248 (47-5248)*

* 45 rpm cat. nos.

THE NATION'S
TOP TEN
PLUS
THE NEXT
15
JUKE BOX TUNES

The Top Ten Tunes Nothing Heavier Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

THE CASH BOX



AL—Aladdin	CO—Columbia	FE—Federal	LO—London	PR—Prestige	SIT—Sittin' In
AP—Apollo	CR—Coral	4 Star—Four Star	MA—Mars	RA—Rainbow	SP—Specialty
AT—Atlantic	DA—Dana	IM—Imperial	ME—Mercur	RH—Recorded In Hollywood	SW—Swingtime
BU—Bullet	DE—Decca	IN—Intrc	MG—MGM	RE—Regent	TE—Tempo
BR—Brunswick	DN—Devon	JU—Jubilee	MO—Modern	SA—Savoy	TN—Tennessee
CA—Capitol	DY—Derb	KI—King	OR—Oriole	SE—Seger	UN—United
CH—Chess	ES—Essex		PE—Peacock		VI—RCA Victor

- 1** HOW MUCH IS THAT DOGGIE IN THE WINDOW
PATTI PAGE
ME-70070 (45x70070)—Patti Page
- 2** TILL I WALTZ AGAIN WITH YOU
TERESA BREWER
BR-84002—Five Bills
CO-39952 (4-39952)—Ken Griffin
CR-60873 (9-60873)—Teresa Brewer
CR-60916 (9-60916)—Tommy Sosebee
DA-795—Regina Kujawa
DE-28506 (9-28506)—Dick Todd
DE-28539 (9-28539)—Russ Morgan
JU-6014—Swanson-Travis
KI-1169—Gore-Wright
ME-70069—Harmonics
PR-1038—Harris-Light
RH-142—Red Callender
VI-3103—E. P.—Three Suns
- 3** TELL ME YOU'RE MINE
THE GAYLORDS
CO-39914 (4-39914)—Mindy Carson
DE-28569 (9-28569)—Russ Morgan
ME-70030 (45-70030)—The Gaylords
- 4** PRETEND
NAT "KING" COLE and RALPH MARGERIE
CA-2346 (F-2346)—Nat "King" Cole
CO-39915 (4-39915)—Ken Griffin
CR-60927 (9-60927)—Eileen Barton
DE-28576 (9-28576)—Guy Lombardo O.
ME-70045 (45-70045)—Ralph Marterie O.
VI-20-5119 (47-5119)—Henri Rene O.
- 5** DON'T LET THE STARS GET IN YOUR EYES
PERRY COMO
CA-2216 (F-2216)—Skeets McDonald
CA-2256 (F-2256)—Gisele MacKenzie
CO-21025 (4-21025)—Ray Price
CR-60882 (9-60882)—Eileen Barton
DE-28460 (9-28460)—Red Foley
ME-70023 (45-70023)—Lola Ameche
ME-70047 (45-70047)—Bobby Maxwell
VI-20-5040 (47-5040)—Johnnie & Jack
VI-20-5064 (47-5064)—Perry Como
- 6** YOUR CHEATIN' HEART
JONI JAMES
CA-2377 (F-2377)—Jan Garber O.
CO-39938 (4-39938)—Frankie Laine
DE-28628 (9-28628)—Louis Armstrong
MG-11416 (K-11416)—Hank Williams
MG-11426 (K-11426)—Joni James
- 7** SIDE BY SIDE
KAY STARR
CA-2334 (F-2334)—Kay Starr
VI-20-4741 (47-4741)—Frankie Carle
- 8** HAVE YOU HEARD
JONI JAMES
DE-28569 (9-28569)—Russ Morgan O.
MG-11390 (K-11390)—Joni James
- 9** WILD HORSES
PERRY COMO
CA-2349 (F-2349)—Ray Anthony O.
VI-20-5152 (47-5152)—Perry Como
- 10** I BELIEVE
FRANKIE LAINE
CA-2332 (F-2332)—Jane Froman
CO-39938 (4-39938)—Frankie Laine

11) CONGRATULATIONS TO SOMEONE. 12) HOLD ME, THRILL ME, KISS ME. 13) WHY DON'T YOU BELIEVE ME. 14) SHE WEARS RED FEATHERS. 15) SAY IT WITH YOUR HEART. 16) NO HELP WANTED. 17) HELLO SUNSHINE. 18) HOT TODDY. 19) TELL ME A STORY. 20) KAW-LIGA. 21) EVEN NOW. 22) SEVEN LONELY DAYS. 23) TEARDROPS ON MY PILLOW. 24) ANYWHERE I WANDER. 25) GOMEN-NASAI.



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

THESE ARE THE FACTS

ABOUT THE ASCAP SPONSORED Mc CARRAN BILL (S. 1106)

Whether a Music Operator Owns ONE JUKE BOX and WILL NOT BE TAXED by ASCAP or Whether He Owns TWO JUKE BOXES and WILL BE TAXED by ASCAP (According to the McCarran Bill (S. 1106)) IS NOT WHAT COUNTS! The Angle of One Juke Box Ownership is Only Camouflage. This Can be Just a Point for Argument to Detract from the TRUE PURPOSE of the McCarran Bill (S. 1106) Which is Simply That:

ASCAP IS TRYING TO FORCE THE NATION'S JUKE BOX OPERATORS BY FEDERAL LAW TO BE TAXED TWICE FOR PLAYING THE SAME TUNE

Royalties for Playing ASCAP Music are Now Going Direct to ASCAP Publishers for Each Recording. These Royalties are Already Included in the Price Juke Box Operators Pay for These Recordings. Now ASCAP Comes Along With the McCarran Bill (S. 1106) and Wants the Same Juke Box Operators to Now Also Pay Directly to ASCAP (which is a Collection Agency for These Very Same Music Publishers) More Royalties (or a Flat Fee) IN ADDITION TO THE ROYALTIES THE JUKE BOX OPERATORS HAVE ALREADY PAID FOR PLAYING THIS VERY SAME ASCAP MUSIC:

DEFINITELY THIS IS A TAX ON TOP OF A TAX AS FAR AS THE JUKE BOX INDUSTRY IS CONCERNED!!!

The above statements cover the complete and true picture of the ASCAP sponsored McCarran Bill (S. 1106) exactly as it is and for what it is.

This new ASCAP sponsored Bill, just like all the ASCAP sponsored post-war Bills: Buckley Bill, Scott Bill and the Bryson-Kefauver Bill, is strictly set up for the purpose of double taxing the nation's juke box operators.

Either by a royalty fee on every recording featuring ASCAP music, or by a flat fee which can range anywhere from \$10.00 to \$1,000.00 per juke box per year.

There is nothing contained in the present McCarran Bill (S. 1106) which states, in any fashion whatsoever, what the royalty or the fee should be.

The fact remains that ASCAP is but a "collection agency" for the music publishers and writers who have joined this "collection agency" and whose returns from it are based on some mysterious graduated basis of royalty payment.

Regardless of all this, eliminating all the fol-de-rol and all the ballyhoo, the fuzz and clouds and, especially, clearing away the camouflage (the fact that the juke box operator who owns ONE juke box will NOT BE TAXED BY ASCAP) from the devious wordage of the present ASCAP sponsored McCarran Bill (S. 1106) and coming right down to the basic factor involved: — ASCAP is again attempting to

make the JUKE BOX OPERATORS OF THE NATION PAY A TAX ON A TAX FOR THOSE RECORDINGS WHICH FEATURE ASCAP TUNES. And there's just no way around this FACT.

Every juke box operator knows that when he purchases a recording that both the writers' and the publishers' royalties are already included in the price he pays for that recording.

The juke box operator, then, has indirectly PAID THE ROYALTIES TO THE MUSIC PUBLISHERS WHO ARE MEMBERS OF THE ASCAP COLLECTION AGENCY.

Therefore, when ASCAP itself now wants the juke box operators to also pay them directly for the very same recordings — THEY ARE SIMPLY ASKING THE NATION'S JUKE BOX OPERATORS TO PAY A TAX ON TOP OF A TAX.

Whichever way they spin the ball, whichever way they try to collect ONCE AGAIN from the juke box operator, it all boils down to the VERY SAME FACT: — THAT THIS IS BUT ANOTHER ATTEMPT by Federal Law (as an amendment to the Copyright Act of 1909) TO FORCE THE NATION'S JUKE BOX OPERATORS TO PAY A TAX ON TOP OF THE VERY SAME TAX (in the form of royalty) WHICH THEY ARE ALREADY PAYING TO ASCAP'S PUBLISHERS DIRECTLY THRU THE RECORDINGS THEY BUY!

And, just as each of the previously introduced bills would have done, this one too, if passed, would put an end to the juke box industry as we know it today, and in turn cause economic upheaval for every single ASCAP writer and publisher—for if it ever succeeded in enacting this bill, ASCAP would be responsible for bankrupting the greatest single customer for records that this nation has ever known, the owners of the 550,000 juke boxes, and also for putting out of business the country-wide showcase without which record hits could never possibly reach the proportions they do today.

Attention ASCAP!

If the American Society of Composers, Authors and Publishers (ASCAP) cares to answer this article directly, or if any individual ASCAP publisher member wants to answer it, *The Cash Box*, in all fairness to the great American tradition of FREEDOM OF THE PRESS, will be more than happy to publish an answer.

RECORD REVIEWS

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

DOROTHY LOUDON
(RCA Victor 20-5238; 47-5238)

B "I'M WITH YOU" (2:30) [Mayfair Music] Dorothy Loudon's powerful voice belts out a rhythmic number that really makes you jump. The orchestral accompaniment is really moving too.

B "LAST STOP" (2:38) [Mayfair Music] The thrush leans into a slower jump with zest and oomph and comes up with another terrific piece of listening. She handles both ends with color.

DANTE VARELA ORCHESTRA
(Kem 2719; 45-2719)

C+ "BLUE MOON" (3:04) [Robbins Music] An interesting sound and style is demonstrated by Dante Varela and his orchestra on a standard Rogers & Hart tune with a Latin beat. A high voiced vocal joins the music at mid point and comes off fine.

C+ "TANGOLONGA" (2:57) [Sam Weiss Inc.] The aggregation picks up the tempo and rocks over a samba tempo instrumental featuring a group vocal. The entire group has a fine sound.

THE THREE SUNS
(RCA Victor 20-5246; 47-5246)

B "LITTLE RED MONKEY" (2:40) [Miller Music] The striking sound that the Three Suns get from their instruments is most prominent on this novel tune that has a "Dance Macabre" like air. It's an instrumental that's different and very good.

C+ "ANNA" (2:52) [Hollis Music] From the flick of the same name comes another interesting tune with a flavor that's a bit unusual. It's a good rendition that should get its share of spins.

FLORIAN ZABACH
(Decca 28646; 9-28646)

B+ "RED CANARY" (2:45) [Shapiro Bernstein & Co.] A tune that almost every company has a record on is given a super sensational treatment by Florian Zabach and his terrific violin. The artist had a big one in "Hot Canary" and could hit again with this similar side. Chorus and ork back his stylish string plucking.

B "APRIL IN PORTUGAL" (2:41) [Chappell & Co.] A tune that's making a bid for hit honors is well covered by Florian and his violin. The Latin tempo and pretty sound should get spins for this side too.

BOB MANNING
(Capitol 2382; F-2382)

B "YOU CAN LIVE WITH A BROKEN HEART" (2:53) [Dubonnet Music] The fine new talent of Bob Manning stands out on this side as he sings a warm and lovely ballad. His intimate feeling should make the girls' hearts throb.

B "THE SUN IS GETTING READY TO SHINE" (2:16) [Frank Music] Sid Feller and his wonderful ork set up a fast moving production setting for Bob's terrific spirited reading. The number features an interesting pause in delivery that adds to the side.

THE CASH BOX DISK OF THE WEEK

"SOMEBODY STOLE MY GAL"
(2:21) [Robbins Music]

"GLAD RAG DOLL" (2:15)
[Advanced Music]

JOHNNIE RAY
(Columbia 39961; 4-39961)



JOHNNIE RAY

B This is Johnnie Ray's best offering for hit contention. It's a sensational version of that great standard "Somebody Stole My Gal." His heart felt reading that's just chock full o' rhythm, gets a top notch backing assist from the Buddy Cole Quartet. His style and delivery are the best we've heard since "Cry." On the lower lid Johnnie gets a Paul Weston backing for his zestful oomph reading of another beaty number. He leans into both renditions like he really means what he's singing. We go for the top side in a big way and look for it to cause a big noise.

"I'D LOVE TO FALL ASLEEP"
(2:48) [Southern Music]

"GOODBYE CHARLIE, GOOD-BYE" (2:50) [Carnegie Music]

KAREN CHANDLER
(Coral 60958; 9-60958)

B Karen Chandler went way up to the heights with her sensational waxing of "Hold Me, Thrill Me, Kiss Me." Now the thrush comes back with a terrific follow-up with two lovely sides either of which could catch. "I'd Love To Fall Asleep" is a penetrating ballad that the thrush weaves neatly with her lovely bright voice. Flip is a sentimental ballad with a pretty melody that seems to stick with you. "Goodbye Charlie, Goodbye" is a fine coupling for an equally good top half. Jack Pleis ork backs Karen with a lush and lovely setting. We look for either deck to make a strong bid for honors.

"A LITTLE LOVE" (2:25)
[Miller Music]

"WHERE DID YOU GO" (2:31)
[Leo Feist]

BOB CARROLL
(Derby 821; 45-821)



BOB CARROLL

B Opportunity knocked at Bob Carroll's door and the artist took advantage of it by coming up with a big ballad "Say It With Your Heart." Now Bob follows one hit with a song that sounds like it could do the same, dubbed "A Little Love." It's a pretty song with the same lilting choral backdrop so prominent on the "Heart" deck. Jimmy Leyden and his boys support in top flight form. The lower half is another lovely ballad tagged "Where Did You Go." It's a spirited reading that should draw raves from the Carroll fans. He has a bright future. We like both sides.

"RAMONA" (2:24) [Feist]

"SPINNING A WEB" (2:29)
[Paul Music]

THE GAYLORDS
(Mercury 70112; 70112 x 45)

B Out of left field came the Gaylords to rise to fame with their first waxing labeled "Tell Me You're Mine." The record is still climbing and stands a good chance of reaching the crown position. Now the boys release another platter that should be headed in the same direction. It's that lovely old standard "Ramona." Ronnie Vincent handles the opening portion with a soft ballad treatment and blends in with his buddies on the jump beat second half. Ronnie and the boys are great throughout. "Spinning A Web" is the pretty lower half. It's a wonderful tune softly done by the men. We go for the top lid in a big way. It should hit.

AL RUSS ORCHESTRA
(Coral 60950; 9-60950)

C+ "HIGHLY STRUNG" (2:13) [Meridian Music] Al Russ and his lush orchestra glide across a fast moving instrumental with a pretty tune. The result is terrific and makes for good listening.

C+ "PEANUTS AND POPCORN" (2:22) [Meridian Music] The fine imagination of the Russ interpretation of this cute tune gives a vivid picture, instrumentally, of a circus. The tune is fast moving and a wonderful creation.

THE THREE DONS & GINNY GREER
(Allied 5000)

B "SAY YOU'RE MINE AGAIN" (2:29) [Blue River Music] The sweet voice of Ginny Greer stands out as she joins with the Three Dons on a most infectious melody. This pretty lilting tune should get plays. It sounds inviting.

C "TUTTI-FRUTTI BABY" (2:28) [Blue River Music] Another pleasing piece of harmony is demonstrated by the group. The number comes across with a "Gay Twenty" like flavor.

JOHNNY COBB
(Pleasant 171)

C+ "WHY'D YOU HAVE TO LEAVE ME" (2:32) [Haggar Music] Johnny Cobb does a fitting vocal job with the aid of the Heather-tones and Buff Lawrence's crew on a lilting ballad with a sentimental touch.

C+ "UNDER THE SPELL OF LOVE" (2:26) [Sherm Feller Music] The vocal artist gets another fine assist from his partners on a strong Latin beat number. The results are pleasing.

TOMMY PRISCO
(King 1191; 45-1191)

B+ "LET'S LIVE FOR LOVE" (2:27) [Leeds Music] One of the best new voices in the recording field can be heard on this record. Tommy Prisco and his wonderful range do a super job on a beautiful ballad. His delivery is strong yet lovely.

B "PEACE OF MIND" (2:53) [Bourne Inc.] Another lovely romantic tune is done in top flight manner by Tommy. His support by Dewey Bergman's ork enhances the beauty of the side.

EDMUNDO ROS ORCH.
(London 1152; 45-1152)

B "SAY 'SI SI'" (2:36) [E. B. Marks] A terrific oldie that seems to be on the revival trail gets new life as delivered by Edmondo Ros and the boys. Ed sings the lyrics to the beaty Latin tempo, both in English and Spanish.

B "THEY SAY THE WOMAN ALWAYS PAYS" (2:34) [David Toff Music] The batonist has a touch of calypso in his voice as he and the Ros-Childs ride through a novel Latin piece with a most amusing set of words.

EXTRA EXTRA

EXTRA

... FUNNY... FANTASTIC... FABULOUS...
GREATEST JUKE BOX HIT IN YEARS!



SPIKE JONES

RIB TICKLING RECORDING... &

LULU HAD A BABY

(HIS NAME WAS SUNNY JIM)
RCA VICTOR - 20/47-5739



"THE BOYS IN THE BACK ROOM"

RCA VICTOR
FIRST IN RECORDED MUSIC



RECORD REVIEWS

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

RAY ANTHONY ORCHESTRA (Capitol 2393; F-2393)

B "THEY DIDN'T BELIEVE ME" (3:17) [T. B. Harms Co.] Ray Anthony does a striking trumpeting job on a terrific standard that's tailor made for dancing. The number is a single release from his recent album "Campus Rumpus." Great material.

B "TRUE BLUE LOU" (2:56) [Famous Music] The tempo is upped to a jump beat for a terrific instrumental that his jitterbug fans will just go wild about. This exciting listening also comes from the same album.

IRVING FIELDS TRIO (King 1182; 45-1182)

C+ "MR. PIANO PLAYER" (2:17) [Mark Jules Music] Some fancy fingering is demonstrated by the agile Irving Fields Trio on a light bouncing novelty with Irv's piano playing standing out. Hushed vocal adds to number.

C+ "CUBAN CARNIVAL" (2:42) [Crest Music] Irving is the author on this exciting instrumental that he delivers to a rhythmic samba beat. This slick number has a good tune to it. Piano fans will love this.

VAUGHN MONROE (RCA Victor 20-5236; 47-5236)

B+ "CO-ED" (2:55) [Redd Evans Music] Vaughn Monroe does a top flight job on a lovely ballad with the Moon Men assisting with choral support. The chanter puts warmth into the tune that has a quality about it that might catch with the folks.

B "DON'T BUILD YOUR DREAMS TOO HIGH" (3:08) [Ivan Mogull Music] A Latin backing that shifts to a ballad backdrop is a lovely atmosphere for Vaughn's heart felt delivery of another pretty tune.

BUDDY DE FRANCO (MGM 11453; K-11453)

C+ "OH, LADY BE GOOD!" (2:13) [Harms Inc.] Buddy De Franco and his terrific clarinet, teams up with a quartet on this lid to do a very fast moving instrumental on a great old Gershwin item.

C+ "EASY LIVING" (3:24) [Famous Music] Buddy gets an assist from the trio on this half to do a moderate beat item. His licorice stick is in true form on both ends with the rhythm of the group also standing out.

RAMON MARQUEZ ORCHESTRA (Fiesta 20-010)

C+ "CUCARACHA MAMBO" (2:35) The famous old melody of "La Cucaracha" is set to mambo tempo and belted out by Ramon Marquez and his boys. The tempo and blend of instruments is in top flight order.

C+ "MAMBO MR. LISZT" (2:36) Here the men join their talents and really put some sock into the mambo version of Liszt's "Hungarian Rhapsody." Good listening material and top notch for dancing.

THE CASH BOX SLEEPER OF THE WEEK

"SCRAP OF PAPER" (2:59) [Village Music]

"I'VE GOT A LETTER" (2:14) [Frank Music]

DOLORES HAWKINS
(Okeh 6949; 4-6949)



DOLORES HAWKINS

● Dolores Hawkins, whose wonderful voice was always of hit quality, never seemed to get just

the right material for a big record. But it looks like she has it now in a lovely slow waltz ballad tagged "Scrap Of Paper." The tune was written by Sid Prosen, the author of "Till I Waltz Again with You," and the way Dolores does the "Scrap Of Paper" tune, it's just lovely. Adding to the beauty of the side is a wonderful backing job by Joe Reisman and his orchestra. The lower portion is completely different in mood and tempo as the chirp pipes a novelty labeled "I've Got A Letter." It's a cute jump number sent out with oomph. We go for the top deck in a big way and look for it to create a stir.

JIMMY DARRO (Mercury 70098; 70098 x 45)

C+ "SERENADE OF THE MANDOLINS" (2:43) [Bregman, Vocco & Conn] A lovely tune is presented by the smooth round voice of Jimmy Darro as he gives his all to the delivery. Joe Reisman's ork does a fitting job of setting up the Latin backdrop.

C+ "PITY ME" (3:08) [George Paxton Music] Jimmy hands in some more pretty warbling in his warm and moving manner. Lush support enhances the beauty of the side.

VINCE WAYNE (Triple A 2506)

C "BLUE PIANO" (2:30) [Eastern Music] A light accompaniment highlighted by a bluesy piano in the backdrop is an appropriate setting for Vince Wayne's warm vocal treatment of a ballad.

C+ "EVERY NOW AND THEN" (2:41) [Eastern Music] A lilting backdrop adds color to a lovely romantic piece done by Vince. He has a good voice and puts a great deal of heart into his delivery.

EUGENIE BAIRD (Vinrob 1)

C+ "WHY SHOULD I WANT YOU" (3:02) [Vinrob Music] Eugenie Baird has sentiment and sadness in her voice as she warmly gives out with a ballad in her feelingful manner. Accompaniment is appropriate.

C+ "BE GOOD TO YOURSELF" (1:53) [Vinrob Music] The background music is solid in rhythm as the ork sets up a terrific jump tempo for Genie. The rendition is moving and makes you bounce.

ROBERTA LEE & GORDON JENKINS ORCH. (Decca 28606; 9-28606)

B "FARE-THREE-WELL" (2:48) [Montelare Music] A fine teaming of the pretty voice of Roberta Lee and Gordon Jenkins results in a pretty ballad warmly done by the group. The tune has a "Lucky Old Sun" feeling and comes off well.

C "ILL WIND" (3:09) [Mills Music] Roberta does a mysterious eerie type of number with a howling wind in the backdrop. Gordon Jenkins does a lush supporting job.

THE NILSSON TWINS (Vogue 1021)

C+ "PROMISES, PROMISES, PROMISES" (2:48) [Ash Music] The pert voices of the Nilsson Twins dish up some sweet harmony as they lilt through a pretty waltz item. The girls blend well with Scott Seely and the ork.

C+ "I'M GOIN' BACK TO WHUR I COME FROM" (2:42) [Bob Miller Music] The lasses glide over a cute novelty with a Hillbilly drawl. It's a light hearted ditty that should get laughs.

RICHARD HAYES (Mercury 70110; 70110 x 45)

B "LET ME KNOW" (2:25) [Four Star Sales Co.] Richard Hayes does a light and hearty job on a bouncer taken from the Western market. Choral support and the Dave Carroll ork cap the side with a fitting backdrop.

B "HOT DOG RAG" (2:18) [ABC Music] Richard and the gang set up another happy mood as they cruise through a gay cornball rag time novelty. Fast read lyrics and a tinny piano are colorful and pleasant on the ear.

MARY SMALL (Mercury 70106; 70106 x 45)

B "SUDDENLY" (2:38) [Hill & Range Songs] A waltz tempo tune that broke on the West coast is given a glowing, close to the listener, Mary Small treatment that results in some terrific listening. Arrangement is lovely.

B "GIVE ME ANOTHER ONE JUST LIKE THAT" (2:20) [Noteworthy Music] Vic Mizzy and his ork back the thrush once again but on an item with an entirely different mood. It's a cute bouncer that Mary belts out with a great deal of spunk. Great voice.

LOUIS PRIMA ORCHESTRA (Columbia 39969; 4-39969)

B "OH, MARIE" (2:15) [Prima Publishing Co.] Louis Prima and his pleasing groggy voice leads a group singing session. Louis reads the lyrics quickly so that the group can follow and join in. It's done in Italian and English and comes off well.

B "LUIGI" (2:40) [Lion Music] This side should get plenty of spins because of its humor and novel touch. It's a cute ditty about Luigi with cute words and a happy bounce. A fine coupling that could catch.

JIMMY YOUNG (London 1263; 45-1263)

B "ONLY THE LONELY ARE FREE" (2:42) [Larry Speir Inc.] A fast moving production number is vocaled by the wonderful voice of Jimmy Young. He puts a great deal of punch into this strong number. Great voice.

B "MOON ABOVE MALAYA" (2:39) [Peter Maurice Music] Jimmy's voice is in fine form as he offers a romantic ballad with a lovely tune set against a lush backing of a Latin tempo by Ronnie Goodwin's ork. Music has an oriental flavor.

THE CASH BOX BEST BETS

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

- ★ "RED CANARY" Florian Zabach Decca 28646; 9-28646
- ★ "CO-ED" Vaughn Monroe RCA Victor 20-5236; 47-5236
- ★ "LET'S LIVE FOR LOVE" Tommy Prisco King 1191; 45-1191

It's **DYNAMITE**

Johnnie Ray SINGS

**SOMEBODY
STOLE
MY GAL**

b/w **GLAD RAG DOLL**
COLUMBIA RECORD No. 39961




ALL DISK JOCKEYS, JUKE BOX OPS and RETAILERS

Please Note:

Remember Johnnie's "WALKIN' MY BABY BACK HOME"? Well, "SOMEBODY STOLE MY GAL" is another terrific natural: a great standard song and a rousing rendition by Johnnie at his exciting best.

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LES PAUL MARY FORD



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NORTH
POLE

"I'm Sitting On Top of The World"

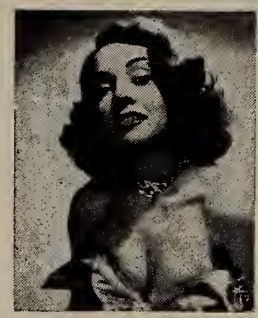
and
"SLEEP"
ON NO. 2400



"ROUND THE WAX CIRCLE"

NEW YORK:

Town buzzing about Martin Block switch to the ABC network. Block will have a nationwide audience when he transfers on January 1 and he will divide his time between radio and TV. . . . Bernice Parks came back to town last Wednesday night, showing what a great artist she is at her opening at Gogi's LaRue. That girl sings like a million dollars. . . .



BERNICE PARKS

Al Martino, inaugurating a new vaudeville policy at the Skouras theatres, started at the Academy of Music on 14 Street last Wednesday. . . . Joe Piccola has added two more singers to his roster, Pat Terry and Bob Anthony. A couple of weeks ago he signed Joe Allegro. . . . The Saturday Night Dancing Party continues to be one of the most relaxing shows on the air. Credit due to talented Tony Piano, the show's producer-director. . . . Dorothy Collins impresses both on records and over the luncheon table as one of the most refreshing personalities in the business. . . . Danny Winchell on tour promoting his latest MGM platter "O-Hi-O." . . . Bob Garrity's Birdland Show over WABC makes for good listening. . . . Moe Schulman of Meridian Music became the papa of an 8 lb., 8 oz. baby girl last week. . . . Les Paul and Mary Ford's waxing of "Meet Mr. Callaghan" is the best selling disk in Sweden; Rosemary Clooney is fourth and fifth with "Botch-A-Me" and "Half As Much." . . . Johnnie Ray given a farewell cocktail party at Idlewild Airport last Tuesday prior to taking off for London. . . . Jimmy Hilliard of Decca has signed Donald O'Connor to a term contract. He'll do number from his pictures and also pop singles. . . . Irv Shiffrin, who used to do record promotion, is now doing advance promotion for motion pictures, currently working on the Rita Hayworth pic "Salome." . . . Mary Mayo and Al Ham heading back to New York after a New Orleans engagement.

CHICAGO:

Lots of discussion this past week over coffee and cakes as regards "How hard Chi's music biz hit since some pubberies pulled out?" Seems Chi music biz isn't hit hard at all. And that stars know this is the one town that can "make" a tune as well as a disk anytime. In fact, even in music stylizing, as song men claim, "Chicago Style" is still an expression. Just as "New Orleans style." "But," they ask, "what other cities are mentioned for individualized music styles?" "In fact," song men here claim, "entire music biz should realize that Chicago is still the leader when it comes to making any song great." . . . Checking around we find: Al Beilin of Warners; Erwin Barg of the Big 3; Joe Whalen who has his own pubbery; Ben Miller with Berlin; Jack Goodman with Sam Fox; Jimmy Cairns with BMI; Larry Noret with Marks; Joe Dracca with Forster; Sam Fox with Paramount; Joe Bennett with BVC; Leonard Wilson, roadman for Shapiro, Bernstein; Ceil Blumenthal with Mills; Moe Wells; Armin Baum with Hill & Range; Harry Kogen with Clarion; Bud Brandom; Morrie Cole; Vic Duncan with Goodman; Archie Levington of Mayfair; "Uncle" Will Rossitter; and many more still around. Proving that the Windy City is still a top hot spot where all types of music are concerned. And that's not listing the disk promotion men. And over 5 deejays who spin the platters each and every day. So Chicago's not dead by a long, long margin when it comes to building music to the top. . . . Joni James on the stage of the Chicago Thitter (real triumph for the gal) with genial Ralph Marterie's ork there, too. . . . Joni to be followed by Rosemary Clooney. . . . And then the very grand Mercury star, Patti Page, whom all the guys and gals here wanna bark right along with. . . . Just about here we got a phone call to advise that some of the boys who left Chi's music biz still in the game and doing great . . . like Ned Miller on the West Coast. . . . Al Friedman with Paramount in Hollywood. . . . Chick Kardale in Noo Yawk. . . . Solly Wagner who's with both CBS and NBC here. . . . As this hits the street (Mon., 3/23) they'll be holding a cocktail party in the Presidential Suite of the Sherman for Hamish Menzies, says Shim Weiner of Decca. . . . "Don't ever sell Chicago short when it comes to music," contact men say.



PATTI PAGE

LOS ANGELES:

Harry Bloom's Mercury distrib firm hotter 'n blazes via a flock of hits in the most played list. Look for The Gaylord's latest, tagged "Ramona" to be added shortly. . . . Congrats to Hal Webman re the addition to his family. . . . Artie Wayne's "Rachel" gaining in popularity around town. . . . Big turnout expected at the Palladium when the Russ Morgan gang take over. . . . Bob Stern doing a whale of a job via record promotion for the Jimmy Warren Central Record Sales firm . . . credit the letter firm, and Bob, for bringing "Red Canary" out into the open. . . . Stan Kenton orch now traveling throughout the south. . . . Extended play records going like wildfire out thisaway. . . . Les Mesner's Aladdin Records have a trio of hits in "Let Me Go Home, Whiskey," "Shirley, Come Back To Me" and "Hot Point." . . . Dean and Jerry go across the pond to London's Palladium come June 15. . . . That song and dance routine by Donald O'Connor and Sidney Miller has lots of tongues wagging. Folks ain't seen nuthin' so good on TV in a long while. . . . Liberace just knocked off a pact for 117 half-hour telepex. . . . Ronnie Vincent, lead vocal in the Gaylord group dons khaki just as Vic Damone takes to mufti. Swap takes place any day now. . . . Chirp Karen Chandler just about set with a film pact. Couldn't happen to a sweeter gal. . . . June Christy a cinch for paydirt via the wonderful reception on her recent Jackie Gleason TV stanza. . . . Guy Mitchell set with the "Three Sisters From Seattle" flicker, in addition to Mindy Carson and the Bell Sisters. . . . Hear tell that a coupla station managers are gettin' upset about reported dj payola. They're supposed to have the facts too. . . . Pearl Bailey into the Downtown Paramount come April 10. . . . Gordon Wolf's Sunland distrib firm reports increased action via Billy Eckstine's "Coquette." . . . Las Vegas seems destined to become the talent capital—what with those fancy five figure prices they're paying these days. Wish I could sing. . . . I dunno about you, but we kinda like Al Jarvis' mystery singer's real name. . . . Rhythm and blues biz going wild, with half a dozen firms riding high via as many hits. . . . Art Rupe's Specialty label hits pay dirt via a new Mercy Dee platter tagged "One Room Country Shack."



RUSS MORGAN



25-D record SMASH
D-LIGHTFUL
D-DYNAMIC
D-LERIOUS

Dolores Jenkins
Singing ...
 WITH JOE REISMAN'S Orchestra

**"SCRAP
 of
 PAPER"**

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 NEW YORK 19, N. Y.

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MANAGEMENT
GENERAL ARTISTS CORPORATION
 NEW YORK CINCINNATI CHICAGO DALLAS BEVERLY HILLS LONDON

b/w
**"I'VE
 GOT A
 LETTER"**
 OKeh-6949

They gave you—
"THERE OUT TO BE A SOCIETY"
 Then—

"DANCE ME LOOSE"

and NOW—
 the SMASH Hit of 1953...



NORMAN BROOKS

Singing

HELLO SUNSHINE

b/w
"You're My Baby"

ZODIAC RECORD-101 (45x101)
ERWIN-HOWARD MUSIC CORP.
 501 Madison Ave.,
 New York, N. Y.

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 March 21 without any changes on the part of THE CASH BOX.

- Jockey Jack**
 WMBM—Miami Beach, Fla.
1. Mama, He Treats Your Daughter Mean (Ruth Brown)
 2. Baby, Don't Do It (The "5" Royales)
 3. Cross My Heart (Johnny Ace)
 4. You're Mine (The Crickets)
 5. Baby, I'm Doing It (A. Allen)
 6. Hound Dog (W. M. Thornton)
 7. Hurry, Hurry, Baby (Brown)
 8. Mrs. Jones' Daughter (Forest)
 9. 24 Hours (Eddie Boyd)
 10. Angel (Johnny Ace)

- Dick Elliott**
 WCFL—Chicago, Ill.
1. Keep It A Secret (D. Shore)
 2. Till I Wa'iz Again With You (Teresa Brewer)
 3. Wild Horses (Perry Como)
 4. Don't Let The Stars Get In Your Eyes (Perry Como)
 5. Pretend (Nat "King" Cole)
 6. Hot Toddy (Ralph Flanagan)
 7. Have You Heard (Joni James)
 8. How Do You Speak To An Angel (Eddie Fisher)
 9. Side By Side (Kay Starr)
 10. Hello Sunshine (N. Brooks)

- Tom Finn**
 WSPD—Toledo, Ohio
1. Anywhere I Wander (La Rosa)
 2. How Much Is That Doggie In The Window (Patti Page)
 3. Say It With Your Heart (Bob Carroll)
 4. Gomen-Nasai (R. Bowers)
 5. Seven Lonely Days (G. Gibbs)
 6. Your Cheatin' Heart (James)
 7. How Many Stars Have To Shine (Steve Lawrence)
 8. I'd Love To Fall Asleep (Karen Chandler)
 9. No Help Wanted (R. Draper)
 10. He Who Has Love (Four Lads)

- Bob Perry**
 WLAW—Boston, Mass.
1. Your Cheatin' Heart (F. Laine)
 2. Downhearted (Eddie Fisher)
 3. Hush-A-Bye (Bing Crosby)
 4. Wild Horses (Perry Como)
 5. How Do You Speak To An Angel (Eddie Fisher)
 6. Rachel (Artie Wayne)
 7. Forget Me Not (Vera Lynn)
 8. Caravan (Ralph Marterie)
 9. Hot Toddy (Ralph Flanagan)
 10. This Is Heaven (J. La Rosa)

- Alan Henry**
 WONS—Hartford, Conn.
1. Congratulations To Someone (Tony Bennett)
 2. Side By Side (Kay Starr)
 3. Downhearted (Eddie Fisher)
 4. Say It With Your Heart (Bob Carroll)
 5. Till I Wa'iz Again With You (Teresa Brewer)
 6. Pretend (Nat "King" Cole)
 7. Your Cheatin' Heart (James)
 8. How Much Is That Doggie In The Window (Patti Page)
 9. Anywhere I Wander (La Rosa)
 10. Don't Let The Stars Get In Your Eyes (Perry Como)

- Bill Randle**
 WERE—Cleveland, Ohio
1. Swedish Rhapsody (P. Faith)
 2. Big Mamou (Pete Hanley)
 3. Will-O'-The Wisp Romance (Hugo Winterhalter)
 4. Song From Moulin Rouge (Percy Faith)
 5. Without My Lover (M. Miller)
 6. I'll Be Hanging Around (Russ Morgan)
 7. Ruby (Richard Hayman)
 8. I Believe (Frankie Laine)
 9. A Fool In Love (B. Eckstine)
 10. Your Cheatin' Heart (James)

- Edna Richardson**
 WTMA—Charleston, S. C.
1. Till I Waltz Again With You (Teresa Brewer)
 2. Don't Let The Stars Get In Your Eyes (Perry Como)
 3. Side By Side (Kay Starr)
 4. How Much Is That Doggie In The Window (Patti Page)
 5. Pretend (Nat "King" Cole)
 6. Your Cheatin' Heart (James)
 7. This Is Heaven (J. La Rosa)
 8. New Juke Box Saturday Nite (The Modernaires)
 9. Twice As Much (Mills Bros.)
 10. Tell Me A Story (Laine-Boyd)

- Jay Trompeter**
 WIND—Chicago, Ill.
1. How Much Is That Doggie In The Window (Patti Page)
 2. Caravan (Ralph Marterie)
 3. Till I Wa'iz Again With You (Teresa Brewer)
 4. Tell Me A Story (Laine-Boyd)
 5. I Believe (Frankie Laine)
 6. Pretend (Nat "King" Cole)
 7. No Help Wanted (R. Draper)
 8. Hot Toddy (Ralph Flanagan)
 9. Your Cheatin' Heart (James)
 10. Wild Horses (Perry Como)

- Mitch Reed**
 WITH—Baltimore, Md.
1. Downhearted (Eddie Fisher)
 2. Your Cheatin' Heart (James)
 3. Seven Lonely Days (G. Gibbs)
 4. How Much Is That Doggie In The Window (Patti Page)
 5. Wild Horses (Perry Como)
 6. Pretend (Nat "King" Cole)
 7. Till I Wa'iz Again With You (Teresa Brewer)
 8. The Nearness Of You (Bob Manning)
 9. Have You Heard (Joni James)
 10. Hot Toddy (Ralph Flanagan)

- Lou Barile**
 WKAL—Rome, N. Y.
1. Tell Me You're Mine (The Gaylords)
 2. Gomen-Nasai (R. Bowers)
 3. Pretend (Nat "King" Cole)
 4. Wishing Ring (Joni James)
 5. Tell Me A Story (Laine-Boyd)
 6. A Fool Such As I (Jo Stafford)
 7. How Much Is That Doggie In The Window (Patti Page)
 8. Wild Horses (Perry Como)
 9. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
 10. Congratulations To Someone (Tony Bennett)

- Joe Dabouw**
 WNTO—Springfield, Mass.
1. How Much Is That Doggie In The Window (Patti Page)
 2. Hello Sunshine (N. Brooks)
 3. Tell Me A Story (Laine-Boyd)
 4. Gomen Nasai (H. Belafonte)
 5. Side By Side (Kay Starr)
 6. Bumping Around (Dick Todd)
 7. Small World (Dorothy Collins)
 8. Twice As Much (Mills Bros.)
 9. Can't I (Nat "King" Cole)
 10. Caravan (Ralph Marterie)

- Rod Louden**
 KPOJ—Portland, Ore.
1. Till I Waltz Again With You (Teresa Brewer)
 2. Tell Me You're Mine (The Gaylords)
 3. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
 4. Hot Toddy (Ralph Flanagan)
 5. Don't Let The Stars Get In Your Eyes (Perry Como)
 6. Oh Happy Day (Larry Hooper)
 7. No Help Wanted (R. Draper)
 8. How Much Is That Doggie In The Window (Patti Page)
 9. Why Don't You Believe Me (Joni James)
 10. I Don't Know (B. Morrow)

- Larry Wilson**
 WNOE—New Orleans, La.
1. Side By Side (Kay Starr)
 2. How Much Is That Doggie In The Window (Patti Page)
 3. Pretend (Nat "King" Cole)
 4. How Do You Speak To An Angel (Eddie Fisher)
 5. My Bunny And My Sister Sue (Jimmy Boyd)
 6. Hello Sunshine (N. Brooks)
 7. Salome (Dinah Shore)
 8. Twice As Much (Mills Bros.)
 9. Kaw-Liga (Dolores Gray)
 10. Wild Horses (Perry Como)

- Art Hellyer**
 WMAQ—Chicago, Ill.
1. Say It With Your Heart (Bob Carroll)
 2. Tell Me You're Mine (The Gaylords)
 3. Side By Side (Kay Starr)
 4. Don't Let The Stars Get In Your Eyes (Perry Como)
 5. Keep It A Secret (Jo Stafford)
 6. I Confess (Perry Como)
 7. How Much Is That Doggie In The Window (Patti Page)
 8. My Baby's Coming Home (Paul-Ford)
 9. Anywhere I Wander (La Rosa)
 10. Hush-A-Bye (Bing Crosby)

- Robin Seymour**
 WKMH—Detroit, Mich.
1. Congratulations To Someone (Tony Bennett)
 2. Song Of Moulin Rouge (Faith)
 3. Spinning A Web (Gaylords)
 4. Twice As Much (Mills Bros.)
 5. Wild Horses (Perry Como)
 6. Pour Me A Glass Of Tears (B. Williams Quartet)
 7. This Is Heaven (J. La Rosa)
 8. No Help Wanted (R. Draper)
 9. I Believe (Frankie Laine)
 10. Anna (Richard Hayman)

- Donn Tibbetts**
 WFEA—Manchester, N. H.
1. Congratulations To Someone (Tony Bennett)
 2. Hello Sunshine (N. Brooks)
 3. Till I Wa'iz Again With You (Teresa Brewer)
 4. Side By Side (Kay Starr)
 5. Hanging Around (R. Morgan)
 6. Song Of Moulin Rouge (Faith)
 7. Twice As Much (Mills Bros.)
 8. Rachel Artie Wayne
 9. I'm Sitt'ng On Top Of The World (Paul-Ford)
 10. This Is Heaven (J. La Rosa)

- Ray Perkins**
 KFEL—Denver, Colo.
1. Till I Wa'iz A-gain With You (Teresa Brewer)
 2. How Much Is That Doggie In The Window (Patti Page)
 3. Tell Me You're Mine (The Gaylords)
 4. Oh Happy Day (L. We'k)
 5. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
 6. Pretend (Nat "King" Cole)
 7. Hot Toddy (Ralph Flanagan)
 8. Side By Side (Kay Starr)
 9. Have You Heard (Joni James)
 10. Anywhere I Wander (La Rosa)

- Gil Henry**
 KING-TV—Seattle, Wash.
1. Till I Wa'iz Again With You (Teresa Brewer)
 2. How Much Is That Doggie In The Window (Patti Page)
 3. Tell Me You're Mine (Carson)
 4. Pretend (Nat "King" Cole)
 5. Wild Horses (Perry Como)
 6. Your Cheatin' Heart (James)
 7. Downhearted (Eddie Fisher)
 8. Side By Side (Kay Starr)
 9. Oh Happy Day (Four Knights)
 10. I Believe (Frankie Laine)

- Johnny Martin**
 WLOU—Louisville, Ky.
1. Till I Waltz Again With You (Teresa Brewer)
 2. Don't Let The Stars Get In Your Eyes (Perry Como)
 3. Have You Heard (Joni James)
 4. Tell Me You're Mine (The Gaylords)
 5. Teardrops On My Pillow (Sunny Gale)
 6. Just Because You're Mine (Jo Stafford)
 7. Congratulations To Someone (Tony Bennett)
 8. My Jealous Eyes (Patti Page)
 9. Pretend (Nat "King" Cole)
 10. Side By Side (Kay Starr)

- Hal Murray**
 WHKK—Akron, Ohio
1. Twice As Much (Mills Bros.)
 2. Side By Side (Kay Starr)
 3. Till I Waltz Again With You (Teresa Brewer)
 4. Pretend (Nat "King" Cole)
 5. Kiss (Toni Arden)
 6. Hush-A-Bye (Bing Crosby)
 7. My Jealous Eyes (Patti Page)
 8. Tell Me You're Mine (The Gaylords)
 9. I'll Be Hangin' Around (Russ Morgan)
 10. Say It With Your Heart (Bob Carroll)

- Bill Silbert**
 WABD—New York, N. Y.
1. Congratulations To Someone (Tony Bennett)
 2. How Do You Speak To An Angel (Eddie Fisher)
 3. Say It With Your Heart (Bob Carroll)
 4. Hot Toddy (Ralph Flanagan)
 5. The Magic Touch (Hugo Winterhalter)
 6. Mr. Midnight (Johnnie Ray)
 7. You Fooled Me (Four Aces)
 8. Caravan (Ralph Marterie)
 9. Can't I (Nat "King" Cole)
 10. Will-O'-The Wisp Romance (Hugo Winterhalter)

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 March 21 without any changes on the part of THE CASH BOX.

Harry Nigocia WJBW—New Orleans, La. 1. Pretend (Nat "King" Cole) 2. My Jealous Eyes (Patti Page) 3. I Believe (Frankie Laine) 4. How Much Is That Doggie In The Window (Patti Page) 5. Kaw-Liga (Dolores Gray) 6. Side By Side (Kay Starr) 7. Tell Me You're Mine (Mindy Carson) 8. Rachel (Artie Wayne) 9. Mr. Tap Toe (Doris Day) 10. Wild Horses (Perry Como)

Edward Sawtell WJLB—Detroit, Mich. 1. I Believe (Frankie Laine) 2. How Much Is That Doggie In The Window (Patti Page) 3. Don't Let The Stars Get In Your Eyes (Perry Como) 4. Side By Side (Kay Starr) 5. Hot Toddy (Ralph Flanagan) 6. Pretend (Nat "King" Cole) 7. Have You Heard (Joni James) 8. Twice As Much (Mills Bros.) 9. Caravan (Ralph Marterie) 10. Till I Waltz Again With You (Teresa Brewer)

Paul Flanagan WTRY—Troy, N. Y. 1. Hello Sunshine (N. Brooks) 2. Till I Waltz Again With You (Teresa Brewer) 3. Tell Me You're Mine (The Gaylords) 4. I Believe (Frankie Laine) 5. She Wears Red Feathers (Guy Mitchell) 6. Your Cheatin' Heart (James) 7. Tell Me A Story (Laine-Boyd) 8. NC-4 March (B. Roberts Trio) 9. Wild Horses (Perry Como) 10. Say It With Your Heart (Bob Carroll)

Paul Cowley WLEX—Lexington, Ky. 1. Seven Lonely Days (G. Gibbs) 2. My Jealous Eyes (Patti Page) 3. I Believe (Jane Froman) 4. Suddenly (David Rose) 5. Kaw-Liga (Bob Farrell) 6. If I Were King (Hilltoppers) 7. Caravan (Ralph Marterie) 8. Wild Horses (Perry Como) 9. This Is Heaven (J. La Rosa) 10. Your Cheatin' Heart (James)

Stephen Paul WMBG—Richmond, Va. 1. Have You Heard (Joni James) 2. Till I Waltz Again With You (Teresa Brewer) 3. This Is Heaven (J. La Rosa) 4. Who Kissed Me Last Night (Rosemary Clooney) 5. How Do You Speak To An Angel (Eddie Fisher) 6. Don't Let The Stars Get In Your Eyes (Perry Como) 7. Pretend (Nat "King" Cole) 8. Tell Me You're Mine (Carson) 9. Must I Cry Again (The Hilltoppers) 10. My Jealous Eyes (Patti Page)

John Wrisley WSAV—Savannah, Ga. 1. Till I Waltz Again With You (Teresa Brewer) 2. Side By Side (Kay Starr) 3. Wild Horses (Perry Como) 4. A Fool Such As I (Jo Stafford) 5. Don't Let The Stars Get In Your Eyes (Perry Como) 6. Rachel (Artie Wayne) 7. Kaw-Liga (Dolores Gray) 8. Hush-A-Bye (Bing Crosby) 9. Your Cheatin' Heart (James) 10. No Help Wanted (R. Draper)

Dave Robinson WELI—New Haven, Conn. 1. Tell Me A Story (Laine-Boyd) 2. Tell Me You're Mine (The Gaylords) 3. I Believe (Frankie Laine) 4. How Much Is That Doggie In The Window (Patti Page) 5. Wild Horses (Perry Como) 6. Pretend (Nat "King" Cole) 7. Till I Waltz Again With You (Teresa Brewer) 8. Don't Let The Stars Get In Your Eyes (Perry Como) 9. Coral Reef (Neal Hefti) 10. Your Cheatin' Heart (James)

Willie Dunlap WICC—Bridgeport, Conn. 1. Tell Me You're Mine (The Gaylords) 2. Your Cheatin' Heart (James) 3. Tell Me A Story (Laine-Boyd) 4. Pretend (Nat "King" Cole) 5. Wild Horses (Perry Como) 6. Hot Toddy (Ralph Flanagan) 7. I Believe (Frankie Laine) 8. How Much Is That Doggie In The Window (Patti Page) 9. Kiss (Toni Arden) 10. Seven Lonely Days (G. Gibbs)

Ross Miller WTIC—Hartford, Conn. 1. How Much Is That Doggie In The Window (Patti Page) 2. This Is Heaven (J. La Rosa) 3. Wild Horses (Perry Como) 4. Tell Me You're Mine (The Gaylords) 5. Seven Lonely Days (G. Gibbs) 6. Small World (Dorothy Collins) 7. Tell Me A Story (Laine-Boyd) 8. Caravan (Ralph Marterie) 9. Can't I (Nat "King" Cole) 10. The Magic Touch (Hugo Winterhalter)

Johnny Morris WL0L—Minneapolis, Minn. 1. Your Cheatin' Heart (James) 2. How Much Is That Doggie In The Window (Patti Page) 3. Caravan (Ralph Marterie) 4. Rachel (Artie Wayne) 5. Side By Side (Kay Starr) 6. Say It With Your Heart (Bob Carroll) 7. Tell Me You're Mine (The Gaylords) 8. A Fool Such As I (J. Edwards) 9. Till I Waltz Again With You (Teresa Brewer) 10. My Jealous Eyes (Patti Page)

Don Bell KRNT—Des Moines, Iowa 1. Till I Waltz Again With You (Teresa Brewer) 2. How Much Is That Doggie In The Window (Patti Page) 3. Pretend (Nat "King" Cole) 4. Have You Heard (Joni James) 5. Oh Happy Day (L. Welk) 6. Tell Me A Story (Laine-Boyd) 7. No Help Wanted (Carlisle) 8. Anywhere I Wander (La Rosa) 9. Gomen Nasai (H. Befefo.) 10. Tell Me You're Mine (Carson)

Ray Schreiner WRNL—Richmond, Va. 1. Let Me Know (Dinah Shore) 2. How Much Is That Doggie In The Window (Patti Page) 3. A Fool Such As I (Jo Stafford) 4. Tell Me You're Mine (The Gaylords) 5. Your Cheatin' Heart (James) 6. Till I Waltz Again With You (Teresa Brewer) 7. Hold Me, Thrill Me, Kiss Me (Karen Chandler) 8. Side By Side (Kay Starr) 9. How Do You Speak To An Angel (Eddie Fisher) 10. Hush-A-Bye (Bing Crosby)

Chuck Norman WIL—St. Louis, Mo. 1. I Believe (Frankie Laine) 2. Side By Side (Kay Starr) 3. Wild Horses (Perry Como) 4. Tell Me You're Mine (Teresa Brewer) 5. Hot Toddy (Ralph Flanagan) 6. Pretend (Nat "King" Cole) 7. Downhearted (Eddie Fisher) 8. Tell Me You're Mine (The Gaylords) 9. Your Cheatin' Heart (James) 10. I Don't Know (B. Morrow)

Claude Taylor WMBR—Jacksonville, Fla. 1. Till I Waltz Again With You (Teresa Brewer) 2. Don't Let The Stars Get In Your Eyes (Perry Como) 3. Oh Happy Day (Don Howard) 4. Anywhere I Wander (La Rosa) 5. Hold Me, Thrill Me, Kiss Me (Karen Chandler) 6. Gomen-Nasai (Sammy Kaye) 7. Side By Side (Kay Starr) 8. Pretend (Nat "King" Cole) 9. Have You Heard (Joni James) 10. Congratulations To Someone (Tony Bennett)

Bob Watson WSB—Atlanta, Ga. 1. Anywhere I Wander (La Rosa) 2. Till I Waltz Again With You (Teresa Brewer) 3. Side By Side (Kay Starr) 4. Downhearted (Eddie Fisher) 5. Rachel (Artie Wayne) 6. Oh Happy Day (L. Welk) 7. April In Portugal (L. Baxter) 8. Pretend (Eileen Barton) 9. How Do You Speak To An Angel (Eddie Fisher) 10. Hush-A-Bye (Bing Crosby)

Buddy Deane WITH—Baltimore, Md. 1. Till I Waltz Again With You (Teresa Brewer) 2. Since You Went Away From Me (Sandy Stewart) 3. Wild Horses (Perry Como) 4. Anywhere I Wander (La Rosa) 5. Say It With Your Heart (Bob Carroll) 6. Your Cheatin' Heart (James) 7. Have You Heard (Joni James) 8. My Jealous Eyes (Patti Page) 9. Downhearted (Eddie Fisher) 10. Pretend (Nat "King" Cole)

Tiny Markle WAVZ—New Haven, Conn. 1. How Much Is That Doggie In The Window (Patti Page) 2. Tell Me A Story (Laine-Boyd) 3. Tell Me You're Mine (The Gaylords) 4. Pretend (Nat "King" Cole) 5. Hold Me, Thrill Me, Kiss Me (Karen Chandler) 6. Seven Lonely Days (G. Gibbs) 7. Ecstasy Tango (Sydney Torch) 8. Small World (Dorothy Collins) 9. I Don't Know (B. Morrow) 10. Serenade Of The Mandolins (Alan Dean)

Roger Clark WNOR—Norfolk, Va. 1. Seven Lonely Days (G. Gibbs) 2. Side By Side (Kay Starr) 3. Hush-A-Bye (Stan Kenton) 4. Hot Toddy (Ralph Flanagan) 5. My Jealous Eyes (Patti Page) 6. Anywhere I Wander (La Rosa) 7. Kiss (Ginny Gibson) 8. Your Cheatin' Heart (F. Laine) 9. Caravan (Ralph Marterie) 10. Without My Lover (Stafford)

Lee & Lorraine Ellis WINZ—Miami, Fla. 1. Till I Waltz Again With You (Teresa Brewer) 2. Your Cheatin' Heart (James) 3. Oh Happy Day (L. Welk) 4. Will-O-The-Wisp Romance (Hugo Winterhalter) 5. Why Don't You Believe Me (Joni James) 6. Gomen Naisai (R. Bowers) 7. Gomen Naisai (Eddy Howard) 8. This Is Heaven (J. La Rosa) 9. How Much Is That Doggie In The Window (Patti Page) 10. Tell Me You're Mine (The Gaylords)

Howard Miller WIND—Chicago, Ill. 1. I Believe (Frankie Laine) 2. No Help Wanted (R. Draper) 3. Caravan (Ralph Marterie) 4. Tell Me A Story (Laine-Boyd) 5. Gone (Bobby Wavne) 6. You Fooled Me (Four Aces) 7. Congratulations To Someone (June Valli) 8. How Much Is That Doggie In The Window (Patti Page) 9. Downhearted (Eddie Fisher) 10. I Laughed Until I Cried (Rosemary Clooney)

Pat Chamburs WFLA—Tampa, Fla. 1. Till I Waltz Again With You (Teresa Brewer) 2. Pretend (Ralph Marterie) 3. Tell Me You're Mine (Carson) 4. Rachel (Artie Wayne) 5. Side By Side (Kay Starr) 6. Little Boy And The Old Man (Laine-Boyd) 7. Gomen Naisai (R. Bowers) 8. Congratulations To Someone (Tony Bennett) 9. Say It With Your Heart (Bob Carroll) 10. Your Cheatin' Heart (James)



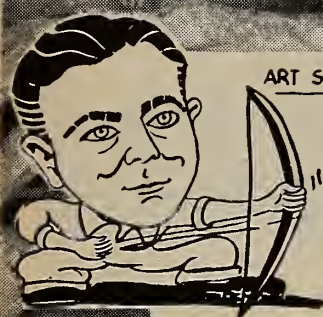
JONI JAMES YOUR CHEATIN' HEART and I'LL BE WAITING FOR YOU HAVE YOU HEARD and WISHING RING WHY DON'T YOU BELIEVE ME and PURPLE SHADES

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 - SP—Specialty
 - SW—Swingtime
 - TE—Tempo
 - RE—Peerant
 - TN—Tennessee
 - UN—United
 - VI—Victor
 - ZO—Zodiac

	Mar. 28	Mar. 21		Mar. 28	Mar. 21		Mar. 28	Mar. 21						
1—How Much Is That Doggie In The Window	103.9	109.2	★ME-70070 (70070 x 45)—PATTI PAGE My Jealous Eyes			7—Your Cheatin' Heart	46.7	31.9						
2—Till I Waltz Again With You	87.9	91.5	BR-84022—THE FIVE BILLS CO-39952 (4-39952)—KEN GRIFFIN Have You Heard ★CR-60873—TERESA BREWER Hello Bluebird CR-60916—TOMMY SOSEBEE DE-28506—DICK TODD Oh, Happy Day DE-28539—RUSS MORGAN Must I Cry Again JU-6014 (45-6014)—SWANSON & TRAVIS KI-1169 (45-1169)—WRIGHT & GORE ME-70069 (70069x45)—HARMONICATS Back Fence Well PR-1038—LIGHT & HARRIS RH-142 (45-142)—RED CALLENDER VI-3103—EP-THREE SUNS			CA-2377 (F-2377)—JAN GARBER O My Jealous Eyes CO-39938 (9-39938)—FRANKIE LAINE I Believe DE-28628 (9-28628)—LOUIS ARMSTRONG Congratulations to Someone ★MG-11426 (K-11426)—JONI JAMES I'll Be Waiting For You MG-11416 (G-11416)—HANK WILLIAMS Kaw-Liga			13—Side By Side	25.3	38.2			
3—Tell Me You're Mine	73.5	65.9	CO-39914—MINDY CARSON The Choo Buy Song CR-60923 (9-60923)—RALPH & BUDDY BONDS Soy It With Your Heart DA-786—HARMONY BELLS O. DA-2104 (45x2104)—GENE WISNIEWSKI Soldier Boy Polka DE-28569 (9-28569)—RUSS MORGAN Have You Heard ★ME-70030—THE GAYLORDS Cuban Love Song			★CO-39945 (4-39945)—FRANKIE LAINE & JIMMY BOYD The Little Boy And The Old Man			★CA-2334 (F-2334)—KAY STARR Nooh! DE-28588 (9-28588)—GRADY MARTIN A Fool Such As I LO-238 (45-238)—PRIMO SCALA Underneath The Arches ME-70096 (70096x45)—DORIS DREW Since You Went Away From Me VI-20-4741 (47-4741)—FRANKIE CARLE			14—Oh Happy Day	20.7	26.6
4—Wild Horses	61.3	42.1	CA-2349 (F-2349)—RAY ANTHONY O You're A Heartbreaker ★VI-20-5152 (47-5152)—PERRY COMO I Confess			★CO-39957 (4-39957)—SAMMY KAYE Until Tomorrow ★CO-39954 (4-39954)—RICHARD BOWERS Tokyo Boogie Woogie DE-28612 (9-28612)—GORDON JENKINS O. The Ties That Bind Me ME-70107 (70107x45)—EDDY HOWARD Someone To Kiss Your Tears Away VI-20-5210 (47-5210)—HARRY BELAFONTE Springfield Mountain			CA-2402 (F-2402)—M. WHITING & J. WAKELY I Learned To Love You Too Late CO-39957 (4-39957)—SAMMY KAYE Until Tomorrow ★CO-39954 (4-39954)—RICHARD BOWERS Tokyo Boogie Woogie DE-28612 (9-28612)—GORDON JENKINS O. The Ties That Bind Me ME-70107 (70107x45)—EDDY HOWARD Someone To Kiss Your Tears Away VI-20-5210 (47-5210)—HARRY BELAFONTE Springfield Mountain			15—Seven Lonely Days	19.8	11.6
5—I Believe	59.4	48.2	CA-2332 (F-2332)—JANE FROMAN Ghost Of A Rose ★CO-39938 (4-39938)—FRANKIE LAINE Your Cheatin' Heart			★CO-39957 (4-39957)—SAMMY KAYE Until Tomorrow ★CO-39954 (4-39954)—RICHARD BOWERS Tokyo Boogie Woogie DE-28612 (9-28612)—GORDON JENKINS O. The Ties That Bind Me ME-70107 (70107x45)—EDDY HOWARD Someone To Kiss Your Tears Away VI-20-5210 (47-5210)—HARRY BELAFONTE Springfield Mountain			★ES-311—DON HOWARD You Went Away			16—Hello Sunshine	18.9	22.4
6—Don't Let The Stars Get In Your Eyes	58.4	64.9	CA-2256 (F-2256)—GISELE MacKENZIE My Favorite Song CA-2216 (F-2216)—SKEETS McDONALD CO-21025 (4-21025)—RAY PRICE CR-60882 (9-60882)—EILEEN BARTON Tennessee Tango DA-788—REGINA KUJAWA DE-28460 (9-28460)—RED FOLEY FS-1614 (45-1614)—SLIM WILLET ME-70023 (45-70023)—LOLA AMECHE Rock The Joint MG-11385—HENRY JEROME O. Keep It A Secret VI-20-5040 (47-5040)—JOHNNIE & JACK ★VI-20-5064 (47-5064)—PERRY COMO Lies			★CA-2346—NAT "KING" COLE Don't Let Your Eyes Go Shopping CO-39915—KEN GRIFFIN Oh, Happy Day CO-60927 (9-60927)—EILEEN BARTON Too Proud To Cry DE-28576 (9-28576)—GUY LOMBARDO O. That's Me Without You DO-15048—DAN BELLOC You Are Ecstasy ME-70045—RALPH MARGERIE O. After Midnight VI-20-5119 (47-5119)—HENRI RENE Madelena			★Z0-101 (45-101)—NORMAN BROOKS You're My Baby			17—Hot Toddy	17.2	30.9
7—Don't Let The Stars Get In Your Eyes	58.4	64.9	CA-2256 (F-2256)—GISELE MacKENZIE My Favorite Song CA-2216 (F-2216)—SKEETS McDONALD CO-21025 (4-21025)—RAY PRICE CR-60882 (9-60882)—EILEEN BARTON Tennessee Tango DA-788—REGINA KUJAWA DE-28460 (9-28460)—RED FOLEY FS-1614 (45-1614)—SLIM WILLET ME-70023 (45-70023)—LOLA AMECHE Rock The Joint MG-11385—HENRY JEROME O. Keep It A Secret VI-20-5040 (47-5040)—JOHNNIE & JACK ★VI-20-5064 (47-5064)—PERRY COMO Lies			★VI-20-5095 (47-5095)—RALPH FLANAGAN Serenade			★CR-60831 (9-60831)—KAREN CHANDLER One Dream DE-28530 (9-28530)—ROBERTA LEE Do You Know Why? JU-5108 (45-5108)—THE ORIOLES			18—Hold Me, Thrill Me, Kiss Me	15.5	32.4
8—Tell Me A Story	42.2	38.1	★CO-39957 (4-39957)—SAMMY KAYE Until Tomorrow ★CO-39954 (4-39954)—RICHARD BOWERS Tokyo Boogie Woogie DE-28612 (9-28612)—GORDON JENKINS O. The Ties That Bind Me ME-70107 (70107x45)—EDDY HOWARD Someone To Kiss Your Tears Away VI-20-5210 (47-5210)—HARRY BELAFONTE Springfield Mountain			★VI-20-5198 (47-5198)—RALPH FLANAGAN Serenade			★CR-60831 (9-60831)—KAREN CHANDLER One Dream DE-28530 (9-28530)—ROBERTA LEE Do You Know Why? JU-5108 (45-5108)—THE ORIOLES			19—Keep It A Secret	14.1	17.2
9—Gomen Nasai	42.1	17.5	★CO-39957 (4-39957)—SAMMY KAYE Until Tomorrow ★CO-39954 (4-39954)—RICHARD BOWERS Tokyo Boogie Woogie DE-28612 (9-28612)—GORDON JENKINS O. The Ties That Bind Me ME-70107 (70107x45)—EDDY HOWARD Someone To Kiss Your Tears Away VI-20-5210 (47-5210)—HARRY BELAFONTE Springfield Mountain			★CA-2268 (F-2268)—JUNE HUTTON I Miss You So CA-2329—SHARKEY'S DIXIELAND KINGS Why Don't You Believe Me ★CO-39891 (4-39891)—JO STAFFORD Once To Every Heart DE-28511—BING CROSBY Sleigh Bell Serenade IM-8169—SLIM WHITMAN My Heart Is Broken In Three MG-11385—HENRY JEROME O. Don't Let The Stars Get In Your Eyes RA-202—FIVE CROWNS Why Don't You Believe Me VI-20-4992 (47-4992)—DINAH SHORE HI-Lili, HI-Lo								

Best Selling Records

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• 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" Tunnicliffe. 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.

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Record No.	Artist	Popularity	Record No.	Artist	Popularity	Record No.	Artist	Popularity
20—Can't I		13.9	29—April In Portugal	RICHARD HAYMAN ORK. April In Portugal MG-11457 (K-11457)— SILVANA MANGANO I Loved You VI-20-5246 (47-5246)— THE THREE SUNS Little Red Monkey	9.1 11.5	36—Salomee		6.2 5.4
★CA-2389 (F-2389)— NAT "KING" COLE Blue Gardenia CR-60926 (9-60926)— AMES BROTHERS Lonely Wine ME-70068 (70068x45)— RICHARD HAYES			37—Rachel		5.5 8.9	★VI-20-5176 (47-5176)— DINAH SHORE Let Me Know		
21—Kaw-Liga		12.9 13.2	★CA-2353 (F-2353)— AL MARTINO One Lonely Night ★ME-70090 (70090x45)— ARTIE WAYNE			38—Congratulations To Someone		4.9 4.2
CO-39935 (4-39935)— CHAMP BUTLER Fit As A Fiddle DE-28582 (9-28582)— DOLORES GRAY My Heart Is A Kingdom ★MG-11416 (K-11416)— HANK WILLIAMS Your Cheatin' Heart MG-11424 (K-11424)— BILL FARRELL You Can't Stop Me			★DE-28586 (9-28586)— MILLS BROS Someone To Care For			39—You Fooled Me		4.4 5.7
22—I'm Sitting On Top Of The World		12.3 5.8	31—New Juke Box Saturday Night		8.3 10.1	★DE-28560 (9-28560)— FOUR ACES If You Take My Heart Away		
★CA-2400 (F-2400)— L PAUL & M. FORD Sleep MG-11452 (K-11452)— BOB WILLS			★CR-60899 (9-60899)— MODERNAIRES Running Wild			40—Swedish Rhapsody		4.3 —
23—She Wears Red Feathers		12.2 6.1	32—Why Don't You Believe Me		8.2 11.1	★CO-39944 (4-39944)— PERCY FAITH ORK. Song From Moulin Rouge		
★CO-39909 (4-39909)— GUY MITCHELL Pretty Little Black Eyed Susie			CA-2292 (F-2292)— MARGARET WHITING Come Back To Me, Johnny CA-2329—SHARKEY'S DIXIELAND KINGS Keep It A Secret DE-28476 (9-28476)— GUY LOMBARDO O. Rennice You're Mine JU-5106—HERB LANTZ My Inspiration Is You ME-70025 (45x70025)— PATTI PAGE Conquest ★MG-11333 (K-11333)— JONI JAMES Purple Shades RA-202—FIVE CROWNS Keep It A Secret VI-20-5017 (47-5017)— JUNE VALLI Shoulder To Weep On			41—Song From Moulin Rouge		4.2 —
24—No Help Wanted		10.9 12.9	33—How Do You Speak To An Angel		7.9 6.4	42—My Jealous Eyes		4.0 1.5
CO-21065 (4-21065)— MADDOX BROS. ★ME-70077 (70077x45)— RUSTY DRAPER Texarkana Baby ME-70028 (70028x45)— THE CARLISLES That Heart Is Not For Sale			CA-2352 (F-2352)— GORDON MacRAE Congratulations To Someone DE-28523 (9-28523)— GUY LOMBARDO I Feel Like I'm Gonna Live Forever MG-11394 (K-11394)— BILL HAYES The Donkey Song ★VI-20-5137 (47-5137)— EDDIE FISHER Downhearted			43—Blue Gardenia		3.9 —
25—Say It With Your Heart		10.1 9.5	44—A Fool Such As I		3.2 6.6	45—Teardrops On My Pillow		3.1 2.1
CR-60920 (9-60920)— ERNIE RUDY O. You Can Fly! You Can Fly! CR-60923 (9-60923)— RALPH & BUDDY BONDS Tell Me You're Mine ★DY-814 (45-814)— BOB CARROLL Where			46—I Don't Know		1.8 2.9	47—The Glow Worm		1.6 1.6
26—Downhearted		9.4 12.8	★VI-20-5137 (47-5137)— EDDIE FISHER How Do You Speak To An Angel			48—My Baby's Coming Home		1.4 6.3
★VI-20-5137 (47-5137)— EDDIE FISHER How Do You Speak To An Angel			34—Hush-A-Bye		6.4 8.6	49—Even Now		1.3 5.6
27—Caravan		9.3 8.8	CA-2373 (F-2373)— STAN KENTON O. Harlem Nocturne ★DE-28581 (9-28581)— BING CROSBY Mother Darlin' VI-20-5142 (47-5142)— DANNY THOMAS Oh Moon			50—Mr. Tap Toe		1.1 4.4
EN-101—FERRANTE & TEICHER ★ME-70097 (70097x45)— RALPH MARGERIE O. While We Dream RA—ESQUIRE BOYS			35—If I Were King		6.3 —			
28—Anna		9.2 —	★CO-39968 (4-39968)— PAUL WESTON ORK. Dutch Treat ME-70114 (70114x45)—					
★CO-39968 (4-39968)— PAUL WESTON ORK. Dutch Treat ME-70114 (70114x45)—			★DO-15055 (45 15055)—					

Martin Block Signs Exclusive Deal With ABC Network



MARTIN BLOCK

NEW YORK, — The American Broadcasting Company has signed an exclusive long-term contract with Martin Block covering his services in radio and television on a local and national basis, Robert E. Kintner, ABC President, and Martin Block announced this week.

Under the terms of the contract, "Martin Block's Make-Believe Ballroom," produced and conducted by Martin Block, will be heard over WABC, New York key radio station of the American Broadcasting Company. A new program, with Block as master of ceremonies and with outstanding talent, will be presented over the ABC Radio Network starting Jan. 4, 1954.

On WABC, "Martin Block's Make-Believe Ballroom" will be heard every Monday through Friday from 3:30 to 7 p.m., EST, starting New Year's Day, 1954, while listeners on the ABC Radio Network will hear the program each weekday from 2:35 to 4 p.m., EST, starting Monday, Jan. 4, 1954.

Pending Block's availability for his new ABC Radio Network program on Jan. 4, the broadcasts will have a national star as the master of ceremonies starting about June 1, 1953.

In addition, WABC is making plans to present the show for three and a half hours every Saturday in 1954.

Tentative plans for Saturday broadcasts are 10 to 12 noon, EST, and again from 6 to 7:30 p.m., EST, that evening.

While exact terms of the contract were not disclosed, it was stated that when the "Martin Block's Make-Believe Ballroom" is completely sponsored over WABC the star can earn over \$3,000,000 in the course of the contract.

The "Make-Believe Ballroom" as Block produces it from his "Crystal Studio" has become the saga of successful radio selling. Block estimates that in the 18 years the "Make-Believe Ballroom" has been heard in New York, advertisers have spent over \$10,000,000 to participate in the program. In the same span of time Block calculates he has sold about \$750,000,000 worth of his sponsors' products to his listeners.

"The addition of 'Martin Block's Make-Believe Ballroom' to WABC is one of the most significant moves in the history of the station," Ted Oberfelder ABC vice-president said. "It marks a new era for WABC from the programming standpoint and gives

the station added stature and importance to the audience which recognizes in 'Martin Block's Make-Believe Ballroom' a New York listening institution," he stated.

Block entered radio in California in 1933 after a door-to-door selling career that covered such diversified products as shoes, books and vacuum cleaners.

He came on to New York City and went to work on a local independent station on December 23, 1934 and it was on February 3, in 1935 that "Martin Block's Make-Believe Ballroom" was launched.

Here's how that happened: the station carried a seven-minute news report of the Lindbergh trial proceedings from Flemington, N. J., every half hour and asked Block to fill the time between these newscasts with recorded music. He did. Using his own smooth-flowing ad-lib style of talking to the audience he produced his first "Make-Believe Ballroom."

Within a month Block had his first sponsor on the program, which at that time filled only a daily quarter-hour. Three months later, the success of "Martin Block's Make-Believe Ballroom" was assured and it had grown to an hour-long feature each weekday morning and afternoon. Since then it has constantly expanded until today it is heard three and a half hours each weekday over WNEW.

Associated with Block in his new enterprise will be Bob Moss, who has already joined his staff. Moss will write, program, and produce both Block's radio and TV shows on ABC and will serve in the same capacity for the remainder of his contract at WNEW.

Moss is also currently producing the National Guard show and was formerly producer of the Perry Como TV show.

Harvey Geller will no longer be associated with Block.

Picked by the DJ's as the "Most Promising Vocalist"

RICKY HALE
 with Jimmy Carroll Ork.
"LOVE ME"
 b/w
"GONE"
 Dana #2103; 45x2103

DANA Records Inc.
 344 North Ave., New Rochelle, N. Y.

JOHNNIE RAY
 sings
"THE TOUCH OF GOD'S HAND"
 Columbia Record 39908

AMERICAN MUSIC, INC.
 1576 Broadway • 9109 Sunset Blvd. Hollywood
 CO 5 7830 CR 1-554

Marks Returns From Havana With Current Latin Hit

NEW YORK—Herbert E. Marks, president of the Edward B. Marks Music Corporation returned from Havana, Cuba, last week where he successfully sought renewals for some of the firm's valuable Latin American copyrights. Along with the renewals, Marks, picked up several new songs including the number one hit of the Caribbean, "Piel Canela" by Bobby Capo.

Marks found Cuba one of the most musically conscious countries in the Western Hemisphere, with juke boxes and live combos being featured in practically every public meeting place, such as, cafes, restaurants, hotels and night clubs.

The leading record company in Havana is Pan Art, with very few American pop songs or records getting much play, Marks observed. Oddly enough, they know the names of our popular artists but they are almost completely unfamiliar with the current hit tunes. Nevertheless, the general public is hip to the local music and the coins jingle merrily in the juke boxes which are everywhere.

Marks expressed confidence in the future of Latin American music in the United States. He said, "interest will be directed toward the melodic, danceable tunes from the works of Lecuona, Simons, Cugat, Grenet, Roig and many others. Compositions that will enable publishers to print for the public multiple orchestrations for varied instruments and bands."

The Marks organization at this time is busy setting up records for "Piel Canela" which is now known as "Me Too, Me Too."

Billy Vaughn Named Dot Musical Director



BILLY VAUGHN

GALLATIN, TENN. — Randy Wood, president of Dot Records, announced last week that he has signed Billy Vaughn as musical director of the disk firm. Vaughn will also assist Wood in A & R.

Billy Vaughn is a member of the Hilltoppers as well as the group's pianist and arranger.

He is also a top songwriter, having penned such tunes as "Trying," "I Keep Telling Myself" and "If I Were King."

Vaughn used to arrange for army bands with as many as 25 men.

He will henceforth do the arranging for all artists on the Dot label.

Mitchell's New Pic Pact Juggles Future Bookings

NEW YORK — Guy Mitchell has been signed to a new five-year contract by Paramount Pictures, it was announced this week. The deal supercedes the two-year pact he negotiated with the company a month ago. As a result, theater and club bookings will have to be juggled by the singer to make way for a heavy schedule the studio has planned for him.

Mitchell originally was signed for a lead role in "Those Sisters From Seattle," which will also star Rhonda Fleming and Gene Barry. However, before production even got under way, Paramount had him take a special color screen test which proved so successful that they tore up his old pact and offered the long term agreement. This guarantees a minimum of two films a year and the privilege of making another off the Paramount lot. At the same time, the studio immediately assigned him the male lead in their forthcoming technicolor production of "Red Garters," opposite Rosemary Clooney. Work on this film gets under way two days after completion of "Those Sisters From Seattle."

Because of the crowded shooting schedule, Mitchell's bookings will have to be altered. He was set for a 3-week stand at the N. Y. Paramount in May. Following this, he was scheduled to play the London Palladium for 2 weeks in June, during the Coronation celebration. London was to be followed by a 5-week tour of the provinces and Ireland.

Named Rainbow Distrib

ROCHESTER, N. Y. — It was announced this week that Eastern Sales, Rochester distrib, which handles the Coral line has also been appointed distributor for Rainbow Records.

THE CASH BOX JUKE BOX RECORD REGIONAL REPORT

The Top Ten Records — City by City

City	Top Ten Records
New York, N. Y.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) Tell Me You're Mine (The Gaylords) Pretend (Nat "King" Cole) Don't Let The Stars Get In Your Eyes (Perry Como) Your Cheatin' Heart (J. James) I Believe (Frankie Laine) Wild Horses (Perry Como) Tell Me A Story (Laine-Boyd) Downhearted (Eddie Fisher)
Chicago, Ill.	<ol style="list-style-type: none"> No Help Wanted (R. Draper) How Much Is That Doggie In The Window (Patti Page) I Believe (Frankie Laine) Caravan (Ralph Marterie) Side By Side (Kay Starr) Tell Me A Story (Laine-Boyd) Your Cheatin' Heart (J. James) Say It With Your Heart (Bob Carroll) Hot Toddy (Ralph Flanagan) Till I Waltz Again With You (Teresa Brewer)
Los Angeles, Calif.	<ol style="list-style-type: none"> Till I Waltz Again With You (Teresa Brewer) Tell Me You're Mine (The Gaylords) Wild Horses (Perry Como) Gomen Nasai (R. Bowers) Oh Happy Day (L. Welk) Have You Heard (Joni James) I Believe (Frankie Laine) Tell Me A Story (Laine-Boyd) Don't Let The Stars Get In Your Eyes (Perry Como) How Much Is That Doggie In The Window (Patti Page)
Philadelphia, Pa.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) Don't Let The Stars Get In Your Eyes (Perry Como) Tell Me You're Mine (The Gaylords) Wild Horses (Perry Como) Seven Lonely Days (G. Gibbs) I Believe (Frankie Laine) Pretend (Cole-Barton) Oh Happy Day (Don Howard) Your Cheatin' Heart (J. James)
Boston, Mass.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) I Believe (Frankie Laine) Till I Waltz Again With You (Teresa Brewer) Tell Me You're Mine (The Gaylords) Tell Me A Story (Laine-Boyd) Don't Let The Stars Get In Your Eyes (Perry Como) Pretend (Nat "King" Cole) Wild Horses (Perry Como) Kaw-Liga (Hank Williams) Hello Sunshine (N. Brooks)
Cincinnati, Ohio	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) How Do You Speak To An Angel (Eddie Fisher) Pretend (Nat "King" Cole) Your Cheatin' Heart (J. James) I Believe (Frankie Laine) Seven Lonely Days (G. Gibbs) Hot Toddy (Ralph Flanagan) Don't Let The Stars Get In Your Eyes (Perry Como) Have You Heard (Joni James)
Seattle, Wash.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) Don't Let The Stars Get In Your Eyes (Perry Como) Pretend (Nat "King" Cole) Tell Me You're Mine (The Gaylords) Tell Me A Story (Laine-Boyd) Gomen Nasai (H. Bellafonte) I Believe (Frankie Laine) Twice As Much (Mills Bros.) Side By Side (Kay Starr)
Detroit, Mich.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) No Help Wanted (R. Draper) I Believe (Frankie Laine) Till I Waltz Again With You (Teresa Brewer) Say It With Your Heart (Bob Carroll) Hello Sunshine (N. Brooks) Pretend (Nat "King" Cole) Have You Heard (Joni James) Don't Let The Stars Get In Your Eyes (Perry Como) April In Portugal (Les Baxter)
Pittsburgh, Pa.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) I Believe (Frankie Laine) Tell Me A Story (Laine-Boyd) Don't Let The Stars Get In Your Eyes (Perry Como) Hello Sunshine (N. Brooks) Tell Me You're Mine (The Gaylords) Anywhere I Wander (La Rosa) Wild Horses (Perry Como) You Fooled Me (Four Aces)
St. Louis, Mo.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Your Cheatin' Heart (J. James) I Believe (Frankie Laine) Till I Waltz Again With You (Teresa Brewer) Tell Me You're Mine (The Gaylords) Hello Sunshine (N. Brooks) Hot Toddy (Ralph Flanagan) Gomen Nasai (H. Bellafonte) Wild Horses (Perry Como) Side By Side (Kay Starr)
Chehalis, Wash.	<ol style="list-style-type: none"> Till I Waltz Again With You (Teresa Brewer) A Fool Such As I (Stafford) Pretend (Nat "King" Cole) Anywhere I Wander (La Rosa) Congratulations To Someone (Tony Bennett) My Jealous Eyes (P. Page) Wild Horses (Perry Como) Tell Me You're Mine (The Gaylords) I Believe (Frankie Laine) Rachel (Artie Wayne)
Atlanta, Ga.	<ol style="list-style-type: none"> Till I Waltz Again With You (Teresa Brewer) Side By Side (Kay Starr) No Help Wanted (R. Draper) How Much Is That Doggie In The Window (Patti Page) Pretend (Nat "King" Cole) Your Cheatin' Heart (James) Wild Horses (Perry Como) Anywhere I Wander (La Rosa) Gomen Nasai (R. Bowers) I Believe (Frankie Laine)
Washington, D. C.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) Wild Horses (Perry Como) Pretend (Nat "King" Cole) Don't Let The Stars Get In Your Eyes (Perry Como) Your Cheatin' Heart (J. James) Anywhere I Wander (La Rosa) Side By Side (Kay Starr) Song From Moulin Rouge (Percy Faith) Say It With Your Heart (Bob Carroll)
Denver, Colo.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) Tell Me You're Mine (The Gaylords) Have You Heard (J. James) Oh Happy Day (L. Welk) Hold Me, Thrill Me, Kiss Me (Karen Chandler) Side By Side (Kay Starr) Don't Let The Stars Get In Your Eyes (Perry Como) Anywhere I Wander (La Rosa) I Believe (Frankie Laine)
New Orleans, La.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Pretend (Nat "King" Cole) Side By Side (Kay Starr) Your Cheatin' Heart (James) Have You Heard (J. James) I Believe (Frankie Laine) Tell Me A Story (Laine-Boyd) Till I Waltz Again With You (Teresa Brewer) Tell Me You're Mine (The Gaylords) April In Portugal (F. Martin)
Dallas, Tex.	<ol style="list-style-type: none"> Till I Waltz Again With You (Teresa Brewer) How Much Is That Doggie In The Window (Patti Page) Don't Let The Stars Get In Your Eyes (Perry Como) Your Cheatin' Heart (James) Side By Side (Kay Starr) Have You Heard (Joni James) Tell Me You're Mine (The Gaylords) Oh Happy Day (D. Howard) Anywhere I Wander (La Rosa) Downhearted (Eddie Fisher)
Savannah, Ga.	<ol style="list-style-type: none"> Till I Waltz Again With You (Teresa Brewer) Have You Heard (J. James) Why Don't You Believe Me (Joni James) Tell Me You're Mine (The Gaylords) Oh Happy Day (Four Knights) Side By Side (Kay Starr) Downhearted (Eddie Fisher) Wild Horses (Perry Como) Keep It A Secret (Stafford) Don't Let The Stars Get In Your Eyes (Perry Como)
Des Moines, Iowa	<ol style="list-style-type: none"> Your Cheatin' Heart (James) Till I Waltz Again With You (Teresa Brewer) Don't Let The Stars Get In Your Eyes (Perry Como) My Jealous Eyes (Patti Page) Tell Me You're Mine (The Gaylords) Oh Happy Day (L. Welk) Kaw-Liga (Hank Williams) Pretend (Nat "King" Cole) How Much Is That Doggie In The Window (Patti Page) Side By Side (Kay Starr)
Paducah, Ky.	<ol style="list-style-type: none"> Till I Waltz Again With You (Teresa Brewer) Your Cheatin' Heart (James) Don't Let The Stars Get In Your Eyes (Perry Como) How Much Is That Doggie In The Window (Patti Page) Oh Happy Day (Don Howard) New Juke Box Saturday Nite (The Modernaires) Why Don't You Believe Me (Joni James) Keep It A Secret (Stafford) Even Now (Eddie Fisher) Tell Me You're Mine (The Gaylords)
Portland, Ore.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) I Believe (Frankie Laine) Pretend (Nat "King" Cole) Tell Me You're Mine (The Gaylords) Have You Heard (Joni James) Your Cheatin' Heart (J. James) Side By Side (Kay Starr) Don't Let The Stars Get In Your Eyes (Perry Como) Hold Me, Thrill Me, Kiss Me (Karen Chandler)
Milwaukee, Wis.	<ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) Your Cheatin' Heart (J. James) I Believe (Frankie Laine) Pretend (Nat "King" Cole) Hello Sunshine (N. Brooks) Side By Side (Kay Starr) Hot Toddy (Ralph Flanagan) Wild Horses (Perry Como) Anywhere I Wander (La Rosa)

Standard Songs are MONEY MAKERS!

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JO STAFFORD—Columbia
HUGO WINTERHALTER—RCA Victor

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Village Music Company

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THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. TILL I WALTZ AGAIN WITH YOU . . . Teresa Brewer (Coral)
2. HOW MUCH IS THAT DOGGIE IN THE WINDOW . . . Patti Page (Mercury)
3. PRETEND . . . Nat "King" Cole (Capitol)
4. SIDE BY SIDE . . . Kay Starr (Capitol)
5. TELL ME YOU'RE MINE . . . The Gaylords (Mercury)
6. WILD HORSES . . . Perry Como (RCA Victor)
7. YOUR CHEATIN' HEART . . . Joni James (MGM)
8. DON'T LET THE STARS GET IN YOUR EYES . . . Perry Como (RCA Victor)
9. HAVE YOU HEARD . . . Joni James (MGM)
10. I BELIEVE . . . Frankie Laine (Columbia)

One of the big moves of the year in deejay news is the moving of Martin Block from WNEW (with whom Block has been associated for 18 years) to WABC for radio and television services. It was ascertained that Block has signed a long term contract and the move will take place on January 1, 1954. Block plans no changes in format and will follow closely the formula that made him one of the top name disk jockies in the nation. No announcement as to replacement has been made by WNEW as yet.

* * * * *

Pic of the week—Face to the left grinning at us from beneath those goggles is that of Ted Johnson (WVNJ-Newark, N. J.) The shot is no set up publicity pic as Ted gives up all his free time in the pursuit of motors. MG in which Johnson is seated has been sold and Ted is now building a new one which he hopes will be ready by Spring. In four races, Ted has two firsts, 1 second and 1 fourth. Racing is strictly for the sport and Ted risks his neck for the trophies which are rapidly filling up his den. Ted is on daily from 5:35 to 7 p.m. and from Monday through Friday 8:35 to 9 p.m., at which time he uses The Cash Box lists. . . . Some time in the future we plan to list additional jocks who use The Cash Box lists on their programs. Write in and let us know if you haven't already done so. . . . The reason for the wide grin on Roger Clark's face these days is the result of Home Furniture Company of Norfolk and Portsmouth buying out for the next year his entire 6½ hour all night disk jockey show on WNOR-Norfolk, Va. . . . In the March 21 "Platter Spinner" we wrote that Howard Miller (WIND-Chicago) had a total of 8 hours per week on the air. This was a typographical error and should have read 8 hours per day.

* * * * *

Leave it to those two zanies down at WITH-Baltimore, Md. Buddy Deane planted a shoe in a ladies room of one of the local theatres and then asked his audience to look for the shoe and send it back to him. Poor fella had only one pair and was hobbling around on one foot. Not only did the shoe eventually come back to Buddy, but so did about 40 or 50 other shoes. RCA Victor along with the gag and the "correct" shoe was rewarded with an RCA record player. Mitch (the other zany) Reed has introduced his audience to his new companion at the Mad Monks Monastery. A real "cool" rattlesnake called Mount Morency. Morency is hep to music and helps Reed pick winning tunes. When he dislikes a tune he rattles his tail and when he approves, he hisses. Call the man in the white jacket, boys. You're ripe. . . . Lee and Lorraine very happy at WINZ-Miami, Fla. Now that WINZ is a 50,000 watter, it becomes the most powerful station in Florida and one of the big ones in the nation. . . . Lunched with one of the sweetest girls in the business. Dorothy (Small World) Collins. Gal is every bit as cute and regular as she appears on her Lucky Strike Hit Parade Saturday nights. . . . Patti Page, current sin in rage, guest on the early morning Donn Tibbetts Show over WFEA-CBS, Manchester, N. H., last week while on a one week stint at Boston's popular Blinstrub's night spot. . . . Barbara Bogin, our Brooklyn teen-age correspondent informs us that the kids are c-r-a-z-e-e about The Four Lads' latest, "He Who Has Love."

Linke Celebrates Ten Years In Promotion Field



DICK LINKE

NEW YORK — Dick Linke, national publicity manager of Capitol Records, this month celebrates his tenth anniversary in the publicity and promotion fields.

A decade ago, Dick started out in the business with the Earl Ferris firm doing the publicity for every type of show. From there, he went to Newell-Emmett where he handled the Chesterfield Supper Club with Perry Como and Jo Stafford from the day it started.

He left to join the Ben Sonnenberg firm doing promotion on several top accounts and from there he went to Capitol. After a stint with Sammy Kaye, Dick formed his own promotion firm and had one of the most successful businesses of that kind in the city before he returned to Capitol in his present position.

He has been associated with the careers of many top record artists including such stars as Perry Como, Jo Stafford, Les Paul and Mary Ford, Kay Starr and others.

Band Biz Gets Lift:

Flanagan Disk No. 1 At Victor This Week

NEW YORK — The band business received a terrific lift this week when it was learned from RCA Victor that for the first time in about a decade a dance band instrumental is the company's best selling record this week. The disk is Ralph Flanagan's "Hot Toddy".

"Hot Toddy" has turned out to be the most successful record that the bandleader has had. For a couple of years now, he has been scoring phenomenal grosses in personal appearances but had been unable to get a record of real hit proportions. The fact that he now has one is further indication that the trend to dancing and the revival of bands is well under way.

Interesting aspect about "Hot Toddy" is that Flanagan not only recorded it, but he also wrote it and published it.

On his newest release, "Albuquerque", Flanagan goes one step further. For the first time, he does a vocal on records. This tune too he wrote and published.

The Flanagan orchestra, managed by Herb Hendler, is currently on a tour which is now scheduled through October. It is mostly one nighters with a few stopovers of a week. Hendler estimates that between now and July, the band could gross \$300,000.



HITS THE TOP WITH HOT POPS

1. HOW MUCH IS THAT DOGGIE IN THE WINDOW

Patti Page
Mercury 70070

2. CARAVAN

Ralph Marterie
Mercury 70097

3. NO HELP WANTED

Rusty Draper
Mercury 70077

4. SEVEN LONELY DAYS

Georgia Gibbs
Mercury 70095

5. TELL ME YOU'RE MINE

The Gaylords
Mercury 70067

6. GOMEN NASAI

Eddy Howard
Mercury 70107

7. AND THE BULL WALKED AROUND, O-LAY!

Richard Hayes
Mercury 70103

8. POUR ME A GLASS OF TEARDROPS

Billy Williams Quartet
Mercury 70094

9. ANNA

Richard Hayman
Mercury 70114

10. RAMONA

The Gaylords
Mercury 70112



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 THE CASH BOX MAGAZINE=
 :26 WEST 47 ST=

MY SINCERE THANKS FOR USING THE A.S.D.J. PRESIDENCY PICTURE ON THE CASH BOX COVER. THE COMPLETE COOPERATION OF THE CASH BOX WITH THE NATIONS DISC JOCKEYSHAS BEEN PROVEN AGAIN AND MOREOVER THE IMPORTANCE OF THE DISC JOCKEY HAS AGAIN BEEN SPOTLIGHTED. NO WONDER, THEN, THE MAJORITY OF DISC JOCKEYS RELY ON THE CASH BOX LISTINGS FOR THEIR PROGRAMMING. TO BOB AUSTIN AND SID PARNES AND THE ENTIRE CASH BOX STAFF SINCERE AND HUMBLE THANKS FOR THE WONDERFUL JOB THEY ARE DOING FOR AMERICAS RECORDS SPINNERS. CORDIALLY=

:DONN TIBBETTS WFEA MANCHESTER PRESIDENT A.S.D.J.=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

As president of the American Society Of Disk Jockeys, Donn Tibbetts represents approximately 4000 disk jockeys throughout the nation, who are members of the organization.

The HALE You Say

by natt hale

One of our erstwhile employers once ventured the advice that to dispense the information concerning our mode and method of operation would be revealing our "stock-in-trade." This sage remark had been surrounded with various other phrases which we accepted as platitudes, since that was the manner in which this employer had hoped we'd take them. This one statement did register with us quite definitely, however, and we begged him to elucidate.

This, he was most happy to do—and probably would have discharged us on the spot if his expectations hadn't been fulfilled.

"Stock-in-trade," he explained, was anything tangible or intangible, the possession of which gave the possessor an immeasurable advantage over his adversary. And anyone—yes anyone with whom we had commercial dealings, must be classed as an adversary, until we had realized a fair and legitimate profit.

Once we discovered that he had been making some sense, it was time to give thought on these things. In time, we came to understand that each trade had its secrets which should be carefully guarded against infringement or pilferage, lest the universal knowledge of same would tend to lessen the value of one's individual operation. This understanding later caused us to think back on the pearls of wisdom which had been dripped from without the boss's lips in our behalf.

Now then—what has all this to do with today's treatise?

Simply this. . . . The record industry is perhaps the most closely-guarded business of any on the face of the universe. Certainly not in our time has any undertaking been so veiled in secrecy as to eliminate even members within their own organization from knowing certain facts.

And this theory is carried out throughout the entire realm of the record industry.

To wit:

Undoubtedly the greatest stock-in-trade of the business is the song. Nobody is ever told what tune is about to be committed to wax. We recall the legend of the Shah Jahan of India who reputedly had the eyes of the artisans who worked on the Taj Mahal removed so that they would never be in a position to duplicate the beauty of the structure. Similarly, it wouldn't astound us too greatly to learn that some A. & R. Director had poisoned an arranger or an engineer immediately after some important recording session. Gotta' keep the secret, you know. . . .

The echo chamber, of course, wrought a great change within the technical end of the business. For months, the heads of various recording dynasties were on the 'phone

constantly, asking for bi-hourly reports from the Chief of Engineering: "Have you got it yet? No? Did you try lowering the mike into the water closet like you said you would? Well, TRY IT!"

The artiste element has a host of stocks-in-trade always. Amongst themselves, the performers are wont to pass out praise to each other galore, e.g., "Darling, your new disc is simply delicious! Wherever in the world did you learn that marvelous vocal trick which sounds as 'though you're tying your tonsils up in knots? I've been trying to copy it for days, but I simply can't get it. You've got a whole brand-new career ahead of you, Darling!" (To herself, she adds: "That she-witch knew all the time I was working on a double-trill, duetting with myself into an echo chamber!") The male vocalists adopt a less feline attitude, e.g., "Say, Man, I dug that new platter of yours and—That's a crazy new sound you got! Good luck, Pops." (To himself, he adds: "That #*%&\$@!b! He heard that test dub I made of that sound I found, the fluttering vibrato, and now he's a great big hero. The bum!")

Oddly enough, the sales folk are almost supreme in their approach to secrecy. This group operates in much the same manner as Bill Donovan's O.S.S., remotely approaching intrigue. The devisation of sales contests, seasonal programs, regional drives, etc., takes on all the essence of having been formulated in the deep, dark bowels of some foreboding dungeon, with all executive parties concerned taking a blood oath that they will not divulge any details of these contests, program and/or drives. Inevitably, they are plunged into the depths of despair when some lowly salesman from their No. 32 distributor visits the home office and asks: "Say—when's that new pop record contest gonna' start? I'd sure like to win that hundert dollars first prize. . . Or that second prize, the clock-radio. . . When's the pop contest gonna' start, huh?"

The veil even extends to our good friends, the juke-box people. Once the new models have been laid out on the draftsman's board, all hands are locked in the home office until the first day of the Coin Machine Show. Then, and only then, are the boys permitted to go home to see their wives and kiddies, have their first home-cooked meal in four months, shave, pack, and take off for Chicago. The actual machine itself is so closely wrapped, packed, crated and guarded, that the Atomic Energy Commission is hauled before a congressional committee to explain why there isn't a former coin machine operator on the board.

However, our personal avocation is promotion and exploitation. In this phase of the business, there are no secrets to be preserved.

Saints preserve us!

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.

126½ WINDSOR ST.

(Phone HA. 5-7123)

Scripts & Scores Enters Pop Field With A Bang

NEW YORK — Scripts & Scores Inc., firm which specializes in writing and producing kiddie disks and radio and TV commercials entered the pop field with a bang this week and hit the jackpot. Four tunes penned by Hugo Peretti, Luigi Creatore and Herb Plattner, firm execs, were waxed with the Hugo Peretti orch. Two ballads, "It's The Strangest Feeling" and "I Don't Have To Close My Eyes," were signed on a lease deal to Coral Records, and two rhythm sides, "Why, Darling, Why?" and "Go Away," went to the Okeh label on the same basis.

Vocal on the ballads features newcomer Mace Barrett, who is due for a "big build" by Coral and manager Buddy Franklin. Barrett leaves this week for a fourteen city promotional tour visiting distributors and deejays. Coral release is April 6th.

Okeh Records, which has a policy of not leasing outside masters, broke the rule to snap up the Scripts & Scores rhythm platter, and sign the featured vocal group, The Travelers, to a five year pact. Release date for the Travelers' disk is April 18th. Group is under the personal management of Scripts & Scores.

Meanwhile, placing of the four songs with publishers has been brisk, with "It's The Strangest Feeling" and "I Don't Have To Close My Eyes," going to Shawnee Press, and "Why, Darling, Why?" and "Go Away," set with Harman Music.

Commenting on the multiple deals, a Scripts & Scores spokesman said, "This we gotta do again!"

Seeger Records In Burst Of Activity

NEW YORK — Arthur Seeger, whose label, Seeger Records introduced Bernice Parks to a record audience last year, is again bursting out with activity.

Last week Seeger introduced its new singing find, Marie, on her first disk "When A Woman Loves A Man."

Besides Marie, who incidentally looks as striking as she sings, Seeger is also set to cut Bart Stewart again as soon as he returns home from the hospital where he has been being besieged by his fans. Bart's first Seeger record was entitled "Sad."

In addition Seeger is also set for sessions with Russ Landi, a new singer and the Normanares, the diskery's vocal group.

Dana Buys Pre-War Masters

NEW YORK — Walter Dana, president of Dana Records, announced this week the purchase of 20 masters of pre-war Polish tangos from William Falencki of the Sirena Record Co. Falencki escaped from Communist controlled Poland some years ago and is now a citizen of the U. S. He managed to bring the masters with him.

Dana also announced that he is going into the EP market starting off with the Ray Henry Orchestra, the Harmony Bells and Frank Wonorowski's orchestra.

Congratulations



HOLLYWOOD—Dick Gray, (center), contact man for Frank Music, congratulates Al Jarvis on his new radio show over KFVB in Los Angeles, and Al in turn congratulates Dick on his firm's current hit "Anywhere I Wander" by Julius La Rosa on the Cadence label. The dj to the left, plying it real cool, is Bill Laydon, also of KFVB.

Capitol Appoints Branch Manager

NEW YORK — Robert Burrell will take over the management of the Atlanta branch of Capitol Records Distributing Corp. on April 1st, enabling Donald Comstock to return to his District Sales activities.

Burrell, who gained his early record experience in the retail field, has been with the Capitol organization for several years as a promotion man working out of the Hollywood office and more recently, as a Sales Representative and Assistant Manager in the Cincinnati branch.

FOREIGN RECORDS for your FOREIGN LOCATIONS on 45 and 78 R.P.M.

Improve the take of your Music Machines. We have records on 78 R.P.M. in 21 different Nationalities. On 45's we have 55 instrumentals and 18 vocals suitable for Italian, German, Bohemian, Slovenian, Polish, Scandinavian, Swedish, Norwegian, Latin American, Lithuanian and Portuguese. Polkas and Waltzes by authentic Musette orchestras. Let us know your needs on 45 or 78, either vocal or instrumental. We'll select the proper records for your location. Hundreds of others have tried us. Don't you miss out.

STANDARD PHONO CO.
163 W. 23rd ST. NEW YORK 11, N. Y.

A SMASH
TOMMY REYNOLDS
and his Shuffle Rhythm Ork.
"IT'S A WONDERFUL WORLD"
vocal by **BON BON**
DERBY # 820

Derby Records, Inc. Hollywood, California
New York City

A "DEVIL" OF A RECORD!

by the
SENSATIONAL NEW SINGER
Don Mario
"The Devil Never Sleeps"
b/w
"Tell Me Tonight"
PALACE # 117
Several Territories Still Open
PALACE RECORDS
6636 HOLLYWOOD BLVD., SUITE 240
HOLLYWOOD 28, CALIF.
Phone GRanite 8050

PRESTIGE RECORD CO.
446 W. 50th St. • CI 6-0847 • N.Y.

HOT R & B SELLERS

1. KING PLEASURE - Red Top - 821
2. ANNIE ROSS - Farmer's Market - 839
3. JOE CARROLL - I Was In The Mood - 829
4. ANNIE ROSS - Twisted - 794
5. MILES DAVIS - Paper Moon - 817
6. MILT JACKSON - La Ronda - 828
7. EDDIE DAVIS - Squatin' - 806
8. SONNY STITT - Jeeper's Greepers - 826
9. Joe Holiday - I Hadn't Anyone Till You - 815
10. JAMES MOODY - Stardust - 841
11. WARDELL GRAY - Bright Boy - 840
12. The Lonesome Monk - These Foolish Things - 838
13. BILLY TAYLOR - Man With A Horn - 822
14. MILES DAVIS - Dig - 777
15. SONNY STITT - Stitt's It - 787

George Goldner of Tico Records Writes:

Anyone Who Thinks Mambo Music Is On Wane Is 100% Wrong!

Gen lemon:

After reading the article in the March 21st edition of *The Cash Box*, entitled "Francia Luban, Rejoining E. B. Marks, Sees Mambo Music On Wane," I felt that an answer to this article was in order.

The first point of interest, it seems to me, is to determine who thinks the mambo is waning, whether it is a few music publishers who feature some Latin American catalogue or the millions of people in the United States, Canada, Europe and all of the Latin American countries who have enjoyed the rhythm of the Mambo. I can without a doubt in my mind, state that anyone who thinks that Mambo music is waning is 100% wrong.

In the following analysis, I will endeavor to show how they are wrong and try to prove to *Cash Box* readers why they are wrong:

The music from Cuba has never changed from the year 1700 until this very day, and my reasons for saying this are as follows: The basic rhythms of Cuba are—The Danzon, Bolero, Guaracha, Rhuma, Guaguanco and the Son. Why, then, if the Cuban composers have been writing these rhythms for over two hundred years and are still writing basically the same music, should any one type of music change the entire economic structure of Cuban music so drastically as not to allow the composers to earn as much or more than they did five or ten years previously? The answer is a simple one for the informed source, and not too difficult to understand for the layman.

Mambo is not a type of music such as a Bolero, etc., but it is a dance that millions of people have delighted in doing. People have become accustomed to hearing a disc jockey say that the number they are about to hear is a Mambo, so that when the record is played, they believe they are listening to a new type of basic music.

This is all a mistake, the same mistake that the publisher makes. The music itself is a Bolero in Mambo tempo for dancing; or it is a Guaracha in Mambo tempo; or a Son in this same Mambo tempo. Now the decision is for the real wide-awake publisher to be able to determine which numbers are suitable for the "pop" market, so

that they can be made instrumentally or vocally. In this manner they can exploit the Cuban music as they have done in the past, and make what they choose to call "the American dollar."

The statement has been made that there have been no hits since the Mambo came up in the past few years. They have obviously already forgotten numbers such as "Mambo Jumbo," "Anabacca," "Mambo #5," "Cuban Mambo" and "Barbarabatiri." Even more currently, the new hit "Piel Canel," which has probably hit the quarter-million mark at this writing.

Unfortunately, the publishers are ready to kill something that could very well turn out to be their golden goose, before they analyze it to the utmost, instead of trying to utilize what there is in this particular market. The writer is the Artist and Repertoire man for the Tico Recording Company. I am proud to state that ours is the leading company in the United States today featuring the greatest in Mambo records with such artists as Tito Puente, Tito Rodriguez, Joe Loco, and Jose Curbelo. Any one can drag something new down and trample on it, but it takes knowledge to recognize numbers which are suitable for sheet music and records, and ability to be able to pick a tune which may eventually reach the heights in the popular field when American lyrics are applied. It is numbers such as these which become standards in the catalogues of leading recording and publishing firms.

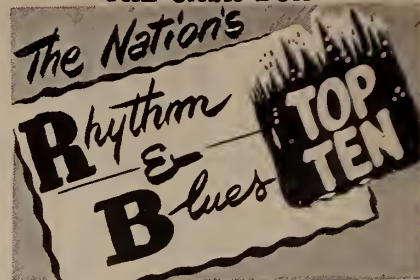
I wish to further go on record as saying that some of the largest publishing firms in the United States have neither the proper personnel nor the proper guidance on the part of the top executives when it comes to Cuban music. I have lived with these people and am aware of the commercial value of a number. Therefore, unlike other A & R men, I feel that I am qualified to give the composers a fair deal as to picking their material.

I would like to thank *The Cash Box* for this opportunity of expressing my sentiments on the Marks article, and wish this publication continued success in the future.

Sincerely yours,

TICO RECORDING COMPANY
George Goldner

THE CASH BOX



1. **MAMA, HE TREATS YOUR DAUGHTER MEAN**
Ruth Brown
(Atlantic 986)
2. **LET ME GO HOME, WHISKEY**
Amos Milburn
(Aladdin 3164)
3. **BABY, DON'T DO IT**
The "5" Royales
(Apollo 443)
4. **HOUND DOG**
Willie Mae Thornton
(Peacock 1612)
5. **CRAWLIN'**
The Clovers
(Atlantic 989)
6. **24 HOURS**
Eddie Boyd
(Chess 1533)
7. **BABY, I'M DOIN' IT**
Annisteen Allen
(King 4608)
8. **WOKE UP THIS MORNING**
B. B. King
(R. P. M. 380)
9. **SOFT**
Tiny Bradshaw
(King 4577)
10. **CROSS MY HEART**
Johnny Ace
(Duke 107)

A Great Spiritual Record
"WALK THROUGH THE VALLEY"

By
Edna Gallmon Cooke
No. 7019
REPUBLIC RECORDS NASHVILLE, TENNESSEE

STILL GROWING!
THE CLOVERS
"CRAWLIN'!"
"YES IT'S YOU"
Atlantic 989
Atlantic RECORDING CORP.
236 WEST 54th STREET NEW YORK 19, N. Y.

78's **TICO's** 45's
Hit of the Week...
TITO PUENTE & ORK
Great Instrumental Mambos
of 2 Great Standards
"AUTUMN LEAVES"
b/w
"TEMPTATION"
TICO #10-155
TICO RECORDING CO.
143 W. 41st St.
(LA 4-0457)

The New R&B Label
RAMA RECORDS
1st SMASH RELEASE
"I WAS SUCH A FOOL"
b/w "MIDNIGHT"
by THE FIVE BUDDS
RAMA # RRI
RECORDS
143 W. 41st St.
(LA. 4-0457)
New York
RAMA

"Hound Dog" Surging To Top In R&B Field

NEW YORK — Since January, 1953, the rhythm and blues market has seen "I Don't Know" by Willie Mabon and "Baby Don't Do It" by the "5" Royales surge to the top of the Hot charts all over the country in just a few weeks. Now the blues companies are watching what is probably the greatest R&B record surge ever in Willie Mae Thornton's Peacock record of "Hound Dog". In just three short weeks, "Hound Dog" has become the number one song in five of the most important cities of the blues field. The record which was just an idea less than a month ago is driving everyone concerned with the wax into a frenzy.

Irv Marcus, Sales Manager of the Peacock firm, had to set up three new pressing plants to assist in the production of the record. Irv, who is now on the road with the platter says that it's the only thing people are talking about.

Jake Friedman of Southland Distributors in Atlanta has placed a phenomenal order of 10,000 for this one record. Essex Distributors in Newark report that they can't get away from the phone. Someone is always clogging up the board with orders for the "Hound Dog" side.

DJ Willie Bryant of "The Willie & Ray Show" on WHOM, says that he is getting greater reaction to this record than any he has ever aired on his show since he began spinning records. In the three weeks of the record's availability, "Hound Dog" has taken the number 4 position nationally.

Don Robey, President of Peacock, has had great success with both his Peacock and his new Duke label and is currently doing a smash up job with Johnny Ace's "Cross My Heart" and "Whoopin' & Hollerin'" by Earl Forrest. But no hit has ever taken off for him the way the fabulous Willie Mae Thornton record has. It's definitely number one bound.

Outstanding Spiritual



RICHMOND, VA.—Herman Covino (right) of the Globe Record Shop in Richmond, Virginia, is pictured here congratulating the Singing Stars' manager, Zenas Booker, for his artists' outstanding spiritual "God Got His Eyes On You," put out on the Dot label.

Derby Records Currently One Of The Hottest Independents In The Field



LARRY NEWTON and EDDIE WILCOX

NEW YORK — One of the hottest independent record companies in the business at the moment is Derby Records, headed by prexy Larry Newton.

Derby's latest hit is the Bob Carroll smash "Say It with Your Heart" which has broken through all over the country.

Derby started in the record business as primarily a Rhythm and Blues firm and achieved considerable success in the field. However a little more than a year ago, a singer by the name of Sunny Gale came to Newton and he saw hit possibilities in her. He took a tune which had been released a few months before "Wheel of Fortune", but which nothing had happened to and had her record it. The rest is a well known story. Derby became a pop firm.

Following this, Newton took one of his artists who had made a hit in the R & B field with "The Masquerade Is Over", Bette McLaurin, and released her next record to the pop market. Again, he took a tune which had not quite made it and sent it into the hit category, "I May Hate Myself in the Morning". After this he followed with another Bette McLaurin hit, "My Heart Belongs to Only You".

At the moment, Derby is soaring with Bob Carroll's "Say It with Your Heart". Carroll's new release "A Little Love" and "Where Did You Go" has just been issued.

One of the main reasons for Derby's success, Newton contends, is Eddie

Wilcox, the firm's musical director. Wilcox has been responsible for most of the terrific arrangements on the Derby hits.

Newton himself sees a great future for the independent in the record field. He says that the mode of operation of an independent makes his overhead low and his need for hits limited. With a couple of good selling records a year, an independent firm can more than get along.

From all the evidence, Derby is more than getting along.

Vince Williams Leaving ABC

NEW YORK — Disk Jockey Vince Williams of WABC in New York is leaving his 6-nights-a-week 11:00 to 12 Midnight platter spinning show on March 21. As of the present there is no replacement. However, the show will continue and will be mc'd by staff djs.

After being with the station for about a year, Vince notified it in January that he was leaving in March.

While working with ABC radio, Vince is also doing a great deal of TV work with "Freedom Rings" show on CBS and the Chevrolet commercials on "News of the Night". With NBC he is doing the commercials on "Greatest Fights of the Century". Vince is now working on production of a television show and plans to devote his career to that field.

Just Released—2 Great Sides
GUY MITCHELL
 with Mitch Miller & Chorus
 "Walkin' and Wond'rin'"
 (My Heart Cries Out In Vain)
 and
 "A Wise Man or A Fool"
SANTLY-JOY INC.
 1619 Broadway New York 19, N. Y.

A SURE FIRE HIT!

Fats Domino

"GOING TO THE RIVER"

"MARDI GRAS IN NEW ORLEANS"

IMPERIAL 5231

ONE FOR THE MONEY!

Smiley Lewis

"BIG MAMOU"

"PLAYGIRL"

IMPERIAL 5234

Derby
 Imperial Records

ATTENTION
 Publishers — Musical Directors
LOOKING FOR A BARGAIN?

For the price of a phone call, you can talk with someone who may be of great help to you. George Lombardi, music arranger and copyist with much experience, would like to meet you. Call him today. Won't you? You'll be glad you did.
EVERGREEN 7-6253
 135 Vernon Ave., Bklyn 6, N.Y.

MUDDY WATERS
 LATEST AND GREATEST

"She's Alright"

B/w

"Sad, Sad Day"

CHESS # 1537

CHESS RECORD CO.
 750 E. 49th ST. CHICAGO, ILL.

COMING UP FAST!
HOLD ME, THRILL ME, KISS ME
 RECORDED BY
 • KAREN CHANDLER . . . Coral
 • ROBERTA LEE with JERRY GRAY'S Orch. . . Decca
MILLS MUSIC, INC. 1619 BROADWAY NEW YORK 19, N.Y.

BEST SELLING
THE CASH BOX
SPIRITUAL
RECORDS
 Listed Alphabetically

- Echoes From Heaven
BELLS OF JOY
 (Peacock)
- Every Day Will Be Sunday
ORIGINAL GOSPEL HARMONETTES
 (Specialty)
- How Many Times
WARD SINGERS
 (Savay)
- If Jesus Goes With Me
ANGELIC GOSPEL SINGERS
 (Gatham)
- In The Upper Room
MAHALIA JACKSON
 (Apolla)
- My Old Home
PILGRIM TRAVELERS
 (Specialty)
- My Rock
SWAN SILVERTONE SINGERS
 (Specialty)
- No Room In The Hotel
JESSE MAE RENFRO
 (Peacock)
- Tell The Angels
ANGELIC GOSPEL SINGERS
 (Gatham)
- Trouble In My Way
DIXIE HUMMING BIRDS
 (Peacock)

2 BIG HITS!

Savoy # 888

"OOH-OW"

b/w

"My Mother's Eyes"

4 BUDDIES
with HAL SINGER

Savoy # 886

"MY KIND OF WOMAN"

EMMETT SLAY TRIO

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

HITS! HITS! HITS!

on JUBILEE

THE ORIOLES

"HOLD ME, THRILL ME, KISS ME"

b/w

"TEARDROPS ON MY PILLOW"

JUBILEE 5108; 45x5108

and

"TILL THEN"

JUBILEE 5107; 45x5107

EDNA

'Heavenly Father'

McGRIFF

with Buddy Lucas Ork.

"WHY OH WHY"

b/w

"EDNA'S BLUES"

JUBILEE 5109; 45x5109

Just Released

THE MARYLANDERS

"GOOD OLD 99"

b/w

"FRIED CHICKEN"

Jubilee 5114; 45x5114

LITTLE SYLVIA

"THE RING"

b/w

"BLUE HEAVEN"

Jubilee 5113; 45x5113

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

Smash Blues Hit!

ONE ROOM COUNTRY SHACK

by
MERCY DEE
458 # 458-45

Specialty records

8508 Sunset Blvd., Hollywood 46, Cal.

"Rushin' In"

Kings Of Harmony

TUXEDO # 888

★ ★ ★ ★

TUXEDO RECORDS

132 NASSAU ST. NEW YORK

78's **TICO'S** 45's

Hit of the Week...

World's Greatest Latin Swing Pionist
JOE LOCO & HIS QUINTET

"HAPPY MAMBO" b/w
"Stomping At The Savoy"

TICO # 10-154

TICO RECORDING CO.,
143 W. 41st St.
(LA 4-0457)

THE CASH BOX



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

- | | | |
|--|---|---|
| <p>1 MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)</p> | <p>MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)</p> | <p>HOUND DOG
Willie Mae Thornton (Peacock 1612)</p> |
| <p>2 LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)</p> | <p>BABY, DON'T DO IT
The "S" Royales (Apollo 443)</p> | <p>MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)</p> |
| <p>3 BABY, I'M DOIN' IT
Annisteen Allen (King 4608)</p> | <p>LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)</p> | <p>MIGHTY LONG TIME
Sonny Boy Williams (Trumpet)</p> |
| <p>4 SOFT
Tiny Bradshaw (King 4577)</p> | <p>SOFT
Tiny Bradshaw (King 4577)</p> | <p>24 HOURS
Eddie Boyd (Chess 1533)</p> |
| <p>5 RED TOP
King Pleasure (Prestige 821)</p> | <p>CRAWLIN'
The Clovers (Atlantic 989)</p> | <p>SHIRLEY COME BACK TO ME
Shirley & Lee (Aladdin 3173)</p> |
| <p>6 BE TRUE
Vocaleers (Red Robin 113)</p> | <p>I DON'T KNOW
Willie Mabon (Chess 1531)</p> | <p>BABY DON'T DO IT
The "S" Royales (Apollo 443)</p> |
| <p>7 YOU'RE MINE
The Crickets (MGM 11428)</p> | <p>24 HOURS
Eddie Boyd (Chess 1533)</p> | <p>GYPSY BLUES
Smiley Lewis (Imperial 5224)</p> |
| <p>8 CROSS MY HEART
Johnny Ace (Duke 107)</p> | <p>BABY, I'M DOIN' IT
Annisteen Allen (King 4608)</p> | <p>I DON'T KNOW WHY
Kenzie Moore (Specialty 456)</p> |
| <p>9 BABY, DON'T DO IT
The "S" Royales (Apollo 443)</p> | <p>CROSS MY HEART
Johnny Ace (Duke 107)</p> | <p>LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)</p> |
| <p>10 HOUND DOG
Willie Mae Thornton (Peacock 1612)</p> | <p>HOUND DOG
Willie Mae Thornton (Peacock 1612)</p> | <p>SOFT
Tiny Bradshaw (King 4577)</p> |



- | | | |
|--|---|---|
| <p>1 MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)</p> | <p>MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)</p> | <p>HOUND DOG
Willie Mae Thornton (Peacock 1612)</p> |
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The "S" Royales (Apollo 443)</p> | <p>LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)</p> | <p>MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)</p> |
| <p>3 LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)</p> | <p>BABY, DON'T DO IT
The "S" Royales (Apollo 443)</p> | <p>BABY, DON'T DO IT
The "S" Royales (Apollo 443)</p> |
| <p>4 RED TOP
King Pleasure (Prestige 821)</p> | <p>CROSS MY HEART
Johnny Ace (Duke 107)</p> | <p>24 HOURS
Eddie Boyd (Chess 1533)</p> |
| <p>5 DREAM GIRL
Jesse & Marvin (Specialty 447)</p> | <p>CRAWLIN'
The Clovers (Atlantic 989)</p> | <p>WOKE UP THIS MORNING
B. B. King (R. P. M. 380)</p> |
| <p>6 CRAWLIN'
The Clovers (Atlantic 989)</p> | <p>HOUND DOG
Willie Mae Thornton (Peacock 1612)</p> | <p>K. C. LOVING
Little Willie Littlefield (Federal 12110)</p> |
| <p>7 BE TRUE
Vocaleers (Red Robin 113)</p> | <p>DREAM GIRL
Jesse & Marvin (Specialty 447)</p> | <p>CROSS MY HEART
Johnny Ace (Duke 107)</p> |
| <p>8 EARLY BIRD
Bill Dogget (King 4605)</p> | <p>MY KIND OF WOMAN
Emmett Slay Trio (Savoy 886)</p> | <p>SAD, SAD DAYS
Muddy Waters (Chess 1537)</p> |
| <p>9 YOU'RE MINE
The Crickets (MGM 11428)</p> | <p>WOKE UP THIS MORNING
B. B. King (R. P. M. 380)</p> | <p>TOO LATE, OLD MAN
Smokey Hogg (Modern 986)</p> |
| <p>10 JOHNNY, JOHNNY
Johnny Moore (Modern 888)</p> | <p>TRAIN, TRAIN, TRAIN
Danny Overbea (Checker 760)</p> | <p>MY KIND OF WOMAN
Emmett Slay Trio (Savoy 886)</p> |

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

7-11

A New Label
In Old Hands!
Watch It Grow!

Jack (The Bear) Parker
"CHEAP OLD WINE AND WHISKEY"
b/w
"I NEED YOU, I WANT YOU"
2100

The Jets
"GOMEN-NASAI"
(Forgive Me)
b/w
"VOLCANO"
2102
a subsidiary of

Aladdin RECORDS
Beverly Hills, Calif.

THE CASE BOX

in **DALLAS**

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 **HOUND DOG**
Willie Mae Thornton
(Peacock 1612)
- 2 **MAMA, HE TREATS YOUR DAUGHTER MEAN**
Ruth Brown (Atlantic 986)
- 3 **CRAWLIN'**
The Clovers
(Atlantic 989)
- 4 **LET ME GO HOME, WHISKEY**
Amos Milburn
(Aladdin 3164)
- 5 **BABY, DON'T DO IT**
The "5" Royales
(Apollo 443)
- 6 **24 HOURS**
Eddie Boyd
(Chess 1533)
- 7 **NINE BELOW ZERO**
Sonny Boy Williams
(Trumpet 166)
- 8 **MIGHTY LONG TIME**
Sonny Boy Williams
(Trumpet)
- 9 **SOFT**
Tiny Bradshaw
(King 4577)
- 10 **I DON'T KNOW**
Willie Mabon
(Chess 1531)

- BABY, DON'T DO IT**
The "5" Royales
(Apollo 443)
- BABY, I'M DOIN' IT**
Annisteen Allen
(King 4608)
- LET ME GO HOME, WHISKEY**
Amos Milburn
(Aladdin 3164)
- MAMA, HE TREATS YOUR DAUGHTER MEAN**
Ruth Brown (Atlantic 986)
- SOFT**
Tiny Bradshaw
(King 4577)
- CRAWLIN'**
The Clovers
(Atlantic 989)
- WHOOPIN' & HOLLERIN'**
Earl Forest
(Duke 108)
- HOUND DOG**
Willie Mae Thornton
(Peacock 1612)
- CROSS MY HEART**
Johnny Ace
(Duke 107)
- WOKE UP THIS MORNING**
B. B. King
(R. P. M. 380)

- MAMA, HE TREATS YOUR DAUGHTER MEAN**
Ruth Brown (Atlantic 986)
- PRETEND**
Nat "King" Cole
(Capitol 2346)
- WHOOPIN' & HOLLERIN'**
Earl Forest
(Duke 108)
- LET ME GO HOME, WHISKEY**
Amos Milburn
(Aladdin 3164)
- MY HAT'S ON THE SIDE OF MY HEAD**
Four Blazes
(United 146)
- WOKE UP THIS MORNING**
B. B. King
(R. P. M. 380)
- NOT ANY MORE TEARS**
Four Blazes
(United 146)
- DAUGHTER (THAT'S YOUR RED WAGON)**
Swinging Sax Kari
(Stotes 115)
- BABY, DON'T DO IT**
The "5" Royales
(Apollo 443)
- YES, I KNOW**
Linda Hayes
(Recorded In Hollywood 244)

in **SAN FRANCISCO**

in **COLUMBIA, S. C.**

in **ATLANTA**

- 1 **HOUND DOG**
Willie Mae Thornton
(Peacock 1612)
- 2 **MAMA, HE TREATS YOUR DAUGHTER MEAN**
Ruth Brown (Atlantic 986)
- 3 **K. C. LOVING**
Little Willie Littlefield
(Federal 12110)
- 4 **NINE BELOW ZERO**
Sonny Boy Williams
(Trumpet 166)
- 5 **WHOOPIN' & HOLLERIN'**
Earl Forest
(Duke 108)
- 6 **BABY, DON'T DO IT**
The "5" Royales
(Apollo 443)
- 7 **SAD HOURS**
Little Walter
(Checker 764)
- 8 **NOBODY LOVES ME**
Fats Domino
(Imperial 5220)
- 9 **CROSS MY HEART**
Johnny Ace
(Duke 107)
- 10 **MY KIND OF WOMAN**
Emmett Sloy Trio
(Savoy 886)

- MAMA, HE TREATS YOUR DAUGHTER MEAN**
Ruth Brown (Atlantic 986)
- WOKE UP THIS MORNING**
B. B. King
(R. P. M. 380)
- I'M GONE**
Shirley & Lee
(Aladdin 3153)
- BABY DON'T DO IT**
The "5" Royales
(Apollo 443)
- LET ME GO HOME, WHISKEY**
Amos Milburn
(Aladdin 3164)
- CRAWLIN'**
The Clovers
(Atlantic 989)
- TURN THE LAMPS DOWN LOW**
Little Esther
(Federal 12115)
- BABY, I'M DOIN' IT**
Annisteen Allen
(King 4608)
- MEAN OLD WORLD**
Little Walter
(Checker 764)
- AIN'T IT A SHAME**
Lloyd Price
(Specialty 452)

- HOUND DOG**
Willie Mae Thornton
(Peacock 1612)
- MAMA, HE TREATS YOUR DAUGHTER MEAN**
Ruth Brown (Atlantic 986)
- BABY, DON'T DO IT**
The "5" Royales
(Apollo 443)
- 24 HOURS**
Eddie Boyd
(Chess 1533)
- LET ME GO HOME, WHISKEY**
Amos Milburn
(Aladdin 3164)
- CRAWLIN'**
The Clovers
(Atlantic 989)
- WOKE UP THIS MORNING**
B. B. King
(R. P. M. 380)
- MEAN OLD WORLD**
Little Walter
(Checker 764)
- SO LONG**
Lloyd Price
(Specialty 457)
- MIGHTY LONG TIME**
Sonny Boy Williams
(Trumpet)

SHIPPING AIR FREIGHT TO MEET THE DEMAND!!!

"I WANNA KNOW"

b/w **"LAUGHING BLUES"**

by **The Du Droppers**

RCA VICTOR FIRST IN RECORDED MUSIC  **RCA Victor 20/47-5229**

The Greatest Thing She EVER MADE

"HOUND DOG"

b/w **"SWEET LIPS"**

by **"LITTLE ESTHER"**

Now Available at all KING Record Branches

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RHYTHM 'N BLUES REVIEWS

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

CARMEN TAYLOR
(Mercury 70105)

ⓑ "I'M COMIN' BACK TO YOU" (2:39) [Tamasa] In a reading that just oozes sex, Carmen Taylor lays on a slow beat blues and gives it the torrid treatment. Backing is easy and the total effect is electric. A good one for the boxes.

ⓒ "LOOKIN' FOR YOU" (2:27) [Tamasa] The gal can sing and does as she chants a moderate tempo blues. Material not as effective as the flip.

JOE HILL LOUIS

(Sun 178)

ⓑ "WE ALL GOTTA GO SOMETIME" (2:58) [Delta Music] Joe Louis dishes up the fast moving southern blues with an easy delivery. Backing is in the mood with an interesting harmonica making stirring sounds.

ⓑ "SHE MAY BE YOURS" (2:36) [Delta Music] Louis sings a middle beat with feeling as again the rhythmic backing is strong.

WILLIE NIX

(Sun 179)

ⓑ "SEEMS LIKE A MILLION YEARS" (2:40) [Delta Music] Willie Nix has an effectively soft manner of approach and his delivery of a slow south type blues coupled with a solid backing makes this a potent disk.

ⓒ "BAKER SHOP BOOGIE" (2:40) [Delta Music] Nix chants a boogie beat against a harmonica and guitar backdrop.

LAZY SLIM JIM

(Savoy 887)

ⓑ "WINE HEAD BABY" (2:38) [Crossroads] Lady Slim Jim chants a middle beat story of how he let his gal go because she drinks too much. Lazy Slim tells his tale in simple story fashion. Effective.

ⓒ "ONE MORE DRINK" (2:36) [Crossroads] The under portion is a slow blues, with drink again the theme of the lyrics. Unostentatious guitar and chanting gives it the simple folk feel.

LITTLE JOE

(Brunswick 84005)

ⓒ "WILL YOU BE GLAD TO SEE YOUR SON COME HOME?" (3:00) [P.D.] A slow tempo religious item is the material for the 13-year-old Little Joe. The youngster, backed by the Southern Bells of Atlanta, does a remarkably mature job.

ⓒ "LET US PRAY" (2:22) [P.D.] Flip is a quick beat jubilee item that is driven with gusto by the young singer. An exciting side and one that could move in the right spots.

MORRIE PEJOE

(Checker 766)

ⓒ "TIRED OF CRYING OVER YOU" (2:37) [Burton Ltd.] Morris Pejoe and his band etch a moderate tempo rhythmic blues smoothly.

ⓒ "GONNA BUY ME A TELEPHONE" (2:36) [Burton Ltd.] Chanter sings the cute lyrics, with a couple of lines borrowed from the oldie "Gonna Sit Right Down and Write Myself a Letter", in fetching manner.

THE CASH BOX

★ AWARD O' THE WEEK ★

"SHIRLEY, COME BACK TO ME" (2:30) [Aladdin Music]

"BABY" (2:22) [Mesner Music]

SHIRLEY & LEE

(Aladdin 3173)



SHIRLEY & LEE

● The duo that seared the country with their reading of "I'm Gone" comes up with another that is certain to follow the successful path of its predecessor. Titled, "Shirley, Come Back To Me," the lyrics are the follow up in plot to "I'm Gone" wherein Lee begs Shirley to come back. The tune is slow and rhythmic, treated in easy fashion by the artists. Shirley's cute baby voice handling of her end with a tender feel and supplemented by the solid vocaling of Lee makes this deck a must for the boxes. The under lid, "Baby", is a rhythmic middle tempo bounce dished up in fine fashion by the pair. However, we are excited about the top deck.

"WHAT'S THE MATTER NOW?" (2:54) [Venice Music]

"SO LONG" (2:20) [Venice Music]

LLOYD PRICE

(Specialty 457)



LLOYD PRICE

● Lloyd Price seems to have latched on to another hit possibility, in a quick beat novelty titled, "What's the Matter Now?" Price, in his proven style of salesmanship, shouts the slow rhythmic story of wife and mother-in-law trouble. The lyrics are in the trend that seems to be so popular now and the ork backing, with emphasis on a particularly torrid trumpet, helps nail this side to the mast of hits. The under deck "So Long", is a slow tempo blues that receives dramatic and moving treatment from the popular artist. Ork again pitches in with a top-notch performance and laurels to a sax solo. Either one, or both, could break big.

THE CASH BOX

Rhythm 'N Blues

SLEEPER OF THE WEEK

"OOH-OW" (2:41) [Savoy Music]

"MY MOTHER'S EYES" (2:37)

THE FOUR BUDDIES with HAL SINGER

(Savoy 888)

● The Four Buddies, after a long spell of illness and injury, get right back in the groove with a grade-A recording that spells s-a-l-e-s. The boys chant a lively middle beat with novelty catchy lyrics that could get the customers singing, and that's what the coin-slot patrons go for. The Buddies work well together and create an infectious sound and happy atmosphere. Ops, place this side. Your customers will be singing "Ooh-Ow" in short order. The lower lid is a tender reading of the slow sentimental oldie and will appeal to the more mellow patrons. We go with the upper deck for big action.

"I WANNA KNOW" (2:15)

[Park Avenue Music]

"LAUGHING BLUES" (2:48)

[Patricia Music]

THE DU DROPPERS

(RCA Victor 20-5229)

● The Du Droppers come up with an item on the upper lid, "I Wanna Know", that should make big noise for them and the disk. As a team, the group has a fine sound and one that bids fair for great success in the future. Their reading of the rhythmic quick beat employs that religious kick and creates excitement and interest for the zesty piece. The lead reads clearly and with impact against the smooth blend of the balance of the group and the easy backing instrumentally. The under portion, "Laughing Blues", is a solid disk, with perhaps just a shade too much gimmick in the laughing parts of the etching. For quick action, we look to the top end to break.

REVEREND A. JOHNSON

(Glory 4011)

ⓑ "GOD DON'T LIKE IT" (2:34) [Lois] Reverend A. Johnson chants a fast moving religious tune that is different and handled with a light approach. This one is not labeled "spiritual" although that will probably be the bulk of its market. It could also get play in the rhythm and blue spots.

ⓒ "IF I COULD HEAR MY MOTHER PRAY AGAIN" (2:54) [Lois] Flip is a rhythmic quick beat gospel tune. Chorus chanting rounds out an ok side.

JAMES MOODY

(Mercury 70102)

ⓑ "AND NOW MOODY SPEAKS" (2:25) [B & F] James Moody and his ork dish up a quick beat with relish, with sax the instrument.

ⓑ "THE JAMES MOODY STORY" (2:22) Babs Gonzalez and James Moody team up on the vocal on this end. Ork comes through with some fine bop music.

THE SWALLOWS

(King 4612)

ⓑ "OUR LOVE IS DYING" (2:25) [Jay & Cee] The Swallows dish up a slow tempo in tender and soft manner. Excellent for the soft light spots.

ⓑ "LAUGH (THOUGH YOU WANT TO CRY)" (2:26) [Du-Bonnet] Flip is another slow beat item handled in similar style by the group.

JACK (THE BEAR) PARKER

(7-11 Records 2100)

ⓑ "CHEAP OLD WINE WHISKEY" (2:55) [Music Pub.] Jack (The Bear) Parker's ork spins a middle beat rhythmic item as Emmet Davis chants the story of the effects of cheap wine and whiskey. The Parker group supplies some exciting orking.

ⓒ "I NEED YOU, I WANT YOU" (2:35) [Music Pub.] The aggregation etches a quick beat with belting enthusiasm.

JOHNNY SHINES

(JOB 1010)

ⓒ "BRUTAL HEARTED WOMAN" (2:41) [Lawn Music, Inc.] Johnny Shines sings a slow haunting blues in powerful voice. Harmonica is standout in the backing.

ⓒ "EVENING SUN" (2:39) [Lawn Music, Inc.] Flip is a fast moving item sung by Shines and with a stirring harmonica emanating from the backing.

OTIS BLACKWELL

(RCA Victor 20-5225)

ⓑ "NUMBER 000" (2:40) [Beacon Music] Otis Blackwell comes up with a cute middle beat bounce and sells the number solidly. Lyrics about the number game and a tune that is alive makes this a good etching. Gimmick of second voice asking "Watcha Play" and the answer "Oh-Oh-Oh" gives it the novelty to hang on. Could go.

ⓑ "FOOL THAT I BE" (2:44) [Beacon Music] Under portion is a middle tempo rumba rhythm emotionally done by Blackwell. Comes out a good side.

THE CASH BOX RHYTHM N' BLUES *Ramblings*

Not in the longest time has a record hit the nation with such a startling and crashing impact as has "Hound Dog," the Willie Mae Thornton etching on Peacock label. The gal belts the rhythmic Latin tempo tune with a frenzied performance that pops your thermometer and reaction around the country simply fascinates this office as reports pour in from the r & b belt. Willie Bryant (WHOM-N.Y.) tells us the switchboard at the station lit up like Broadway and 42nd Street after one playing on the air. Congratulations to Don Robey, prexy of Peacock and Duke, who just has that magic know how, and to Irv Marcus, sales manager, who is tearing around like mad on this disk. One distrib advises "Not since 'Hucklebuck' has he seen such excitement."

The trend to a follow-up of a hit continues. The public has demonstrated its keen interest in "what comes next?" by laying the dollar on the line and buying in large quantities the continuation of a story from one disk to another. What has been most unusual is that the public doesn't seem to care what label and what artist does the follow-up. (Well we should amend that to "as long as it's a good treatment" the current trend was started by Willie Maybon's "I Don't Know" which turned out to be a sensational slicing. Linda Hayes lost no time in coming up with the answer "Yes I Know," which also took solid hold on the market and racked up phenomenal sales. To carry it still further, other diskeries entered the race and did a fair sales job with "You Can't Put Me down" and "I Don't Know, Yes I Know." All in the same story vein and riding the success of the original Maybon plate. Another disk that broke the charts wide open is "Baby, Don't Do It," the Apollo etching by The "5" Royales. After this disk was obviously a blazing success, King submitted its follow-up, "Baby, I'm Doin' It," by Amnistein Allen. The amazing truth is that not only do the second chapters do well, but they have been doing almost



"5" ROYALES

as well as the originals. A look at The Cash Box Nation's Rhythm and Blues Top Ten will show the two originals and the two answers therein. Number one song in the nation, at this writing is Ruth Brown's "Mama, He Treats Your Daughter Mean" on Atlantic. From the grapevine we learn that several diskeries are readying the answer to that one. Latest to bring the follow-up disk is the "I'm Gone" click that was waxed by Shirley and Lee for Aladdin. In this instance the original pair follow their own hit with "Shirley, Come Back To Me" and no doubt, if this hits, and having heard it can assure you it will be a big one, they will come back with "Lee, Here I am." The follow-up angle is not entirely new, and has been used for some time and with great success in the folk and country field.

That M-G-M Album "Hot vs. Cool" is some peanuts. Dizzy Gillespie, Buddy De Franco and Don Elliott team up on the "cool" side against Jimmy McPartland and Edmond Hall, who sustain the "hot" side of the jazz argument. Makes mighty interesting and enjoyable listening. . . . Nat "King" Cole provokes an interesting thought. He seems to be the only top pop artist who hits the "hot" charts with almost every pop success he chants. The stylist pleases everybody. . . . Carl Lebow, A & R head at Apollo Records pleased as punch with the success of his "5" Royales. Carl did a tremendous job with the group in cutting their smash "Baby, Don't Do It." When the group was booked and had a chance to cash in on their hit, they found they were being preceded into towns on their itinerary by another group who called themselves the "5" Royales. This has been straightened out by court order and in a few weeks the boys move into the big time. Something like \$2500 per week. That's only the beginning. Lebow is loaded with talent and we predict he'll take the group a long way.



VARETTA DILLARD

Lloyd Price socko at Dayton's Farm Dell Club. Price has just released "What Is The Matter Now?" and "So Long." Two terrific sides. . . . Lee Magid, A & R man at Savoy Records, continues to build a tremendous reputation with the impressive treatments his releases have been subjected to. Top artist on his roster is Varetta Dillard, a fine performer, and one who is ready to step out to bigger things. Would like to see the gal chant against a more lush background than heretofore. Magid's "My Kind Of Women," by the Emmitt Slay Trio, is one of the top r & b disks in the country and getting stronger every day. Latest Savoy release, "Ooh-Ow," by the Four Buddies and Hal Singer is another top-flight effort and one that will further enhance the rep of Lee and bring joy to Herman Lubinsky, Savoy prexy. . . . Jimmy Forrest inked for tour of one nighters in midwest by Universal Attractions. . . . Willis Jackson into the Farm Dell Club, Dayton, April 20. . . . Willie Bryant and Ray Carroll (Willie and Ray—WHOM-New York) will operate out of Birdland and will feature the top 20 R & B tunes from The Cash Box every Saturday at 12 midnight. Willie turned down lucrative coast offer when he took this job. . . . Chris Forde, Tuxedo Records, signed Woody (Elwood) Smith, ex WWRL-Long Island, N. Y. deejay. Smith is a '52 Godfrey winner. Bill Doggett set for Club Birdland April 16. . . . New big value package is one with "5" Royales, Little Esther, Arnett Cobb and Willie Lewis. . . . Earl Bostic into L. A.'s Blackhawk Club April 7. . . . Winni Brown set for Cincy's Cotton Club. . . . Farm Dell Club has Sonny Thompson booked for April 14. It will be first time that Sonny's missed Dodger opening in years. . . . Hal Singer into the Top Hat, Dayton, Ohio, April 6. . . . Duke Ellington concert slated for Pasadena, Cal., Monday has been completely sold out. Ellington stars of the past: Herb Jeffries, Barney Bigard, and it is hoped Louis Bellson will fly to the coast to make a personal appearance with the Duke.



BUDDY DeFRANCO

Sarah Vaughan Returns From Europe With Something New: Existentialist Music

NEW YORK—Sarah Vaughan, the Galatea with the million dollar larynx, who caused quite a stir in Europe with her jazz stylings while on her recent 12 week tour of the continent, may cause even a bigger stir when she headlines at Birdland on Broadway on March 26th.

Sarah, a tremendous hit at the Cafe au Drap D'or in Paris, sang for Jean Paul Sartre, the famous existentialist, novelist and playwright. Sartre was so impressed by Sarah's wonderful vocals, he wrote two existentialist tunes especially for her, which she'll introduce to Birdland audiences.

Sarah has one of the most fabulous success stories in show business. She has won more than one thousand polls taken by musicians, college students, and the public as one of the country's outstanding female singers.

Originally she started out to be a concert singer. Her first public singing appearance was done in the choir of the Mt. Zion Baptist Church in Newark, New Jersey, where her mother played the organ. Her start as a popular singer came when she entered the Apollo Theater Harlem Amateur Night on a dare and won first prize and a job as band vocalist with Earl "Fatha" Hines.

A top jazz trumpeter, arranger and bandleader, George Treadwell saw her work, thought she had terrific potentialities, gave up his own career and invested his life savings in Sarah's gowns, arrangements, and a voice coach, besides marrying her and becoming her manager.

The combination of the Vaughan voice and Treadwell's brilliant managerial skill resulted in Sarah breaking through as one of show business's most consistent record, theater, nightclub TV and concert attractions.

"Red Lilac" Records Spin Fragrant Returns

NEW YORK —Disk jockeys these days are finding a big reaction to a gimmick being sponsored by Lentheric Perfumes, makers of the new "Red Lilac" products.

The tie in comes with a tune called "Red Lilac" written by Bobby Mellin and Don Osborne and recorded by Charlie Spivak on the King label. Not only are disk jockeys throughout the country receiving packets of "Red Lilac" products but they are also able to pass some of these products onto their listeners. It goes this way; listeners who write in to request the tune are having their names forwarded to the Lentheric Company who in turn sends them the product.

Annette Green of Lentheric is handling the publicity campaign.

Sinatra Signs Contract With Capitol Records

HOLLYWOOD, CAL. — Signing of Frank Sinatra to a recording contract has been announced by Capitol Records, Hollywood.

Sinatra will begin recording soon under the Capitol label on the west coast.

He has been recording for Columbia Records since the start of his career—approximately 12 years ago.

Sinatra is currently in Hollywood for the filming of a picture, "From Here to Eternity," at Columbia Pictures.

Details of the recording contract, which were not announced, were arranged by Alan W. Livingston, Capitol vice-president in charge of artists and repertoire, and the William Morris Agency.

It was assumed in the trade that Sinatra had several reasons for signing with Capitol in preference to the other firms that were bidding for his services.

First of all Capitol has long been in search of a top male singer and Sinatra now will definitely get first class treatment.

Secondly, he will have practically top choice of tunes, which he felt he formerly wasn't getting.

And finally it is expected that Capitol will go on an all out campaign to reintroduce him to the record public.

MGM Signs Jo Ann Tolley

NEW YORK—Songstress Jo Ann Tolley has been signed for a three-year contract by Frank Walker to record on the MGM label, it was made known today by the Jolly Joyce Agency, which handled the deal.

The label is planning a major build-up for Jo Ann, and Jolly Joyce has a tour of top-flight clubs and hotels set for her for the Spring and Summer.

Her first MGM platter will be released on April 6th.

Savoy In EP Field

NEW YORK — Herman Lubinsky, president of Savoy Records, announced this week the firm's entrance into the EP field.

Lubinsky said that Savoy would start with an EP catalogue of 32 numbers selling at \$1.50 each. Such artists as Charlie Parker, Lester Young, Stan Getz, Erroll Garner and others will be featured.

New Band Leader?

NEW YORK — Sportscafter Bill Stern is weighing an offer to front a dance band as a maestro, during his spare time, at a personal weekly guarantee of \$3,500. Bill, incidentally, worked his way through college as a saxophonist.

Sensational Nightingales


With Another Great Spiritual

"I THANK YOU LORD"

"A SINNER'S PLEA"

PEACOCK # 1709

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Phyllis Cole Retiring From Music Business

HOLLYWOOD, CAL. — Phyllis Cole, long associated with the publishing and recording businesses, is retiring on August 1st and will be married on August 16.

Phyllis has been in the business almost ten years, having started in the Irving Berlin office. Currently she is on the Coast with the Frank Loesser office.

Well known in New York before she left for Hollywood, Phyllis interrupted her publishing jobs to take a fling at the record end of the business with Apollo Records.

Pinky Herman Switches

NEW YORK — Pinky Herman, former music columnist of Radio Daily is now Radio-TV editor of Motion Picture Daily. Pinky is also the writer of "Lighthouse In The Harbor" latest release by Sammy Kaye.

Prize Winner



NEW YORK — Martin Block, WNEW, New York, awards an accolade to Joni James, pert MGM Records star after she was voted "America's Favorite Female Vocalist" in the annual radio poll conducted among listeners to Martin Block's "Make Believe Ballroom." Assisting in presenting the award is Harry Meyerson (right) recording director for MGM Records. Joni skyrocketed to success with her recording of "Why Don't You Believe me." Three others of her latest disks are climbing rapidly, they are "Have You Heard," "Wishing Ring," and "Your Cheating Heart."

BRAND NEW COLUMBIA'S TOMMY WARREN



SINGS AND SELLS
"THAT'S FOR SURE"

b/w
"ROSES FOR YOUR WEDDING"

COLUMBIA # 21083 - 4-21083

Available NOW From Your Columbia Distributors.

New EP Catalogue Issued

NEW YORK — A new type of 45 rpm record and a new record catalog have appeared on the recorded home entertainment scene.

The record is the "Extended-Play, 45 rpm" disk, known to the trade as the EP. The catalog, which quickly followed this development, is called the "Harrison Catalog of Extended Play-45 rpm Records."

The EP-45 is 7" in diameter, the same size as the regular 45 rpm record, but it contains twice the amount of playing time at considerably less than the cost of two 45-rpm records. A single EP-45 record which retails for \$1.40 is the equivalent of two regular 45-rpm recordings at a cost of \$1.70 and, in addition, reduces the matter of record-changing by half. The lower price and added convenience are the primary factors in the spontaneous success of this new type of recording.

The new monthly catalog lists Classical, Popular and Children's records in both the EP-45 and regular 45 rpm format. It is now in the hands of record retailers all over the country, a large percentage of whom have bought the catalog in quantity for free distribution to their customers. Exporter-jobbers have also bought quantities for distribution to record buyers all over the world.

Individual subscriptions are not accepted. The general public can get a copy merely by requesting one from their local record dealer.

Jubilee To Select "Miss High School of 1953" In Connection With "High School" Disk

NEW YORK—A novel promotional campaign by Jubilee Records has gotten under way in an effort to push its current release "High School," as recorded by Four Chicks and Chuck, into the best seller class.

Through the cooperation of disk jockies across the nation, entry blanks will be sent to teenage misses in an endeavor to locate "Miss High School of 1953." The lucky youngster who is picked as the most typical high school girl will find herself swept into a kaleidoscopic fairyland. Prizes include:

- A tremendous weekend trip to New York with her parents or chaperone.
- A suite at the Park Sheraton Hotel.
- Dinner, dancing and show at the world famous Copacabana night club.
- The best seats in the house for a top Broadway musical show.
- A \$100. course of dance lessons at Arthur Murray's.
- A charm course in the famous John Powers School.
- A color photo portrait by the eminent James J. Kriegsmann.
- A wardrobe of Teena Paige Frocks Shoes by Capezio.
- A major studio screen test.
- A Jubilee recording audition.
- Appearances on coast to coast TV and radio show.

The winner will be selected by Kathryn Murray, John Robert Powers, James J. Kriegsmann and Jerry Blaine, Pres. Jubilee Record Corp. Contest will close April 30.

The disk jockey, through whom the winning entry is uncovered, will receive a \$250. chronograph.

Baltimore Distrib Opens Pittsburgh Branch

PITTSBURGH, PA. — Gimbel Brothers, Baltimore distrib, has opened a new branch office at 906 Forbes Street in Pittsburgh, Pa. It is called Record Distributors and is managed by Mal Sterling.

THE CASH BOX
Reports
THE NATION'S BIG 10

HILLBILLY, FOLK & WESTERN JUKE BOX TUNES

- 1** **KAW-LIGA**
Hank Williams
(MGM 11416; K-11416)
- 2** **YOUR CHEATIN' HEART**
Hank Williams
(MGM 11416; K-11416)
- 3** **A FOOL SUCH AS I**
Hank Snow
(RCA Victor 20-5034; 47-5034)
- 4** **NO HELP WANTED**
The Carlisles
(Mercury 70028; 70028x45)
- 5** **THAT'S ME WITHOUT YOU**
Webb Pierce
(Decca 28534; 9-28534)
- 6** **EDDY'S SONG**
Eddy Arnold
(RCA Victor 20-5108; 47-5108)
- 7** **DEATH OF HANK WILLIAMS**
Jack Cardwell
(King 1172; 45-1172)
- 8** **I'LL GO ON ALONE**
Webb Pierce
(Decca 28534; 9-28534)
- 9** **GOIN' STEADY**
Faron Young
(Capitol 2299; F-2299)
- 10** **HONEYMOON ON A ROCKET SHIP**
Hank Snow
(RCA Victor 20-5155; 47-5155)

BREAKING BIG AND SPREADING! "MEXICAN JOE"

b/w "I COULD CRY"

By **JIM REEVES**

ABBOTT 116-B

Still Going Strong!

"WAGON LOAD OF LOVE"

By Jim Reeves on Abbott 115-B

WRITE . . .
PLASTIC PRODUCTS
1746 Chelsea Street
Phone 36-7160
Memphis, Tennessee

WIRE . . .
ABBOTT RECORDS
1653 Artyle Street
Phone GRanite 7780
Hollywood 28, Calif.

PHONE
MONARCH RECORD MFG. CO.
4852-54 W. Jefferson Blvd.
Phone REpublic 2-9151
Los Angeles, Calif.

Coffee With Lee & Lorraine



MIAMI, FLA.—Whenever recording artists come to Miami, they always make it a point to have "Coffee With Lee and Lorraine" over radio station WINZ. Johnnie Ray (pictured above), Ray Bolger, and Al Martino are just a few of the stars who have recently dropped in to chat over coffee cups with the Ellises and their pooch "Mr. Wiggles."

Sheriff Davis Saves Wedding

NORFOLK, VA. — Radio has been called on when emergencies arose in many unusual circumstances, but one of the strangest took place in Norfolk, Va., a few days ago, when hillbilly disc jockey, WLOW's Sheriff Davis, saved a wedding from disaster thru his program. Here's the way the Sheriff tells it:

"On the night of March 7th, 1953 at about 7:15 p.m. I received a phone call from one of my listeners, but this specific call was a little different from all the rest.

A man wanted to know if I could do him a great, big favor.

His daughter was to be married that night and plans had gone awry. The boys they had hired to play music hadn't shown up because of car trouble. He wanted to know whether I

could play some music to fit the occasion so the ceremony could go on. I told them I'd try my best. It was then 7:22 p.m. We set the starting time for 7:35 p.m.

Right on the dot of 7:35 p.m. I put on a recording of Hank Snow singing "With This Ring I Thee Wed" and followed that with the Sons of the Pioneers singing "The Lord's Prayer." I'd gone off the air at 8 p.m. when they called me back and thanked me as everything had gone off as scheduled thanks to Hank Snow and the Sons of the Pioneers and me.

To me this is the highlight of my broadcasting career. . . . Since that time many cards and letters have come in from listeners who heard about my doings via the airwaves and wanted to congratulate me on my choice of music for the event."

Meeting Dates Of Music Operators' Associations

- Mar. 23—Central States Music Guild
Place: 805 Main St., Peoria, Ill.
- 24—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass.
Tel. 2-4948.
- 31—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass.
Tel. 2-4948.
- Apr. 9—Music Operators of Northern Illinois
Place: To Be Announced.
- 14—Automatic Phonograph Owners' Assn.
Place: Hotel Sheraton Gibson, Cincinnati, Ohio.
- 15—New York State Operators' Guild
Place: Palatine Hotel, Newburgh, N. Y.
- 20—Westchester Operators' Guild
Place: American Legion Hall, White Plains, N. Y.



"MR. HILLBILLY"

NOW ON



Ray Acuff

AND HIS SMOKEY MOUNTAIN BOYS

ADouble HIT on 1st Release

"WHAT WILL I DO?"

and

"TIED DOWN"



CAPITOL # 2385

THE CASH BOX

THE 10 FOLK & WESTERN TOP Best Sellers

COMPILED BY JACK "ONE SPOT" TUNIS

1. **KAW-LIGA**
Hank Williams
(MGM 11416; K-11416)
2. **NO HELP WANTED**
The Carlisles
(Mercury 70028; 70028 x 45)
3. **YOUR CHEATIN' HEART**
Hank Williams
(MGM 11416; K-11416)
4. **A FOOL SUCH AS I**
Hank Snow
(RCA Victor 20-5034; 47-5034)
5. **EDDY'S SONG**
Eddy Arnold
(RCA Victor 20-5108; 47-5108)
6. **DEATH OF HANK WILLIAMS**
Jack Cardwell
(King 1172; 45-1172)
7. **HONEYMOON ON A ROCKET SHIP**
Hank Snow
(RCA Victor 20-5155; 47-5155)
8. **I'LL GO ON ALONE**
Webb Pierce
(Decca 28534; 9-28534)
9. **GAL WHO INVENTED KISSING**
Hank Snow
(RCA Victor 20-5034; 47-5034)
10. **GOIN' STEADY**
Faron Young
(Capitol 2299; F-2299)

Messner Opens 5th Retail Record Shop

CHAMBERSBURG, PA.— Bud Messner has just opened his fifth complete music and record store in Carlisle, Pa. This is Messner's second store in Carlisle. He also is located in Hagerstown, Md., Waynesboro, Pa., and Chambersburg, Pa.

On the opening day at his new outlet, Messner sold over 1700 records. The owner of the chain of record retail outlets is also a top-flight western entertainer. Bud Messner and his Skyliners are big draws in his area, and is at present playing two weeks at The Hillybilly Night Club, Baltimore, Md. He is also seen on TV twice weekly. Through Jolly Joyce, Philadelphia booking agent, the group has been set for a two-week tour through Connecticut and New York in April. Says Messner, "I can say sixty percent of my record buying is from the ratings and charts in *The Cash Box*."

Pelican Label Debuts With Four Originals

BATON ROUGE—Another independent label has ventured forth to make its mark in the music world with the introduction this week of Pelican Records.

First two discs have been cut by Pinky Vidacovich's "Dawnbusters." "Fais Do Do" (pronounced Fay Dough Dough), "A Happy Life," "Love Passed Me By," and "The Lord's Been Good To Me."

Diskery is owned by a number of Baton Rouge business men.

FOLK AND WESTERN REVIEWS

DISK & SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCR

BULLSEYE of the WEEK

"IF YOU KNEW WHAT IT MEANT TO BE LONESOME"

(2:27)

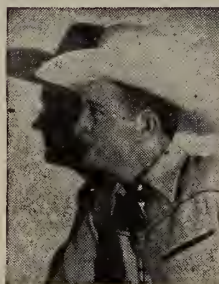
[Duchess Music]

"LORELEI" (2:35)

[Hill & Range]

JIMMY WAKELY

(Capitol 2380)



JIMMY WAKELY

● The smooth and enchanting voice of Jimmy Wakely is coupled

with the lovely oldie, "If You Knew What It Meant To Be Lonesome," and the total effect is one of caring softness. Full ork backing, in the feathery mood, rounds out a side that could go pop as well as country. Jimmy's tender presentation of the melodic tune makes this side a must. The under portion is a slow haunting item, "Lorelei," this is dramatic, sweet, and tender. Wakely handles it with warmth and is supported by a smooth chorus and lush orchestral backing by Les Baxter. Ops have a pair that will go in any location.

THE LOUVIN BROS.

(Capitol 2381)

⊕ "I KNOW WHAT YOU'RE TALKING ABOUT" (2:31) [Acuff-Rose] The Louvin Bros. blend on a quick beat that has a religious feel. Background of strings support the boys.

⊕ "BROAD MINDED" (2:20) [Acuff-Rose] the vocal duo dish up a middle tempo religious item.

LOUIS INNIS

(King 1180)

⊕ "WHO'LL GIVE ME, YOU'LL GIVE ME, WHO'LL GIVE ME KISSES" (2:15) [Mar-Kay] Louis Innis sings a happy quick beat bounce with tongue-twister lyrics. A fetching etching.

⊕ "IT DON'T PAY TO ADVERTISE" (2:18) Innis dishes up a rhythmic novelty in zesty manner.

LITTLE BARBARA

(Coral 64150)

⊕ "MOM, I WANT A DOLLY JUST LIKE YOU" (2:33) [Meridian Music] Coral jumps in with a new youngster and the tot chants a cute sentimental slow tempo item.

⊕ "HANK'S LITTLE FLOWER GIRL" (3:07) [Meridian Music] Hank Williams tributary disks still forthcoming and this one is an approach from the kid angle. Barbara has a fetching voice and this disk should get spins.

BONNIE LOU

(King 1192)

⊕ "JUST OUT OF REACH" (2:37) [Four Star] Bonnie Lou employs a light yodel and sentimental vocal to put over a slow romantic lament. Sadness is evident in her voice.

⊕ "SEVEN LONELY DAYS" (2:19) [Jefferson] The flip is a country treatment of a current pop biggie. Bonnie Lou's effervescent chanting is embellished by a smooth male chorus and handclapping. A bouncy, entertaining side.

JOHNNY RION

(Coral 64148)

⊕ "THAT HEAVEN BOUND TRAIN" (1:52) [Duchess Music] Johnny Rion enters the Hank Williams tribute derby with his easy and sentimental delivery of a moderate tempo item.

⊕ "WHEN YOU ARE AWAY" (1:55) [Duchess Music Corp.] The under portion is a fast moving tango rhythm with romantic lyrics. Rion handles the vocal smoothly.

THE LONESOME PINE FIDDLERS

(RCA Victor 20-5235)

⊕ "MY BROWN EYES DARLING" (2:40) [RCA Victor License] The Lonesome Pine Fiddlers etch a quick beat item in accepted country fashion. Chorus chanting led by nasal voiced warbler rounds out the disk.

⊕ "I'LL NEVER MAKE YOU BLUE" (2:50) [RCA Victor License] Flip is a romantic middle beat handled in similar manner.

GRANDPA JONES

(RCA Victor 20-5234)

⊕ "PAP'S CORN LIKKER STILL" (2:40) [Hill & Range] GrandPa Jones spins one of his own tales in the style that has won him a wide audience. Strings, the humorous lyrics, and the Jones style of delivery will win it spins.

⊕ "BREAD AND GRAVY" (2:47) [General Music] Another quick beat with funny tale of the woes of eating bread and gravy while taunted by the imaginings of more delectable dishes.

JUNE CARTER

(Columbia 21074)

⊕ "JUKE BOX BLUES" (2:14) [Acuff-Rose] June Carter belts a hustling number with a happy sound. June's reading is light hearted and infectious.

⊕ "NO SWALLERIN' PLACE" (2:22) [Frank Music] Another light and gay ditty with a cute theme. Gal tells of about those fast moving tunes with no place for the singer to swaller. June sells it in good style.

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

Every Week In

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FOLK and WESTERN ROUNDUP

Frankie More, who manages Johnnie & Jack (RCA Victor), reports that the group with Kitty Wells as an added attraction, opens April 13th at Marty Landau's Riverside Rancho in Los Angeles. Saturday the group moves into Carlsbad, New Mexico, for performances at Ray J. Shafer's Eddy County Barn Dance.

Lester Flatt, Earl Scruggs and the Foggy Mountain Boys with Jamup & Honey and the Oklahoma Wranglers did two dates, March 21st and 22nd at the Will Rogers Memorial Auditorium in Ft. Worth, Texas.

Al Dexter, veteran folk and western artist after 15 years with Columbia, has now signed with Decca. Dexter, in Nashville week ending March 14th, guested on the Grand Ole Opry and the Eddie Hill Show, broadcast each evening over WSM.

The Lonzo and Oscar Show featuring Tommy Warren began a four-week tour of dates this week in Florida.

Carl Smith stepped into emcee the Ernest Tubb Record Shop Show, Saturday, March 14th. Tubb, along with other Opry names, is overseas entertaining troops. Mary Robbins did a guest spot on the same show.

Webb Pierce (Decca), whose record of "The Last Waltz" is making a strong surge for the top ten juke box tunes, is doing a great job of clogging up the popularity charts with three other top sellers: "I'll Go On Alone," "That's Me Without You" and "Back Street Affair."

Big Jim Hess country disc spinner, formerly with WONE Dayton, Ohio, is now with radio station WIVK in Knoxville, Tennessee. The new station owned and managed by James A. Dick is an independent 1,000 watt operation and will devote ten hours per day to country and quartet music.

Red Garrett and his Tennessee Pioneers (RCA Victor) featuring Cedric Rainwater, comedian, have just completed an eight-week tour for International Harvester.

Johnny Masters, who heads up the "Masters Family," reports that his little daughter Deanna is recovering from a tonsillectomy. The Masters Family are heard over WROL's "Dinner Bell" show in Knoxville, Tennessee.

Joe Franklin, country deejay on WMNC in Morganton, North Carolina, in Nashville to visit Grand Ole Opry and have talk with Murray Nash (Acuff-Rose).

Elton Britt (RCA Victor) has inaugurated a new program on the Mutual Network. At present the program is carried locally Monday through Friday, with the network picking it up Monday and Wednesday. The program is on the air from 10:15 to 10:30 p.m. every day. Elton sings the songs that he has made famous with a little home spun chatter, and occasionally plays some of his records. Beginning April 8th, this program will go to the full network five days a week, Monday through Friday.

Jack Shelton and his Green County Boys, WNOX-Knoxville, Tenn., with Benny Sims fiddler and Speedy Krise and Fred Smith—billed as the Arkansas Travellers, playing dates with motion picture gimmick. Group takes pictures of communities and personalities where they book, then show film on night of their personal appearance!

A new publishing and recording company is making its entrance into the country field. Dave Garrison, vice-president of Valley Publishers, Inc., reports they will record folk and western music on Valley Label with the first releases set for early April. New outfit has signed Archie Campbell, formerly with Mercury label, and Joe Stuart, Smoky White and Lonnie Smith. Jack Comer, Knoxville promoter, is president of the newly organized company and Charlie Haganman will act as director of music.

Ralph Reid, who has just finished a hitch in the service was in Nashville recently for an audition with Murray Nash at Acuff-Rose. Reid was also there to see Jack Stapp for an audition at WSM.

Faber Robison, Abbott Records prexy in Nashville, recently promoting the label's Jim Reeves. Robison reports that Reeves cutting of "Mexican Joe" is going good.

Mrs. A. M. Branch and Earl Franklin, operators of Graft Gift & Record Shop, Morganton, N. C., report that the country music is tops in their territory.

Lee Bonds, WGWD-Gadsden, Ala., who last recorded on Tennessee label, has just signed a contract with Capitol. Bonds session for Capitol came up last week.

Howard White, formerly with Don Gibson, is now with Cowboy Copas. Gibson reports that his group is now playing regular square dance dates.

Opry visitors recently included Fred Womble, country deejay'r on Birmingham's WLBS, Earl Davis, WBOK, New Orleans, La., Frank Walker, MGM Prexy, and Mac Wiseman (Dot).

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

1. KAW-LIGA	Hank Williams (MGM)
2. I'LL GO ON ALONE	Webb Pierce (Decca)
3. YOUR CHEATIN' HEART	Marty Robbins (Columbia)
4. TILL I WALTZ AGAIN WITH YOU	Hank Williams (MGM)
5. GOIN' STEADY	Tommy Sosebee (Coral)
6. NO HELP WANTED	Faron Young (Capitol)
7. A FOOL SUCH AS I	The Carlisles (Mercury)
8. DON'T LET THE STARS GET IN YOUR EYES	Hank Snow (RCA Victor)
9. THAT'S ME WITHOUT YOU	Skeets McDonald (Capitol)
10. CONDEMNED WITHOUT TRIAL	Webb Pierce (Decca)

THE CASH BOX FOLK & WESTERN DISK JOCKEY REGIONAL RECORD REPORTS



Sammy Lillibridge
KCLW—Hamilton, Tex.

1. Kaw-Liga (Hank Williams)
2. No Help Wanted (Carlisles)
3. I'll Go On Alone (W. Pierce)
4. Death Of Hank Williams (Jack Cardwell)
5. Eddy's Song (Eddy Arnold)
6. Midnight (Red Foley)
7. Little Willy's Waltz (Maddox Bros. & Rose)
8. I'll Never Get Out Of This World Alive (H. Williams)
9. Back Street Affair (W. Pierce)
10. Window Shopping (Williams)

Jay Scott
WJKO—Springfield, Mass.

1. Till I Waltz Again With You (Gore-Wright)
2. Condemned Without Trial (Eddy Arnold)
3. Side By Side (Grady Martin)
4. Don't Let The Stars Get In Your Eyes (Slim Whitman)
5. No Help Wanted (Foley-Tubb)
6. Eddy's Song (Eddy Arnold)
7. Jambalaya (Hank Williams)
8. Keep It A Secret (A. Carter)
9. Rosa (Al Dexter)
10. Let Me Know (S. McDonald)

Smokey Smith
KRNT—Des Moines, Iowa

1. No Help Wanted (Carlisles)
2. Kaw-Liga (Hank Williams)
3. Till I Waltz Again With You (Tommy Sosebee)
4. If I Ever Get Rich Mom (Hawkshaw Hawkins)
5. Most Of All (Merle Taylor)
6. I'll Go On Alone (Robbins)
7. What Will I Do (Roy Acuff)
8. Eddy's Song (Eddy Arnold)
9. Your Cheatin' Heart (Hank Williams)
10. I'll Miss My Heart (A. Inman)

Tex Roper
KFAL—Fulton, Mo.

1. Kaw-Liga (Hank Williams)
2. No Help Wanted (Carlisles)
3. Goin' Steady (Faron Young)
4. I'll Go On Alone (Robbins)
5. Your Cheatin' Heart (Hank Williams)
6. A Fool Such As I (H. Snow)
7. Bumming Around (T. T. Tyler)
8. Tied Down (Roy Acuff)
9. Eddy's Song (Eddy Arnold)
10. That's Me Without You (Webb Pierce)

Bob Ferguson
KWSC—Pullman, Wash.

1. A Fool Such As I (H. Snow)
2. Kaw-Liga (Hank Williams)
3. John Henry (Bill Bailey)
4. I'll Go On Alone (Robbins)
5. Gone (Terry Preston)
6. I Don't Know (Tenn. Ernie)
7. My Empty Arms (Rebe & Rebe)
8. Railroad Boogie (P. W. King)
9. Goin' Like Wildfire (Marty Wiseman)
10. Eddy's Song (Eddy Arnold)

Cracker Jim
WMIE—Miami, Fla.

1. Kaw-Liga (Hank Williams)
2. No Help Wanted (Carlisles)
3. Goin' Steady (Faron Young)
4. I'll Go On Alone (Robbins)
5. Your Cheatin' Heart (Hank Williams)
6. That's Me Without You (Webb Pierce)
7. A Fool Such As I (H. Snow)
8. Back Street Affair (W. Pierce)
9. Eddy's Song (Eddy Arnold)
10. Honeymoon On A Rocket Ship (Hank Snow)

Larence Kneeland
WERI-WICH—Jewett City, Conn.

1. Kaw-Liga (Hank Williams)
2. No Help Wanted (Carlisles)
3. The Gal Who Invented Kissing (Hank Snow)
4. Crying Steel Guitar Waltz (Kitty Wells)
5. Till I Waltz Again With You (Charlie Gore)
6. Eddy's Song (Eddy Arnold)
7. I'll Go On Alone (Robbins)
8. Don't Let The Stars Get In Your Eyes (Skeets McDonald)
9. Death Off Hank Williams (Jack Cardwell)
10. Goin' Steady (Faron Young)

Ramblin' Lou
WJWL—Niagara Falls, N. Y.

1. Crying Steel Guitar Waltz (Kitty Wells)
2. Kaw-Liga (Hank Williams)
3. Me Without You (M. Shiner)
4. Your Cheatin' Heart (Hank Williams)
5. No Help Wanted (Thompson)
6. If I Ever Get Rich Mom (Hawkshaw Hawkins)
7. Till I Waltz Again With You (Gore-Wright)
8. Don't Let The Stars Get In Your Eyes (Johnny & Jack)
9. Eddy's Song (Eddy Arnold)
10. My Lonely Heart's Running Wild (Carl Smith)

Skip-A-Long Hathaway
KUGN—Eugene, Ore.

1. If They Should Ask Me (Wade Ray)
2. Railroad Boogie (P. W. King)
3. Get Ready With Those Tears (Lee Bell)
4. My Heart Is Free Again (Curly Wiggins)
5. Hank Williams Sings The Blues No More (J. Logsdon)
6. Kaw-Liga (Hank Williams)
7. I Haven't Got The Heart (Webb Pierce)
8. Why, My Darling, Why (Rex Allen)
9. Keep It A Secret (Whitman)
10. High Rockin' Swing (Atkins)

Buck Benson
WLBR—Lebanon, Pa.

1. No Help Wanted (Carlisles)
2. Kaw-Liga (Hank Williams)
3. There's A Higher Power (Martha Carson)
4. Bumming Around (T. T. Tyler)
5. By The Side Of The Road (Mac Wiseman)
6. Flint Hill Special (Lester Flatt & Earl Scruggs)
7. Four Alarm Boogie (Collett)
8. Your Cheatin' Heart (Hank Williams)
9. Deep Down In My Heart (Curt Hinson)
10. Don't Let The Stars Get In Your Eyes (Ray Price)

Shel Horton
WHUN—Saxton, Pa.

1. Seven Lonely Days (The Pinetoppers)
2. Flint Hill Special (Flatt & Scruggs)
3. Raindrops (Dick Thomas)
4. Goin' Like Wildfire (Mac Wiseman)
5. Don't Let The Stars Get In Your Eyes (Red Foley)
6. Bumming Around (Dick Todd)
7. Honeymoon On A Rocket Ship (Hank Snow)
8. I'll Go On Alone (Robbins)
9. Let Me Know (B. Williamson)
10. Crying Steel Guitar Waltz (Pee Wee King)

Slim King
WFCC—Greenville, S. C.

1. I'll Go On Alone (Pierce)
2. Your Cheatin' Heart (Hank Williams)
3. Don't Let The Stars Get In Your Eyeballs (Homer & Jethro)
4. Till I Waltz Again With You (Tommy Sosebee)
5. Condemned Without Trial (Eddy Arnold)
6. No Help Wanted (Carlisles)
7. Midnight (Red Foley)
8. Feelin' Low (Cowboy Copas)
9. Unhappy Day (Homer & Jethro)
10. Where Oh Where Has My Little Lass Gone (L. Duncan)

Billy The Kid Stanley
WNOE—New Orleans, La.

1. Kaw-Liga (Hank Williams)
2. Goin' Steady (Faron Young)
3. No Help Wanter (Carlisles)
4. A Fool Such As I (H. Snow)
5. That's Me Without You (Sonny James)
6. I'll Go On Alone (Robbins)
7. Condemned Without Trial (Eddy Arnold)
8. Till I Waltz Again With You (Tommy Sosebee)
9. Don't Let The Stars Get In Your Eyes (Skeets McDonald)
10. I Haven't Got The Heart (Webb Pierce)

Art Barrett
WSAP—Portsmouth, Va.

1. Hank Williams Meets Jimmie Rodgers (Willie Phelps)
2. Playing Dominoes (Red Foley)
3. Tied Down (Roy Acuff)
4. Your Cheatin' Heart (Hank Williams)
5. I Couldn't Keep From Crying (Marty Robbins)
6. Honeymoon On A Rocketship (Hank Snow)
7. Stop Stallin' (Austry Inman)
8. Kaw-Liga (Hank Williams)
9. Keep It A Secret (C. Arthur)
10. Bumming Around (J. Dean)

L. F. Kenfield
WTIC—Hartford, Conn.

1. The New Wears Off Top Fast (Hank Thompson)
2. Don't Let The Stars Get In Your Eyes (Skeets McDonald)
3. A Fool Such As I (H. Snow)
4. Midnight (Red Foley)
5. Cannon Ball (Merley Travis)
6. I Could Never Be Ashamed Of You (Hank Williams)
7. The Things I Might Have Been (Kitty Wells)
8. Condemned Without Trial (Eddy Arnold)
9. Let Me Know (S. McDonald)
10. Goin' Steady (Faron Young)

Tommy Sutton
WING—Dayton, Ohio

1. Your Cheatin' Heart (Hank Williams)
2. Goin Steady (Faron Young)
3. The Lord Will Make A Way (Trace Trio)
4. A Fool Such As I (H. Snow)
5. Kaw-Liga (Hank Williams)
6. Eddy's Song (Eddy Arnold)
7. Death Of Hank Williams (Jack Cardwell)
8. I'll Go On Alone (Robbins)
9. Till I Waltz Again With You (Tommy Sosebee)
10. If They Should Ask Me (Wade Ray)

Tommy Hill
KWKH—Shreveport, La.

1. Kaw-Liga (Hank Williams)
2. Till I Waltz Again With You (Tommy Sosebee)
3. Last Waltz (Webb Pierce)
4. I Let The Stars Get In My Eyes (Goldie Hill)
5. Your Cheatin' Heart (Hank Williams)
6. I Ain't Sittin' Where I Was (Tommy Hill)
7. Back Street Affair (W. Pierce)
8. Waiting For A Letter (G. Hill)
9. Dear Judge (Ernest Tubb)
10. The More I Give The More You Take (Tommy Hill)

Cliff Rodgers
WHKK—Akron, Ohio

1. No Help Wanted (Carlisles)
2. Kaw-Liga (Hank Williams)
3. Till I Waltz Again With You (Tommy Sosebee)
4. Hillbilly Hula (Carmen)
5. Don't Let The Stars Get In Your Eyes (Skeets McDonald)
6. The Family Who Prays (Louvin Bros.)
7. Let Me Know (Slim Willett)
8. That's Me Without You (Sonny James)
9. All That I'm Asking Is Sympathy (Slim Whitman)
10. Honeymoon On A Rocket Ship (Hank Snow)

Mack Sanders
KFBI—Wichita, Kan.

1. Kaw-Liga (Hank Williams)
2. Goin' Steady (Faron Young)
3. I'll Go On Alone (W. Pierce)
4. How Can I Tell (S. Whitman)
5. You Don't Have Love At All (Jimmy Dickens)
6. No Help Wanted (Carlisles)
7. Don't Trifle On Your Sweetheart (Ernest Tubb)
8. I'm An Old Old Man (Lefty Frizzell)
9. Eddy's Song (Eddy Arnold)
10. Honeymoon On A Rocket Ship (Hank Snow)

Fred Wamble
XEXO—Laredo, Tex.

1. I Couldn't Keep From Crying (Marty Robbins)
2. Slaves Of A Hopeless Love (Red Foley)
3. Somebody Else's Heartache (Sonny James)
4. Kaw-Liga (Hank Williams)
5. Your Cheatin' Heart (Hank Williams)
6. My Love For You (Cardwell)
7. All That I'm Asking (Whitman)
8. I Could Cry (Jack Reeves)
9. Knot Hole (The Carlisles)
10. Mexican Joe (B. Walker)

Carl Shook
WKYW—Louisville, Ky.

1. Kaw-Liga (Hank Williams)
2. No Help Wanted (Carlisles)
3. Honeymoon On A Rocket Ship (Hank Snow)
4. Paying For That Back Street Affair (Kitty Wells)
5. Hank Williams Sings The Blues No More (J. Logsdon)
6. A Fool Such As I (H. Snow)
7. Hot Toddy (Red Foley)
8. Bumming Around (T. Tyler)
9. Your Cheatin' Heart (Hank Williams)
10. Railroad Boogie (P. W. King)

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



Select-o-matic
**MUSIC SYSTEMS ARE SETTING
 NEW STANDARDS OF PERFORMANCE IN
 TENS OF THOUSANDS OF LOCATIONS!
 BY ANY COMPARISON THE
 SELECT-O-MATIC MECHANISM
 IS THE MOST REVOLUTIONARY
 DEVELOPMENT IN THE
 ENTIRE HISTORY OF
 COIN-OPERATED
 MUSIC**



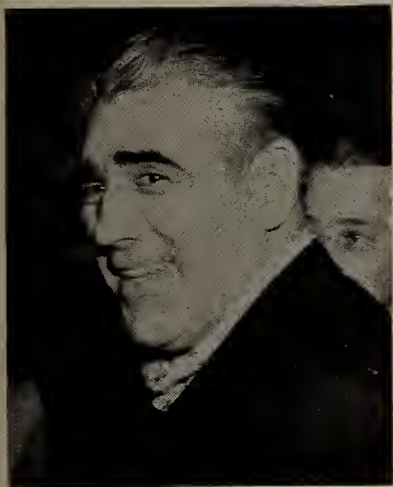
THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC

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

*America's finest
 and most complete
 music systems*

Lieberman Buys Mayflower Novelty And Paster Distributing

Headquarters To Remain
In Minneapolis



HAROLD LIEBERMAN

MINNEAPOLIS, MINN.—With the purchase of Mayflower Novelty and Paster Distributing of St. Paul, Minn., Lieberman Music Company, this city, announced this past week that the firm is now distributors for many of the country's leading factories.

These are: AMI, Inc., phonographs and music accessories; Automatic Products Company, drink vendors and cigarette machines; Bally Manufacturing Company, amusements and kiddie rides; Chicago Coin Machine Company, amusements; Exhibit Supply, kiddie rides and amusements; D. Gottlieb & Company, amusements; United Manufacturing Company, amusements; Watling Manufacturing Company, scales; and Williams Manufacturing Company, amusements.

Harold Lieberman, who heads Lieberman Music, reported:

"Headquarters will be at our present address, 257 Plymouth Ave., North, here in Minneapolis.

"Furthermore," he said, "we will carry complete stock of all the factories we represent on hand.

"We shall also be able to serve everyone of the operators thruout the states we cover speedily and with complete efficiency as our entire sales set-up has been so arranged that every operator is assured the finest cooperation and service at all times."

From Mayflower and Paster Distributing come: Matt Engel who will be floor sales head at Lieberman Music and who has been in the business for over 15 years.

Also mechanics Art Stralow and Teddy Oberstrowski, along with transport man, Al Gardner.

Lewis Rubin will continue on as sales manager. Sid Levin will be assistant sales manager and also head of the Parts and Supplies of the firm. Sam Sigel will head all office personnel.

Lester Rogstad and Norton Lieberman will continue as roadmen for Lieberman Music and will travel the large territory the firm now covers.

Editorial:

The Precarious Position Of The Operator

- ★ Manifold Tax Burdens
- ★ Threat Of ASCAP Sponsored Bill
- ★ Slump Of Tavern Business

CHICAGO—To the uninitiated, to the outsider, to the sensation seeking journalist, to the various government tax seekers (local and federal), and at this moment to ASCAP, the people engaged in the coin machine industry "are earning fabulous incomes."

To those who are engaged in the business, the story is entirely different. And any who take the time to study the industry would soon find out the truth. The men and women actively engaged in the operation of coin operated equipment have the same financial concerns that all small business encounters. Some operators do better than others, but all of them work hard and long to show profits.

However, it won't take much to tip the scales to the point where the majority of operating firms could be bankrupt, and the more profitable operations put into the red.

At this moment there are three determining factors.

- 1) The heavy license fees in existence today—assessed by the government, state, county and city; plus many hidden taxes.
- 2) The efforts of ASCAP to have the government pass legislation adding an ASCAP license fee—altho music operators, in the purchase of their records, have this item included in the price they pay, which record manufacturers pass along to ASCAP publishers and writers.
- 3) The drop in business at taverns thruout the country (as reported by the *Wall Street Journal*, Monday, March 16 issue).

This all adds up to the realistic fact that music operators must make an all-out determined effort to fight the passage of the ASCAP sponsored McCarran Bill (S. 1106); and also study every possibility of going to dime play as soon as possible.

The Wall Street Journal, in its study of tavern conditions thruout the nation (Monday, March 16 issue) headlines its findings in a front page story "Barroom Backslide"—"Drinking-Out Business Sags as Tippling Gains In the Living Room."

States the financial newspaper: "The survey of slow-barroom-business stories highlights a *Wall Street Journal* pulse-taking of business in by-the-drink-firewater shops from Boston to Los Angeles. Though some are sadder than others—and there are certainly exceptions—these tales are indicative of a continuing backslide in the national habit of drinking out."

Some taverns reported drops in business from 1951 of 10%; and some as high as 50% to 60%. However, it's pointed out that while drinking of hard liquor has slipped, the consumption of beer continues good.

The Journal offers a variety of reasons for the slump in sales ranging from the high cost of living to the influx of TV sets in the home. Whatever the reason, there can be no quarrel with the report that the tavern business has taken a disturbing drop.

Altho this report is hardly news to the coin machine industry, its members, thru high type business methods and close observance to their business, together with their perpetual high optimism can ride this storm—but the operator definitely cannot take any further financial blows such as additional taxation or added increases in royalty taxes to ASCAP.

MUSIC OPERATORS

See Editorial
PAGE 5

"THESE ARE THE FACTS"

All About The ASCAP Sponsored McCarran Bill

★ What's Wurlitzer had up its sleeve?

★ Why have Smart Operators been watching WURLITZER?

Here's Your Answer



Read it for the BEST NEWS to hit the coin machine business in years

Presenting the new

Purlitzer 1650

Priced to Pay Greater Operator Profits

1650 THE WURLITZER

**Introduces Wurlitzer's famed
48 selection mechanism in a 45 rpm phonograph
at a new low price**

Wurlitzer presents the Model 1650 with the prediction that it will pay any operator the greatest return per dollar invested he ever enjoyed from any phonograph.

Let's start with its styling. The 1650 has an air and a flair that give it that magical quality known in show business as "showmanship."

Of new French Provincial design — this Wurlitzer will attract and hold attention!

The 1650 is engineered to reproduce flawlessly and with great brilliance one of the world's most popular entertainment mediums — recorded music.

The tone of this Wurlitzer is a sheer triumph that will constantly encourage more play!

And, finally, this marvelous Model 1650 is not only priced to offer the operator maximum value, it is constructed to require minimum service.

While on one hand it will make more money for you, on the other it will save more, too.

Beauty is its birthright.

Its AstraDome picture-window encloses a record changer compartment that is literally alive with an interplay of turquoise and silver light and color—complimented by a rich maroon tray stack cover. Topping it all is a valance of turquoise, magenta and gold, proclaiming WURLITZER . . . "The Name that Means Music to Millions." The cabinet is available in blonde vinyl plastic or grained walnut finishes with natural birch trim. The glass pilasters reflect a gorgeous pattern of vari-colored light. The Rigidized Metal grille sparkles with reflected pastel shades behind vertical birchwood bars.

Designed for the location with a minimum amount of available space, this colorful, tuneful, all 45 RPM Wurlitzer 1650 has been exhaustively pre-tested. The results were nothing short of amazing. The 1650 has it!

This fine phonograph is also available as Model 1600 with Wurlitzer's time-tested mechanism playing either 7 inch 45 RPM or 10 inch 78 RPM records.



Model 1650

THE *Wurlitzer* 1650

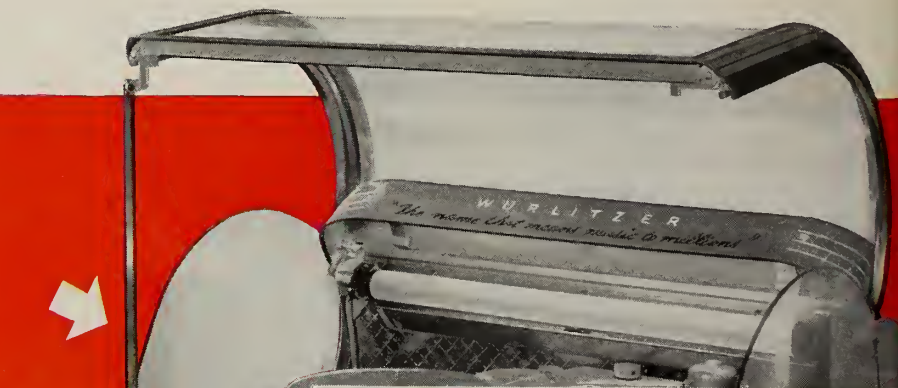
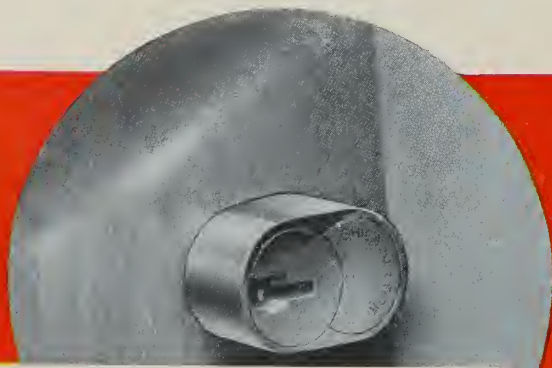


NEW

ASTRADOME DISPLAYS RECORD CHANGER THROUGH FULL-VIEW PICTURE WINDOW

People like to "see the wheels go 'round." Long ago Wurlitzer applied this principle to the juke box business by exposing the record changer compartment before the fascinated eyes of millions of musical "sidewalk superintendents." In the magnificent Model 1650 it opens wider than ever with a one-piece, double-weight, glass Astradome. The glass sides are easily removable for cleaning.

This cinch-to-clean picture window puts the whole record changer compartment on parade—vividly displays the valance carrying the Wurlitzer slogan—richly reflects the colorful, thread-impregnated, vinyl plastic background that sets the 1650 apart from any other phonograph in appearance. That it will be an eye-catcher everywhere is certain. It will stimulate both play and profits.



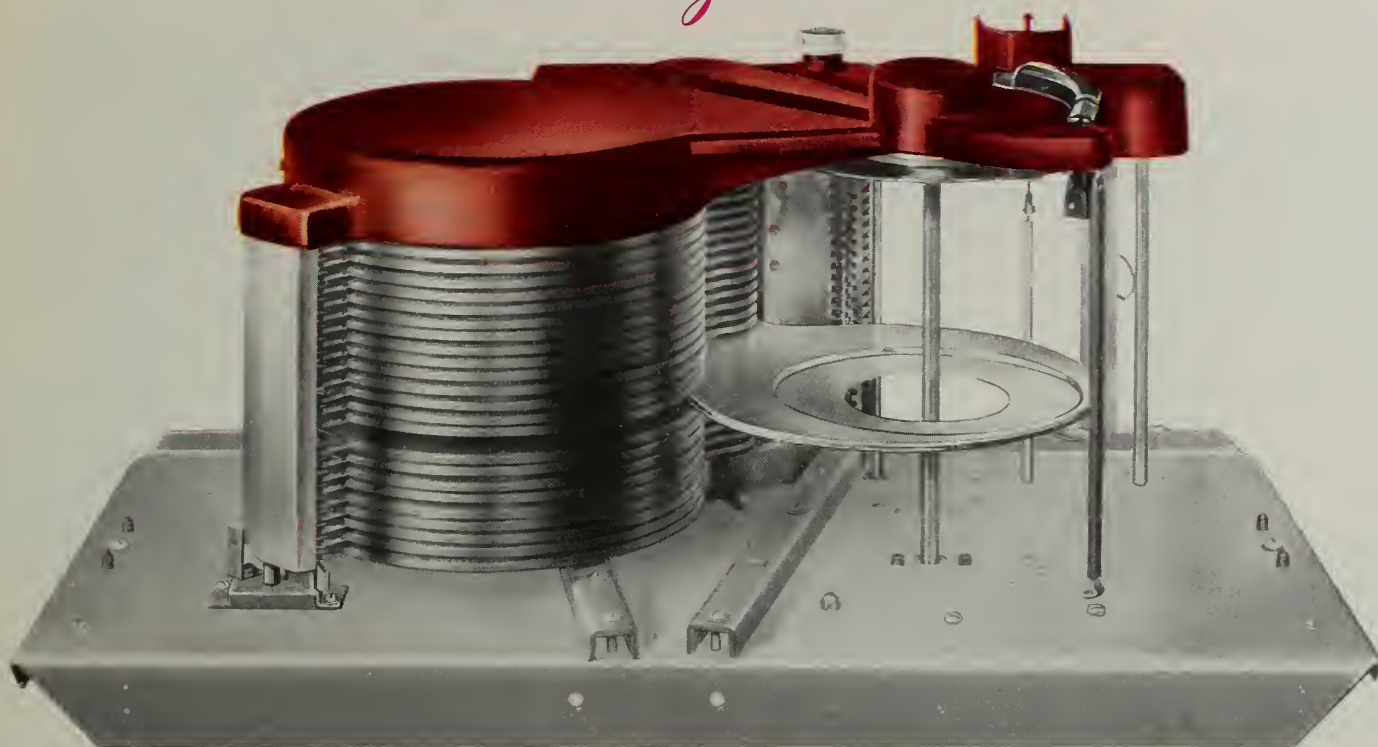
NEW PUSH TYPE DOME LOCK

New Wurlitzer safety lock features a latch on each side of the AstraDome. Close the dome and the rear door is automatically locked. Another feature — the dome can be locked after the key has been removed.

NEW AUTOMATIC FALL SUPPORT

This one-piece rod automatically catches as you open the dome. Prevents it from slipping or dropping. Release the fall support and it disappears into the cabinet as you close the dome.

THE *Wurlitzer* 1650



NEW

DEEP-INDENT TRAYS FEATURE WURLITZER'S TIME-TESTED RECORD CHANGER MECHANISM

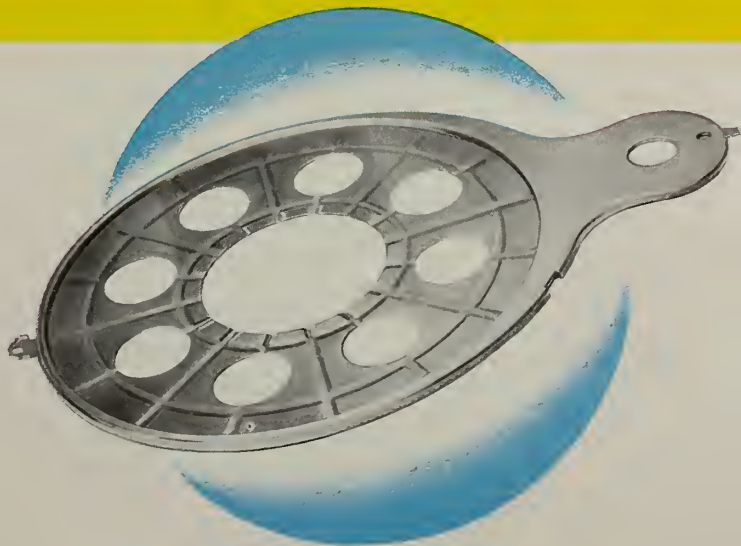


The Model 1650 features Wurlitzer's time-tested, 48 selection record changer—long proved to be remarkably trouble-free. Now improved for all 45 RPM performance by the incorporation of new, small, Deep-Indent Trays, specially designed to hold microgroove records snugly in position.

Even warped records can't slip out when cradled in these counter-sunk carriers.

And, of course, this great Wurlitzer chassis has another point of great importance in its favor. It handles records the Wurlitzer way, the safe way—horizontally on a tray that protects them against chipping, warping and breakage.

THE WURLITZER MODEL 1600 PROVIDES FOR THE PLAYING OF 78 RPM RECORDS ON STANDARD 10-INCH TRAYS. THIS PHONOGRAPH CAN BE ADAPTED IN 30 SECONDS TO 45 RPM RECORDS BY THE USE OF AN IDLER WHEEL AND 7-INCH METAL SPACER DISCS.



THE *Wurlitzer* 1650



NEW

SINGLE BUTTON SELECTOR OFFERS FOUR PROGRAM PANELS IN TWO TWIN TITLE STRIP HOLDERS

Complimenting the modern AstraDome styling on the 1650 is a new die-cast metal program selector panel featuring fast, single button selection from 48 tunes divided into four program classifications. The left side of the panel contains illuminated card holders for both Distributor and Operator identification. The right side provides a Make Selection Indicator and, below it, a recessed, stainless steel, 5, 10, 25¢ coin deposit slot that will not dent or scratch. A reject button for bent coins completes this attractive assembly.

The pleasing effect of the metal frame, the illuminated title strips and the turquoise selector buttons, adds greatly to the eye and play appeal of this strikingly designed phonograph.

NEW

EASE IN CHANGING TITLE STRIPS

Merely open the AstraDome. Flip back the color shield. Snap out each twin program holder for quick, convenient title strip changing.

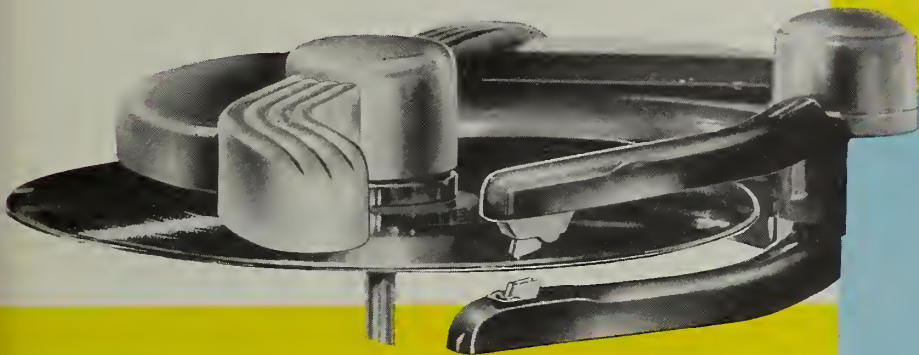
BUILT-IN VOLUME LEVEL CONTROL

The Model 1650 incorporates into Wurlitzer's famous sound amplifier a built-in, automatic volume control, assuring an even sound level for all records. No complaints that the music is too loud. No kicks because the customer can't hear it. No need for constant manual adjustment. Always music at a conversational level promoting more enjoyment—more play.



THE *Wurlitzer* 1650

offers many other service-saving play-stimulating money-making features



FAMOUS ZENITH COBRA PICKUPS

Still a Wurlitzer exclusive! And still one of the greatest contributions ever made to minimize surface noise and increase tonal brilliance. Wurlitzer's Zenith Cobra Stylus gives you at least 1000 more plays per record without impaired fidelity, plus many more thousand plays per stylus.

NEW

HIGH-SPEED ACCESSIBILITY WITH QUICK-AS-A-FLASH REPLACEMENT UNITS

Raise the AstraDome. Turn two thumb screws. Lift the full length rear door out by convenient hand holes, and the entire mechanism is exposed. The chassis slides halfway out. No reaching. No straining. All amplifier junction box and auxiliary units completely accessible for high-speed service with Wurlitzer's Quick-As-A-Flash Replacement Units.

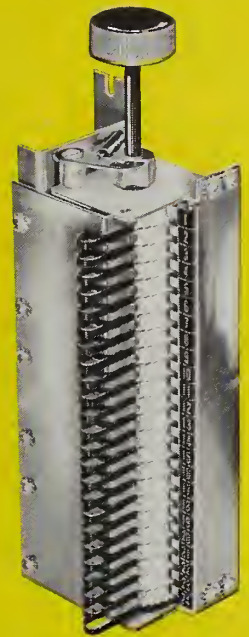
Last but not least, still another standout feature—the standby lighting on this phenomenal phonograph is the lowest in Wurlitzer history—only 60 watts!

From dome to casters, it's designed and built in the traditional Wurlitzer way for a long life of high play with minimum service.

NEW

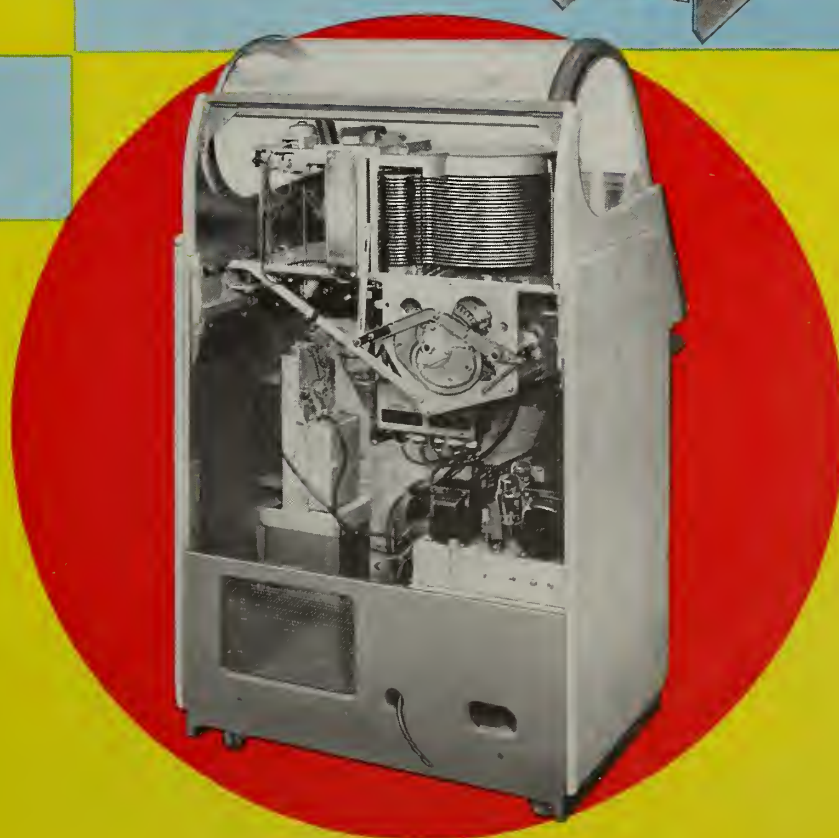
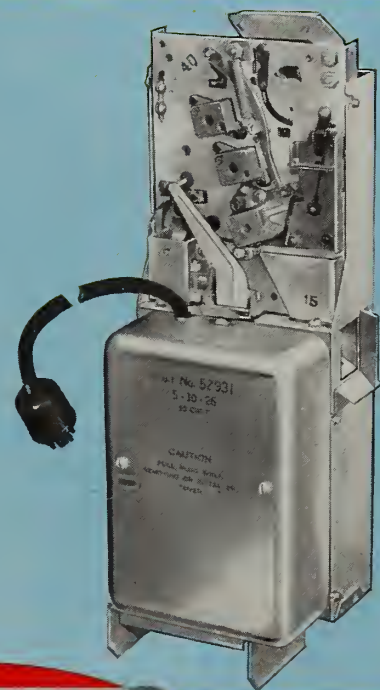
PLAYMETER REGISTERS 60 PLAYS PER RECORD

An unfailing guide to the top playing records, this Playmeter registers 60 plays per record, gives you a constant picture of the public's tune preference—knowledge that enables you to program your 1650s to maximum profit levels.



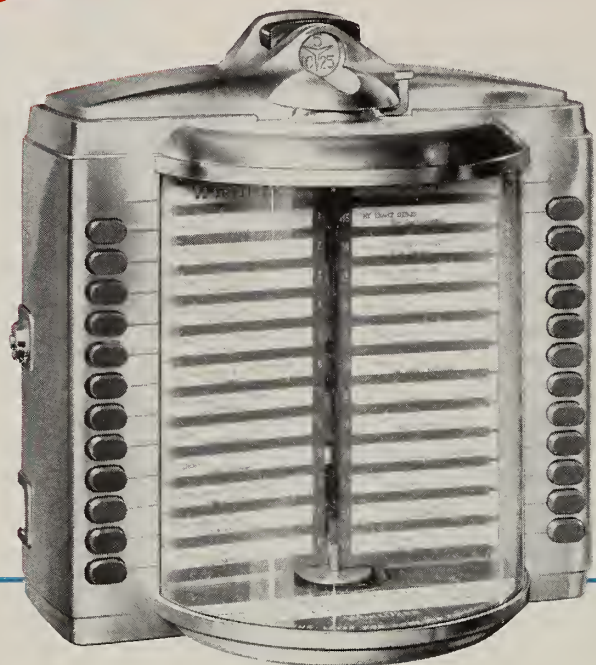
COIN BANKING MECHANISM REGISTERS UP TO 20 PLAYS

Enables customers to insert coins of any denomination and make selections *after* they are inserted. Adjustable to 10 cent play, 3 for 25¢, and other combinations.



NEW

HANDSOME 4-WIRE 48 SELECTION WALL BOX MODEL 5206



This beautiful 4-wire box with chrome plated die cast case and turquoise selector buttons features a single rotating program panel, single slot coin mechanism, attractive red reject button and an Ace lock mounted on the side. It may be used with any 48 selection phonograph equipped with a Model 248 Stepper. Its 5, 10, 25¢ coin mechanism may be easily converted to 1 for 10¢, or 3, 4, 5 and 6 for 25¢. The program holder may be easily removed for service. A magnificent box that's a sure-fire play stimulator.

DIMENSIONS — Width 11 $\frac{3}{4}$ "
Height 12 $\frac{1}{2}$ ", Depth 7 $\frac{3}{8}$ "

MODELS 5100 - 5110 SPEAKERS IN STRIKING NEW GOLDEN BEIGE COLORS

Now attractively finished with a golden beige case and a gold mesh grille, the Model 5100 eight inch speaker features the Wurlitzer name in gold on a red field. The Model 5110 twelve inch speaker is the same except the

Wurlitzer nameplate is scrolled in chrome on a red field. Both are equipped with matching transformer. Either may be used alone or with Model 5206 Wall Box by use of Wurlitzer's adjustable wall plaque.



WURLITZER MODEL 1650 SPECIFICATIONS

DIMENSIONS — Height 55", Width 33-1/16", Depth 27 $\frac{7}{8}$ ", Weight 335 lbs.

COIN EQUIPMENT — Single coin entry—5-10-25¢. Three-in-one magnetic slug rejector. Coin register mechanism—on-off automatic coin return.

RECORD CHANGER — 48 Selections, 7" Records, 45 RPM, Playmeter Standard Equipment.

SOUND SYSTEM — Model 518 Amp. includes junction box components, automatic level control, pre-amp, volume, dual tone and fader controls.

tone ARMS — Two low pressure tone arms with Zenith cobra cartridge.

WATTAGE — Lighting—40; Complete Phonograph—211; Standby—60.

LIGHTING — 2 20-watt fluorescent.

NO. OF SELECTIONS — 48

TYPE OF RECORDS PLAYED — 45 RPM

TYPE OF CONSTRUCTION — Metal, wood and glass combined for long life.

REMOTE — 48 Selection wall boxes. Previous wall boxes will play 24 tunes.

AUXILIARY SPEAKERS — Will use any present Wurlitzer speakers.

TUBE COMPLEMENT — 1 type 5U4G, 2 type 6L6G, 1 type 6SN7/GT, 1 type 6J5, 2 type 6SJ7, 1 type 12AU7, 1 type 12AX7.

MODEL 1600 SPECIFICATIONS

Same as 1650 except the following:

RECORD CHANGER — Provides 48 selections from 10" or 7" records, with quick change feature. Adaptable to any speed now in use. Playmeter standard equipment.

TYPE OF RECORDS PLAYED — 45 or 78 or 33 $\frac{1}{3}$ RPM.

THE RUDOLPH WURLITZER CO.



NORTH TONAWANDA, N. Y.

Gottlieb Intro's "Quintette"

CHICAGO — Featuring five new type drop-thru ball holes, the D. Gottlieb & Company "Quintette" is not only suitably named, but offers an unusual and interesting, as well as thrilling, new type play action for pinball players.

With the insertion of the coin the game starts off giving the player anywhere from one to three lighted holes. On completing all five, thru the new type drop-thru trap holes, the player starts off on replay action and can, with skill, roll up an impressive score.

Like all former Gottlieb games, this one, too, has already been practically oversold, as far as the first production runs are concerned.

Samples of "Quintette" should be in the hands of all the Gottlieb distributors sometime this week.

As Alvin Gottlieb reported, "Believe me this is one game that gives me the greatest kind of playing thrill."

"I enjoy playing 'Quintette' by the hour," he says, "and, if I am any judge at all, just from my own personal enjoyment standpoint, I believe that all other pinball players everywhere in the country are also going to find our 'Quintette' one of the most thrilling and enjoyable games they've ever yet played."

Full production is under way and immediately after distributors receive their samples they will probably receive their first quantity allocations of the new Gottlieb "Quintette."

"Therefore," as Nate Gottlieb stated, "operators can place their orders for delivery."

Lieberman Music Named Exclusive Bally Distrib



JACK NELSON

CHICAGO—Lieberman Music Co. were named exclusive distributors for Bally Manufacturing Co. for Minnesota, North Dakota, South Dakota, Iowa and Nebraska this past week by Jack Nelson, Salesmanager for the firm.

Nelson reported that everyone of the operators of Bally equipment in these states were assured outstanding service from Lieberman Music Co.

"In fact," Jack Nelson said, "every operator knows that Lieberman Music Company will do everything that is humanly possible to help them to continue to enjoy outstanding profitable business with all the famous Bally products."

"Furthermore," he said, "the Lieberman Music Co. will carry a most complete stock on hand so that every operator in these states is assured of getting just what Bally products he wants when he wants them as well as the kind of cooperation at all times for which all Bally distributors are renowned."

Wurlitzer Introduces New Phono's Two Low-Priced Additions To Present Line



ROBERT H. BEAR

NORTH TONAWANDA, N. Y. — Two new Wurlitzer phonographs make their bow this week during open house showings by Wurlitzer distributors to music operators across the country. The designations of the new models are 1600 and 1650. Both are identical in appearance. The price has been established by the company at \$849.50—F.O.B. the factory.

Robert H. Bear, sales manager of the phonograph department, reports that enthusiasm among the firm's distributors, who meet recently in New Orleans, is running extremely high. Bear outlines the features of the new phonographs below:

MECHANISMS DIFFER

The main difference in the two models lies in the design of the record changer chassis. Model 1600 incorporates a 48 selection, 24 record mechanism which can be used to play either 10-inch 78 RPM records or 7-inch 45

RPM discs. This is accomplished by a quick change feature which includes the installation of an idler wheel to regulate turntable speed and an adjustment for the landing position of the Zenith Stylus equipped twin tone arms. Spacer discs are used in the trays when 45 RPM records are played.

1650 PLAYS 45 RPM EXCLUSIVELY

The Model 1650 incorporates a more compact chassis using smaller, deep-indent trays and plays 7-inch 45 RPM records exclusively. The latter phonograph has been produced by Wurlitzer in answer to operator demands for a compact, time-tested unit which will flawlessly reproduce the tonal range of the new micro-groove records.

NEW MODERN STYLING

The outward appearance of these phonographs set a new pattern in design. Dubbed by its stylists as French Provincial, the cabinet is classic in its design simplicity. It retains the Wurlitzer flair for showmanship and eye appeal. The full-view picture window dome is enclosed in a single piece, curved glass panel which extends from the selector upward in a smooth curve to the back of the phonograph. The edges of the panel are framed in satin finish aluminum extrusions. When the dome is raised, the glass side sections remain in position and may be easily removed for cleaning. The record changer compartment features a colorful interplay of turquoise and silver light, complimented by a rich maroon tray stack cover. The valance, which extends across the full width of the dome, carries the illuminated message, WURLITZER — "The Name That Means Music to Millions."

TWIN TITLE STRIP HOLDERS

The 48 title strips have been incorporated in two matching panels which are surrounded by a silvered die-cast metal frame. Single button selection is featured. The title strip holders are quickly removable when the dome is raised for easy changing from Wurlitzer's one piece, clear plastic, injection molded holders. A rigidized metal grille is flanked by two glass pilasters which reflect unusual patterns of vari-colored light in pastel shades. The cabinet cheeks and flanking trim with vertical rods which cover the grille, are of natural birchwood which add a warmth and beauty to the over-all design. The cabinet side finish may be grained walnut wood paneling, a beautiful blond vinyl plastic, or custom colored to match a special location. A reduction in over-all size has been accomplished through careful attention to cabinet design. These phonographs will prove ideal for locations having a limited space for the installation of an automatic phonograph. These colorful, tuneful Wurlitzers have been exhaustively pre-tested on location and have already proven themselves as top money makers in their field.

CHANGER IN FULL VIEW

Wurlitzer has long applied the "sidewalk superintendent" principle of gaining public attention by exposing the record changer compartment. In the Models 1600 and 1650 this principle has been developed to the ultimate, giving completely unobscured view of the unique tray handling method of Wurlitzer's mechanism operation. Several other new features make their appearance in these additions to the Wurlitzer line. A push-type, double latch lock which securely fastens the dome, has been installed on the left side of the phonograph. Opened by a key, this lock may be closed by the application of pressure without using the key a second time. When in a raised position, the dome is held securely in place by a new, automatic fall support which latches securely to prevent the possibility of the dome descending while records are being changed or service adjustments accomplished. Raising the dome also releases a latch which makes it possible to open the full-length rear door of the cabinet without using another key.

BUILT-IN VOLUME LEVEL CONTROL

The new Wurlitzers incorporate an automatic built-in volume level control in the famous Wurlitzer sound amplifier system. The amplifier assures a full tonal range to insure patron enjoyment of the fine music available from modern record pressing techniques. Each phonograph is equipped with a record playmeter which registers up to 60 plays per record and gives the operator a constant picture of the public's tune preference, knowledge that enables him to program these phonographs to maximum profit levels. The coin banking mechanism which allows customers to insert coins of many denominations, registers up to 20 plays and makes selections after the coins are inserted, is included.

(continued on page 51)

Tartaglia Family Wins Tourney



PORT CHESTER, N. Y.—Here they are! The famous Tartaglia family who conduct the County Vending Company, this city. Paul, Sr., kneeling, includes bowling among his various accomplishments, which include, in addition to running a comprehensive coin machine operation, that of vegetable raising. His four sons, standing (l. to r.): Mike, Paul, Jr., John and Joe—and "Pop" are proud of winning the Port Chester Business Men's League Bowling Tournament.

DOUBLE YOUR MONEY BACK

That's right! **The Cash Box** will give you DOUBLE YOUR MONEY BACK if you don't agree that **The Cash Box** is the finest publication for you in all the history of the coin operated machines industry!

No other publication in the history of this industry has ever dared to make such an offer.

Fill out the coupon on the bottom of this page today! Enclose your check for \$15.00 for a full year (52 week's issues) of **The Cash Box**!

Read the first four issues.

If you don't agree, after going over the first four issues you receive, that **The Cash Box** is the greatest magazine you've ever yet read to help you progress in your business . . . send back those first four issues . . . get DOUBLE YOUR MONEY BACK for those first four issues . . . PLUS...the original \$15.00 you sent for the entire year's subscription!!

YOU CAN'T LOSE!

If anything at all . . . you can get DOUBLE YOUR MONEY BACK . . . by subscribing to **The Cash Box** TODAY!!!

THE CASH BOX

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

OKAY: I'll match you! Enclosed find my check for \$15 for a full year's subscription (52 exciting week's issues) of **The Cash Box**. If I don't like the first four issues I receive, I am to return these first four issues to you, and you are to give me DOUBLE MY MONEY BACK for those first four issues PLUS the \$15 which I am enclosing right now.

FIRM.....
ADDRESS.....
CITY.....ZONE.....STATE.....
SIGNED.....



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



Presenting... An Extravaganza of IN-LINE Play with Explosive ACTION! Gottlieb's

RED HOT
Quintette

REPLAY FOR LIGHTING ALL 5 HOLES...
Additional ball in lit hole awards additional Replay

1 TO 6 ROTATION SEQUENCE
lights Side Contacts alternately for Replay

5 IN-LINE DROP-THRU BALL TRAP HOLES

A-B-C-D NON-ROTATION SEQUENCE
lights 2 Roll-Overs for Replays

"SPOT-'EM"
... spots players 1 to 3 holes in various combinations

ROLL-OVER BUTTONS
light for HIGH SCORE
Illuminated "BALLS PLAYED" Recorder

REPLAYS FOR: HIGH SCORE... POINTS SCORCHING BALL SPEED! 4 "POP" BUMPERS... 2 FLIPPERS... 3 CYCLONIC KICKERS!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

ORDER FROM YOUR DISTRIBUTOR NOW!

David Rosen Celebrates 20th Year In Coin Biz



DAVID ROSEN

ators, not only thruout his area, but thruout the world.

Rosen entered the business at an early age, starting in 1933 with Exhibit Sales, who were operating claw machines. Until he started a jobbing firm in 1942, Rosen operated and sold machines thruout many states and cities. His jobbing firm was built up and expanded. until in 1946, he undertook the distribution of equipment for some of the country's leading manufacturers.

At the present time, Rosen is factory distributor for AML, Inc., Chicago Coin Machine Company, Auto-Photo Company, Cole Spa Products, and the recordings of Mercury and several other record firms.

"We have found during our years of wholesaling" stated Rosen, "that our success has been determined by our understanding of the operators' needs and problems, and then our willingness to cooperate with them wholeheartedly to meet these needs and solve their problems. We have been fortunate in being able to serve the trade with the most outstanding of new machines. And as far as reconditioned equipment is concerned, our policy of never permitting any machine to leave our shop until it meets every standard of perfection, both inside and outside, has built us a most enviable reputation, as well as repeat business."

PHILADELPHIA, PA. — One of the finest, most progressive coinmen in the industry, Dave Rosen, head of David Rosen, Inc., this city, and still a young man, celebrates his 20th year in the business this week.

To inaugurate this 20th celebration, Rosen brings the trade a gigantic sale of reconditioned equipment. He intends to follow thru with several other promotional ideas, commemorating this occasion, which he states, will further solidify his service to oper-

June 21 Set For "20 Year Club" Meeting At Babe Kaufman's Home

All Members And Wives Invited. Babe Foots Entire Bill

ATLANTIC HIGHLANDS, N. J.— "The date's been set" gleefully reports Babe Kaufman "for our lawn and house party for the members of the '20 Year Club'. It's Sunday, June 21."

Babe Kaufman, nationally known figure in the coin machine industry, and one of those suggesting the formation of the "20 Year Club", informed the trade that she planned on a meeting of the club members at her home — and would supply the food, liquor and entertainment free of charge (issue of *The Cash Box*, March 7).

"The party's on me — everything" states Babe. "I invite everyone no matter where they are to come to Atlantic Highlands on Sunday, June 21. The Monmouth race season opens on June 13, and those who wish can come on a day or so earlier and take in the races. Or they can stay on after the party for the same purpose. I especially expect to see those other coinmen who, with me, were first to suggest the formation of the club. If they don't come, I'll personally beat their ears in. And I want every member, without exception, from the eastern part of the country to be sure to attend. And, of course, bring your

ORDER! NOW!
The Greatest
Bally's "SPACE SHIP"
RUNYON SALES COMPANY
Factory Representatives for AML Inc. Bally Mfg. Co., J. H. Keeney & Co., Inc. Permo Inc.
593 10th Ave., New York 18, N.Y., LO 4-1880
123 W. Runyon St., Newark 8, N.J., Bl 3-8777

wives. We'll really have ourselves a time."

Babe points out that she would like to have some notice from those members who will attend. "I have to be prepared to take care of a great many people, and if I have advance notice of what the attendance will be, I'll be able to have plenty of food and drinks on hand."

So, let's hear from you. Either write Babe Kaufman at 40 Hooper St., Atlantic Highlands, N.J. or to Joe Orleck, *The Cash Box*, 26 W. 47th St., New York.

GIGANTIC ROSEN SALE

to celebrate our

20th ANNIVERSARY

All Equipment Beautifully Reconditioned—Look and Work Like New

EVERYTHING WE OFFER IS IN STOCK
MUSIC

Seeburg Lo-Tone	\$ 39.50
Seeburg Hi-Tone	39.50
Seeburg Casino & Plaza	39.50
Seeburg Vogue	39.50
Seeburg 46	129.50
Seeburg '47 & '48 Cellar Unit	129.50
Seeburg '47	149.50
Seeburg 100 A	595.00
AMI Singing Towers	39.50
AMI Continuous Play Mechanism	115.00
AMI Continuous Play Mechanism (2 in cabinet) like Brand New	250.00
AMI A	265.00
AMI C	429.50
AMI Automatic Hostess (unit of 20)	500.00
Rock-Ola Standard	39.50
Rock-Ola Deluxe	39.50
Rock-Ola Premier	39.50
Rock-Ola Commando	39.50
Rock-Ola Playmaster (the best cellar unit ever built)	49.50
Rock-Ola 1422	129.50
Rock-Ola 1426	169.50
Rock-Ola 51/50 Rocket, Blonde	375.00
Williams Music Mite	49.50
Packard #7	69.50
Packard Manhattan	99.50
Chicago Coin Hit Parade with stand	129.50
Mills Constellation	129.50
Evans Constellation	395.00
Wurlitzer 600	39.50
Wurlitzer 950	39.50
Wurlitzer Victory Model (in very gorgeous cabinet)	39.50
Wurlitzer 700	49.50

Wurlitzer 750	\$69.50
Wurlitzer 1017	129.50
Wurlitzer 1080	149.50
Wurlitzer 1015	169.50
Wurlitzer 1100	295.00
Wurlitzer 1250	395.00
Wurlitzer 48 Record Conversion Boxes	29.50

WALL BOXES—Parts & Supplies

Wurlitzer W. B. 3020 5c/10c/25c	\$24.50
Seeburg & Packard Wall Boxes	5.95
Solotone & Personal Music Amplifiers (Brand New)	25.00
Solotone & Personal Music Master Control Units	49.50
Solotone Entertainer (with 10 individual turntables)	99.50
Solotone Wall Boxes with Radio Stations, and Entertainer Systems	5.00
Stands for all Music Counter Models	9.50

SHUFFLE ALLEYS and ARCADE EQUIPMENT

United Express	\$ 39.50
Ace Shoe Shine Machine (stainless steel finish)	49.50
Williams Quarterback	59.50
Universal Twin Bowler	69.50
Universal Alley, Flyback Pins	69.50
United Skee Alley	69.50
Williams Star Series	69.50
Williams Double Header	69.50
Chicago Coin Shuffle Alley Flyback Pins	79.50

Scientific Que Ball	\$79.50
Chicago Coin Classic	79.50
Watling Scales	89.50
Chicago Coin King Pin	95.00
Genco Shuffle Target	99.50
United ABC	99.50
Chicago Coin Pitching Horseshoes	99.50
Keeney 4-Player League Bowler	149.50
Keeney Cigarette Machine 9 col. (brand new)	249.50
Chicago Coin 6-Player Bowling Alley	295.00
Exhibit Super Twin Rotation	395.00

KIDDIE RIDES

Jeep and Fire Engine (smartest kiddie ride on the market—taking in more money than bigger rides)	\$249.50
Thunderbolt	450.00
Rocket Patrol (built to last a lifetime)	450.00
Merry-Go-Round (newest miniature kiddie ride—seats two)	550.00

PIN GAMES

All Makes, All Models from \$14.50 up

Tremendous Bargains

WRITE FOR COMPLETE LIST & PRICES

ACT QUICKLY—ORDER TODAY 1/3 with order, balance C. O. D.

20 years of service

We are proud to have reached our 20th milestone of service to coinmen . . . 20 wonderful years of supplying the needs of operators who have not only been our customers but our friends. Our basic policy of carefully screening all new equipment before offering them . . . of never permitting a used piece to leave our shop unless it is thoroughly reconditioned inside and out and ready to deliver perfect performance . . . of always stocking a complete line of parts and supplies for all make and model machines to insure the continuous operation of our customer equipment . . . of co-operating with our customers in every way possible around the clock . . . has paid off handsomely for our customers and us.

We wish to take this opportunity to thank our customers for their co-operation and are looking forward to serving them for many more profitable years.

1933

1953

20th ANNIVERSARY

DAVID ROSEN

DISTRIBUTOR FOR AMI, MERCURY RECORDS CHICAGO COIN, COLE PRODUCTS, AUTO-PHOTO

855 N. BROAD STREET, PHILADELPHIA 23, PA.

Stevenson 2-2903

★ ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.

OVERHEAD MODELS

Horsecollar (15-21-50 pts.) \$125.00 ea.
Marvel Score (15-21 pts.)

MARVEL MFG. CO.

WALL MODELS

Horsecollar (15-21-50 pts.) \$95.00 each
Marvel Score (15-21 pts.)
Terms: 1/3 dep., bal. C.O.D. or S.D.
2849 W. FULLERTON, CHICAGO 47, ILL.
(Tel.: Dickens 2-2424)

United Appoints Lieberman Music Distrib For Minnesota, N. and S. Dakota

CHICAGO—Bill DeSelm, Salesmanager of United Manufacturing Co., this city, announced this past week

that Lieberman Music Company had been appointed the firm's distributor for Minnesota, North and South Dakota.

Billotta Invites Music Ops To Night Club For Wurlitzer Party



JOHN BILOTTA

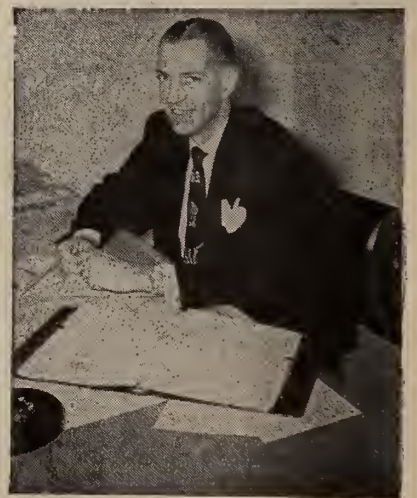
NEWARK, N. Y.—John Bilotta, Bilotta Distributing Company, this city, distributor for the line of phonographs of The Rudolph Wurlitzer Company, will run a terrific party for

the operators thruout his area at Trio's Night Club, Newark, N. Y., on Thursday night, March 26.

Bilotta is tying this party up with the showing of the new Wurlitzer model 1650 phonograph, which will be displayed in his showrooms during Wurlitzer Week, March 23 to 27. A model 1650 will also be at Trio's club so that all the operators can view it.

Operators will be treated to a buffet supper, entertainment by well known recording artists, dancers and comedians; as well as being able to dance to the music of Dan Pooley's Orchestra.

The well known Rochester disk jockey, Ed Meeath of station WHEC will act as master of ceremonies. Artists lined up for appearance so far are: Pat Torpey, Commy Coleman, Dolores Terriello, Rose City Trio, a local singing group, Jack & Jill, a dance team, and Dave Howe, comic.



BILL DeSELM

"We feel certain," he said, "that everyone of the operators who have been purchasing our products in these states realize that Lieberman Music will continue to give them the finest cooperation and the speediest service."

SEEBURG M 100 C

BUY THE BEST IN MUSIC

Reconditioned—Refinished

SEEBURG 1-46	\$150
SEEBURG 1-46 HIDEAWAY	150
SEEBURG 1-47	175
SEEBURG 1-48 BLOND	250
SEEBURG M-100A	675
SEEBURG WOM (W4-L56)	35
WURLITZER 1015	150
WURLITZER 1100	275
WURLITZER 1080	140
WURLITZER 1250	395
WURLITZER 1400	Write
A.M.I. MODEL A	325
A.M.I. MODEL B	425
A.M.I. MODEL C	450
ROCK-OLA 1422	125
ROCK-OLA 1426	150
ROCK-OLA 1428	275

EXCLUSIVE SEEBURG DISTRIBUTORS IN ILLINOIS AND IOWA

ATLAS MUSIC COMPANY

2200 NORTH WESTERN AVE. CHICAGO 47, ILLINOIS

(Phone: ARmitage 6-5005)

Op Complains To Exhibit "Cash Box Too Small"



FRANK MENCURI

CHICAGO—"Nices: complaint I received this week," Frank Mencuri, general salesmanager of Exhibit Supply, this city, commented, "was from Lou Berger of American Music Co., Lorain, Ohio, who said, 'the cash box on your Space Gun is too small.'"

Mencuri explained that reading further into Lou Berger's letter he learned that Berger had placed the first of ten "Space Guns" he had received in a variety store in Euclid Village, Ohio, and that the first thing

he knew he received a "service call."

Dashing out there to learn what was wrong, Berger found that the cash box of the "Space Gun" was overflowing when he opened the machine the money just came tumbling right out.

"That's the reason," Mencuri reported, "why Lou Berger believes that the cash box on our 'Space Gun' is much too small. He recommends that it be enlarged to over twice its present size.

"Furthermore," Mencuri said, "his first collection from this location on 'Space Gun,' for ten days, was \$76.20 his end.

"This doesn't surprise us at all," Mencuri reports, "Every day we get collection reports that are truly amazing. For example, here are a few that we just received in the mail today which are similar to what we hear about every week from all over the nation.

"Phoenix, Ariz., \$26.00 per week average; Cleveland, O., \$21.00 average; Miami, Fla., \$16.50 in 3 days; Seattle, Wash., \$31.00 average; Los Angeles, Cal., \$24.50 average, plus a letter advising us 'Space Gun' has boosted collections on all of my kiddie rides."

"There are many, many more, but," Frank Mencuri states, "this gives some idea of the reports we are receiving on 'Space Gun' and the fact that from everywhere in the nation all report that 'Space Gun' booms kiddie ride business on every one of their locations."

Record Stars At Coven Showing Of New Wurlitzer Phono



BEN COVEN

CHICAGO—Ben Coven opens his showing at Coven Distributing Co. headquarters, 3731 Elston Ave., this city, all this week, Monday thru Saturday, March 23 to 28, showing the new Wurlitzer "companion" to the present Wurlitzer 104 selections phono.

Recording stars now in this city will be present all during the week. Such stars as Gene James of MGM Records, Ralph Marterie of Mercury Records, Johnny Desmond of Coral Records, and many, many more will be present, according to Ben Coven and others of the firm.

Promotion men of all the large record firms here have advised that they will send their stars to the showing all week long and as they arrive in town.

Showings will continue all this week from 9 A.M. to 5 P.M., with the firm's showroom open to evenings, Wednesday and Friday to 10 P.M., so that

all suburban and out of state operators in the Coven territory will be able to see the new Wurlitzer phonograph.

Coven reports, "We know that we shall have some very large crowds on hand all during the week.

"We have therefore prepared refreshments of all kinds," he stated, "and have also made arrangements to help any of our out of town customers to obtain rooms at the hotels here in Chicago should they wish to stay overnight."

Tannenbaum Re-elected President Assoc. Amuse Ops Of New York

NEW YORK — The Associated Amusement Machine Operators of New York, Inc., this city, held its annual election meeting on Wednesday night, March 18, at the Henry Hudson Hotel.

A full course dinner was served prior to the organization holding its business meeting. Practically 100% of the membership was in attendance, as were several distributors, guests of the group.

At the conclusion of the meal, members listened to a report by George Ponser, business manager and Teddy Blatt, attorney. Barnett Tannenbaum, presided, and all matters ran smooth as a clock.

Results of the election saw Tannenbaum re-elected to the presidency.

WATCH

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Announcement

of

WILLIAMS

New De Luxe

BASEBALL

GAME!!!!

CAPTURE and HOLD CHOICE LOCATIONS!

OPERATE 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 flap for easy loading. 3-way match vending.

ALLAN SALES, INC.
928 MARKET STREET WHEELING, W. VA.

WRITE WIRE PHONE →

Other officers elected were: Harry Ross, vice president; Jack Semel, treasurer; William Parker, financial secretary; Wilbur Aaronson, secretary; and Ben Robbins, sergeant-at-arms.

Voted to serve on the Board of Directors were: Phil Greitzer; Lucky Skolnick; Sandy Warner; Louis Rosenberg; Jack Kantor; Mil'on Green; Lou's Clatter; Joe Kochansky and Jerry Folkart.

These nine board members plus the six officers form an executive group of fifteen, who conduct the business for the association.

This games association has made giant strides since its current inception, and without question has done much to solidify operations of amusement machines throught this area. Commendation is due its officers, board members, business manager and attorney.

ARCADE BOOM AHEAD

Expect More New Arcades to Pop Up This Spring and Summer Than in Many Past Years. Demand for All Types of Arcade Equipment Pushes Prices Up. Expect Kiddie Rides to Play Major Part in New Arcades.

CHICAGO — "There is no longer any doubt," some leaders here say, "that a new arcade boom is getting under way.

Demand for all types of arcade ma-

chines has started to push prices up. And even with prices continuing upward equipment is difficult to obtain.

The fact that no new type arcade machines have been manufactured for some time is considered one reason for the difficulties now being encountered in obtaining equipment to supply the demand.

At the same time, the kiddies rides, many believe, will be responsible for the sudden blossoming forth of new arcades here and there about the country.

Whether or not this will grow into a full fledged boom isn't as yet apparent.

But what is most noticeable is the continuing heavier demand for arcade machines of all types.

With the Spring and Summer seasons of 1953 around the corner, many are of the belief that new arcades are going to start popping up, and in larger numbers than has happened in some years past.

One outstanding reason is the fact that the average operator in the industry, many explain, has been much too busy to think about arcades these past years while new products were being rushed to market.

The ban on arcade construction and the difficulties encountered in the manufacture of the larger type machines required for the arcades, because of materials restrictions, all had their effect on this field, and this business lagged far behind.

Now with materials obtainable, with amusement building construction restrictions removed, and with the further fact that the kiddie rides have attracted many new operators to the business, there seems to be every factor required for a boom to pop wide open, and very soon, too.

Those who are in close touch with the field report that they are having their hands full trying to find arcade equipment which seems to have been buried away for some time now all over the country.

Automatic voice recorders, photo machines, ray guns, peek machines, and almost every other type of equipment known to be part and parcel of the average arcade is now in bigger demand than it has been for some many, many months.

Most outstanding, of course, is the fact that kiddie rides of many kinds are now obtainable and these, it is believed, will play the major role in the new type arcades.

Fortune tellers, and other large equipment, of which very few were manufactured for some years now, are more difficult to obtain.

Whatever the end result, the field may see a new arcade building boom this forthcoming Spring and Summer.

MOA Arranges For Membership Roadman

CHICAGO—George A. Miller, President and Business Manager of MOA (Music Operators of America) reported at the close of the past meeting of the Executive Board of Directors of the organization that:

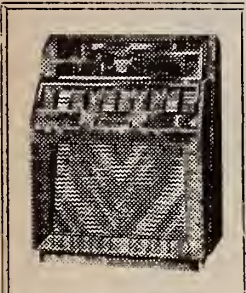
"One thing which made me feel very good was the approval of the Executive Board of Directors to the hiring of a man well versed in the industry to travel the entire country and arrange for memberships in Music Operators of America."

Miller explained, "This man will be on the road constantly. He will bring into membership in MOA the independent music operators in areas where no associations exist.

"He will, at the same time," Miller says, "also arrange to bring in entire local and statewide associations which may be formed while he is traveling so that MOA's membership will always remain 100 per cent.

"At the present time," Miller reported, "there are many independent music operators in some of the more spread-out and smaller areas of the nation where there are no local associations and these men want to join MOA and yet don't just simply get around to doing it.

"This roadman," Miller concluded, "will be our searching eye in the field and will probably bring into membership, over a period of time, just about every single independent music operator in the nation."



★SEEBURG M100A..

Mechanism overhauled
Sound System thoroughly tested
Cabinet professionally refinished

Looks and Operates like new **\$649.00**

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SEEBURG FACTORY DISTRIBUTORS

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

• Telephone collect for volume deals •

Special Sale!

- Buckley Boxes \$ 5.00
 - Uneeda Candy Machines 49.50
 - Statler Cookie Machines 49.50
 - Statler Cigarette Machines 49.50
- Supreme Distributors, Inc.**
3700 N. E. 2nd AVENUE, MIAMI 37, FLA.

PRICED TO SELL QUICK BINGO GAMES

ABC	\$150	BRIGHT SPOTS	\$325
BOLERO	195	SPOT LIGHTS	300
BRIGHT LIGHTS	225	LEADERS	295
FROLICS	439		



Geo. George



Roy Moore

ARCADE EQUIPMENT		ONE BALLS	
Atomic Bomber	\$155.00	Champions	\$35.00
Bally Big Inning	149.50	Citation	30.00
Bally Heavy Hitter	49.50	Gold Cup	24.00
Batting Practice	69.50	Photo Finish	39.00
Bingo Roll	49.50	Turf King	85.00
Boomerang	59.50	Winner	65.00
Big Bronco (Like New)	Write	Futurity, Very Clean	275.00
Chicago Coin	295.00	SPECIALS	
4 Player Derby	115.00	Genco "400" Like New	\$249.00
Chicago Coin Goalee	90.00	Genco Jumping Jacks,	
Chicago Coin Pistol	49.50	Like New	310.00
Chicago Coin Hockey	225.00	American Bank Shot,	
Chicago Coin Basket Ball		Shuffleboard	250.00
Champ		MUSIC	
Capitol Midget Movies		Rock-Ola 1948 Blond	\$295.00
(Like Brand New)	275.00	Seeburg 100A 78 R.P.M.	649.00
Exhibit Dale Gun	65.00	Seeburg 1947 M	169.50
Exhibit Foot Ease		Wurlitzer 1100	
(Late Model)	95.00	Very Clean	295.00
Exhibit Six Shooter	175.00	Wurlitzer Bar Box 5-10c	9.95
Exhibit Jet Gun	225.00	Seeburg 3 Wire 5-10-25c	27.50
Evans Bat-a-Score	185.00	Seeburg 5c 3 Wire	19.00
Keeney Submarine Gun	125.00	Seeburg 1948 Hideaway	
Kirk Astrology Scale	95.00	Very Clean	225.00
Mercury 13 Way Grip &		WANT TO BUY	
Lift Scale	69.50	Mutoscope Sky Fighters	
Midget Skee Ball	175.00	Exhibit Jet Guns	
Mutoscope Voice-o-Graph	450.00	Mutoscope Cross Country	
Mutoscope Photomatic		Exhibit Six Shooters	
Deluxe	Write	Voice-O-Graph	
Panorams (Very Clean)	295.00	Gun Patrols	

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

As I See It

A Weekly Column
by
AL SCHLESINGER

One of the major problems (outside of more revenue) is the question and I might add, the serious question of a mechanics school. There is a very serious lack of skilled mechanics in the industry. This, in my opinion, is hindering many operators from expanding their routes, and to a great extent, holds them back from purchasing equipment along allied lines. Some distributors in the New York area have been holding mechanic school sessions on a very limited schedule, as on a weekly or semi-monthly basis. These sessions are generally about two hours in duration. They are of some help, but they do not solve the problem. Not only is this a serious problem for the operator, but it will eventually react to the distributor and manufacturer, in less sales. Gentlemen, get busy, this problem really needs solving.



A good suggestion on getting more income from phonographs, comes from Manny Erenfeld, prominent old time New Jersey operator. He claims that with a very simple adjustment he can arrange for his phonographs to play one tune for 10c, three for 20c, and four for 25c. In this manner the patron, dropping a quarter in the coin chute does not feel too much pain. What do you think, fellers?

The Woman's Viewpoint

of the Coin Machine Industry



BABE KAUFMAN

ATLANTIC HIGHLANDS, N. J.— At a surprise party held recently for Babe Kaufman, who was celebrating her 50th birthday, we asked her a question, "Babe, what are the chances for a woman to run a successful business in the coin machine industry?"

"A woman can be just as successful in this, or any business", answered Babe, "if she is willing to put the same amount of hard work, energy, and ingenuity into it that her competitors are. Naturally, not all women can be successful — but, neither are all the men who enter the coin machine business. However, in my opinion, the percentage of success can be just as great."

Your editors know the success story of Babe Kaufman, having been close personal friends since she entered the business in 1928. Members of the industry have lovingly tagged her the "Fabulous Babe." At one time or another, Babe has been a jobber, distributor and operator. And she has handled every type of coin operated equipment made. In the early days, Babe distributed the amusement games of Bally, Gottlieb, Keeney, Seeburg, Jennings and Pace. She distributed and operated cigarette machines as well as book vendors. Babe was the first Wurlitzer distributor in this area, taking on the P-12 in 1932. Among the firsts also attributed to Babe's far sighted vision, was the advertising and sale of reconditioned juke boxes. To list the accomplishments of Mrs. Kaufman in the coin machine industry would take considerable time. But those who have been

associated with the business during its growth, know what a vital part she played.

"The success I accomplished in the coin machine industry, can be attained by other women if they are willing to put the same effort into it, as well as using their intelligence and ingenuity," stated Babe. "Take this party for example" (referring to her 50th birthday party), Mrs. Kaufman stated. "Besides the coin machine people here, most of those on hand are location owners. I have solidified myself so strongly with them, that they thought it fitting to run this big birthday party for me. Do you think a competitor could take any of these locations away from me?"

The one accomplishment that Mrs. Kaufman is most proud of is that thru the money earned in the coin machine business, she was able to educate her three sons, all of whom are making their marks in the world today. Her oldest son, Bill, is head of the casting department of NBC-TV, one of the most important executive positions in television. In addition, Bill has written three books, and now, in association with two other men, is producing a Broadway show "The Pink Elephant" starring Steve Allen, due to appear on Broadway in a few weeks. The next son, Norman, who was the youngest man ever to be awarded a "Master's" License for navigation, is now in Washington, D. C. with Naval Intelligence. The youngest boy, Stuart, out of college only some six months, is already occupying an executive position with General Mills, Syracuse, N. Y.

"My boys are naturally the light of my life, and I am very proud of their rapid success in their particular endeavors," smiled Babe, "but it was thru my earnings in the coin machine industry that I was able to give them the proper education and background so that they could get a proper start in whatever future they selected."

Babe then pointed out that there was one more item about the coin machine industry she wanted to stress. "During my years in the business", she said, "I have made thousands of friends and I can honestly state that I do not believe that there is any other business where the people are as honorable as ours. Where can anyone buy thousands of dollars of merchandise over the phone — or by just the medium of a handshake?"

"Yes, the coin machine business has been good to me, and no doubt to many other women. It can be for others."

J. Rosenfeld Co. Appointed Rock-Ola Distributor

Open House Party April 11 & 12



JACK ROSENFELD

ST. LOUIS, MO. — J. Rosenfeld Company, this city, well known distributing firm, has been appointed as the sales and service outlet for Rock-Ola products for Southern Illinois and Eastern Missouri, effective April 1st, according to an announcement by J. Raymond Bacon, executive vice-pres-

ident of Rock-Ola Manufacturing Corporation, Chicago.

The distributing firm is headed by Jack Rosenfeld, a thoroughly experienced veteran in the industry, who has been actively engaged as an operator and distributor since 1931.

The Rosenfeld sales organization consists of Jack Gorelick, sales manager; Ed Randolph, assistant sales manager; and three road salesmen. The service department is supervised by Harry (Pete) Dreches, service manager, and Lou Tocco, parts manager. The service department has built an excellent reputation for its prompt, efficient service and maintains complete stocks of spare parts at all times.

Rosenfeld will run an open house party at his offices and showrooms on Saturday and Sunday, April 11 and 12, and all coinmen, their wives and children are invited to attend.

In addition to distributing the Rock-Ola products, the Rosenfeld organization handles the products of Chicago Coin Machine Company, Bally Manufacturing Company, Automatic Products Company, and Northwestern Corporation.

Wurlitzer Names Davidson Mid-West Sales Representative



BERT B. DAVIDSON

NORTH TONAWANDA, N. Y. — An active figure in the coin machine industry for many years, Bert B. Davidson has been appointed district sales manager for The Rudolph Wurlitzer Company, North Tonawanda, New York. The announcement, made by Robert H. Bear, sales manager, indicated that Bert would make his headquarters in Chicago.

In making known the appointment, Bear said, "Bert Davidson needs introduction to few, if any, people in the coin machine industry. He has been actively associated with it for the past twenty years and we are pleased to be able to take advantage of his experience by appointing him to this new post."

The appointment became effective February 25 and Davidson journeyed to New Orleans with other Wurlitzer personnel to join with the distributors

in an annual get-together which previewed a new 48 selection phonograph to be produced in 1953.

Bert attended the University of Illinois, Cornell University, and took a post-graduate course at Northwestern University's School of Business Administration in Marketing Research and Advertising.

The appointment of Davidson, who resides at 5200 South Blackstone Avenue, Chicago, Illinois, marks the fourth addition to Wurlitzer sales staff in the past few months. Previous announcements were Gary Sinclair, West Coast, Max R. Waters, East Coast, and James A. Crosby, South West.

Ice-Cube Vending Now Big Business

WASHINGTON, D. C. — One of the most unusual vending ventures is that of coin operated ice cube salesmen. At a recent convention of the National Association of Ice Industries, Richard C. Muckerman, City Products, St. Louis, reported that his firm now maintains 70 vending machines in the St. Louis area.

25 pound bags of cubes are vended as this seems to be the proper amount for such purposes as parties, picnics, fishing or hunting trips, or freezer ice cream making. Muckerman pointed out, "Supermarkets live on the theory the public will do its own shopping and we can succeed as they have". Concluding, he announced his company expects to install at least 20 more stations in St. Louis within the coming year.

Bally®



"I am proud to join the Bally distributor family, and extremely happy to offer such outstanding equipment to coin-men in my territory."

—Harold Lieberman

ANNOUNCES APPOINTMENT OF

**LIEBERMAN
MUSIC COMPANY**

257 PLYMOUTH AVENUE, NORTH, MINNEAPOLIS, MINNESOTA

AS

EXCLUSIVE DISTRIBUTORS

FOR

IOWA, MINNESOTA, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA

Harold Lieberman, a seasoned veteran in the field of coin-operated equipment, will give every coin machine man in his territory the kind of cooperation and service that insures maximum profit to each and everyone from the great Bally line of coin-operated equipment. Get together with Lieberman and get going.

BALLY MANUFACTURING COMPANY

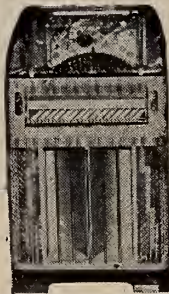
**READY FOR DELIVERY
America's Greatest Money-Makers**

SPECIAL BARGAINS!

- SPOT LITE \$285.00
- PALM BEACH . . . 465.00
- BRIGHT LIGHT . . 210.00
- HARVEST TIME . . . 89.50
- SLUGFEST 159.50
- TURF KING 94.50

**ROCK-OLA
FIREBALL
120
SELECTIONS**

Come on in for the best trade-in of your life and walk out with the finest phonograph you have ever yet placed on any of your locations.



We Are Exclusive Factory Distributors for BALLY and ROCK-OLA

LAKE CITY AMUSEMENT CO.

4533 PAYNE AVE.,
CLEVELAND, OHIO
(Tel.: HE 1-7577)

NOTICE

To CLASSIFIED-AD Users

The Cash Box publishes more Classified Advertising each week than all other publications combined.

It is absolutely imperative that all Classified Advertisements reach The Cash Box offices in New York no later than Wednesday, 12 Noon of Each Week.

Make sure that the Classified Ad you send this week will appear the following Monday morning by rushing your copy airmail directly to:

THE CASH BOX

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

(All Phones: JUdson 6-2640)



Buster Williams in Monroe, La., to the funeral of an old friend, Mr. Sineley. Mrs. Stanley Lewiz of Stans Record Shop also attended. She was once Mrs. Singley. . . . Richard Brand, who made headlines about two weeks ago, now with Amann Distributing Co. as the new sales manager. . . . Big news of the Teche Country is George K. Lowry's new Cadillac. Guess the record business is not too bad!! . . . It won't be the same with Pee Wee unable to pick up records from Franks Music House. Pee Wee leaves us to become one of Uncle Sam's boys. Good luck, Pee Wee. . . . Happy Giarrusso, manager of the "Tax Amusement" senior soft ball team, announces their annual banquet was a grand success. The team presented Tac with the Wisner League Championship Trophy. Giarrusso was in turn presented with an attractive and unusual pen set trophy. . . . Larry Copeland, a real veteran in coin machine ranks and representative of New Orleans Novelty Co., is on the road talking up Bally and Gottlieb products. Larry should do a great job as he is well liked in coin machine circles. . . . Mary Tridico from Norco, La., in every week to buy records. She says the juke box business is really thriving. Mrs. Tridico, as well as being a tremendous help to her husband in the juke box business is a representative for a line of cosmetics.

I hear Dave Martin, formerly of Console Distributors and then manager of State Distributing Co., is now the district manager for Southland Battery in Birmingham, Ala. He was a great bell salesman so I know he must be doing well. . . . Visiting in town was Leo Kerner of Barataria, La., Johnny Cali, LaPlace, La., A. C. Sylvestre of Ville Platte, La., and Jack Young of Lafayette, La. . . . Everything happens at once to "The Ed Daniels" of Capitol Music, Jackson, Miss. They are remodeling their new store, building a new home and now the Mrs. announces that there will be a little Daniel soon. Best of luck on everything. Baby will be their first. . . . It's been a long long time since a record has taken the state like "Hound Dog." Congratulations to A. I. Distributors and also to Willie Mae Thornton. . . . It seems all the record people came in to see us at one time. Alan Bubis of Republic records enjoying a big juicy steak at Charlies Steak House. Bill Taylor of M.G.M. Records in; also Leo Mesner, Aladdin Records and Thomas Brusk of Remington. . . . The coin machine colony was represented at the recent runnings of the New Orleans Handicap and the Louisiana Derby—both at the Fair Grounds. Seen in the club house were Manny Lansburg, Bob Nims, Ray Bosworth, Louis Boasberg, and Ralph Bosworth as well as many others. . . . A. I. Distributors has a new salesman that will travel Mississippi and Alabama. He is Loran Bosange of Pascagoula, Miss. . . . Happy birthday to Pat Gillen on Friday 13.

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

LIEBERMAN MUSIC COMPANY is proud to announce the purchase of MAYFLOWER NOVELTY CO. and PASTER DISTRIBUTING CO. (formerly of St. Paul, Minn.) and, therefore, now becomes the EXCLUSIVE FACTORY REPRESENTATIVE for the following in our area:

AMI, Incorporated
Automatic Products Co.
Bally Manufacturing Co.
Chicago Coin Machine Co.
Exhibit Supply
D. Gottlieb & Co.
United Manufacturing Co.
Watling Manufacturing Co.
Williams Manufacturing Co.

LIEBERMAN MUSIC COMPANY

257 PLYMOUTH AVE., NORTH

MINNEAPOLIS 11, MINNESOTA

(Phone Numbers: FIlmore 3025—NEstor 7901)

Runyon Installs Dime Play Phono In N. J.

NEWARK—In keeping with the strong national trend to 10c juke box play, Runyon Operating Division is now actively engaged in providing machines operating on that denomination for its New Jersey locations. The latest 10c play installation was made in the Executive Bar at 2 Hill Street, Newark.

"Reports from all sections of the country, where juke boxes have been operating at 10c, have been so good," says Ed Burg, Runyon Operating Division manager, "that we decided to make 10c play available for our own customers. And it should work out fine for the public is taking it in stride and locations are making more money at a dime."

"The reaction to the Executive Bar installation has been very encouraging," Burg continued. "My good friend Ben Markowitz, Executive owner, tells me that individual plays at a dime are about the same as they were at a nickel and that he expects it to stay that way. Which means that the total money take in the machine will just about double."

Juke boxes converted to a dime will deliver one play for 10c and three plays for a quarter.

Seen at the right, upper picture. Ed Burg, Runyon Operating Division manager (left) wishing Ben Markowitz, Executive Bar owner, good luck on the installation of the AMI juke box at 10c per play.

The young lady in the lower picture obviously enjoys juke box music and doesn't mind paying a dime for it.



FOREIGN BUYERS!

We carry the world's Largest Stock.

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

Our service is Quick, Efficient and Reliable.

Write for FREE Price List and Order Forms

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

Mills Industries Ups Two

CHICAGO, ILL.—Mills Industries, Inc., Chicago, has announced the appointment of Fred L. Mills, Jr., as vice president in charge of engineering and Walter F. Hermann as vice president in charge of manufacturing. Mills has been associated with the company for six and one-half years. Hermann previously held the position of general works manager for over one year. Mills Industries manufacture beverage coolers and dispensers, ice cream and frozen custard equipment, and other related products.

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

What does the Edgewater Heart Fund

mean to You?

What does the "Edgewater Heart Fund" mean to you?

It means that you, as an individual, are helping medical science and research find "the answer" to heart disease—*America's No. 1 Killer*.

It means that you will not only feel better, when you donate to the "Edgewater Heart Fund," because you have done something of such great goodness for all peoples everywhere, but that you have also proven, once again, how really big is the charitable heart of the coin machines industry of America.

It means that should you, or anyone in your employ, or any of your friends and relatives, be stricken with a heart attack (and that happens every second of every day) and require the newest technique: heart surgery, that this will be performed **FREE OF ANY CHARGE** for you at its source. the Edgewater Hospital, 5700 North Ashland Avenue, Chicago, Illinois.

It means that should you, your employees, friends, relatives, or others close to you, require heart treatments, and who cannot afford such medical treatment, that your donation will help these people to get such attention **FREE** because of the "Edgewater Heart Fund" at the Edgewater Hospital in Chicago, Ill.

It means, up, above, and beyond the goodness which you are doing by donating to the "Edgewater Heart Fund," that you are helping medical science, that you are helping all peoples of all races, colors and creeds, to enjoy the life-saving techniques which are being better and more fully developed each and every day **BECAUSE OF YOUR DONATION** to the "Edgewater Heart Fund" at the Edgewater Hospital, Chicago, Illinois.

It means that if you want a room, a ward, or an entire floor, inscribed with your name, or in the memory of some loved one, in the new \$2,500,000.00 addition to the Edgewater Hospital, this great honor with a suitable donation is possible, so that you will leave behind a great and thankful memory to all who will be served at the Edgewater Hospital in the years yet to come.

It means a great, great many more things to you. But, most of all, it means that **YOUR DONATION** (deductible from Federal Income Tax) **WILL BRING NEW LIFE AND NEW HOPE TO MILLIONS OF HEART SUFFERERS.**

SEND IN YOUR DONATION TODAY—WHATEVER THE AMOUNT!

Make your check payable to the: "Edgewater Heart Fund" and mail it to "The Cash Box" office nearest to you!

THE CASH BOX

26 West 47th St.
New York 36, N. Y.

32 W. Randolph St.
Chicago 1, Illinois

6363 Wilshire Blvd.
Los Angeles 48, Cal.



Babe Kaufman set Sunday, June 21, as the date for the lawn and house party she's throwing at her Atlantic Highlands, N. J., home for the members of the "20 Year Club." Once the members arrive at Babe's home, she's the hostess, and is picking up the tab for the food, drinks and entertainment. "It's worth it just to get together with the many old time friends we have in the business," proclaims Babe. All members, no matter how far away they are, are invited—so let's make this a real memorable occasion. We mentioned the date to only a few friends seen one day this week, and they all stated they'll be there. These are: Mr. and Mrs. Lou Herman of Yonkers, N. Y.; Mr. and Mrs. Lou Milt Green; Mr. and Mrs. Dave Stern and Mr. and Mrs. Ben Smith.

We attended the general meeting of the Associated Amusement Machine Operators of N. Y., by invitation, this Wednesday, Mar. 18. Election of officers took place with the following results: Barnett Tannenbaum was re-elected president; Harry Ross elected vice president; Jack Semel, treasurer; William Parker, financial sec'y.; Wilbur Aaronson, sec'y.; and Ben Robbins, sgt. at arms. Board of Director members elected are: Jerry Folkart, Joe Kochansky, Louis Glatzer, Milton Green, Jack Kantor, Louis Rosenberg, Sandy Warner, Lucky Skolnick and Phil Greitzer. We would like to comment that this meeting was one of the smoothest and best run we've ever attended in all our long experience. Compliments to pres. Tannenbaum, George Ponsler, bus. mgr., and Teddy Blatt, attorney. . . . Al Simon, Albert Simon, Inc., contributed cash to defray the expense of the dinner meet. . . . United Mfg. Co. and Dave Simon contributed 2 new "Liberty" 6 player shuffle games, which were auctioned off to the highest bidders—who were Phil Greitzer and Albert Arnold.

Joe Young and Abe Lipsky, Young Distributing, prepare their offices and showrooms for "Wurlitzer Week"—Monday through Saturday, Mar. 23 to 28, at which time they display the new Wurlitzer model 1600 and 1650 phonographs (will be going full blast when you read this). . . . John Bilotta, Bilotta Distributing, Newark, N. Y., in town for a few days. With John were Lindy Nardone, Eastern Sales Co., Rochester, and Ed Meath, top dj at station WHEC of Rochester. Johnny dropped into the office, and later attended the AAMO dinner and meeting. . . . George Holzman, Brooklyn op, who's having quite a rough time with his health, goes to Miami Beach for a ten-day rest, after being released from a 3-week stay at a hospital. Murray Saidman, George's partner, handling the route during his absence. . . . Sol Tabb, young and progressive Brooklyn games and music op, planning his son's Bar Mitzvah party, come June 20. . . . Lucky Skolnick, who just returned from a five-week stay in Miami Beach, wants to go back as a permanent resident. . . . Milt Green plans on vacation in Miami again, leaving in a week or so. . . . Max Waters, Wurlitzer's district sales rep. for the East Coast, visits at Young Distributing. . . . Our good friends, Frank Swartz, owner of Frank Swartz Sales Co., Nashville, Tenn., and his sales mgr., L. E. Matthews, enthusiastic over the "20 Year Club" idea, and send in their applications for membership. . . . The Toy Show wound up Wed., March 18, and the four mfrs. displaying kiddie equipment all highly satisfied with the results. . . . Mike Munves, with the spring season to come, complaining already that orders piling up and not sufficient personnel to get them ready and ship. . . . Harry and Hymie Koepfel, Koepfel Distributing, take on additional warehouse space on W. 46th St. . . . Phil and Mac Greitzer, Brooklyn ops, almost ready to open their "Baseball Batting Range," located at Kings Highway and Utica Ave., Brooklyn. Phil invites the coin boys to drop around and look it over. "It'll be one of the amusement showplaces in the East," predicts Phil. . . . A bill to prohibit selling of drugs from vending machines was given final passage by the New York State Legislature on Mar. 17, and sent to the governor for his signature. . . . Barney (Shugy) Sugeran, Runyon Sales, raving about the marvelous appearance of his new offices in Newark. Firm is half moved, and it'll probably take another month or so to complete the job. When the Jersey office is settled, Shugy will start complete renovations of his New York offices.



Herman Fisher of Aberdeen, S. D., keeps himself so busy that he doesn't get into the Twin Cities very often; therefore, he has been conducting business transactions over the phone. . . . Andy Benna, Ironwood, Mich., in spite of the distance, makes regular trips into town for supplies and equipment. Mark Coughlan of Mankato, Minn., made a fast trip into the Twin Cities to pick up a machine for a new location and he didn't waste any time getting back either. . . . Mr. and Mrs. Ralph Harvey of Mitchell, S. D., combined business with pleasure on their trip into Minneapolis last week. . . . Mr. and Mrs. Amos Heilicher of Minneapolis have just returned from a trip to California. Amos reports that they had a very enjoyable time. . . . Mr. and Mrs. Herb Sandel have named their baby boy, Michael. Herb is manager of the wholesale record department for Lieberman Music Co. . . . Bill Hanf of the Austin Sales Company, Austin, Minn., looked dapper on his trip into town last week. . . . Leo DeMars of Ashland, Wisc., C. B. Sersen of St. Cloud, Minn., Clayton Norberg of the C. & N. Sales Company, Mankato, Minn.; Frank Mager of Grand Rapids, Minn.; Pete Kramer of St. Cloud, Minn.; Gil Hanson of St. Peter, Minn.; and Elgin McDaniel, Wadena, Minn., were seen here and there at the various distributors' offices. . . . Ray Flynn of Shelby, Mont., stopped off in the Twin Cities en route home from St. Louis, Mo.

EXTRA! EXTRA!

Chicago Coin's 10th FRAME DOUBLE-SCORE BOWLER

More Action! More Excitement! More Suspense!

No matter what score players have...
the game is never over till the last puck!

HERE'S WHY!... A Player in the 10th Frame has the opportunity to Add up to 180 POINTS to his Total Score.

5th Frame Score DOUBLES!

- New hinged front door with protected jumbo cash box!
- Easy to read individual score dials!
- Jumbo "Fly-Away" pins!
- 7 - 10 split pick-up!

chicago coin
MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO ILLINOIS

Two New Wurlitzer Phono's

(continued from page 41)

SERVICE MADE EASY

Wurlitzer has maintained its practice of using "quick-as-a-flash" attachments on all major components in the phonograph. This makes it possible to remove the amplifier junction box and auxiliary units quickly for service replacements. With the removal of the rear door it is possible to slide the record changer mechanism to a half-way out position on tracts installed for that purpose. If need be, it may be removed quickly and easily from the cabinet. The stand-by lighting on these phenomenal phonographs is the lowest in Wurlitzer history—only 60 watts. The cabinets are mounted on four casters which may be adjusted for leveling to uneven floor conditions.

COMPLETE LINE FOR 1953

Models 1600 and 1650 round out the most complete line of phonographs which Wurlitzer has ever offered to the industry. The 104 selection Models 1500 and 1550 continue in production as deluxe phonographs worthy of a place in any top location and beyond question, the outstanding money-makers of all time. Models 1400 and 1450 are continuing in production to meet a demand for a colorful chrome-trimmed phonograph playing 48 selections, which has proved to be outstanding in its class.

NEW 48 SELECTION WALL BOX

A complete line of remote equip-

ment is available. A new 48 selection wall box, Model 5206, has been introduced for use with all 48 selection phonographs. This is a completely new Wurlitzer design which features one piece, chrome plated cover, a curved glass window and a single flip-over page for easy viewing of the 48 title strips. The box is single button selection, four-wire installation. Also remaining in the line is Wurlitzer's 5204-A wall box which offers 104 selections, single button selection, three flip-over pages. It is designed for three-wire operation. The Wurlitzer wall speakers, Models 5110 and 5100, have been restyled in a soft, new, golden beige finish which will harmonize attractively with the color scheme of any location.

ALL SHOWN WURLITZER WEEK

Deviating from its previous policies, Wurlitzer has extended the period of preview operator showings from two days to one week. Wurlitzer Week has been designated as the period from Monday, March 23, through Saturday, March 28. All Wurlitzer distributors are holding open house during this week and invitations to attend have been sent to music operators across the country who are cordially invited to see, hear and compare this finest line of coin operated music equipment which Wurlitzer has ever offered.

"Junior's Club" For 10's and 15's Ok'd By Many "20 Year Club" Members

CHICAGO — Reaction to the item which appeared in *The Cash Box* this past week on suggestion of Jack Mitnick and John Stuart of AMI, Inc., that a "Junior's Club" be formed for 10 and 15 year members, has met with the approval of a large number of the present members of the "20 Year Club."

The plan is to form "The Junior's Club" which would be for all persons in the coin machine industry who have been engaged in the business for from 10 to 14 years.

Then there would be the "The

Senior's Club" which would be for all people in the industry engaged actively in this field for 15 years up to 19 years.

On reaching their 20th year they automatically become members of the now popular and famous, "20 Year Club."

(Editor's Note: The editor would like to hear from still more members of the '20 Year Club' as to their thoughts in regards to adding on a 'Junior' and a 'Senior Club' for men and women engaged in the industry from 10 to 19 years.)

"SPACE GUN" BOOMS KIDDIE RIDE BUSINESS

The Perfect Companion To
All Kiddie Rides!

DESIGNED ESPECIALLY FOR KIDDIE BUSINESS!

Exhibit's
**ATOMIC-ACTION
SPACE
GUN**

HERE'S ONLY A FEW OF
THE HUNDREDS OF THE
COLLECTION
REPORTS RECEIVED EACH WEEK

\$26.00 PHOENIX, ARIZ.
PER WEEK

\$91.00 CLEVELAND, O.

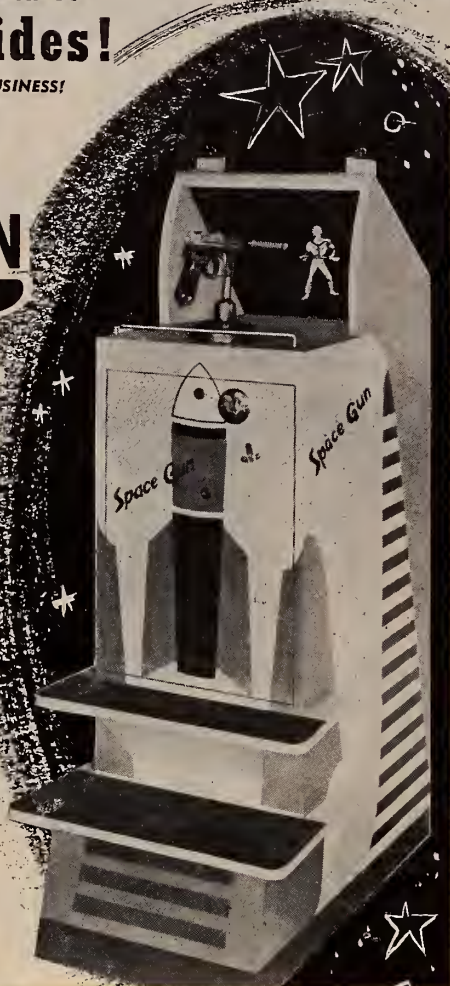


EXHIBIT SUPPLY
4218-4230 W. LAKE ST. CHICAGO 24, ILL.

Batting Range To Open In Brooklyn

BROOKLYN, N. Y.—Two young, progressive Brooklyn operators, Phil and Mac Greiter, have almost completed the installation of a "Baseball Batting Range" at Kings Highway and Uta Avenue, this city.

These men, presently conducting one of the largest game operations in the city, have had their baseball batting range plans in mind for quite a time. They have every faith that the operation will prove profitable, as they've

tried to foresee every eventuality.

"We have selected the location because, in addition to being suitable for a batting range, has continual traffic, both pedal and automobile from early morning to late at night," stated Phil. "We have made provisions for the parking of plenty of cars, for those customers who will stop off. And then we're going to light the place up like a Christmas tree to attract attention."

The men intend to open for business the first week-end in April.

Letter From An Operator

Dear Mr. Editor:

The other day while I am in our store taking on the service calls, while Sally (that's Mrs. Slugger) is on out shopping herself up downtown, the telephone rings.

It is one of the other operators. He is from Hootsville. Hootsville is about only 35 miles away.

This here operator is also a nice guy. He knows me from the old days. Anyways he says, "Howya, Solly?" he says, "how is things with you over by Simpkinsville?"

So I says, "Oh, Fred (that's his name, Fred Koots) things is kinda okay like by us, Fred", I says.

So he says, "Solly" he says, "I gots something special I like to tells you. But first", he says, "telling me is Sally aroun' right now?"

So I says, "Oh, no, Fred, she ain't not here. She is downtown shopping herself up some thing".

So he says, "That's is fine, Solly, 'cause I gots some thing special to telling you and I am very glad that Sally ain't not around to hearing this", he says.

"In a first place, Solly", he says, "you making it your business to getting outs the house this here Fridays night", he says.

So I says, "Wait a minute, Fred", I says, "what's it as is doing as I should pulling a sneaks outs the house this here Fridays night?" I says.

So he says "We is going to having us a big time party this here Fridays night", he says.

"The distributor from the city is coming on out and he tells me to calling up on you, too, as you should being here and we will have us all a real special party with dancers 'n everything."

So I says, "This here suspicious me, Fred", I says, "what's for this here big city distributor is running this here party Fridays night with dancers and all?" I says.

So Fred, he says to me, "Looks here, Solly", he says, "don't you go on getting your self so suspicious like on every one. Afters all the distributor he says he is been selling us lots of stuff and now he says he is wanting us to have us a real good party on him."

So I says "Well, Fred", I says, "I will not promises right now, but", I says, "I will trying to sneaks outs Fridays night and I will driving to Hootsville and meetings you and we will going to this here big time party," I says.

Anyways we was pretty good busy this here week. Sally (that's Mrs. Slugger) she is doing plenty hollering and trumpeting and screaming on Sam Simpson, my helper, and me. We gots ourselves plenty work and plenty service calls and plenty headaches yet this week.

I says to Sam Simpson (that simp's son) while we is driving up in the pickup late, "Sam this is real tough like", I says, "just when Fred Koots is callings me on up to sneaks out Fridays night for a big time with dancers and all in Hootsville, comes all these here headaches.

"Here's it is", I says, "already Thursdays late and it is looking like to me we will be working all day and night tomorrow yet, too."

Sam says to me, "So why'n't you not telling Sally, Solly?" he says, "and she will letting you go off this here Fridays tomorrow nights, huh, Solly?"

Din't I telling you he was a simp's son? Din't I?

So right away I hollers, "Listens here", I hollers, "if you is saying even but one word to Sally about this here tomorrow Fridays night, I am busting my extra special big size monkey wrench right on your monkey head, you hears me?"

Anyways when I walks in to the store Fridays morning there is but plenty service calls. Well when I am finishing us up on our last stop it is pretty dark like. But I am now feeling fine as I am sure I will able to sneaks away. Sally (that's Mrs. Slugger)

she won't not knowing from nothing since she sure must be home by now anyways.

I will tell Sam Simpson when we comes to the store, he should calling up Sally and telling her we forgets us one stop 'way out in the country, and that I have gone myself out to there to takes care of this here stop.

Well, we gets near to the store. But there is a light burning in there.

Right away quick I says to myself. 'Holy, smokes, the store ain't not being robbed is it now?', I says to myself.

Even Sam Simpson says, "Gee, whizz, Solly, he says, "looks like someones must be in our store."

So right away I says, "Sam, you hurry on up quick and gives me my extra special big size monkey wrench from the back in the pickup. I will busts that there robber on his bean."

So Sam he digs back in the pickup and he hands me my extra special big size monkey wrench.

"You goes by the backs door, Sam", I says, "and you takes that old balls bat what's by the backs door and you busts it on this here robber should he tries to runs out back the backs way when I busts in in the fronts way".

So I jumps down off the pickup and I sneaks quiet like around from the other side like. I crawls down on my knees so's this here robber won't not seeing me as the curtains on the fronts windows will hiding me.

Well, anyways, I crawls all the ways to the fronts door. I do not hears nothing from the inside. I waits. No nothing yet.

So I says to myself, "This here guy thinks as he is pretty smart because he thinks he is not making no noises like".

"But", I says to myself, "I will busting right in anyways. I will gives out a big real holler and I will then beans him with my monkey wrench."

So I stands up. I grabs the door handle and I busts right in. I lets out a real good and loud holler. Now I am ready to beans him with my monkey wrench.

But that ain't not no robber there. That there is Sally (that's Mrs. Slugger) there. She is sitting by her desk.

She looks up on me and she says, says she, "So what are you hollering about anyways you lunk-head?", she says, "is this here the way to come busting into our store?" she trumpets.

So I tells her I thinks that there is maybe yet a robber in the store yet. I shows her my extra special big size monkey wrench and I tells her I was going to busts it over this here robber.

Well, anyways every things quiets down. Even Sam Simpson (that's simp's son) even he comes on in to the store.

Then I suddenly thinks to myself, "Holy, cows, I gots to gets me aways over to Fred Koots place in Hootsville for the big shindig".

So I kinda like turns quiet and easy like over to Sally and I says, "Holy, cows, I forgets to make that stop away out in the country", I says.

"So long", I shouts, ready to runs out the store.

So Sally (that's Mrs. Slugger) she looks on me kinda pity like and she trumpets, "Solly, you dumb dope head jerk, you ain't not going to Hootsville to see Fred Koots or any dancers like.

"Why you think you boob head", she blasts out on me, "I am sticking around here tonight so late like?"

"And why you think Mrs. Koots got Fred Koots locked up in the house to-night yet?" she bellows.

What are you going to do?

Sincerely,

Sally Slugger

"Your Operator Friend"

THRU THE COIN CHUTE

CHICAGO CHATTER

In answer to many who have addressed this column . . . there is no need here to go any further and deeper into the new ASCAP-sponsored McCarran Bill (S.1106) except to state that every intelligent music operator should immediately write a letter directly to his Congressman and to his Senator to urge the Committee On The Judiciary to shelve the McCarran Bill. Furthermore, a letter directly to Sen. Alexander H. Wiley (Rep., Wisc.) who heads the Committee On The Judiciary, c/o The Senate, Washington, D. C., wouldn't hurt one bit. (Recommended for all letter writers is the full page editorial which appears in this issue giving the true facts of the ASCAP-sponsored McCarran Bill.) WRITE TO YOUR CONGRESSMAN AND YOUR SENATOR TODAY!! . . . Required reading for Sen. Pat McCarran (Dem., Nev.) and for those ASCAP publishers who are behind Senate Bill 1106 (not ALL ASCAP publishers are behind it) would be the Front Page of this past week's Wall St. Journal wherein this noted business paper reports that tavern business is 'way off. Ops all know this. And know, just as reported, that, in many instances, tavern biz over 50 percent off.

Big news this past week was visit of Harold Lieberman here. Fact he purchased the St. Paul setup of Herman Paster, was SCOOPED here few weeks back. After all the smoke blew away Harold wound up with 9 important lines: AMI, United, Bally, Gottlieb, Williams, ChiCoin, Exhibit, Watling and Automatic Products. And lots of territory. Harold retains services of Matt Engel of Paster's organization. . . . Vince Shay phones to compliment The Cash Box on its editorials re: McCarran Bill. And while Vince on the phone in comes a St. Patrick's Day card from him with his name signed in green crayon. A very lovely tho't. Thanks Vince. . . . As his birthday pulled around and the weather started to warm up, Sam Stern got himself all baseball minded this past week. . . . Paul Huebsch let go with a whisper that the industry might soon see some very pleasant surprises from the Keeney organization. . . . Herb Jones got over a bad cold just in time to celebrate his birthday this past week. Happy Birthday—Herb.

Chicago's Board of Education again comes to the juke box industry here to get help for one of its Social Centers on the south side. Francis B. McKeag, Director of the Social Centers Section, sincerely thanks all the juke box men in Chicago for the marvelous donations of juke boxes they have made to the schools. . . . Ben Coven is having himself an all-week open house to show the new Wurlitzer phono. Ben will keep his doors open until 10 P.M. Wed. and Fri. of this week. Such record stars as Joni James, Ralph Marterie, Johnny Desmond, and many others will be present. . . . Bert Bondioli of B & B Nov. almost involved himself into the managerial dept. of the singing biz, but for friends who came to the front to pull him out just in time. . . . Eddie Ginsberg over at Atlas celebrating his birthday this past week said, "Brother, they sure are tumbling in one on top of the other—these birthdays of mine." . . . The press here carried editorials urging that the State Legislature get behind the bill banning further slot machine mfr in Illinois introduced by Reps. King and Peterson.

Jake Dobkin of Wheeling, W. Va., reported to be doing grandly with Keeney Ciggy Vendors. . . . Avron Gensburg of Genco phones in to tell us how well their new "Golden Nugget" is going. And, like Sam Lewis, bemoans the fact they can't get enough help to step up production. Labor here continues at a premium. . . . Certainly thrilled every time we hear Phil Levin talking in favor of dime play. Like the way Phil won't mention the word "nickel." Holds up one hand and spreads out five fingers and says, "Cents play," instead. Phil repeating many editorial remarks which have appeared in The Cash Box over the past 10 years re: 10c play. . . . Ops interested in hiring University engineering graduates for mechanical work. Fact is that graduates get mucho more money from coinbiz than they will anywhere else. And have chance to go up the ladder more speedily in this industry. Phone the University and ask them to tell their graduates that you can use them for mechanical supervision. . . . Happy to hear that Nate Feinstein is now home. Feels much better. And is getting a bit restless for return to Atlas which his charming missus, Eve, as well as brothers-in-law, Eddie and Morrie, will prevent for time being.

Read "What does the Edgewater Heart Fund mean to you?" Great reading and great to donate to TODAY. Send your check to The Cash Box, 32 West Randolph St., Chicago 1, Ill. . . . Frank Mencuri, just returned from a New York and Canadian trip, simply thrilled at the mail he found on his desk. Earning reports on Exhibit's "Space Gun" absolutely terrific. Frank says, "Operators complain the cash box is too small for our 'Space Gun'." . . . Phil Kutsch, World Wide's service mer., has become very proficient at schooling mechanics on Rock-Ola "Fireball." "So simple to explain," is reason Phil gives. Jerry Schuman, Mary Gillette and some of Mary's mechanics all pleased with what Phil told them. In the meantime, Len Micon advises, that he's getting re-orders on re-orders for "Fireball." . . . Bill DeSelm and Earl Palmer of United claim that, "We're going to Babe Kaufman's party for the '20 Year Club' members." . . . May be another meet here of MOA's Exec Board prior to going on to Washington for Open Hearings.

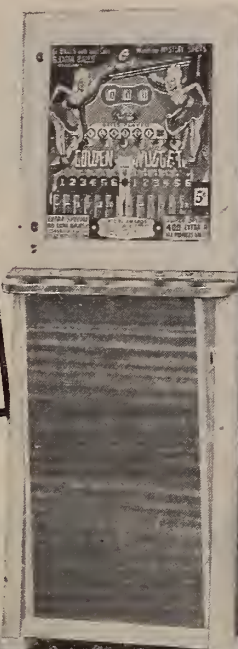
Reports from Our Town's phono bowling league front: Oomens had their 8 straight win streak smashed when they lost the last game of a 3 games series to ABC No. 2 which, by the way, halted an 8 straight losing streak for this ABC team. Reason? Isabel Oomens lost her steadiness. Why? Because Isabel decided, right before game time, to get into a little friendly wrestling match with her 14-year old son. Result? Isabel rolled a 376 series (which we, personally couldn't roll for 12 games, but, which for Isabel is peanuts). . . . Carl Latino of Coral came through with the high for the men again—570—Wow. Which, in itself, was practically enuf to knock off Atlas Music for 2 games. (And remember 2 members of the Coral team absent.) . . . Consistent bowling by Frank Tutomasi (519) and Norbert Delort (517) was just too much for little Tony Galgano (who fell from a high of 553 right down to a 408) so Decca knocked off Galgano for 3. . . . Ellen Brown of Star Music came up with the high for the ladies—378. . . . And Jerry Schuman, hotter than a rusty pistol, helped Gillette take two from ABC No. 1 by rolling a 485 series. . . . Warren Paradee came up with a 499 series to help B&B push over Star Music for 3 games. . . . And R. L. Capone came through with 486 so Melody Music knocked off Columbia for 3 games.

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Cliffy Clef says:

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WURLITZER 1015 (Refinished)	\$150	EVANS CONSTELLATION	\$275
WURLITZER 1100 (Refinished)	295	AMI "C"	395
WURLITZER 1250 (Refinished)	395	SEEBURG M100A	575

DISTRIBUTORS FOR **SMOKE SHOP** CIGARETTE MACHINES \$239.50 F.O.B. FACTORY

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CHICAGO CHATTER

Don Mo'oney of Donan Distribs advises that new Bally service setup is "out of this world" and he is prepared to give this service to one and all throughout this area. Ed Peters of Peoria, visiting with Donald, agrees. . . . Ray Cunliffe down to Florida for a sunny rest and Ralph Heft takes over with phones ringing wild around him all day long. . . . "20 Year Club" members agree there should be "Junior's Club" for 10 year men and women and a "Senior's Club" for 15 years. What do you think? . . . In our humble estimation Mrs. Lucille Laymon of Los Angeles is "dean of all coin machine women." Lucille actively engaged in coinbiz 32 years. Anyone know of any coingal in this biz longer than that? . . . Alvin Gottlieb discussing one of those remote controlled electric grass mowers. Dave Gottlieb looks absolutely great after his 3 months in Miami. And has become a fishing enthusiast. But a real one. In the meantime Nate Gottlieb trying to get his gorgeous wife, Irene, and the 3 kiddies all set for a Florida vacation beginning the 25th. (Notice: Not one Gottlieb even mentioned new "Quintette." Reason why? Game absolutely overordered first day. That makes about oompteen clicks in a row for Gottlieb firm.) . . . Louis Boasberg of Noo Orleans pops into town and bumps into another visitor, handsome Milt Marmer of Zinzinnati. Boys from the South meet in the No'th. . . . Mike Dale makes interesting comment on back of his "News-Scope" issue this past week. . . . Very interesting issue of the "Jonesland Journal" from the Jones Boys with interesting statement by Ray F. Jones in his "Crystal Ball" column.

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

THE "20 YEAR CLUB"

"a great idea"

Herb Jones
Vice-President, Bally Mfg Co.

A compilation of the members of the coin machine industry who have joined the "20 Year Club" was published in the January 24 issue of *The Cash Box*.

This was a long and imposing list of names of men and women who have been associated with the coin machine industry for 20 years or more.

After we went to press on the January 24 issue, a large number of additional applications have reached this office. We shall publish these names in a forthcoming issue.

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

SO — YOU TWENTY YEARS — WHO HAVEN'T AS YET APPLIED, MAIL IN THE COUPON BELOW.

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

Dear Joe:

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

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

NAME

FIRM

ADDRESS

CITY ZONE STATE

Date I entered the C. M. Business

● Also Send Membership Card For ●

(Enclose Names, Firms, Addresses and when they started)



Lots of interest on the part of ops in the "surprise" being prepared by the Wurlitzer phono people in the form of a new economy priced 45 rpm machine. The folks over at Paul Laymon Company report they've been literally besieged by operators requesting information concerning same. Showing of the new phono is skedded for the week of March 23 to 28. Meanwhile, Ed Wilkes, Charley Daniels and Jimmy Wilkens report continued activity via Bally's fabulous "Beach Club" and the equally fabulous Wurlitzer 1500. "Beach Club" in itself presents a challenge for the Bally factory—they've got to go a long way to top the success it has enjoyed. . . . Ed Wilkes reports that his home in Long Beach is slowly but surely taking shape. . . . Hear tell that Las Vegas music ops are set to switch over to dime play, having held a conclave there one day this past week. . . . Music ops are again alerted re the introduction in Congress of legislation that would in the final analysis put them out of business. Keep informed of the situation by reading *The Cash Box*; discuss this bill—S.1106—introduced by Senator Pat McCarran, D., Nev., and above all, let your congressional representatives know where you stand on it! . . . More words of praise and marvel continue to reach our ears concerning the new merry-go-round manufactured by the Bert Lane Co., and being distributed locally by the Minthorne Music Co. You should see the expressions on some of those kids who pass Jean's showrooms as they glim the ride. . . . Lyn Brown keeps a change of clothes right handy—the blue serge for visiting vee pee's, and slack and windbreaker for the "only successful way in business—beating the bushes." Lyn continues to do a whirlwind job via the entire line of Exhibit kiddie rides. What with summer rolling around, the Lyn Browns' expect coin row to move to their wonderful swimming pool in North Hollywood. . . . Lela Smith made the trek in from Barstow this past week. . . . Ditto Mel Heiman from San Bernadino. . . . For the record: No other area in the world has grown so quickly, so large, so successfully as has the San Fernando Valley in the past ten years. Viz: U. S. Department of Commerce.

Frank Dunkel, recently appointed aide to export manager Joe Duarte at Badger Sales, struggling with tons upon tons of shipping, and cutting corners and costs in the process. Boy knows his stuff. . . . Al Silberman of the Badger emporium just a dashing devil these days. Ever since Al gave up smoking he seems to have added a sprightly step to his repertoire, which would undoubtedly look good on the dance floor. Meanwhile Al keeps selling the pants off the automatic merchandise biz, with six drink "SodaShoppes" literally walking in and out of the place. Just happened to notice Al's membership card in the 20 Year Club prominently displayed on his glass-topped desk. . . . You Twenty Year Veteran's in the coin machine business who haven't as yet joined, drop a note to Joe Orleck at *The Cash Box*, New York, N. Y. . . . Mary Solle, Bill Leuenhagen's Record Bar, played host to orchestra leader Russ Morgan, this past week and introduced the Decca Records star to a host of music ops. Russ' latest for Decca has all the earmarks of a hit. It's called, "I'll Be Hangin' Around." . . . Mary and the ever-charming Kay Solle have a guest book that would make them the envy of every autograph hound. . . . Olen Harrison of Bakersfield in town this past week, reports almost 90 percent of the town is now running on dime play—and everybody's happy. . . . Dan Donahue, regional representative for the J. P. Seeburg people, in town. The firm's new home phonograph line we were privileged to see is literally "out of this world." Never have we seen such beautiful home phonograph equipment—and with the demand for high fidelity equipment growing more so each day, the Minthorne firm is certain to find customers beating a path to their door. . . . Haven't seen little Cele Padwa, able gal Friday to Jack Simon and Abe Chapman, Simon Sales Co., these past few trips. These days it's either the flu or a virus; ya' just don't rate in the community if you haven't been bitten by the bug this season. . . . A big hello to Bob Portale up Stockton way, who we hear is doing a world of good. Drop us a note, will ya' Bob?

Jack Dolan, Dan Stewart Co., just knockin' 'em daid these days. The new Rock-Ola 120 phono has met with superb reception out this neck of the woods, with Jack another firm believer in the "beat the bushes" theory. Jack just recently took on the distribution of a wonderful kiddie ride too—Donald Duck, that not only looks like the real thing but is. Jack by the way, is on the prowl for a young lady to handle the office chores. . . . Dock Dockins in from Santa Ana again this week; along with Mac McGlone. . . . Kenny Wolf a visitor to sunny Los Angeles too—from San Diego. . . . Hear tell that Ideal Records, Spanish language diskery, is mulling whether or not to make additional 45's available. Man d'ya have to think about that? . . . C. L. Andrews making the rounds along Pico this past week from Lompoc. . . . Morry Wiczer, Wico Corp., off to the winds of Lake Michigan and Chicago, but due back in town again shortly we learn. With the baseball season in full swing, Morry must be quite the busy lad. . . . Music ops are cautioned to take note again, re the purchase or use of lewd or pornographic records in their music machines. It's a violation of a multitude of local laws. . . . Haven't seen Nick Carter or the boys up at Nickabob Company lately. . . . Phil Robinson, Chicago Coin's ebullient representative round these parts, just a constant picture of smiles—and why not? With the demand for the firm's terrific "Name Bowler" constantly increasing, Phil always has that big grin—and of course the beret. . . . Bill Happel, prexy at Badger Sales happy as a kid with a lollipop, such has been the wonderful reception given by ops to Williams' "Silver Skates." . . . Fred Shirley, from South Gate, made an appearance on coin row this past week. . . . Ditto Joe Boll out at Twenty-Nine Palms, where they had—of all things—snow only a week ago. The Bob Smith's, Sr. and Jr., report a steady volume of business via the firm's varied line of automatic merchandise equipment. Still leading the list of course is that six-drink SodaShope, say the Smiths. . . . How come we haven't seen Harry Duensing around town lately?

CLASSIFIED ADVERTISING SECTION

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

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

ALL CLASSIFIED ADVERTISING CLOSSES WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 19, N. Y.

WANT

WANT—ABC Bingos, will pay \$85. PENNSYLVANIA VENDING CORP., 1822 CARSON STREET, PITTSBURGH 3, PA.

WANT—All types of arcade equipment. Quote lowest price in first letter. Also, will sell shooting gallery, fully equipped or trade for music, arcade or pingame machines. RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66th STREET, NEW YORK CITY, N. Y.

WANT—We buy new and used records all year-round. Highest prices paid for 78's and 45's. No quantity too large or too small. We also buy brand new LP's (33-1-3 RPM) in quantity. Write or phone. AL ABEL, FIDELITY DISTRIBUTORS, 666-10th Ave., NEW YORK 36, N. Y. Tel.: JUDson 6-4568.

WANT—We buy dealers' surplus stocks. Operators we pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM's. Call or wire: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. IS., N. Y. Tel.: THlden 4-9040.

WANT—Operators and Distributors who are interested in adding America's finest folder vending postage stamp machine to their present route. Steady year round income. For free folders and complete data write SCHWARTZ DISTRIBUTING CO., 1800 S.W. 17th STREET, MIAMI 45, FLA.

WANT—Evans Races and similar free play consoles. Any denomination or combination, but must be free play. SUPERIOR COIN, 179 GERRARD EAST, TORONTO, ONTARIO, CAN.

WANT—Wurlitzer Ten—5-10-25 Wall Boxes Model 4851. State your lowest price. H. BETTI & SONS, 1706 MANHATTAN AVE., UNION CITY, N. J.

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—Panorams; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. MONARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: Lincoln 9-3996.

WANT—Late Model Phonographs. Will pick up in a radius of 200 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

WANTED—Mills Panorams—Write price, condition, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

WANT—Keeney 4 Player Conversions, for long board with return puck; Genco Scoreboards; Keeney 6 Player Shuffle Alleys. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH STREET, COLUMBUS, OHIO. Tel: UNiversity 6900.

WANT—Bingo Games, any number. Will pick up in 300 miles radius. COIN MACHINE EXCHANGE, 303 AIRPORT DRIVE, SHREVEPORT, LA.

WANT—Metal Typers, Mutoscope Voice-O-Graphs, ChiCoin Basketballs, and any other late arcade machines. Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel: BRyant 9-6677.

WANT—Tubes: 2051; 70L7; 6SN7; 75; 6SC7; 2A3; 5V4; 6L6; 6K7 Metal; 6N7 Metal; 6L7 Metal. Will pay \$40.00 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS 3449 NO. ELAINE PL., CHICAGO 13, ILL.

WANT—Two-Four or Six-Player Shuffle Bowling Games; Genco Shuffle Target; 22-foot National or Rockola Shuffle Board; Exhibit Pony Express; 100-Record Seeburg. Write stating condition, number, model and prices. STANLEY AMUSEMENT COMPANY, 5225 SOUTH TACOMA WAY, TACOMA, WASHINGTON.

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

CLASSIFIED ADVERTISING SECTION

WANT—Kiddie Rides, Exhibit Bronco's, Bally Champion Horses. MERIT INDUSTRIES, 542 W. 63rd ST., CHICAGO 21 ILL. Tel.: ENglewood 4-9204 and ENglewood 4-9202.

WANT—Wurlitzer Phonograph Model 1400, 1250 and 1100; A.M.I. Phonograph Model A, B, C, and D; Seeburg Phonograph Model M 100 A, B and C. State quantity, condition and best price in first letter. COVEN DISTRIBUTING CO., 3181 ELSTON AVENUE, CHICAGO 18, ILL. Tel.: INdependence 3-2210.

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

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WANT—Wurlitzer 1017, 1217; Seeburg 100 A & B; AMI D80; AMI Hideaways and Wall Boxes Heavy Hitter, Bally Late 1 Ball F. P., Metal Typer. Write stating condition, number, model and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 2648.

WANT—Used Juke Box records, popular, hillbillies, and polkas. Can use all the 45 rpm records you have. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 2440 N. ORCHARD ST., CHICAGO 14, ILL. Tel.: DIversey 8-3996.

WANT—All types arcade equipment, Seeburg Guns, Seeburg M100s. Quote lowest prices or will trade shuffleboard scoring pads at \$2 per thousand. Write wire, phone. C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: DUnkirk 3-1810.

WANT—Used Rock-Olas—Models 1428; 1432 and 1434. All plastics and finish must be good. SOUTHERN MUSIC DISTRIBUTING COMPANY, 503 WEST CENTRAL AVE., ORLANDO, FLA.

FOR SALE

FOR SALE—Keeney 4 Player \$75; Genco Targets \$60; Bally Baseball \$50; Crusader Horse \$345. All in excellent condition, ready to operate. Will take in trade 1422 Rock-Olas at \$50. Must be complete. No broken parts. NATIONAL NOVELTY COMPANY, MERRICK, N. Y.

FOR SALE—Ready for location. C.C. King Pin \$125; Genco Hits and Runs \$75; The Thing \$45; Harvest Time \$50; Bomber \$70; Tahiti \$62.50; Utah \$50; Stop & Go \$70; Star Series \$49.50; Chicago Coin Pistol \$95; Dale Gun \$45. AMUSEMENT ARCADE CO., 419-9TH STREET, N. W., WASHINGTON, D. C.

FOR SALE—New and used Scales. Send for our special price list on new Scales and bargain list on used ones. SPARKS SPECIALTY CO., SOPERTON, GA.

FOR SALE—Different—Saloon type coin operated 65 note player piano; banjo effect; Seeburg approximately 35 years old. Beautiful mahogany completely refinished. All 80 some odd bellows recovered by professional church organ specialist; like new. A rare buy at \$299.50. Hot for any location. 40 tunes included. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVE., GLENS FALLS, N. Y. Tel.: 2-2519 and 2-6740.

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FOR SALE—1 United A B C \$125; 1 United 3-4-5 \$145 Clean; 1 Bally Futurity \$235; 1 Double Action \$50; 2 United's Leader \$285 each clean and ready for location; 12 Packard Wall Boxes clean \$4.50 each. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA STREET, EVANSVILLE 10, INDIANA.

FOR SALE—Frolics—Ready for location—\$495 ea.; Coney Island, Atlantic City, Bright Spot—Write; 40 pieces prewar music—F.O.B. Cleveland \$1000. LAKE CITY AMUSEMENT COMPANY, 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel: HENDERSON 1-7577.

FOR SALE—Seeburg M100 A phonographs, thoroughly reconditioned and refinished. Look and operate like new phonographs \$649; Seeburg 148ML reconditioned, refinished \$259; Seeburg 147M reconditioned, refinished \$159; Seeburg H146 Hideaway reconditioned, refinished \$115. DAVIS DISTRIBUTING CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE—Had you some good equipment to sell—phonographs, pinballs, bowlers, etc.—how would you write an ad to attract a few sales? We offer "The Cash Box" prices. What can you use? EDWARDS DISTRIBUTING SERVICE, BOX 400, DOUGLAS, WYO.

FOR SALE—United Alleys: 5 Player \$215; 5 Player with Formica and large pins \$240; 6 Player \$240; 6 Player with Formica and large pins \$265; 6 Player Deluxe \$325; 6 Player Supers \$350. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND 15, OHIO. Tel: TOWER 1-6715.

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CLASSIFIED ADVERTISING SECTION

FOR SALE—Executive Ediphone Voice Writer, electronic with desk dictator and second station unit for playback, used only six months, \$575. WESTERN DISTRIBUTORS, 1226 S. W. 16th AVENUE, PORTLAND 5, OREGON. Tel.: ATwater 7565.

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.

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FOR SALE—Packard Wall Boxes \$4 ea.; Wurlitzer 3031's \$5 ea.; Wurlitzer 3025's \$6 ea.; Photo Finishes and Citations \$25 ea.; Universal Five Stars \$100 ea.; Rock-Ola Playmasters \$50 ea. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CAL.

FOR SALE—Kiddie Rides—Beautiful Exhibit Big Broncos; Space Ships, all makes; Midget Movies; Boat Rides; Automobile Rides . . . all guaranteed 100%. Must be satisfied or may return within 30 days for full refund. WANTED to buy: Wurlitzer 1015's; 1100's, 1250's, 1400's. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON, MASS.

FOR SALE—Seeburg Wall Boxes 3W2L56 5c \$10 each; 3W5 & 7L56 (5-10-25) \$25 each; Post-war Seeburg, AMI, Wurlitzer, and Rock-Ola phonographs at lowest prices. Be wise and buy at SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVENUE, ELIZABETH, N. J. Tel: Blgelow 8-3524.

FOR SALE—Reconditioned Wurlitzers: 1250's \$425; 1100's \$300; 1015's \$150; 1080's \$150. Seeburgs: 146M \$150; 147M \$175; 148M \$275. Packard Manhattan's \$125; Packard Sevens \$75; Wall Boxes 3-W-2 L 56's \$12.50; WL-1 56's \$10 less tubes. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—AMI "A" \$300; "B" \$400; "C" \$450; Evans \$350; 48 Wurlitzer Boxes \$45. Get our prices on premiums. Save 10% on orders of \$100 or over. Gotham "Carsnac" \$5.95; 9 pc. Pop-Corn Set \$1.15; Snack Boards closeout price \$3.95. CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS 4, MO. Tel: GENEVA 0972.

FOR SALE—Bally Beauty's—like new—original crates \$490 ea.; Maryland \$50; Star Series \$45; College Daze \$45; KC Jones \$50; Sharpshooter \$45; Dale Gun \$45. STAN CHILTON, 1239 S. MINNESOTA, WICHITA KANSAS. Tel.: 3-6162.

FOR SALE—Close outs right off the route—reconditioned like new: Coney Islands with latest improvement—5 finger contacts \$335; Atlantic Cities \$435; Bright Spots \$315; Leaders \$310; Bright Lights \$220; Genco 400's \$295; Genco Jumpin' Jacks (new write); Turf Kings \$120; Citations \$30; Hot Rods \$40; Genco Advance Rolls \$30; Flipper Pins (write). Genco 400's equipped with latest factory improvements for ideal results. One-third deposit. Balance C.O.D. W. E. KEENEY MFG. CO., 5231 S. KEDZIE AVE., CHICAGO, ILL. Tel.: HEMlock 4-3844.

FOR SALE—24 W4-L56 (5-10-15) \$34.50 ea.; 11 W1-L56 (5c) Remote \$4.50 ea.; 11 30W (5c) Rock-Ola Postwar \$4.50 ea. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C. Tel: 2-3992.

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—Seeburg 148 ML \$249; 147M \$140; 146s \$115; M100A \$645; Wurlitzer 1100 \$329; Wurlitzer 3020; Wallboxes \$25. CENTURY MUSIC DISTRIBUTORS, 1221 MAIN ST., BUFFALO 9, N. Y. Tel: SU 4938.

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 AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—or trade for shuffle alley—four to six players. Coney Island, Spot Light, Bright Light, Bright Spot, Stars, Zingo, Light A Line, hundred record Seeburgs, Wurlitzer 1250, excellent condition. Cash for music. V. YONTZ SALES CO., BYESVILLE, OHIO.

FOR SALE—100A Seeburg High Serial Number \$675; AMI "A" \$325; 1015 Wurlitzer \$150; C. C. Coin Hit Parade & Stand new \$175; United Official Bowler \$325; United 5 Player Bowlers Formica Top 7 & 10 Pick Up \$225; Wilcox Gay Recordio \$100; Thunderbolt Horses \$400; MOUNTAIN DISTRIBUTORS, 3630 DOWNING ST., DENVER, COLO. Tel.: Acoma 8518.

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

CLASSIFIED ADVERTISING SECTION

FOR SALE—Exhibit Gun Patrol \$175; Exhibit Jet Gun \$195; Exhibit 6 Shooter \$150; C. C. Pistol \$125; C. C. 4-Player Derby \$150; Williams Horsfeathers \$150; C. C. King Pin \$150; Evans Bat-a-Score \$175; Mutoscope Sky Fighter \$125; Wilcox Recordio \$125; Jungle Joe \$125; Int. Mut. Deluxe Photo-mats \$395. WANTED—We will buy at once—Quote lowest prices on Wurlitzer model 1250; Seeburg M100 78 r.p.m.; Seeburg M100-45 BL. BUSH DISTRIBUTING COMPANY, 286 N. W. TWENTY-NINTH STREET, MIAMI 37, FLA.

FOR SALE—5 Bally Spot Lites \$275; Frlics \$395; United A. B. C. \$105; Turf Kings \$75; Winners \$50; Champions \$35; Photo Finish \$35. All Machines cleaned, checked, ready for location. MICKEY ANDERSON, 314 E. 11TH ST., ERIE, PA. Tel: 22-894.

FOR SALE—C. C. 4 Player Derby \$195; Exhibit Jet Gun \$195; C. C. Pistol \$65; Quizzer \$75; Amusement Lite League \$49.50; New Royal Flush Pool Table \$50; Wm Loug Beach \$275. MILLER-NEWMARK DISTRIBUTING COMPANY, 42 FAIRBANKS ST., N. W., GRAND RAPIDS, MICH. Tel.: 9-8632 and 5743. GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.

FOR SALE—New Smokeshop Cigarette Machine (Write); New Rockola (Write) Turf King—New in Crate \$295; Turf King—used—\$145; Three Mechanical Horses (Thunderbolts) \$574.50 each. EASTERN VENDING SALES CO., 940 LINDEN AVE., BALTIMORE, MARYLAND, Tel.: MULberry 2110.

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

FOR SALE—Match score shuffle game conversion unit for United 2 to 6 player. Fits on top of head. Easily attached, only 4 wires. Proven highly successful in N. Y. Low price \$49.50. Send for photo. UNITED PLAY MACHINES CORP., 578 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Chicoin Bowling Alleys \$55; Seeburg Guns \$75; Lite League \$49.50; Deluxe Bowler \$34.50; and many other values. COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.

FOR SALE—Make offer. 5 Ball Free Play—Arizona; Aquacade; Baby Face; Boston; Buccaneer; Buttons & Bows; College Daze; Dallas; Delcer; Dreamy; Freshie; Just 21; King Arthur; Knock Out; Nifty; El Paso; Oklahoma; Old Faithful; Pinky; Sweetheart. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CAL.

FOR SALE—United Steeplechase \$295; Coney Island \$245; Touch-down \$245; Williams Spark Plug \$250; Hayburner \$245; Sea Jockey \$245. Write for low prices on pins, bingos arcade games. LEHIGH SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.

FOR SALE—12 bowling games at \$37.50 each including Williams Double Header; United Skee Alley, and Shuffle Skill; Universal Super Twin Bowlers; Bally Speed Bowlers. Ready for location. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, O. Tel. MAin 8751.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Universal; Genco and others. TARAN DISTRIBUTORS, INC., 3401 N. W. 36th ST. MIAMI, FLA. Tel.: 3-7648.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: RIVERSide 4131.

FOR SALE—Spot Lites \$275; A.B.C. \$100; Zingo \$125; Stars \$325; Bright Lights \$250; Frolics \$450. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel: WHEeling 5472.

FOR SALE—Coney Islands \$335; Atlantic Cities \$425; Universal Five Star \$75; Keeney Lite-A-Line \$95; Skee Alley \$65. Frolics—write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE—Chicago Coin Band Box \$150; Wurlitzer 1100 \$275; Super Twin Rotation \$200; Scientific Batting Practice \$65; Chicago Coin Hit Parade \$65. A. P. SAUVE & SON, 7525 GRAND RIVER AVENUE, DETROIT 4, MICHIGAN. Tel: TYler 4-3810.

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—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; WIL56 Wall Boxes; 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. SOUTHSIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.

FOR SALE—Star Series \$50; Quarterback \$35; Bing-A-Roll \$45; Bear Gun \$225; ABT Rifle Sport (1 unit with tunnel) \$595. Includes extras. WANTED—United Six Player Supers & Twin Rebounds. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

CLASSIFIED ADVERTISING SECTION

FOR SALE—115 New and used wall boxes \$100 at Thermopolis, Wyoming. "Radio" JOE WARRINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's. Popular, Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3757 W. CHICAGO AVE., CHICAGO, ILL. Tel: Sacramento 2-5050.

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

FOR SALE—Bomber \$40; Judy \$45; King Pin \$50; Buttons & Bows \$32.50; Thing \$32.50; What's My Line \$49.50; Tri-Score \$35; Harvest Time \$35; Knock Out \$45; Punchy \$40; Fighting Irish \$45; Gin Rummy \$42.50; Spring Time \$85; Bit Hit \$165; Slug Fest \$140; Whiz Kids \$105; Hits & Runs, Genco, \$55; Canasta \$25; Boston \$39.50; 49 Majors \$27.50; Jennie \$50; Tumbleweed \$52.50; St. Louis \$32.50; Red Shoes \$60; Tucson \$22.50; Hit Parade \$27.50; South Pacific \$49.50; Shanty Town \$62.50; Morocco \$22.50; Bank-A-Ball \$35; Mardi Gras \$27.50; Rainbow \$22.50; Just 21 \$15; Play Tune \$30; Freshie \$42.50; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, 14, OHIO. Tel: SUPERior 1-4600.

FOR SALE — Music Machine Route. Locations in busy section of Manhattan. New equipment. Reasonable. ACE, 22 LAWRENCE ST., YONKERS, N. Y.

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

FOR SALE—Seeburg 147 \$99; Packard Manhattan \$99; Shuffle Alley Express \$29.50; Genco Target \$39.50; Viking Popcorn Machine \$79; Spares & Strikes \$149. AMERICAN VENDING CO., 2359 CONEY ISLAND AVENUE, BROOKLYN, NEW YORK.

FOR SALE—Quartette \$160; Minstrel Man \$90; Globe Trotters \$135; Mermaid \$95; KO's \$45; Seeburg wall boxes \$5; All in A-1 shape. STARK NOVELTY CO., 2429-7th, N. W., CANTON, OHIO.

FOR SALE — Bally Atlantic City; Palm Beaches; Frolics; and Beautys. Also, floor sample Chicago Coin Bowl-A-Ball and all late Gottlieb 5-ball used games. If interested, call, write, or wire. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel: CANal 8318.

FOR SALE—Citations \$25; Gold Cups \$15; Champions \$35; Bally Speed Bowlers \$20; Photo Finish \$30; Carnival \$25; and Thing \$35. J. ROSENFELD COMPANY, 3220 OLIVE STREET, ST. LOUIS 3, MISSOURI. Tel.: OLive 2800.

MISCELLANEOUS

NOTICE—"O.P.S. Off." Hawley Dime Converter Kit for old style and new style Packard Boxes. 25 Lots, \$1.25 ea.; Samples \$1.50. Contains Dime Glass, Dime Bushings, parts for rejector. Dime Bushings available, 25c ea. HAWLEY DISTRIBUTING, 2720 W. PICO BLVD., LOS ANGELES, CALIFORNIA.

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—New revised 1953 mailing list of more than 11,400 Active Coin Machine Operators and Distributors in the United States. Shows types of machines operated. \$25 per copy. State listings 1¢ per name. L. W. WHIPPLE, BOX 125, MATTHEWS, N. C.

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.

“ As for The Cash Box, well, we just wouldn't even think of trying to get along without it. Haven't missed reading a copy in years. ”

E. W. Gilbert
GILBERT MUSIC COMPANY
BLOOMINGTON, ILLINOIS

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subscribe to
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today*

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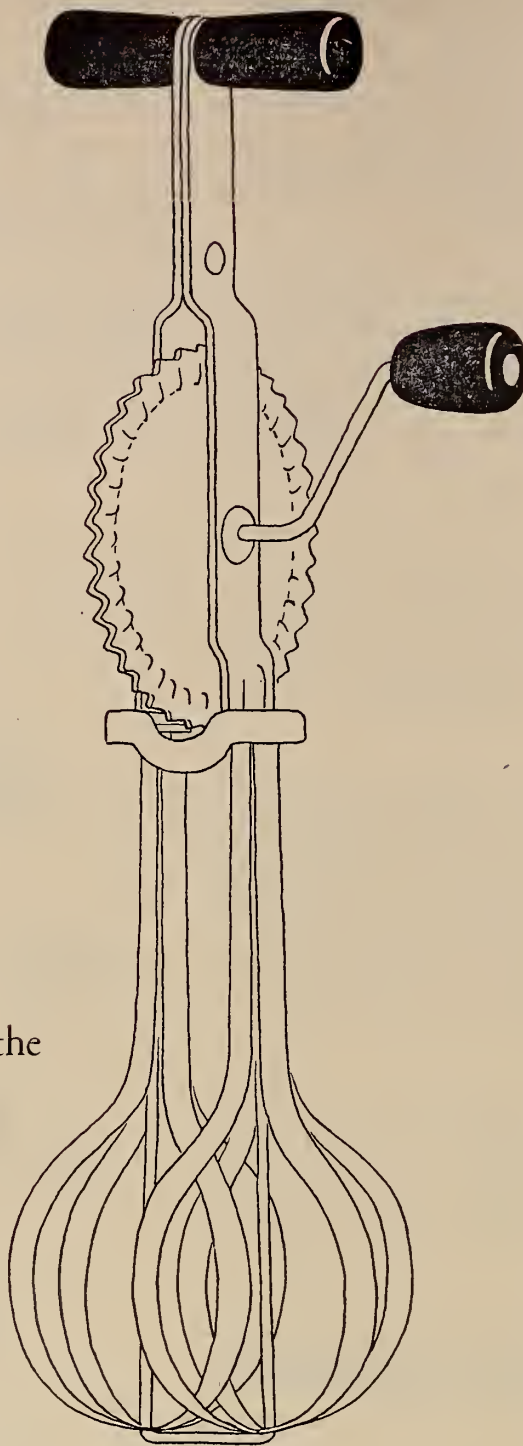
AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The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

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Enclosed find my check for \$15 for a Full Year (52 Weeks) Subscription.

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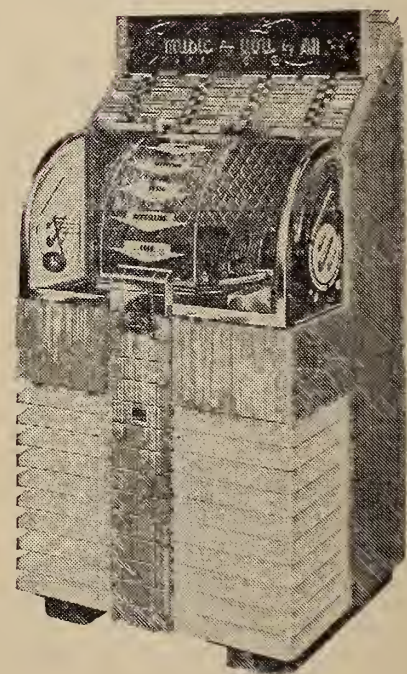
*good
mixer*

The forward-looking operator knows the importance of being a good mixer. He has a keen interest, of course, in the people and places that contribute to his business success. But, more than that, you find him taking part in civic affairs, in movements that better his community. Mixing in with church and service-club activities of every kind makes friends for the music business—and for the operator and his family as well.

Model "D" is a good mixer, too; at home in every kind of a location, well-liked by every type of patron!

AMi *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

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



**NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE**
(FOR INVENTORY PURPOSES ASCERTAIN VALUE
BY FIGURE BETWEEN LOW AND HIGH PRICES)

WURLITZER

4. 750E	29.50	69.50
4. 780M Colonial	29.50	99.50
4. 780E	29.50	89.50
4. 800	29.50	50.00
4. 850	29.50	79.50
4. 950	29.50	99.50
1* 1015	119.50	175.00
4. 1017 Hideaway	99.50	115.00
2* 1100	229.50	375.00
4* 1080	125.00	179.50
3* 1250	369.50	460.00
4. 3031 Wall Box	4.95	9.95
4. 3045 Wall Box	5.00	25.00
2* 3020 Wall Box	17.50	27.50
4. 3025	5.95	6.00
2. 2140 Wall Box	10.95	17.50
4. 219 Stepper	17.50	22.50

SEEBURG

4. Hi-Tone 9800	29.50	60.00
4. Hi-Tone 9800 RC	29.50	60.00
4. Hi-Tone 8800	29.50	59.00
4. Hi-Tone 8800 RC	29.50	59.00
4. Hi-Tone 8200	29.50	59.00
4. Hi-Tone 8200 RC	29.50	59.00
4. 146S	115.00	129.00
1* 146M	125.00	175.00
4. 147S	99.00	140.00
1* 147M	140.00	185.00
4. 148S	140.00	219.00
1* 148M	215.00	275.00
2* 148ML	199.50	259.00
1* M-100-78	575.00	695.00
2* 3W2 Wall-a-Matic	9.95	12.50
2* WIL-56 Wall Box 5c	3.00	10.00
4. 3W5-L-56 Wall Box 5, 10, 25c	25.00	27.50
4. W4L-56	24.50	35.00
4. W6-L-56-5/10/25 Wireless	30.00	40.00
4. 3W7-L56	25.00	34.50
6. Tear Drop Speaker	12.50	17.50

ROCK-OLA

4* 1422 Phono ('46)	79.50	125.00
2. 1424 Phono (Hideaway)	99.50	150.00
2* 1426 Phono ('47)	89.00	119.00
4. 1432 (Rocket '51)	379.50	395.00
2. 1434	479.50	499.00
2. Magic Glo (1428)	275.00	325.00
4. 1501 Wall Box	3.00	4.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
4. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
4. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

BUCKLEY

4. Wall & Bar Box O.S.	3.00	5.00
4. Wall Bar Box N.S.	6.00	17.50

PACKARD

4* Pla Mor Wall & Bar Box	4.00	7.50
2* Manhattan	75.00	129.50
4. Model 7 Phono	75.00	79.00

←TOTAL NO. TOTAL VALUE→

THIS WEEK'S USED MACHINE QUOTATIONS

14th Year of Publication
703rd Consecutive Week's Issue

How To Use "The Confidential Price Lists"

[Also Known As the "C. M. I. (Coin Machine
Industry) BLUE BOOK"]

FOREWARD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

EXPLANATION

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

**NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE**
(FOR INVENTORY PURPOSES ASCERTAIN VALUE
BY FIGURE BETWEEN LOW AND HIGH PRICES)

PHONOGRAPHS (Cont.)

MILLS

1. Panorama	275.00	295.00
4. Throne of Music	25.00	69.50
4. Empress	29.00	69.50
6. Panoram 10 Wall Box	5.00	8.50
4. Panoram Peek (Con)	185.00	295.00
6. Conv. for Panoram Peek	10.00	29.50
4. Constellation	109.50	250.00

A M I

4. W.O.M. 5/10	25.00	35.00
4* Model A '46	249.00	350.00
2* Model B '48	349.50	425.00
2* Model C	395.00	475.00

AIREON

4. Fiesta	50.00	70.00
6. '47 Hideaway	119.50	195.00
4. '48 Coronet 400	64.50	70.00
4. '49 Coronet 100	125.00	169.50

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE**
(FOR INVENTORY PURPOSES ASCERTAIN VALUE
BY FIGURE BETWEEN LOW AND HIGH PRICES)

PHONOGRAPHS (Cont.)

MISCELLANEOUS

4. ChiCoin Band Box	125.00	150.00
2. Chicago Coin Hit Parade	65.00	139.50
4. Ristaucrat	35.00	79.50
4. Williams Music Mite	65.00	79.50
4. Evans Constellation	275.00	350.00

←TOTAL NO. TOTAL VALUE→



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

4. ABC Bowler	25.00	60.00
2* A.B.C. (Un 5/51)	100.00	159.50
1. Ali Baba (Got 6/48)	25.00	45.00
1. Alice (Got 8/48)	24.50	45.00
1. Aquacade (Un 4/49)	39.00	45.00
4. Arizona (Un 5/50)	27.50	79.50
2. Arcade (Wm 11/51)	115.00	145.00
2* Atlantic City (B 4/52)	349.50	435.00
4. Baby Face (Un 1/49)	24.50	39.00
2. Ballerina (B 48)	10.00	24.50
2. Band Leader	25.00	49.00
2. Banjo	20.00	24.50
1. Bank-A-Ball (Got)	35.00	55.00
4. Barnacle Bill (Got 8/48)	34.50	50.00
2. Basketball (Got 10/49)	89.50	120.00
2. Be Bop (Ex)	49.50	69.00
1. Bermuda (CC 11/47)	20.00	35.00
4. Big Hit (7/52)	165.00	195.00
4. Big Top	55.50	64.50
1. Black Gold	29.50	59.50
2. Blue Skies (Un 11/48)	24.50	35.00
3* Bolero (Un 1/52)	105.00	250.00
4. Bomber (CC 5/51)	40.00	70.00
4. Bonanza (Wm 11/47)	12.50	29.50
1* Boston (Wm 5/49)	40.00	75.00
1* Bowl. Champ (Got 2/49)	24.50	69.00
4. Bowling League (Got 8/47)	10.00	50.00
4* Bright Lights (B 5/51)	169.50	265.00
2* Bright Spot (B 11/51)	300.00	325.00
4. Broadway (B)	175.00	189.50
2. Buffalo Bill (Got 5/50)	44.50	59.00
1. Buccaneer (Got 10/49)	34.50	55.00
4* B'tt's & B'ws (Got 3/49)	32.50	59.00
4. Camel Caravan	39.50	69.50
2. Caravan (Wm 7/52)	175.00	185.00
4. Campus	55.00	95.00
2. Canasta (Ge 7/50)	25.00	49.00
4. Carnival (B '48)	25.00	49.50
4. Carolina (Un 3/49)	22.00	34.50
4. Carousel	15.00	29.50
4. Catalina (CC 2/48)	15.00	35.00
1. Champion (B '48)	35.00	75.00
4. Champion (CC 6/49)	35.00	69.50
4. Chico	27.00	45.00
4. Chinatown (Got 10/52)	210.00	225.00
1. Cinderella (Got 3/47)	29.50	75.00
4. Circus (Un 9/52)	399.50	455.00
4* Citation (B/48)	24.50	55.00
4. Cleopatra	15.00	24.50
1. College Daze (Got 8/49)	54.50	85.00
2* Coney Island (B 9/51)	225.00	335.00
1. Contact	24.50	55.00
1* Control Tower (Wm 4/5)	85.00	109.00
1. Coronation (Got 11/52)	210.00	230.00
4. County Fair (Un)	95.00	175.00
2. Crazy Ball (CC 7/48)	29.50	35.00
1. Crossroads (Got 5/52)	175.00	215.00
1. Cyclone (Got 5/51)	135.00	155.00
2. Dallas (Wm 2/49)	34.50	55.00

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
 (FOR INVENTORY PURPOSES ASCERTAIN VALUE
 BY FIGURE BETWEEN LOW AND HIGH PRICES)

PINBALL GAMES (Cont.)

1. De Icer (Wm 11/49) . . .	75.00	95.00
4. Dew Wa Ditty (Wm 6/48)	20.00	34.50
2. Domino (Wm 6/52)	185.00	195.00
1. Double Action	50.00	79.00
1. Dbl. Feature (Got 12/50)	105.00	115.00
4* Dbl. Shuffle (Got 6/49)	49.50	85.00
1. Disk Jockey (Wm 1/53)	135.00	240.00
4. Dreamy (Wm 3/50)	75.00	84.50
1. Eight Ball	120.00	150.00
4. Entry (B '47)	25.00	65.00
4. El Paso (Wm 11/48)	39.50	65.00
4* Fight'g Irish (CC 10/50)	45.00	85.00
1* Five Star (Univ 5/51)	75.00	125.00
2* Floating Power	29.50	49.50
3. Flying Saucers (Ge 12/50)	59.50	79.00
2. Football (CC 8/49)	25.00	65.00
4. Four Corners (Wm 12/52)	210.00	220.00
1* Four Horsemen (Got 9/50)	95.00	115.00
4* Four Hundred (Ge '52)	235.00	295.00
4. Four Stars (Got 6/52)	180.00	225.00
1. Freshie (Wm 9/49)	42.50	85.00
4* Frolics (B 10/52)	395.00	495.00
2* Futurity (Ge 6/52)	179.50	265.00
3. Georgia (Wm 9/50)	79.50	89.00
1. Gin Rummy	42.50	65.00
4. Gizmo (Wm 8/48)	19.50	35.00
4. Glamour	24.50	110.00
2. Globe Trotter	135.00	165.00
4. Gold Cup (B '48)	15.00	24.50
6. Gold Mine	29.50	49.50
3* Golden Gloves (CC 7/49)	54.50	95.00
1. Gondola	19.50	35.00
1. Grand Award (CC 1/49)	24.50	45.00
2. Handicap	225.00	269.00
7. Happy Days (Got 8/52)	200.00	250.00
2. Happy-Go-Lucky	139.50	150.00
1. Harvest M'n (Got 12/48)	25.00	59.00
2* Harvest Time (Ge 9/50)	35.00	69.00
2. Harvey (Wm)	119.00	175.00
6. Hawaii (Un 8/47)	20.00	29.50
4* Hayburner (Wm 7/51)	149.50	245.00
4. Hit Parade	27.50	29.50
2. Hit Parade (CC)	27.50	65.00
4* Hit & Runs (Ge 5/51)	55.00	75.00
1. Hit 'N Run (Got 4/52)	160.00	170.00
3. Holiday (CC 12/48)	39.50	45.00
1. Holiday (Ke 12/51)	225.00	259.50
1. Hong Kong (Wm 10/52)	190.00	225.00
4. Horsefeathers	150.00	159.00
4. Horse Shoe (Wm)	139.50	159.50
4. Hot Rods (B '49)	40.00	65.00
1. Humpty Dumpty (Got 10/47)	24.50	35.00
2. Jack 'N Jill (Got 4/48)	25.00	45.00
1. Jalopy (Wm 9/51)	175.00	195.00
2. Jamboree	24.50	39.50
2. Jeanie (Ex 7/50)	50.00	85.00
4. Jockey Special (B '47)	19.00	25.00
4. Joker (Got 11/50)	110.00	119.50
2. Judy (Ex 7/50)	45.00	75.00
7. Jumping Jacks (Ge '52)	295.00	310.00
2. Just 21 (Got 1/50)	15.00	45.00
3. K. C. Jones	85.00	95.00
4. King Arthur (Got 10/49)	40.00	89.00
2. King Cole (Got 5/48)	20.00	45.00
4* King Pin (CC)	50.00	150.00
4* Knockout (Got 1/51)	45.00	79.50
2. Lady Robin Hood (Got 1/48)	25.00	35.00

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
 (FOR INVENTORY PURPOSES ASCERTAIN VALUE
 BY FIGURE BETWEEN LOW AND HIGH PRICES)

PINBALL GAMES (Cont.)

2* Leaders (Un)	269.50	310.00
4. Leap Year	25.00	39.50
4. Line Up	25.50	34.50
1. Lite-A-Line (K 6/51)	95.00	99.50
2* Long Beach (Wm 8/52)	225.00	325.00
4. Lucky Inning (Wm 5/50)	35.00	69.50
4. Lucky Star (Got 5/47)	29.50	50.00
1. Mad. Sq. Garden (Got 6/50)	100.00	115.00
2. Majors '49 (CC 2/49)	27.50	35.00
4. Major League Baseball	20.00	39.50
4. Manhattan (Un 2/48)	22.50	34.50
2. Majorettes (Wm 4/52)	145.00	169.00
1. Mardi Gras	27.50	35.00
4. Marjorie (Got 7/47)	14.50	29.50
4. Maryland (Wm 4/49)	49.50	55.00
1. Merry Widow	29.50	64.50
4. Melody (B 47)	15.00	49.50
3. Mercury (Ge)	59.50	79.00
1. Mermaid (Got 6/51)	95.00	139.00
1. Minstrel Man (Got 3/51)	90.00	129.50
1. Monterey (Un 5/48)	10.00	35.00
1. Moon Glow (Un 12/49)	24.50	39.50
2. Morocco	22.50	35.00
4. Nevada (Un 10/47)	15.00	29.50
2. Niagara	139.00	185.00
3. Nifty (Wm 12/50)	84.50	99.00
6. Nudgy (B 47)	25.00	39.50
4. Oasis	75.00	85.00
2. Oklahoma (Un 6/49)	55.00	64.50
3. Old Faithful (Got 1/50)	79.50	105.00
4. Old Hilltop	150.00	160.00
4. Olympics (Wm)	170.00	175.00
4* One Two Three	34.50	45.00
3* Palm Beach (B 7/52)	450.00	475.00
1. Paradise (Un 7/48)	12.50	35.00
4. Paratrooper (Wm 9/52)	185.00	195.00
1. Phoenix	35.00	39.00
4* Photo Finish	25.00	40.00
2. Pin Bowler (CC 7/50)	49.50	95.00
1. Pinch Hitter (Un 5/49)	24.50	49.50
2. Pinky (Wm 10/50)	79.50	95.00
4. Play Ball (CC 1/51)	35.00	45.00
4. Play Boy (CC 5/47)	35.00	95.00
4. Playland (Ex 8/50)	74.00	89.50
4. Playtime (Ex)	30.00	65.00
4. Puddin Head	35.00	39.50
1. Punchy (CC 11/50)	40.00	79.00
4. Quarterback (Wm)	35.00	69.50
3. Quartet (Got 2/52)	149.50	185.00
4. Rag Mop (Wm 11/50)	89.50	95.00
4. Rainbow (Wm 9/48)	22.50	35.00
4. Ramona (Un 2/49)	15.00	35.00
4. Rancho (B '48)	10.00	25.00
6. Record Time	22.50	59.50
4. Red Shoes (Un 12/50)	60.00	75.00
6. Repeater	17.50	29.50
6. Rio (Un 12/46)	15.00	20.00
1. Rip Snorter (Ge)	55.00	69.00
6. Riviera	14.50	25.00
1. Rocket (Ge 5/50)	69.50	79.50
1. Rockettes (Got 8/50)	95.00	115.00
4. Rondevoos (Un 5/48)	15.00	29.50
1. Rose Bowl (Got 10/51)	139.50	159.00
1. Round Up (Got 11/48)	24.50	49.00
3. St. Louis (Wm 2/49)	29.50	55.00
1. Sally (CC 10/48)	10.00	39.00
4. Samba	27.50	59.50
1. Saratoga (Wm 10/48)	39.50	45.00
6. School Days	15.00	17.50
6. Score-A-Line	20.00	39.50

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
 (FOR INVENTORY PURPOSES ASCERTAIN VALUE
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PINBALL GAMES (Cont.)

2* Screwball	24.50	34.50
6. Sea Hawk	15.00	22.00
4* Sea Jockeys (Wm 12/51)	165.00	245.00
6. Sea Isle (CC 11/47)	14.50	19.50
2. Select-A-Card (Got 4/50)	25.00	49.00
1. Serenade (Un 12/48)	29.50	39.00
1. Shanghai (CC 4/48)	24.50	39.00
4. Shantytown	62.50	85.00
1* Sharpshooter (Ge)	49.50	69.00
4. Shoo Shoo (Wm 2/51)	90.00	110.00
6. Shooting Stars	19.50	35.00
4. Short Stop	25.00	45.00
2. Show Boat (Un 1/49)	10.00	35.00
6. Silver Spray	14.50	24.50
6. Silver Streak (B 47)	14.50	19.50
4. Singapore (Un 11/47)	22.50	29.50
2. Skill Pool	175.00	210.00
6. Sky Lark	39.50	59.50
6. Sky Line	17.50	29.50
6. Sky Ray	12.50	19.50
4. Slugfest (Wm 3/52)	139.50	159.50
6. Slugger	14.50	19.50
6. Smarty (Wm 12/46)	14.50	25.00
6. Smoky	12.50	19.50
4* South Pacific (Ge 3/50)	49.50	69.50
4* Spark Plugs (Wm 10/51)	165.00	250.00
4. Special Entry (B '49)	19.00	25.00
6. Speed Ball	14.50	32.50
4. Speedway (Wm 9/48)	35.00	39.50
4. Spinball (CC 5/48)	10.00	25.00
1. Spot Bowler (Got 10/50)	95.00	119.50
2* Spot-Lite (B 1/52)	239.50	350.00
6. Sport Event	19.50	29.50
6. Sport Special	17.50	30.00
6. Sports	19.50	25.00
2. Sportsman (Wm)	95.00	125.00
6. Spot-A-Card	25.00	29.50
6. Spot Pool	19.50	29.50
4. Springtime (Ge)	85.00	95.00
6. Stage Door Canteen	10.00	25.00
2* Stars (Un 6/52)	295.00	365.00
4. Stardust (Un 5/48)	14.50	35.00
4. Steeple Chase Un 2/52)	225.00	295.00
4* Stop & Go (Ge 3/51)	70.00	75.00
2. Stormy (Wm 1/48)	24.50	35.00
6. Streamliner	10.00	14.50
1. Summertime (Un 9/48)	34.50	59.50
6. Sun Beam	19.50	29.50
2. Sunny (Wm 12/47)	10.00	35.00
4. Sunshine Park	295.00	375.00
6. Supercharger	19.50	24.50
1. Super Hockey	55.00	59.00
6. Superliner (Got 7/46)	10.00	17.50
6. Superscore (CC 10/46)	10.00	24.50
4. Surf Queen (B '46)	10.00	19.50
6. Suspense (Wm 2/46)	29.50	49.50
2. Swanee	35.00	44.50
4. Sweepstakes	225.00	275.00
4. Sweetheart (Wm 7/50)	50.00	79.50
4. Tahiti (CC 10/49)	62.50	69.50
1. Tampico (Un 7/49)	64.50	69.00
6. Target Skill	12.50	19.50
3. Telecard (Got 1/49)	24.50	54.00
4. Temptation	25.00	33.00
1. Tennessee (Wm 2/48)	29.50	35.00
4* Thing (CC 2/51)	32.50	45.00
1. Three Feathers	45.00	69.00
4. Three Four Five (Un 10/51)	135.00	145.00

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
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PINBALL GAMES (Cont.)

Table listing pinball games with columns for quantity, low price, and high price. Includes items like 'Three Musketeers', 'Thrill', 'Topic', 'Tornado', etc.

←TOTAL NO. TOTAL VALUE→



ROLL DOWNS

Table listing roll down games with columns for quantity, low price, and high price. Includes items like 'Advance Rolls', 'Bing-A-Roll', 'Bonus Roll', etc.

←TOTAL NO. TOTAL VALUE→



SHUFFLES - REBOUNDS

Table listing shuffle and rebound games with columns for quantity, low price, and high price. Includes items like 'Bally Shuffle-Line', 'Bally Hook Bowler', 'Bally Baseball', etc.

←TOTAL NO. TOTAL VALUE→

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SHUFFLE REBOUNDS (Cont.)

Table listing shuffle and rebound games with columns for quantity, low price, and high price. Includes items like 'Ge Target Skill', 'Gottlieb Bowlette', 'Keeney ABC Bowler', etc.

←TOTAL NO. TOTAL VALUE→



ARCADE EQUIPMENT

Table listing arcade equipment with columns for quantity, low price, and high price. Includes items like 'ABT 6 Gun Rifle Range', 'Allite Strike 'N Spares', 'Boomerang', etc.

←TOTAL NO. TOTAL VALUE→

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ARCADE EQUIPMENT (Cont.)

Table listing arcade equipment with columns for quantity, low price, and high price. Includes items like 'Exhibit Pony Express', 'Exhibit Rotary Mdr.', 'Exhibit Silver Bullets', etc.

←TOTAL NO. TOTAL VALUE→



VENDORS

CIGARETTE MACHINES

Table listing cigarette machines with columns for quantity, low price, and high price. Includes items like 'Automatic "Smokeshop"', 'Du Grenier (Mod. A-7)', 'Du Grenier (Mod. A-9)', etc.

←TOTAL NO. TOTAL VALUE→

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BY FIGURE BETWEEN LOW AND HIGH PRICES)



CIGARETTE MACHINES (Cont.)

4. Rowe Imperial (8 col.)	80.00-	82.50
4. Rowe Royal (6 col.)	79.50-	95.00
4. Rowe Royal (8 col.)	95.00-	130.00
4. Rowe Royal (10 col.)	95.00-	140.00
4. Rowe President (8 col.)	100.00-	145.00
4. Rowe President (10 col.)	100.00-	125.00
4. Rowe Crusader (10 col.)	98.50-	155.00
4. Rowe Electric (8 col.)	125.00-	150.00
4. Uneeda "A" (6 col.)	45.00-	60.00
4. Uneeda "A" (8 col.)	49.50-	55.00
4. Uneeda "A" (9 col.)	59.50-	85.00
4. Uneeda "E" (6 col.)	50.00-	79.50
4. Uneeda "E" (8 col.)	79.50-	90.00
4. Uneeda "E" (9 col.)	75.00-	80.00
4. Uneeda "E" (12 col.)	65.00-	85.00
4. Uneeda "E" (15 col.)	75.00-	95.00
4. Uneeda 500 (7 col.)	90.00-	95.00
4. Uneeda 500 (9 col.)	79.50-	95.00
4. Uneeda 500 (15 col.)	75.00-	115.00
4. Uneeda Monarch (8 col.)	95.00-	115.00
4. Uneeda Monarch (10 col.)	79.50-	110.00
4. Uneeda Monarch (12 col.)	79.50-	135.00

CANDY MACHINES

4. Mills (5 col., 70 cap.)	\$ 49.50-	\$ 60.00
4. Stoner (Mod. 102, 6 col., 102 cap.)	85.00-	87.50
4. Stoner (Mod. 120, 6 col., 120 cap.)	90.00-	95.00
4. Stoner (Senior, 8 col., 160 cap.)	95.00-	125.00
4. Stoner (Mod. 80, 4 col., 80 cap.)	95.00-	97.50
4. Stoner (Mod. 120, 5 col.)	89.50-	95.00
4. Stoner (Mod. 120 Sn, 7 col.)	95.00-	100.00
4. Stoner DeLuxe Theatre (8 col., 160 cap.)	85.00-	95.00
4. Stoner DeLuxe Theatre (16 col., 320 cap.)	195.00-	300.00
4. Martin's "Little Candy Store" (8 col., 160 cap.)	89.50-	99.50
4. Coan "U-Select-It"	35.00-	45.00

HOT COFFEE

4. Andico Cafe Petit, 200 cups	\$300.00-	\$400.00
4. Bert Mills Coffee Bar, 200 cups	175.00-	225.00
4. Bert Mills Coffee Bar, 600 cups	200.00-	250.00
4. Bert Mills Coffee Bar, 500 cups	300.00-	375.00
4. Cbef-Way, Model 100, cap. 400-600	375.00-	400.00
4. Hot-O-Mat Comb. Hot Coffee-Choc., 600 cups	250.00-	300.00
4. U-Select-It Hot Coffee, 600 cups	375.00-	400.00

CARBONATED DRINK

4. Drink-O-Mat, single flavor, 5c, 1000 cups	\$275.00-	\$350.00
4. Drink-O-Mat, 3 flavor, 5c, 1000 cups	425.00-	475.00
4. Drink-O-Mat, 4 flavor, 5c, 1000 cups	500.00-	525.00

←TOTAL NO. TOTAL VALUE→

CARBONATED DRINK (Cont.)

4. Lyons # 1400, single flavor, 5c	425.00-	475.00
4. Lyons # 1400-2F	475.00-	650.00
4. Lyons Model 500, 5c single	225.00-	275.00
4. Mills Automatic Fountain, 400 cups	150.00-	250.00
4. Mills Automatic Fountain, 400 cups, without changemaker	100.00-	175.00
4. Soda Shoppe	975.00-	1025.00
4. Spacarb single 5c, 1000 cups	135.00-	175.00
4. Spacarb 3 Unit 5c, 1000 cups	400.00-	550.00
4. Spacarb 4 Unit 5c, 1000 cups	600.00-	650.00
4. Super Vend 3 flavor, 600 cup A-1	275.00-	325.00
4. Super Vend 3 flavor, 600 cup A-2	325.00-	425.00

←TOTAL NO. TOTAL VALUE→

NON-CARBONATED DRINK

4. American Simplex, single flavor, 5c, 200 cups	\$100.00-	\$125.00
4. Refreshmat, 5c, 10c, 300 cups	240.00-	300.00

CAN DRINK

4. Juice-Bar, 6 sel., 600 cans	\$325.00-	\$450.00
4. Refresher, 3 sel., 300 can cap.	550.00-	600.00

ICE CREAM VENDORS

4. Vendo "Dairy-Vend," 203 Bar Capacity	\$250.00-	\$350.00
4. Rowe "Ice Cream Vendor" (Ice Cream Sandwiches or "Pops"), 200 cap.	350.00-	475.00

←TOTAL NO. TOTAL VALUE→

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory. Where prices are not listed, manufacturers have not yet released list prices.

A.B.T. MFG. CORP.
Challenger (Counter Model Gun) \$ 65.00
Rifle Sport, 3 and more Guns, plus complete ranges of various types

AMI, INC.
Model D-40 Phonograph \$795.00
Model D-80 Phonograph 925.00
Model HS-SM Hideaway 575.00
5c-10c Wall Box (40 Selections) 59.50
5c Wall Box (40 Selections) 53.50
Amivox Speaker 27.50

AUTO-PHOTO CO.
Auto-Photo \$2,545.00

BALLY MFG. CO.
Beach Club \$ 665.00
The Champion (Mech. Horse) 1,065.00
Space Ship 1,165.00

CHICAGO COIN
Band Box (New Model) \$229.50
Bowl-A-Ball 695.00
6 Player Super Match Bowler 599.50
10th Frame Special Bowler 589.50
Name Bowler 599.50
Double Score Bowler

H. C. EVANS & CO.
Century (Model 2045) \$1,050.00
Jubilee (Model 245) 825.00
Jubilee (Model 278) 795.00

EXHIBIT SUPPLY
Big Bronco \$ 997.50
Roy Rogers' Trigger 1,047.50
Rudolph The Red Nosed Reindeer 725.00
Pete The Rabbit 725.00
Rawhide 725.00
Complete Package of Three Bodies, 'Rudolph The Red Nosed Reindeer,' 'Pete The Rabbit,' and 'Rawhide,' with One Base 1,195.00
Space Gun 375.00
Space Patrol 1,047.50
Stratogun 375.00
Silent Salesman (Card Vendor) 79.50
Super Twin Rotation 695.00

GENCO MFG. CO.
Golden Nugget \$495.00

D. GOTTLIEB & CO.
Quintette \$349.50

INTERNATIONAL MUTO. CORP.
Photomat '52 \$1,900.00

J. H. KEENEY & CO., INC.
Electric Cigarette Vendor \$284.50
Coin Changer Model 304.50
Team Bowler 645.00

MARVEL MFG. CO.
Overhead Scoreboard for Shuffleboards \$125.00
Wall Type Scoreboards for Shuffleboards 95.00

METEOR MACHINE CORP.
Meteor Flying Saucer \$795.00
Meteor Pony Boy 575.00
Meteor PT-Boat 840.00
Meteor Rocket 795.00

ROCK-OLA MFG. CORP.
"Fire-Ball" 120 Selection, Model 1436 \$1,065.00
Model 1538, 5c-10c-25c Wall Box 59.50
Model 1536, 5c Wall Box, 23 Wire 39.50
Model 1424 Playmaster 440.00

NATE SCHNELLER, INC. (NASCO)
Atomic Jet (Airplane Ride) \$995.00
Aqua Jet (Boat Ride)

J. P. SEEBURG CORP.
M100C (Select-O-Matic "100" phonograph)
HM 100C (Select-O-Matic "100" R. C. Special)
3W-1 Wall-O-Matic "100"
MRVC-1 Master Remote Volume Control
CVS4-8-8" Wall Speaker Ivory (Teardrop)
CVS6-8-8" Recessed Speaker
CVS7-12-12" Recessed Speaker
PS6-1Z Power Supply
ARAI-L6 Auxiliary Remote Amplifier
AVC-1 Automatic Volume Compensator Unit

UNITED MFG. CO.
Showboat \$690.00
10th Frame Star Shuffle Alley 605.00
10th Frame Super Shuffle Alley 590.00
Clover Shuffle Alley 625.00
Cascade Shuffle Alley 605.00
Regulation Shuffle Alley 695.00

WICO CORP.
Major Leaguer (Automatic Baseball Pitcher) \$1,095.00

WILLIAMS MFG. CO.
Silver Skates \$349.50

THE RUDOLPH WURLITZER CO.
Model "1400" Phonograph
Model "1450" Phonograph
Model "1500" Phonograph
Model "1600" Phonograph
Model "1650" Phonograph
Model 4851 5c-10c-25c Wall Box (48 Selections)
Model 5204 Wall Box 5c-10c-25c (104 Selections)
Model 5100 8" Speaker
Model 5110 12" DeLuxe Speaker

UNITED'S

Cascade Shuffle-Alley

NEW NEW NEW



10TH FRAME FEATURE

HIGHEST SCORE FEATURE
 PLAYER WRITES NAME ON BACK-GLASS

**FAST ACTION!
 FAST PLAY!**

STRIKE OR SPARE FLASHER LIGHTS

CAN PICK-UP 7-10 SPLIT
FORMICA PLAYBOARD

SIZES

8 FT. BY 2 FT.
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SEE YOUR DISTRIBUTOR

OPERATORS FROM COAST TO COAST AGREE THAT

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IS *Bally's*® GREATEST "IN-LINE" GAME

From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY...greatest in-line money-maker...only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions...new 7-Choice Select-A-Spot...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

Attractive ADVANCING SCORES • IN-LINE and CORNER Scores
3-in-line on SUPER CARD Scores 4-in-line score
Improved SELECT-A-SPOT feature • New EXTRA-TIME feature
TRIPLE-SPOTS Roll-over feature • Up to 3 EXTRA BALLS per game

**NEW
7-CHOICE
SELECT-A-SPOT
FEATURE**

**Player
turns knob
to select choice of
10, 16, 19, 20,
21, 22, 25
(when lit)**



Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action
captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ Notional Rejector



Ride THE CHAMPION

**TO BIGGEST PROFITS
IN HOBBY-HORSE CLASS**

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?

**IT TROTS!
IT GALLOPS!**



**FINANCE
PLAN**
NOW AVAILABLE
THROUGH
BALLY DISTRIBUTORS

**RIDE
THE CHAMPION
10¢**

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