Ray Anthony, who's been leading the parade in the revival of band popularity, came up with a disk recently which skyrocketed his stock. "At Last," an oldie, turned out to be a potent sleeper and just about the biggest record the trumpeter has had on Capitol. Now he's following it up with another standard "There Are Such Things." Fred Benson manages Ray.
the Wurlitzer way is the SAFE WAY
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Wurlitzer introduced and has always retained record handling the safe way—on a tray—your assurance that every record will play.

The Wurlitzer way is your best protection against breakage, warpage, scratching, chipping and jamming.

Record is removed from the tray and elevated to playing position by a rubber capped turntable. Traction is applied gently, and only to the center section, assuring minimum wear on the record. It is returned the same way to be stored flat in the stack with edges completely protected.

Just one more important, money-saving reason why it pays to operate money-making Wurlitzer Models 1400 and 1450.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

All-Speed WURLITZER
Models 1400-1450

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What's Wrong With Getting Together As A Team?

(Editor's Note: A few weeks ago (February 23, 1952 issue, Page 37) a two-color, full page editorial appeared entitled: "EVERYONE, LEADERS TO FOLLOW THE INDUSTRY TOGETHER AGAIN". Since the appearance of this editorial which, we admit, is based on one of the very "touchiest" subjects in the industry today, there have been letters, wires, and even long distance phone calls, commending The Cash Box on this editorial, as well as on its stand to help bring the industry together again (as it was in the old days when 7,000 and more registered the first day of every convention) and telling The Cash Box that its suggestion that a real leader step forth and pull the entire industry together again "is the one and only solution to the problem". The following editorial was suggested to the writer as a follow up to that outstanding article and appears herewith.

Yes, it was a very "touchy" subject. There is a "catch" that some manufacturers have against other manufacturers takes a brave man, these days, to step in between.

Brave because he has to have the ability, as well as the ability, to be able to dodge those subtle punches that are being thrown here, there and everywhere.

When we wrote that editorial, we wanted to tell the truth. We know, and everyone else in the industry knows, that something must be done to "pull the entire industry together once again".

This editorial hoped (and prayed) that a "leader" would come along who could do this vast and important (and highly diplomatic) job.

But, it seems, no one man has stepped forward to call himself a leader and to pull all the various divisions of this field together once again.

Why should NAMA (National Automatic Merchandising Assn.) hold its own convention? Why should MOA (Music Operators of America) hold its own conventions? Why should CMI (Coin Machine Institute) hold its own convention?

Each one of these organizations, when they register over 1,000 coinmen and coinwomen, set up a howl to the high heavens. Just as if this was an unequalled achievement.

Isn't it silly? Really silly? Even the youngsters in the field know (or have been told) about conventions where 7,000 to 10,000 registered the very first day. What must these kids think?

The fathers and mothers of the younger men in the industry (and that goes for manufacturers, distributors, jobbers, operators and all the allied fields) have been teaching their children, ever since these children have been old enough to 'think', that "It's teamwork that counts".

So what do these very same fathers and mothers, these fathers and mothers who control this tremendously large section of the world's entertainments, do?

They go out on an individualistic limb. Just as if they were all alone on an island far out in an unexplored part of the sea.

The very thing, the very teaching, that they give their own children, they neglect in their own business.

What an impressive sight for all engaged in this industry when over 7,000 men, women and children, registered the VERY FIRST DAY for a national convention.

(And what money was earned by those who could exhibit something new and better and different. All because the law of percentages was on their side.)

Operators, jobbers and distributors LOOKED FORWARD AND PLANNED AHEAD TO THIS ONE BIG CONVENTION — THIS ONE TIME DURING THE WHOLE YEAR.

People reserved rooms a year in advance. Manufacturers saved their best for the show.

Everyone was there. And how they were there. And what fun they had. And all had a chance to talk to each other. Were busy and happy and thrilled to be present at: "THE CONVENTION".

The time has come for the little people — the members of NAMA and MOA and CMI — the kind of people that are buried out there in what the big city people like to call: "the sticks" — to come on in and tell MOA, NAMA and CMI and EVERYONE ELSE IN THE BUSINESS:

"THAT UNLESS THERE'S ONE CONVENTION — OR ALL CONVENTIONS SAME WEEK, SAME TOWN — THEY'LL HELL WITH CONVENTIONS".

And then, after that, ask these people, they tell us this to: "What's wrong with getting together as a team?"
That “Golden Millionth Disk” No Surprise To Juke Box Biz

Nation’s 500,000 Juke Boxes Very Quickly Grind Up Million Platters If Tune Meets Public Fancy

A couple of weeks ago, the front cover of The Cash Box showed the Four Aces receiving a gold platter for having sold more than a million copies of one record.

Yet a year ago no one had even heard of the Four Aces.

Last week Columbia issued a report that a current Johnnie Ray hit was the second biggest seller in the company’s history.

A year ago no one had heard of Johnnie Ray.

The vocalist whom the juke box operators of the nation voted as the biggest moneymaking male singer in 1951 through The Cash Box poll was Tony Bennett.

A year ago they didn’t even list Tony Bennett.

The singers, who a short while back were completely unknown now sell millions of records, are worth four figured salaries for personal appearances and have fan clubs and followers waiting for their every note.

What is the vehicle for their tremendous success?

The juke box.

The 500,000 juke boxes which cover every corner of this huge nation have a hit making potential which would have been inconceivable just a few years ago.

The only do the operators of these machines actually purchase one quarter of the total output of the record industry, (last year alone their purchases amounted to over 50,000,000 records), but the sales developed through the promotional effects of the juke box—where everyone of necessity hears the record that one person plays—is immeasurable.

It is not at all surprising to the juke box operator that one artist after another these days hits the million mark.

It’s simple arithmetic to figure it out.

If a hit and gets into only one third of the nation’s juke boxes, that alone amounts to almost 200,000 records. If it stays popular for any length of time, that record must be changed at least once and possibly more. Add to these juke box purchases the number of people who buy a record after they hear it played in their favorite ice cream parlor, tavern or other location and it’s easy to see what a tremendous impact the juke box has on record sales.

Before the second World War, the number of records that hit the million mark were few indeed. At that time the juke box industry was just beginning to show what it could do but there were considerably less machines in considerably less locations.

Today the juke box industry is a grown up business, still growing to be sure (for a business—any business—that isn’t growing is dying) but a full fledged 500,000 location grown up.

What this has meant to the artist, the record company, the writer, the publisher and everyone else in the music world, has been obvious for the past several years.

Everyone who makes a record wants to get it into the nation’s juke boxes. The promotion men for every branch of the business do their utmost to bring their record to the attention of the juke box operators. Most record companies today have special departments which just deal with operators. They have lately taken to making disks which might appeal to special locations. And they’ve begun to meet operators’ requirements turning out shorter playing disks.

All this acknowledges the striking role which the juke box plays in building the nation’s hits.

When artist after artist can become a star of the first magnitude in less than a year, when singers go from obscurity to a million record sales in so short a time, there must be a market which purchases those records and then gets them heard by the public which purchases even more.

That market is the network of juke boxes located on every crossroads of the land.

With the market growing and enlarging its horizon as it is doing today, the possibilities for even greater record sales now seem imminent.

Wouldn’t it be wonderful to have to give a platinum record?
Senator Charles W. Tobery is the newest entry in the DJ field. The Senator aired his favorites for one solid hour one evening and hit it so right that it is almost too bad that he didn't keep going. The Senator, aSkipper, is making the rounds and is very pleased with the new DJ scene. He has a very strong association with the music business and is looking forward to more adventures in the field.

Will Mayle has been with WWPA—Williamsport,Pa., since its first broadcast on May 22, 1949. Will does news-reading, is station Music Director, has set up the entire music library and made the announcer's job easier.

Will Mayle's show is heard daily over WSPB—Springfield, Mass., now going into its fourth straight year under the same name. Recently, after giving their show, J. Fred Cooper, composer of such hits as "Santa Claus Is Coming to Town," wrote a song called "Father Christmas." It has now in the process of being arranged and recorded for use as the program theme.

Mr. & Mrs. record personality show heard daily over WBKB—Richmond, Va., on his "Shake-All Hours" show, accused the telephone numbers of some Air Force boys stationed at nearby Byrd Field. The girls did their patriotic duty and now two of the boys are engaged and many more are going steady. Guess we've heard everything yet.

Hal Tate (WBKB-TV, Chicago, Ill.) does a wonderful tie-in of records and jingle box play on his "Hal Tate TV Disc Jockey Show," every Sunday afternoon. Hal drops a dime in a jingle box each time he introduces a number. Bill Gersh, The Cash Box publisher, was instrumental in getting the new number "1 400 for the show." Dick Gottlieb (KPRC-TV—Houston, Texas) is becoming quite a celebrity himself as he continues to astound his listeners with the unusual. As master of ceremonies and general factotum of "Matinee," Gottlieb has had more than 1,000 guests, from the Pin Oaks stable to Pakistan, from hair stylists to hypnotists, from motorcycle race to movie star. From book reviewers to Boy Scouts and from marines to a mechanical man. Any celebrity who visits Houston must squarely end up on Dick's show.

North Carolina, where he used to be at WPGM—Fitchburg, Mass., now has an afternoon show on WWNH—Rochester, N. H., Felix Grant (WDNC—Washington, D. C.) made local and national newspaper headlines when he ad-libbed a killer on his show recently. Felix is well known to his "Yawn Patrol" friends, his name has been associated with the show for several years, and is now heard on WWNH.

Freddy Robbins, one of the busiest men in the business, is no longer just a DJ. Freddy is going great, however, on his Sunday eve TV show. "Coffee With Lee and Lorraine," Mr. & Mrs. record personality show heard daily over WSPB—Springfield, Mass., now going into its fourth straight year under the same name. Recently, after giving their show, J. Fred Cooper, composer of such hits as "Santa Claus Is Coming to Town," wrote a song called "Coffee Time With Lee and Lorraine." It's now in the process of being arranged and recorded for use as the program theme.

Gee, that's a new name! Ben Taylor (WLEE—Richmond, Va., on his "Shake-All Hours" show, accused the telephone numbers of some Air Force boys stationed at nearby Byrd Field. The girls did their patriotic duty and now two of the boys are engaged and many more are going steady. Guess we've heard everything yet.

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Art Brown (WDNC—Washington, D. C.) has been in Florida sunning his winter, returned to his show and has been heard daily over WSPB—Springfield, Mass., now going into its fourth straight year under the same name. Recently, after giving their show, J. Fred Cooper, composer of such hits as "Santa Claus Is Coming to Town," wrote a song called "Coffee Time With Lee and Lorraine." It's now in the process of being arranged and recorded for use as the program theme.

Get your tickets now for "The Hottest Show on Earth!" This is the show that got the word out and kept it that way. It's the show that's won over thousands of new fans and kept them coming back for more. It's the show that's been voted "Best of the Best" by the top Dj's in the country.

The show is known as "The Hottest Show on Earth!" and has been voted "Best of the Best" by the top Dj's in the country. The show is presented by the world renowned DJ's of today and tomorrow. The show is a must for any DJ who wants to stay on top.

The show is presented by the world renowned DJ's of today and tomorrow. The show is a must for any DJ who wants to stay on top.
**DISK OF THE WEEK**

**"BE ANYTHING (BUT BE MINE)"** (2.57)
EDDY HOWARD ORCHESTRA
(Mercury 5815; 5815 x 45)

The stylized vocalizing of Eddy Howard plus a beautiful ballad adds up to a side that's gonna click big. Eddy's rendition of this tune gives it everything it should have.

**"SHE TOOK"** (2.15)
EDDY HOWARD ORCHESTRA

**THEIR ARE SUCH THINGS**
(2.56)

**MOONLIGHT SAVING TIME**
(2.05)

**NEAR YOU**
(2.27)

**JOHNNY MADDox BOOGIE**
(1.58)
JOHNNY MADDox
(Dot 15008)

A wonderful oldie is taken for a fast spin by Johnny Maddox and the Rhythmasters. Johnny offers some neat piano playing to give the side a send-off. Under the siding is a boogie beat number that Maddox handles in a spirited manner through the medium of his piano. Ops oughta look in.

**PRETTY AS A PICTURE**
(2.26)

**WON'T YOU SURRENDER?**
(2.36)

DEAN MARTIN
(Capitol 2001; F-2001)

Dean Martin makes a good effort on the top level. The tune is a slow and easy going number that comes out with a pleasant sound as Dean works his way through the lyrics. The under side is a beautiful oldie that's treated to a new set of lyrics and once more Martin comes in with a listenable platter. Ops may be interested.

**BE ANYTHING**
(2.50)

When I Look Into Your Eyes
(2.10)
CHAMP BUTLER
(Columbia 39690; 4-39690)

A wonderful new ballad is given a winning vocal treatment by Champ Butler on the initial end. The melodic tune is further enhanced by the Perry Faith orchestra which helps make this an ideal side. The under deck finds Butler dishing up a new set of lyrics to an old and beautiful tango. This could click too, but we look for the top half to get lots of play.

**INVITATION**
(2.46)

**FESTIVAL**
(1.50)

LES BAXTER ORCHESTRA
(Capitol 1955; F-2000)

The Les Baxter orchestra sets in motion two pretty instrumentals. Both numbers feature the fine piano styling of Buddy Cole as he supplements the orchestral arrangement of the band. The result is a pleasing sound that should get some spins.

**BEST BETS**

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

"CONFETTI" Johnny Desmond Coral 60670; 60660
"NEAR YOU" Johnny Maddox Dot 15008
"BE ANYTHING (BUT BE MINE)" Champ Butler Columbia 39690; 4-39690
"THERE ARE SUCH THINGS" Ray Anthony Orchestra Capitol 2002; F-2002
"HONEST AND TRULY" The Ink Spots Decca 27996; 2-27996
"BASTA" Louis Price Columbia 39692; 4-39692

**ALL I DO IS DREAM OF HER**
(2.51)

**MAMA'S RAGTIME SWING**
(2.15)
LARRY VINCENT & DOTTIE BARLOW
(Pearl 700)

The top deck offers Larry Vincent with some fine oldies. The sleigh ride is a number that's been in the catalog and offers some fine vocals from Larry that's currently getting lots of recordings and Frankie and the Continentals give off with a flowing performance. Ops oughta check here.

**I'VE TRIED A MILLION TIMES**
(2.59)

**FESTIVAL**
(2.39)

FRANKIE CARLE ORCHESTRA
(RCA Victor 30-452; 3-4577)

Smooth piano playing by Frankie Carle and better than average material. This tune is a number that's been in the catalog and offers some fine vocals from Larry that's currently getting lots of recordings and Frankie and the Continentals give off with a flowing performance. Ops oughta check here.

**SOMEONE STOLE MY DARLIN'**
(2.21)

**I KNOW WHAT IT MEANS TO BE SOMEBODY**
(2.54)
CONNIE BOSWELL
(Decca 28036; 9-28036)

Connie Boswell has a tune in the folkish vein on the top platter and she gives it a thorough going over along with the Sy Oliver orchestra. Result—listenable item. The bottom dish is a slow simple number that Connie carries smoothly and once again the windup is an ok side. Ops might peek in.

**WHAT ART SUCH THINGS**
(3.06)

**WHAT IS TIME?**
(2.58)

TOBY ROSS & GORDON JENKINS O.
(Decca 28035; 9-28035)

A gorgeous oldie is taken for a ride by Toby Ross and the Gordon Jenkins orchestra and chorus. A fine arrangement and the slick tromboning of Tommy make this a good lid. The Connie is another good tune that gets a similar presentation. Our pick is the first side.

**HOUSE AND BUGGY**
(3.19)

**THE PENNY WHISTLE SONG**
(2.44)

LEROY ANDERSON ORCHESTRA
(Decca 28037; 9-28037)

Composer and leader, Leroy Anderson comes up with a pair of pretty instrumentals. The fine arrangements and the successful musical interpretations add to the appeal of these sides. Each half has a light and liltting feeling and ops to a good side out of this twosome. The impetus of his current hit should help.

**A GUY IS A GUY**
(2.51)

**THAT OLD FEELING**
(2.41)
ELLA FITZGERALD
(Decca 28049; 9-28049)

A cute little ditty that's heading high is given a further push by Ella Fitzgerald. Ella has lots of charm in her delivery and she makes this bouncy tune sound grand. Flip offers Ella with an oldie and she exploits it fully using her vocal improvisations to good advantage. Sy Oliver gets one national hit credit on this side, and the top one should be a contender.
JOHNNIE RAY

Music Singer

Barbara LEWIS

Mary

b/w

RODNEY

1952

b/w

SQUARE

FARRELL

The

GOODBYE

KNEW

LAN


NEW YORK:

Johnnie Ray takes us back to the old Frank Sinatra days. Last week the lines outside the Carnegie Theatre in Toronto, where he was appearing, were eight blocks long. After each performance the lights went up and the theatre was cleared for a completely new audience. Johnnie will open the Martin Block, in New York, in April. . . . Joe Shuster, song writer, now promoting for Wheeler Music and getting an excellent reaction for the new Joe Medlin Ukulele record "I Love Anyone But You." . . . We hear that Smokey Lamson, Lucky Strike Hit Parade, has been signed on the London label. The Mander Brothers dropped Bob Shad, A & R head of Mercury, reports the diskery has taken over sixteen Errol Garner sides from Fresto. Gunther Lawrence, who manages Oscar Brand, dropped in to tell us Oscar will perform this at the Vanguard soon for eight weeks.
“THAT OLD BLACK MAGIC” (2:30)
“WHEN YOU’RE SMILE” (2:28)
FRANK SINATRA
(Columbia 37275; 4-37275)

Here is a release that offers Frank Sinatra at his best. The top side finds him doing justice to a wonderful oldie with the orchestral assistance of the Axel Stordahl group. Flip is another favorite that Sinatra chants effortlessly. This side of wax always manages to set one going and ops are urged to look in.

“HAMBONE” (2:29)
“COME WHAT MAY” (2:35)
TOMMY DORSEY ORCHESTRA
Decca 28075; 9-28075

A zestful covering of a ditty that’s being off is turned out by the Tommy Dorsey crew. This jump number gets the vocal from Charlie Shavers while the group lends further vocal support to the concept. The bottom line tells Buddy Clark with a current ballad. Our bet is the upper one it may grab some of the fans the tune is gonna get.

“SENTIMENTAL TEARS” (2:53)
“IT DOESN’T MATTER WHERE I GO” (2:24)
DON CHERRY
(Decca 28050; 9-28050)

An attractive ballad is given a good reading by Don Cherry on the first disk. The Ray Charles’ version of the Sy Oliver orchestra is in the running but the result is good. The upper side is another show tune that lacks the appeal of the flip side. We like the top disk, it may make some noise.

“HONEST AND TRULY” (3:15)
“ALL MY LIFE” (3:09)
INK SPOTS
(Decca 27996; 9-27996)

This disk offers the inimitable blend of the Ink Spots with Bill Kenny taking charge of the lead. The upper end is every pretty tune that the group delivers expressively and it may prove to be a big one for the boys. The reverse side is another good number that’s turned out in a better than average fashion. Our choice is the first disk.

“SHIP AHOY” (2:53)
“YOU’RE NOT WORTH MY TEARS” (2:25)
ROSE MARIE
(Mercury 581; 581 x 45)

A cute, bouncy item that sports a set of clever lyrics is set a-sail by Rose Marie. The artist manages a fitting vocal for the ditty and wins up with an earful of pleasure. The upper portion is a coverage of a good ballad that comes out fair. Hal Haas does the baton twirling on each wild. Our nod goes to the first one.

“SLEEPER OF THE WEEK”

“SUMMER IS A-COMIN’ IN” (3:05)
“EASTER SUNDAY MORNING” (3:00)

NAT “KING” COLE
(Capitol 1994; F-1994)

The ingratiating quality of a Nat “King” Cole vocal is shown to wonderful advantage on this new release. The warmth of his style blends beautifully with the slow, melodic number called, “Summer Is A-Comin’ In.” The lyrics and tune are infectious and the soft reading offered by Nat is sure to make this lifting ditty a big seller. Pete Rugolo and his orchestra come up with a grand orchestration that adds to the appeal of the disk. Ops know what the artist can do for any song and with the material he has here he’s gonna make a big splash. The bottom deck is an appropriate tune for the coming Easter season and ops can take advantage of it. Nat gives out with a lovely vocal to an equally lovely melody that’s right up the alley for coming holiday spirit. Once again the orchestra sets the proper musical mood and helps the sentiment along ops can’t afford to wait with this two-sider.

“AY-ROUND THE CORNER” (2:35)
“CHI CHI CHU” (2:38)
XIAXER CUGAT ORCHESTRA
(Mercury 581; 581 x 45)

A South African folk tune that’s kickin’ up a fuss is given a Latin American going over by the Xavier Cugat orchestra. With Abbe Lane handling the vocal chores this number is belted out with a samba beat. Flit is a Cugat standard and it is also a samba that Abbe carries easily. Ops oughta watch the top one.

“LOW IN THE LEHIGH VALLEY” (2:08)
“FLAPPERETTE” (2:30)
PAUL WESTON ORCHESTRA
(Columbia 39664; 4-39666)

Good harmony by the Norman Luboff choir plus the Paul Weston orchestra add up to a smooth side. The material is fair and the group helps it along. The upper side is a lilting tune that’s delivered flippantly by the ensemble and once again ops have likeable material on hand.

“CONFETTI” (3:03)
“FESTIVAL” (2:40)
JOHNNY DESMOND
(Capitol 60070; 9-60070)

A melodic tune in the form of an attractive ballad is given an expressive treatment by vocalist Johnny Johnny Desmond. This stinging rendition adds impetus from the Tony Motolla orchestra. Flip is a bouncy tune that’s given an interesting sound via the Desmond-Motolla collaboration. We like the initial end.

“AT LAST” (3:03)
“PERFIDIA” (3:16)
GLEN MILLER ORCHESTRA
(RCA Victor 27-015)

Stylish strains of the Glenn Miller aggregation makes a pretty sound on the top lid as the group is in another one-a-kind release. The tune is currently being revived and Glenn’s version should get play. Flip is another such number and once again the orchestra shows off this well. Ops oughta check here.

“MY REVERIE” (2:40)
“ARE YOU LONESOME TONIGHT?” (2:44)
THE DREAM MAN
(RCA Victor 105)

The Dream Man offers a take-off on the Continental and does a recitation while backed by soft music. Each half finds the artist doing out slow and deep voiced readings of the lyrics to both songs. His suggestive whisper and the soothing organ backdrop set this platter up properly.

“I AIN’T LAZY—I’M JUST DREAMING” (3:15)
“WINNIEPASSEEK” (2:05)
SAMMY KAYE ORCHESTRA
(Columbia 39685; 4-39685)

A simple tune is hyped by the Sammy Kaye orchestra, with vocal efforts by Tony Russo and the Kaye Orchestrator. Result is a pleasant sound. The second half is a novelty item that features the same artists. On this level the group gives out with some jibberish lyrics that makes for interesting listening. Ops might take a peak.

“BASTA” (2:25)
“OH! DAH-DIHY-DAH” (2:30)
LOUIS PRIMA ORCHESTRA
(Columbia 39692; 4-39692)

Louis Prima injects all of his personality and style into a cutie ditty that’s lined with Italian words. Helped along by Keely Smith this half should prove to be good fare in the right locations. The second disk falls right in with previous vocal efforts as they give out with a hand clapping, zestful side. Ops have a good one here.

“PERFIDIA” (2:08)
“CONFETTI” (2:53)
BOB SAVAGE
(Capitol 2019; F-2019)

An oldie that has recently kicked off big bigs a spirited coverage on the top deck by Bob Savage and the Buddy Cole orchestra. The half should make fair listening. Flip is a new ballad that moves along smoothly with a prettier treatment. This one is an interesting one. Ops might take a gander.

“WONDERING” (2:46)
“GOD’S LITTLE CANDLES” (2:35)
JEANE GAYLE
(Capitol 2018; F-2018)

Jeane Gayle works her way through a simple tune and comes up with a fair effort. This sentimental sort of number gets a warm delivery from Jeane and a vocal chorus. The second disk is a folk type wepper that’s done slowly but forcefully by Jeane and again she has an ok half. Lee Baxter sets each side up musically. Ops might look in.

“THE COLONEL’S DAUGHTER” (2:15)
“IF YOU DON’T HUG ‘ER BY NINE O’CLOCK” (2:15)
FREDDY MARTIN ORCHESTRA
(RCA Victor 20-4757; 47-4757)

A sound novelty number that’s carried with a flowing march beat is belted out by the Freddy Martin orchestra. Murray Arnold and the group take charge of the vocal work and the result is a fair half. The lower deck is a happy sounding thing that bounces along via the cut-presentation of the orchestra and Merv Griffin. Ops should give a peak.

“BE ANYTHING” (2:50)
“EVERYTIME” (2:37)
DON ESTES
(RCA Victor 20-4756; 47-4756)

An attractive ballad that’s destined to climb high is given fair coverage by Don Estes. The quality of the number is first class and Don’s handling should get it some spins. The under deck shows Don to greater advantage as he chants the lyrics to a dramatic ballad. On this side a wonderful chorus group adds immaterially to the lid. Ops should take a look.
KING OF THE BARITONES

NEW YORK—In his second annual poll, WINS-New York disk jockey Brad Phillips named Perry Como "King Of The Baritones" for 1952-53. Garnering over 11,000 votes more than his nearest rival, Eddie Fisher, who was last year's winner, Como from the start of the four week plays contest never lost the number one position. Tony Bennett who at this time last year had made but one record came in third. The rest of the top ten were in the following order: Vic Damone, Allyn Daile, George Murphy Guy Mitchell, Johnnie Ray, Tony Martin and Frankie Laine. Above Perry is shown receiving the winning scroll from Brad Phillips with the Fontaine Sisters looking on.

The HALE You Say

by natt hale.

Spring is here!
No doubt about it... We have still to view the first robin of the season, no new romance has stirred our soul, there's no inclination to inhabit any place of indolence—yet, Spring is here...

How come?
We think we've got the answer.
It's the sudden upsurge in the activities of everyone even remotely connected with the record industry: the recording divisions, distributors, salesmen, promotion men, dealers, disc jockeys and, of course, the coin machine operators.

More ballads are being sung and, hence, more necking is going on in the taverns and cocktail lounges throughout the land.

Less quibbling is going on amongst the artiste element about who gets which tune to commit to the tallow for posterity.

Distributors are calling the factories withagrid 'phone calls and asking the production chiefs to please try to get such-and-such a record out via Air Express—collect!

The distributor salesmen are having lunch together, sometimes two and three times a week—and sometimes popping for the other fellow's check...

The promotion men are going hell-bent-for-leather—plugging each other's records like crazy.

Dealers are scrambling, as last, to the frequent impressionistic "pitches" of the salesmen, to the extent that their heads are nodding up and down continuously and their verbiage is now limited to, "Yes, that's very nice. The best he's done yet. You're right."

The decays are becoming more and more susceptible to flattery, and they are rejecting with flattery in kind—
to the artists, the promotion men, the A. & R. men, etc...

The coin machine operators are in a mood to agree that any record can go in any spot. Also, that the discs are now longer-wearing, the tone arms are weighted just right, they're getting six plays per needle, and the new crop of records are the best in the history of the business.

All in all, it's an enviable state of affairs, n'est pas?

In our own experience, we've observed the same jolly and brotherhood throughout the record industry, but noer before as completely fulfilled as this year. Evidently, the income tax reports disclosed an unfamiliar status of prosperity amongst the record and file of the gentry discussed above. Nevertheless, it's with an unprecedented feeling of giddiness that we attacked the typewriter keys for this session to pay humble tribute to our brethren and sistren within the confines of the wax works for their seasonal rapture making an early appearance this year.

During the past week, we encountered an artiste who suggested to us that we concentrate more of our plugging on another fellow-artiste on the label "who needs it more." This suggestion was greeted with profound amazement, as was to be expected, whereupon the great one informed us that, "Well, I dunno, I just feel go-o-o-d. ... Besides, I really think that so-and-so really has it. Man, I'd like to see him make!" (Under his breath, we detected a slight murmer which sounded suspiciously like "I'd like to see him make!"—but we could be wrong...) But it may, we find we're a very happy lot and we only hope it continues indefinitely.

While we attributed this new spirit of relationship to the effect of seasonal mellowness, the diehards will probably offset the philosophy with, "So what? When Spring comes, can Summer, Fall and Winter be far behind? And then—look out!"

But who cares...

Spring is here!

The HALE You Say

by natt hale.

Spring is here!
No doubt about it... We have still to view the first robin of the season, no new romance has stirred our soul, there's no inclination to inhabit any place of indolence—yet, Spring is here...

How come?
We think we've got the answer.
It's the sudden upsurge in the activities of everyone even remotely connected with the record industry: the recording divisions, distributors, salesmen, promotion men, dealers, disc jockeys and, of course, the coin machine operators.

More ballads are being sung and, hence, more necking is going on in the taverns and cocktail lounges throughout the land.

Less quibbling is going on amongst the artiste element about who gets which tune to commit to the tallow for posterity.

Distributors are calling the factories withagrid 'phone calls and asking the production chiefs to please try to get such-and-such a record out via Air Express—collect!

The distributor salesmen are having lunch together, sometimes two and three times a week—and sometimes popping for the other fellow's check...

The promotion men are going hell-bent-for-leather—plugging each other's records like crazy.

Dealers are scrambling, as last, to the frequent impressionistic "pitches" of the salesmen, to the extent that their heads are nodding up and down continuously and their verbiage is now limited to, "Yes, that's very nice. The best he's done yet. You're right."

The decays are becoming more and more susceptible to flattery, and they are rejecting with flattery in kind—
to the artists, the promotion men, the A. & R. men, etc...

The coin machine operators are in a mood to agree that any record can go in any spot. Also, that the discs are now longer-wearing, the tone arms are weighted just right, they're getting six plays per needle, and the new crop of records are the best in the history of the business.

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But who cares...

Spring is here!
Mr. Dick Gersh
Buddy Basch Office
17 East 45th St.,
New York 17, N.Y.

Dear Dick:

I am very excited about the two new Spike Jones' sides "Down South" and "I've Turned Gadabout". The sound that Spike gets with his "Country Cousins" is the most commercial material for the Juke Boxes that he has ever turned out. I think that these will be the biggest Juke Box hits that he has ever had.

Let me know if I can cooperate with you in any way in your promotion of the record. I really believe that this is the best Juke Box material that Spike Jones has ever recorded. Let's have more money-makers for Jukes!

Although this is done in a Western style, I believe this will go Pops and Hillbilly both.

My best regards to you and Buddy. Hope to see you down here soon again.

Very sincerely yours,

Hirsh De La Viez, President

Hirsh Coin Machine Corp.
Spike Jones and his Country Cousins...

NEW RELEASE STYLE BAND

I'VE TURNED GADABOUT

Published by:
EDWARD B. MARKS MUSIC CORP.

Published by:
RIDGEWAY MUSIC, Inc.

RCA VICTOR
20-4568 (78 rpm)
47-4568 (45 rpm)

VICTOR RECORDS
BRIGHT BOUNCER • WHO, WHO, WHO (Daywin) — Doris Day (Col.) and the Paul Weston Orchestra produce a bright and happy item which Billboard says "another of her personality-loaded bouncers." (Rates 84 — excellent.) Reverse side is the smash, "A Guy Is a Guy."

FIRST RATE • SENATOR FROM TENNESSEE (Rabb) — Dinh Shore teams with Tex Williams (Vic.) on a timely lyric and bouncy tune called by Cash Box "first rate job." Billboard rates it "excellent" for deejays and says this "novelty bouncer should intrigue." 

MAKE BID • I'VE TURNED GADABOUT (Ridgeway) — Spike Jones (Vic.) makes a strong bid here. Billboard sees it as "a truly fine Fee Wee King and Red Stewart opus — done up brightly by the Cherokees." A straightforward job without the typical Jones' gimmicks.

CUGAT SCORES • THE ACAPIULCO POLKA (Pemora). • THE HILLBILLY MAIMBO BAND (Pemora) — Xavier Cugat (Mer.) features Abe Lane in what Cash Box calls "a fast moving polka" and "a novelty mambol ... mixture of Latin-American and hillbilly flavoring." Billboard names disk "a happy item."

BEST BET • BEWARE (Montauk) — Dolores Gray (Dec.) scores a Cash Box "BEST BET" and is rated by Billboard "a warm vocal on a pleasant ballad, performed as a beguine by the (Sy Oliver) ork."

EXCELLENT • MORE I GO OUT WITH SOMEBODY ELSE (Weiss & Barry) — Billboard places this item in the "excellent" class, reporting, "The Four Knights (Cap.) show their fine, smooth blend on a lively and melodious ballad."

SPIRITED • THAT EVERLOVIN' RAG (Johnstone-Monteil) — An old-fashioned instrumental is turned out by the Buddy Morrow Trio (Vic.) in "fine fashion" says Billboard. "Has spirit and fun ... could be a coin gatherer."

VIBRANT BALLAD • THEY SAY YOU CRY (Algonquin) — Merv Griffin (Vic.) comes up with a ballad which Cash Box says is an "expressive-feeling job." Billboard calls it "vibrant piping backed by restrained orking."

THE ROCK ISLAND LINE (Algonquin) — Making his singing debut, Art Forman (Essex), the deejay of "Milkmans's Matinee" fame (WNIP) earns a strong Cash Box "BEST BET." Opinion is that Ford "gives out with a sock treatment ... a fast moving ditty."

Bud Brees 
WFEN—Philadelphia, Pa. 1. AT LAST AT LAST (Tony Martin) 2. DANCE ME LOOSE (Arthur Godfrey) 3. SILLY DREAMER (Tony Bennett) 4. I'VE NEVER BEEN (White Clouds) (Roy Anthon) 5. BROKENHEARTED (Johnnie Ray) 6. PURITIAN LITTLE TREE (Evilene Knight) 7. HOODRIN' RAG (Perry Como) 8. PLEASE MR. MUR (Johnnie Ray) 9. DON'T ANYONE CALL (Johnnie Ray) 10. BLUE TANGO (Leroy Anderson) 

Roy Schreiner 
WBNL—Richmond, Va. 1. WHEEL OF FORTUNE (Kay Starr) 2. MY LITTLE BLUE TREE (Blue插件) (Leroy Anderson) 3. TIGER RAG (Las Paul & Mary Ford) 4. I'M IN LOVE (Four Acces) 5. BE MY LIFE'S COMPANION 6. BERMONA (Bell Sisters) 7. BLACKSMITH BLUES (Flip Mae Moore) 8. BLUE TANGO (Leroy Anderson) 9. TULIPS & HEATHERS (Perry Como) 10. WALKIN' (Not "King" Cole) 

Bert Knopp 
WVJN—Newark, N. J. 1. WHEEL OF FORTUNE (Kay Starr) 2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray) 3. TRUST IN ME (Ricky Vallo) 4. A GUY IS A GUY (Doris Day) 5. BERMONA (Bell Sisters) 6. DANCE ME LOOSE (Arthur Godfrey) 7. BLUE TANGO (Leroy Anderson) 8. BLUE TANGO (Leroy Anderson) 9. TULIPS & HEATHERS (Perry Como) 10. BERMONA (Bell Sisters) 

Lee Morris 
WSB—Atlanta, Ga. 1. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray) 2. ANYTIME (Eddie Fisher) 3. BE MY LIFE'S COMPANION 4. PLEASE MR. SUSH (Perry Como) 5. WHEEL OF FORTUNE (Bell Sisters) 6. CRY EDEN (Sam Burton) 7. I HEAR A CLOWN (Bobby Wayne) 8. RAN TANGO (Las Paul & Mary Ford) 9. BLACKSMITH BLUES (Flip Mae Moore) 10. LITTLE WHITE CLOUD THAT CRIED (Ray Martin) 

Paul Flanagan 
WTRY—Troy, N. Y. 1. WHEEL OF FORTUNE (Kay Starr) 2. PITTSBURGH, PA. (Guy Mitchell) 3. I HEAR A CLOWN (Bobby Wayne) 4. BROKENHEARTED (Johnnie Ray) 5. BLUE TANGO (Leroy Anderson) 6. BLACKSMITH BLUES (Flip Mae Moore) 7. BLUE TANGO (Leroy Anderson) 8. CRY JOHN (Ray Ed Fisher) 9. TULIPS & HEATHERS (Eddie Fisher) 10. ANYTIME (Eddie Fisher) 

Bud Wendell 
WJKO—Cleveland, Ohio 1. BLUE TANGO (Leroy Anderson) 2. WHEEL OF FORTUNE (Kay Starr) 3. I HEAR A CLOWN (Bobby Wayne) 4. BROKENHEARTED (Johnnie Ray) 5. BLUE TANGO (Leroy Anderson) 6. BLACKSMITH BLUES (Flip Mae Moore) 7. TALL TANGOS (Eddy Anthony) 8. COME WHAT MAY (Patti Page) 9. WHEEL OF FORTUNE (Bell Sisters) 10. YOU WEREN'T THERE (Not "King" Cole) 

Ed Perry 
KFRE—Fresno, Calif. 1. LITTLE WHITE CLOUD THAT CRIED (Ray Martin) 2. CRY JOHN (Ray Martin) 3. BERMANA (Bell Sisters) 4. BLUE TANGO (Leroy Anderson) 5. I WANTA LOVE YOU (Timo Brothers) 6. ANYTHING (Eddie Fisher) 7. TAKE ANGEL TO TOY STORE (Roy Barnes) 8. COME WHAT MAY (Patti Page) 9. LITTLE WHITE CLOUD THAT CRIED (Ray Martin) 

Howard Miller 
WIND—Chicago, Ill. 1. WHEEL OF FORTUNE (Booby Wayne) 2. PLEASE MR. MUR (Johnnie Ray) 3. AT LAST (Ray Anthony) 4. PITTSBURGH, PA. (Guy Mitchell) 5. TALL TANGOS (Eddy Anthony) 6. TALL TANGOS (Eddy Anthony) 7. TALL TANGOS (Eddy Anthony) 8. THE BRIDGE (Tommy Edwards) 9. ANYTIME (Eddie Fisher) 10. YOU WEREN'T THERE (Not "King" Cole) 

Bob Corley 
WOX—Atlanta, Ga. 1. CRY (Ray Martin) 2. WHEEL OF FORTUNE (Booby Wayne) 3. TELL ME WHY (Four Acces) 4. I'VE NEVER BEEN (White Clouds) (Roy Anthon) 5. BLUE TANGO (Leroy Anderson) 6. PLEASE MR. SUSH (Perry Como) 7. WISHIN' (Teddy Phillips) 8. GOODBYE SWEETHEART (Jane Ward) 9. YOU'RE NOT THE ONE (Not "King" Cole) 10. COME WHAT MAY (Patti Page) 

Lou Borile 
WKAL—Rome, N. Y. 1. CRY (Johnnie Ray) 2. TELL ME WHY (Eddie Fisher) 3. ANYTIME (Eddie Fisher) 4. TELL ME WHY (Eddie Fisher) 5. LITTLE WHITE CLOUD THAT CRIED (Leroy Anderson) 6. LITTLE WHITE CLOUD THAT CRIED (Leroy Anderson) 7. WHEEL OF FORTUNE (Kay Starr) 8. UNFORGETTABLE (Not "King" Cole) 

Brod Phillips 
WINN—New York, N. Y. 1. PLEASE MR. SUSH (Perry Como) 2. SINCE MY LOVE HAS GONE (Tony Bennett) 3. AT LAST (Ray Anthony) 4. ANYTIME (Eddie Fisher) 5. BLUE TANGO (Leroy Anderson) 6. JUMP (Eddy Anthony) 7. WHEEL OF FORTUNE (Kay Starr) 8. CRY JOHN (Ray Martin) 9. LITTLE WHITE CLOUD THAT CRIED (Ray Martin) 10. YOU WEREN'T THERE (Not "King" Cole) 

Pat Chamburs 
WFLA—Tampa, Fla. 1. BROKEN HEARTED (Johnnie Ray) 2. BLUE TANGO (Leroy Anderson) 3. WHEEL OF FORTUNE (Doris Day) 4. WOULD YOU (Ray Anthony) 5. ONLY TO YOUR HEART (Mary Maye) 6. WISHIN' (Eileen Barton) 7. MADAME ME (Marshall Neil) 8. AT LAST (Ray Anthony) 9. BLUE MOOPS (Alen Donlin) 10. JUMP THROUGH THE RING (Ray Barton) 

Robin Seymour 
WKMA—DeARBorn. Mich. 1. I'LL WALK ALONE (Don Carroll) 2. FORGIVE ME (Eddie Fisher) 3. ALONE AND FORESAN (Bill Damrell) 4. LITTLE WHITE CLOUD THAT CRIED (Ray Martin) 5. WHEEL OF FORTUNE (Bell Sisters) 6. A GUY IS A GUY (Doris Day) 7. I HEAR A CLOWN (Bobby Wayne) 8. GOODBYE SWEETHEART (Jane Ward) 9. GOODNIGHT MY LOVE (Ray Blanch) 10. LITTLE WHITE CLOUD THAT CRIED (Ray Martin) 

Ed Penney 
WTAO—Cambridge, Mass. 1. POOR WEEPPOORWILL (Bell Sisters) 2. BLUE TANGO (Leroy Anderson) 3. I WILL NEVER CHANGE (Don Cherry) 4. ANYTHING (Eddie Fisher) 5. HEART OF A CLOWN (Bobby Wayne) 6. COME WHAT MAY (Patti Page) 7. BLUE TANGO (Leroy Anderson) 8. COME WHAT MAY (Patti Page) 9. I'LL ALWAYS LOVE YOU (Four Matty's Bros.) 

Norm Prescott 
WURL—Burlington, Mass. 1. BROKEN HEARTED (Johnnie Ray) 2. HEART OF A CLOWN (Bobby Wayne) 3. I'LL WALK ALONE (Don Carroll) 4. I HEAR A CLOWN (Bobby Wayne) 5. LITTLE WHITE CLOUD THAT CRIED (Ray Martin) 6. LITTLE WHITE CLOUD THAT CRIED (Ray Martin) 7. YOU'RE NOT THE ONE (Not "King" Cole) 8. COME WHAT MAY (Patti Page) 9. ANYTHING (Eddie Fisher) 10. BLUE TANGO (Leroy Anderson)
Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending March 15 without any changes on the part of THE CASH BOX.

Ray Perkins
KFLD—Dallas, Tex.
1. ANYTIME (Eddie Fisher)
2. TELL ME WHY (Four Aces)
3. SLOW POKY (Tiny Tim)
4. WHEEL OF FORTUNE (Sammy Kaye)
5. BE MY LIFE’S COMPANION (Rosemary Clooney)
6. LITTLE WHITE CLOUD THAT CRIED (Eddie Fisher)
7. DANCE ME LOOSE (Arthur Godfrey)
8. LITTLE WHEEL (Bobby Wayne)
9. WHEEL OF FORTUNE (Key Star)
10. I WANT TO SAY HELLO (Sister Robert Finlen-Sutton)
11. STAIRWAY TO PARADISE (George Gurdine)
12. AT-ROUND THE CORNER (Jo Stafford)
13. TULIPS AND HEATHER (Fred Waring)
14. COME WHAT MAY (Patti Page)
15. CANDY DANCER’S BALL (Frankie Laine)
16. BUCKWHEATS (Dorothy Gray)
17. DANCE ME LOOSE (Arthur Godfrey)

Lee & Lorraine Ellis
WSPE—Springfield, Mass.
1. BLUES TANGO (Larry Anderson)
2. WHEEL OF FORTUNE (Key Star)
3. I WANT TO SAY HELLO (Sister Robert Finlen-Sutton)
4. STAIRWAY TO PARADISE (George Gurdine)
5. AT-ROUND THE CORNER (Jo Stafford)
6. TULIPS AND HEATHER (Fred Waring)
7. COME WHAT MAY (Patti Page)
8. CANDY DANCER’S BALL (Frankie Laine)
9. OH! MY DARLING (Johnnie Ousman)
10. MISS ME (Nat “King” Cole)

Bob Murphy
WGSM—Huntington, L. I.
1. BE MY LIFE’S COMPANION (Mills Brothers)
2. TELL ME WHY (Four Aces)
3. CRY (Johnnie Ray)
4. WISHIN‘ (Ray Monroe)
5. BLUE TANGO (Larry Anderson)
6. WHEEL OF FORTUNE (Key Star)
7. A GUY IS A GUY (Doris Day)
8. CANDY DANCER’S BALL (Frankie Laine)
9. OH! MY DARLING (Johnnie Ousman)
10. MISS ME (Nat “King” Cole)

Buddy Deane
WBT—Baltimore, Md.
1. WHEEL OF FORTUNE (Key Star)
2. AT LAST (Key Star)
3. BLACK SMITH BLUES (Elmo Mae Morse)
4. I HEAR A RHAPSODY (Frank Sinatra)
5. CRY (Johnnie Ray)
6. BERMUDA (Bell Sisters)
7. TELL ME WHY (Eddie Fisher)
8. A GUY IS A GUY (Doris Day)
9. ANYTHING (Eddie Fisher)
10. HAMBROE (Phil Harris & Bell Sisters)

Stephan Paul
WMER—Richmond, Va.
1. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
2. PLEASE MR. SUN (Tommy Edwards)
3. WHEEL OF FORTUNE (Key Star)
4. BERMAH (Ray Anthony)
5. TELL ME WHY (Four Aces)
6. BE MY LIFE’S COMPANION (Rosemary Clooney)
7. CRY (Johnnie Ray)
8. WHEEL OF FORTUNE (Key Star)
9. DON’T BE HOT WORTH MY TEARS
10. BLUE TANGO (Larry Anderson)

Ray Drury
WSPE—Springfield, Mass.
1. TELL ME WHY (Four Aces)
2. TIGER RAG (Les Paul & Mary Ford)
3. LITTLE WHITE CLOUD THAT CRIED (Jeremy Edwards)
4. OOPS (Fitzgerald-Armbrecht)
5. BLACK SMITH BLUES (Elmo Mae Morse)
6. HEAVEN KNOWS WHY (Four Sensations)
7. WHEEL OF FORTUNE (Key Star)
8. WHEEL OF FORTUNE (Key Star)
9. WHEEL OF FORTUNE (Key Star)
10. TELL ME WHY (Four Aces)

David Walsack
KCTV—Kansas City
1. WHEEL OF FORTUNE (Bobby Wayne)
2. WHEEL OF FORTUNE (The Weavers)
3. CRY (Eileen Barton)
4. TELL ME WHY (Four Aces)
5. FEELS LIKE A WIND (Celeste)
6. SLOWpoke (Four Aces)
7. Litefoot (Four Aces)
8. WHEEL OF FORTUNE (Key Star)

John Wrisley
WFAG—Fitchburg, Mass.
1. WHEEL OF FORTUNE (Bobby Wayne-Key Star)
2. TIGER RAG (Les Paul & Mary Ford)
3. WHEEL OF FORTUNE (Pittsburgh, Pa.)
4. BERMAH (Bell Sisters)
5. BLACK SMITH BLUES (Elmo Mae Morse)
6. BE MY LIFE’S COMPANION (Mills Brothers)
7. TIGER RAG (Les Paul & Mary Ford)
8. BROKEN HEARTED (Johnnie Ray)
9. AT LAST (Ray Anthony)
10. CHARMARINE (Montez)

Dick Webb
WIVY—Jacksonville, Fla.
1. CRY (Johnnie Ray)
2. TELL ME WHY (Eddie Fisher)
3. SLOW RAG (Les Paul & Mary Ford)
4. WHEEL OF FORTUNE (Key Star)
5. WHEEL OF FORTUNE (Les Paul & Mary Ford)
6. BLUE TANGO (Les Baxter)
7. CRY (Johnnie Ray)
8. TINA TURNER (Four Aces)
9. WHEEL OF FORTUNE (Key Star)
10. WHEN (Les Baxter)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Dewey Bergman Named King Pop
A & R Head by Syd Nathan

by Syd Nathan, president of the diskery.
Bergman has been signed to a long-term contract, taking over the spot which Eli Oberstein held until March 1.
Until a few months ago, Bergman had been on RCA Victor's A & R staff for two years and previously to that he had worked with King. As a matter of fact it was Syd Nathan who gave Bergman his first recording job and released him from his contract when Victor sought his services. Bergman started his career with the Guy Lombardo orchestra.
Since leaving Victor, he has cut an album "Horoscope in Music".
At King, he will be in full charge of the pop department and will operate out of New York City.
In a couple of weeks, he will announce the signing of several new artists. In addition to cutting single disks, Bergman also has some plans for issuing pop albums.

THE CASH BOX

Other Leading Chart Hits

THE HIT CHART SCORE

We always try to indicate the keyword that signifies a hit on the Cash Box charts. Here is a list of the hits that have been charted in the last few weeks.

- "Cry" by The Platters
- "The Little White Cloud That Cried" by Judy Garland
- "I Don't Want to Settle for Less" by Bill Williams
- "Be Anything (But Be Mine)" by The Dells
- "You're Not Worth My Tears" by The Delfonics

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Best Selling Records

COMPILED BY JACK "ONE SPOT" TUNNIS

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" Tunnis. Each record dealer by city.

20—Hambo

21—At Last! At Last!

22 — A Kiss To Build A Dream On

23—Silly Dreamer

24—Tenderly

25—(It's No) Sin

26—Pittsburgh, Pennsylvania

27—A Garden In The Rain

28—Three Bells

29—Stolen Love

30—Retreat

31—Come What May

32—Chinatown, My Chinatown

33—Silver And Gold

34—Baby Doll

35—Ay-Round The Corner

36—Several More Songs, The Way You Like 'Em...
Columbia Records Denounces New York Price War On LP Disks

Says It Has No Intention of Reducing Value of Dealers’ Inventories

NEW YORK—The following statement was issued this week by Columbia Records:

It has been called to our attention that Liberty Music Shops has issued a statement in which, among other things, it is said that certain “powers that be” among the record manufacturers have indicated that record prices are too high and that they intend to reduce them. No executive of Columbia Records has been in discussion with Liberty Music Shops on this subject.

In any recitation of the past history of pricing, it becomes at once evident what Columbia Records’ position has been.

1. In 1929 Columbia Records revitalized the classical record business by cutting the then existing price of records in half.

2. In 1948 Columbia Records introduced the now famous long playing record which effected savings up to 65% of the then existing classical record prices.

3. Virtually all, if not all of the major classical record companies with major artists today price their long playing records higher than Columbia’s.

We do not know the identity of the “powers that be” in the phonograph record industry who made the purported statements to Liberty Music Shops but we would like to point out the following salient facts, taken from a statement presented to the Office of Price Control by five major record manufacturers:

1. In 1948 these five manufacturers lost three million one hundred and ninety-two thousand dollars.

2. In 1950, the last year for which figures are available, these five manufacturers made a 31% return on their investment after taxes.

We do not know what Liberty’s motives are, but their actions are open to several interpretations. In any event, their conduct at this time does not lead to any constructive solution of the problems besetting the thousands of phonograph record dealers throughout the country.

It is not our intention to reduce the value of the dealer’s inventory by reducing prices at this time.

Merrill-Peters Duet for Victor

NEW YORK—Robert Merrill and Roberta Peters, Metropolitan Opera stars, who appeared on the Ed Sullivan teevee show recently, caused a furor when they announced their engagement to be married, and fittingly sang “So In Love”. All the world loves a lover, and the artists were flooded with phone calls and letters demanding a repeat performance, but RCA Victor, a result of the many requests, has announced that the pair will cut the song, backed with “Indian Love Call”. The disk will be released next week.

Meeting Dates Of Music Operators’ Associations

March 19—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, White Plains, N. Y.

20—Progressive Music Guild of South Jersey
Place: Walt Whitman Hotel, Camden, N. J.

Place: Mandell-Ballow Restaurant, Baltimore, Md.

24—Central States Phonograph Operators’ Assn.
Place: 621 Main Street, Peoria, Ill.

24—Phonograph Owners’ Association
Place: Broadview Hotel, East St. Louis, Ill.

Place: Park Sheraton Hotel, New York, N. Y.

April 7—Illinois Amusement Association
Place: 206 North Madison Street, Rockford, Ill.

8—Central Association Of Music And Coin Machine Operators
Place: Bellerive Hotel, Kansas City, Mo.

9—Northern Illinois Music Operators Association
Place: To be determined

10—Phonograph Merchants’ Association
Place: Hollenden Hotel, Cleveland, Ohio

10—Summit County Music Operators’ Association
Place: Mayflower Hotel, Akron, Ohio

10—Washington Music Guild, Inc.
Place: 3110 M Street, Washington

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
YOU TAKE NO CHANCES WITH THESE 2 GREAT SIDES...

SURE THING!

EDDIE FISHER

singing

'THAT'S THE CHANCE YOU TAKE'

and

"FORGIVE ME"

RCA VICTOR RECORDS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Decca Releases Annual Stockholders' Statement

NEW YORK—Decca Records this week released to stockholders its annual report for 1951. Commenting on the outlook for 1952, Milton R. Rackmil, president, revealed that the increasing activity experienced in the final quarter of 1951 had continued into the first months of the current year.

The acquisition last year of 26 percent of the outstanding common stock of Universal Pictures represented Decca's move into a new field where he said it is scheduled to play a leading role.

"The two companies share interests," Mr. Rackmil continued. "They operate in kindred fields, and the experience of the one can make a contribution to the operations of the other. Moreover, joint operations, such as the production and distribution of films for television, may provide opportunities which neither company alone is in a wholly favorable position to grasp."

In addition to the renewing of existing contracts with all the important artists, a number of new artists were signed. Among these, were the Four Aces, whose first record for the company, "Tell Me Why" has already sold more than a million copies.

The report reveals a net earning of $835,456 for the year of 1951. The regular quarterly dividend was increased from 15c to 17.5c per share. Four payments of this amount were made during the year, totaling $70c per share.

SELLING RECORDS

LONG BEACH, CAL.—Between four and five thousand people jammed the Long Beach, California Sears Roebuck store and over $1,100 worth of Coral Records were sold when Lawrence Welk and his vocalist Roberta Lane appeared there one recent afternoon. Between them in the center of the photo is the manager of the store. Welk's biggest right now is "Swingin' Down The Lane" and his album "My Extraordinary Gal" is one of Coral's all time big sellers.

2 GREAT VERSIONS

on CAPITOL Records

"PERFIDIA"

1st solo treatment by

BOB SAVAGE (Cap. 1929)

a top instrumental by

BEN LIGHT (Cap. 1923)

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Music.

Advice from Dennon. Texas, tells of Dave Williams, formerly of Peer's WPEO, who is now spending his and filling the now airwaves with smooth chatter from KERV.

...k Dinah Washington alone with Wynton Kelly's trio entertained the fans in the Navy Hospital last Sunday, prior to a sold-out show. Vicky Shub in town for a quick recording session for Dinah. First time the Queen of the Dips has had an 18-piece band to back her, even complete with a harp. ... of the many entertainment groups formed during the war, few, if any, have remained together and as successful as the Depression's. "... the first show in "Bip's Days In A Week," on Columbia, this fall.

The big piano package featuring Art Tatum: Errol Garner; Mesle Lux Lewis and Pete Pete should have easy rolling, with what the current high range of pianos offer. These four pianists, who have all played some of the best in purist, unadulterated "JASS." This is solid, SOLID, tried and true rhythm as expressed through the eyes of the men. They come and they put this type of package to serve even better to the attention of the music loving public the concept that has "been "in piano style". With Mesle and Pete to take us back 50 years; Errol Garner to picture the contemporary scene; the show will have Art Tatum to bridge the chronological gap.

Billie Holiday singing as of olden days, out in San Francisco prior to a trip to Honolulu. ...Louis Armstrong flew over to Honolulu for a series of engagements in the islands. ... Dinah Washington and Colette Williams band had a banner house for their one-night stand at the Los Angeles. Jimmy Witherspoon is all right now, after a night's rest. His bent Bill Walker took care of things. ... if the Metropolitan Opera puts on "Porgy And Bess," as now planned, it will be interesting to watch the casting. Walker of KWKU's ABC radio star, was in charge of the rally recently held at the Shrine auditorium in California, regaling the masses, intimating murder in certain parts of the country. ...Followin the huge NAACP benefit in N. Y. C., Lena Horne has sailed for a concert tour of Israel and the European continent.

Lou Rea, the traveling glad-handing type, has given the local groups of real estate men a jolt. Lou was in Hawaii and will be followed by Paul Gartman and his Orchestra. ... Percy Mayfield at the Lincoln Theater on Central Ave. near 24th and out further around the Hotel Dunbar at 42nd St, Valhalla Snow and the Honey Drippers are helping to keep Los Angeles entertained. ... Jimmy Witherspoon is all right now, after a night's rest. His bent Bill Walker took care of things. ... if the Metropolitan Opera puts on "Porgy And Bess," as now planned, it will be interesting to watch the casting. Walker of KWKU's ABC radio star, was in charge of the rally recently held at the Shrine auditorium in California, regaling the masses, intimating murder in certain parts of the country. ...Followin the huge NAACP benefit in N. Y. C., Lena Horne has sailed for a concert tour of Israel and the European continent.

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About two hundred music notables, newspaper and mag critics, deejays, performers and other "names" flocked to the By Line Room of New York's Show Spot last Friday to toast Mabel Mercer. Her newest release on the Atlantic label is LP album "Songs by Mabel Mercer."... Ella Fitzgerald to fly to Europe on March 28th for a week. Norman Granz of Mercury will accompany the artist for her engagement. ... Burnie Peacock's ork off on a tour after finishing its stint at the Howard Theatre, Washington, D. C. One of the stops will be six weeks at the Cotton Club, Cincinnati, Ohio. Along with Peacock will be The Ravens and songstress Winifred Brown. ... Gene Ammons & Ork booked solid into December of this year. ... Erskine Hawkins goes on another swing of one nights at the end of March. ... Thelma Carpenter into the Earle Theatre, Philadelphia, March 14th.

Red Saunders finally gives out with his secret. "Hambone" imitators have been going crazy trying to figure out that sound that seems as though three kids were slapping their thighs, their hands and their mouths. Actually, the effect is produced by three kids slapping their thighs, their hands, and their mouths. ... Bill Davis now working in Birdland, New York. ... Sarah Vaughan will probably go to Paris this May. ... Bill Harvey, formerly with Peacock, has signed with Apollo. ... Bull Moose Jackson will be at Week's Tavern, Atlantic City, N. J., in July. ... Dinzy Gillespie has joined Atlantic's talent roster. The trumpeter and etched four sides just before his European trip. ... Eddie Wilcox, newly appointed Derby A & R man, takes his "Wheel Of Fortune" ork into the Apollo the week of March 21st.

Publicists Carl Helm and Ted Yates spotted at the Lester Felton-Johnny Saxton swastik in Madison Square Garden. ... Arnett Cobb and James Moody Orchestras in "Battle of Music" March 21st at Chateau Gardens, N. Y. ... King Record artists, The Swallows, and Columbia's Johnny Ray will be on the same bill at the Earl Theatre, Philadelphia, the week of March 26th. ... Johnny Hodges will swing through California for two months of one-nighters and club engagements starting March 19th. ... Sam Evans reports that his necktie collection is growing out of hand after last week's Cash Box lament about his shortage.

Pearl Bailey "out!" and Dolores Martin "in" for "Shuffle Along" lead. ... James Moody, with an all girl show at Reynolds Hall, Philadelphia, on March 29th. ... Dinah Washington and Cootie Williams Band inked for the Birdland March 27th. ... Tiny Grimes and His Rocking Highlanders, doing such a great job that they are being held over at the Blue Note, Philadelphia. ... Saxman Willis Jackson, who recently augmented his band, is fast becoming a big name in music. His current engagement at New York's Birdland, marks his fourth appearance there within one year. ... George Shearing sails for Honolulu for two weeks. ... Louis Armstrong appears at the Waikiki Club. ... Varetta Billard, Savoy songstress and deejay Willie Bryant to work together at the Apollo. ... Prestige sales manager, Sam Green, left for a midwestern trip to promote the Joe Holiday hit "This Is Happiness."

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.

THE CASH BOX
Rhythm & Blues
Ramblings

WHEEL OF FORTUNE
1. Sunny Gale & Eddie Wilcox (Derby)

NIGHT TRAIN
1. J. Forest (United)

WHEEL OF FORTUNE
1. Sunny Gale & Eddie Wilcox (Derby)

HEAVENLY FATHER
1. Edna McGriff (Jubilee)

BABY, PLEASE DON'T GO
1. Orioles (Jubilee)

TROUBLE IN MIND
1. Dinah Washington (Mercury)

CRY
1. Johnnie Ray (Okeh)

TELL ME WHY
1. Dinah Washington (Mercury)

CRY
1. Johnnie Ray (Okeh)

5-10-15 HOURS
1. Ruth Brown (Atlantic)

SWEET SIXTEEN
1. Joe Turner (Atlantic)

3 O'CLOCK BLUES
1. B. B. King (R. P. M.)

WALKIN'
1. Nat "King" Cole (Capitol)

THIS IS HAPPINESS
1. Joe Holiday (Prestige)

DIANE
1. Buddy Lucas (Jubilee)

TELL ME WHY
1. Dinah Washington (Mercury)

SLEEPY TIME DOWN SOUTH
1. Louis Armstrong (Decca)

LOOKING FOR MY BABY
1. Ravens (Mercury)

NO MORE DOGGIN'
1. Roscoe Gordon (R. P. M.)

GOT YOU ON MY MIND
1. John Greer (RCA Victor)

KISS ME, BABY
1. Cardinals (Atlantic)

NIGHT TRAIN
1. J. Forest (United)

5-10-15 HOURS
1. Ruth Brown (Atlantic)

Please mention THE CASH BOX when answeering ad—it proves you're a real coin machine man!
Marshmallows For Deejays

NEW YORK—Pleasant surprises for the nation's deejays was a box of marshmallows sent by Dinah Shore to point up her most recent RCA Victor disking of "Marshmallow Moon." Featured by Dinah in her new film, "Aaron Slick from Funkin' Crick," the song was first introduced on the air by Allan Stuart, ABC network deejay, shown above with Bob McCluskey, RCA Victor Pop Record Promotion Manager.

3 BIG HITS! RUTH BROWN "SWEET SIXTEEN" #1563 THE CLOVERS "ONE MINT JULEP" #1460 JOE TURNER "WORLD PRAYER" "HOW FAR AM I FROM CANAAN" PEACOCK #1664

The Greatest SPIRITUAL Of The Day By Original Five Blind Boys (JACKSON HARMONEERS)

"WORLD PRAYER" "HOW FAR AM I FROM CANAAN" PEACOCK #1553

Still Going Strong "MOTHER DON'T WORRY" PEACOCK #1580

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
**AWARD O' THE WEEK**

**ONE MINT JULEP** (2:27)

"MIDDLE OF THE NIGHT" (2:59)

THE CLOVERS

(Atlantic 963)

- A humorous set of lyrics set to a catchy rhythm tune are infectiously sold by The Clovers. A jump number, titled "One Mint Julep," it is given an exciting gong over by the quartet. The lead vocal is in grand voice, and the harmony of the rhythm accompaniment is spirited, and polished. Infe-

- A fast moving tune is belted out by Piano Red who handled the vocal and supplies the musical backdrop with some exciting chord sweeping. Red's shotty version of this real low down wildish item is rollicking and the waxing is sure to please. The under lid is an instrumental that has Piano Red really rolling on the keys. Ops shouldn't miss this one.

**COUNT THE DAYS I'M GONE** (2:25)

**BOUNCIN' WITH RED** (2:12)

PIANO RED

(RCA Victor 20-4524; 47-4524)

- A fast moving tune is belted out by Piano Red who handled the vocal and supplies the musical backdrop with some exciting chord sweeping. Red's shotty version of this real low down wildish item is rollicking and the waxing is sure to please. The under lid is an instrumental that has Piano Red really rolling on the keys. Ops shouldn't miss this one.

**EVERYBODY'S GOT THE BLUES** (2:42)

**CALIFORNIA BABY** (2:05)

MELVIN SMITH

(RCA Victor 20-4558; 47-4558)

- Melvin Smith gives a real bluesy performance as he drives out a slow tune dramatically. The musicians take over a big part of the arrange-

**SLEEPER OF THE WEEK**

**NO MORE DOGGIN'** (2:43)

**MARIAS** (2:59)

ROSCOE GORDON

(BPM 350)

- Roscoe Gordon drives out a moderate beat boogie with an exciting rendition that will win him raves and spins. "No More Doggin'" is the title of the tune on the upper half. Gordon's dynamic vocalizing throughout the discing is given a change of pace as he ends the side with a gradual fade-

**I MAY BE DOWN** (2:42)

"I'M NOBODY'S TRICK" (2:51)

CYDE WRIGHT

(Choice 1112)

- A light jump tune is sent through it by Cyde Wright, who vocalizes in easy and effortless manner. Wright's clear, smooth chanting is effectively backed by the Chancellors who handle a slick arrangement pot-

**DIG THESE BLUES** (2:58)

**FOUR CLEFS' WOOGIE** (2:36)

THE FOUR CLEFS

(RCA Victor 45-407; 47-4507)

- The Four Clefs drive out a fast moving tune in dynamic style as they make their debut. Spots and harmonies are all zestful and a pleas-

**ONE HONEST TRULY** (2:34)

"I'M TELLIN' YOU NOW" (2:35)

LITTLE DONNA HIGHTOWER

(Decca 48284; 9-48284)

- A slow blues is currently being revived is given a rhythm presentation by Little Donna Hightower. Donna's close warm singing of this pretty melody is enhanced by the use of the multiple voices. There's been a trick that is being used so often today. The orking spots an outstanding sax run and the total result is a strong stinger. Lower lid is a fast moving piece on which Little Donna Hightower does a grand vocal.

**I'LL NEVER STOP LOVING YOU** (3:12)

"(SO TIRED OF WAITING" (2:43)

LINDSAY SMITH

(Decca 48286; 9-48286)

- A slow blues is opened with an interesting rhythmic feel by Lindsay Smith. Lindsays vocals are solid and rich, as are the backing behind it. Lindsay Smith's sax is top notch. The sax solo on this one is a jam session and the saxist is definitely making this oneExperimental.

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THE CASH BOX Reports

The NATION'S

BIG 10

HILLBILLY, FOLK & WESTERN JUKE BOX TUNES

LET OLD MOTHER NATURE HAVE HER WAY

Carl Smith
(Columbia 20862; 4-20862)

SLOW POKE

Pee Wee King
(RCA Victor 21-0489; 48-0489)

GIVE ME MORE, MORE, MORE

Lefty Frizzell
(Columbia 20885; 4-20885)

BUNDLE OF SOUTHERN SUNSHINE

Eddy Arnold
(RCA Victor 20-4413; 47-4413)

SILVER AND GOLD

Pee Wee King
(RCA Victor 20-4458; 47-4458)

HONKY TONK BLUES

Hank Williams
(MGM 11160; K11160)

DON'T JUST STAND THERE

Carl Smith
(Columbia 20893; 4-20893)

WONDERING

Webb Pierce
(Deeco 46364; 9-46364)

ALABAMA JUBILEE

Red Foley
(Deeco 27810; 9-27810)

MILK BUCKET BOOGLIE

Red Foley
(Deeco 27981; 9-27981)

Gene Autry Completes
Record Breaking Tour

HOLLYWOOD—Gene Autry, Columbia recording star, has returned to Hollywood after completing an arduous 36-day tour of one-day stands throughout the Midwest and West which he grossed a record-shattering $444,780.

The receipts, an all-time high for Autry, represented an attendance of 241,841 for 36 evening and 36 matinee performances. The reported ratio of adults and children at the various arenas was about 60-40.

The tour, which began in Wichita, Kansas, on January 16 and ended in Tampa, Florida, played to standing-room-only audiences on more than half the dates. In Providence, R. I., Gene broke the all-time record which the 11,217-seat Armoury had stood for the matinee and another 1,137 for the night show.

Autry encountered generally good weather along the route. Except for a blizzard which struck the show at Cedar Rapids, Ia., and flood waters which slowed them up at Huntington, W. Va., otherwise, the tour was uneventful and experienced no climatic difficulties in its 36-day trek.

Gene's Columbia recording songs, consistently among the biggest sellers, were featured on the tour, among them were "The Roads To A Date," "Back In The Saddle" and the fabulously successful "Rudolph, The Red Nosed Reindeer." His latest Columbia recording, "I Was Just Going Out The Door" backed by "I Am Just A Patsy," was released during the tour.

Legal Difficulties Cleared Up;
"Two Little Kisses" Gets Play

CHICAGO—"Two Little Kisses" the first Four Ace company label, which was slow to get started because of legal entanglements is now beginning to make noise with all the legal difficulties out of the way.

Backed by "Who's To Blame," which now also has been cleared for air play, the record has begun to show up on disk jockey charts.

Dave Miller, president of Flash Records, is currently on a nationwide tour promoting the disk. He intends to wind up his trip in Mexico where several tangos will be cut by Mexican artists.

What Are Folk Stars Made Of

NEW YORK—How do you become a top folk star?

Well, ask Hank Snow and he'll tell you:

He was born in Canada; shipped to sea as a cabin boy at 12 years of age, became a lumberjack at 15, won prizes for oil paintings in Nova Scotia exhibitions; became a ranch hand and horse owner over the Flood in Canada; worked his way, as a traveling salesman to Halifax in order to begin his first record job; first appeared in America selling War Bonds and in blood donor appeals for the Red Cross.

Hank never had a high school education, but he learned everything that a soft, steady influence is best; and his success as a composer, singer and all round western old-fashioned cow-hand proves it.

"It's What's in THE CASH BOX That Counts"
**Rambling Lou** Scherier, d.j. and promoter of WJLL in Niagara Falls, N. Y., is on another list that at last week topped the WDRB in Nashville. Artists are currently featured artists of WWVA in Wheeling, W. Va. and record for the Wheeling label.

Webb Pierce (Dorothy) promoted March 11th date in Gonzales, Texas via the country record programs of KCTI m. c. by David Wahalak. The radio bulletin is entitled with a "Wacoo" amusingly pronounced.

George Morgan (Columbia) just released his biggest record to date according to Irma Leslie program director of the Blue Mountains (PA) Station. Staged reaction prior to release and response was biggest for Morgan. His hit was "Almost Over" on all other new releases played on station.

A recent unofficial survey conducted among enlisted men of Fort Bragg, N. C., revealed that programming of all surrounding radio stations. Poll showed a majority of these personnel wanted country and western music and the people were in the half of country and western music, therefore shows rebuked programming toward more country music programs. Jim Mayes of WPAM in Fayetteville, N. C., is holding forth with his recognition as the leading country record programs.

Tommy Carlisle, a leading d. j. of the Kentucky area, recently moved from WLCJ in Campbellville, Ky., to new duties at WIXY in Knoxville, Tennessee. Tommy is the son of Cliff Carlisle, one of The Carlases (Mercury).

Gene Stephens reports a new show of his own on KTRR in Modesto, Calif. Show's title is "Westbound" and Stephens' formula of programming in which record albums were given as prizes. Program holds a Sunday afternoon spot and is exclusively country and western records with chats with listeners by phone. This in addition to the normal programming of the country field in California.

"Cowntown Roundup" is the name used by Dean Turner of KWBC in Ft. Worth, Texas for his personal appearances as well as his d. activity. Dean holds his record spinning for two hours each afternoon which has built him to one of the top stations in his area. "Cowntown Roundup" is the name used by Dean Turner of KWBC in Ft. Worth, Texas for his personal appearances as well as his d. activity.

Wesley Tuttie (Capitol) was a recent guest of KSEL's "Saturday Night Western Jamboree" in Lubbock, Texas. Show and d. activities at KSEL are headed by Dave Storm and Roy, and the station which has returned to Texas and is now the featured artist. Bob Edwards has changed from WABCDE in Greenwood, S. C. E. Edwards is also half of the Bob and Jim act being featured.

Will Coke's "Pony Express" is the featured country record show of Beacon, Texas' KDPM according to Margaret Stewart, station librarian. The hottest disc out there in the part month is Lefty Frizzell's Columbia waxing of "Give Me More, More, More of Your Kisses".

Stel Horton is setting up a complete remote studio in his home from which to originate his WVM programs in Altoona, Pa. One hour each day will go from this studio with additional country record shows on Saturdays.

Monty Landis, who recently moved from KXEL to KQX in Waterloo, Iowa, "Uncle Mort" moved to KXEL from Nashville's WSM about six months ago. New "Uncle Mort" has the same popularity as his late brother in Texas.

Jerry & Sky formerly with Decca Records, are airing an all night DJ show from WBZ-Boston, Mass. featuring western hillbilly and folk songs. Would like the disc jockeys to send them records for the program.

**THE GOLD RUSH IS OVER** (2:15)

**WHY DO YOU PUNISH ME (For Loving You)** (2:46)

YOUNG HANK SNOW (RCA Victor 20-4552; 47-4552)

- A fast moving novelty number is "The Gold Rush Is Over" by Young Hank Snow. Hank belts out the cute lyrics zestfully as he tells how his gold panning brought him fame and money and now "the gold rush is over and the humn's rush is high."

Hank Snow's "Randy the Boy" does a solid job in supplying the musical backdrop. Their treatment of this infectious tune does much to aid the warbler bring in a sock platter. The disc is just what the doctor ordered to make the coins clatter in the cashboxes. The under side is a range song and "Randy Snow's" singing is smooth and easy and holds a slow, xowisp of warmth and feeling. Aos should put the upper deck into the boxes at least once to catch their share of the play.

**THERE'S A BLUE SKY WAY OUT YONDER** (2:27)

**GOT MY HEART SET ON YOU** (2:49)

RAMBLIN' JIMMY DOLAN (Capitol 2006; F-2006)

- A li'l find finds Ramblin' Jimmy Dolan warthing his way through a slow ballad. Dolan's easy handling of the words and accompaniment by the instrumentalists, and the result is an ok platter. Flip is another slow ballad which is smooth and easy and will hold a slow, xowisp of warmth and feeling. If you put the upper deck into the boxes at least once to catch their share of the play.

**I FOUND YOU OUT** (2:39)

**BOOGIE BOY** (2:49)

JOHNNY BOND (Columbia 20209; F-20099)

- With one lid finds Johnny Bond socks in his lair. Bond delivers a smooth and easy reading by Johnny Bond as he tells the story of a love affair to the instrumentalists, and the result is a ok platter. Flip is another slow ballad which is smooth and easy and will hold a slow, xowisp of warmth and feeling. If you put the upper deck into the boxes at least once to catch their share of the play.

**I TURNED A GADABOUT** (2:31)

**I JUST WALKING OUT THE DOOR** (2:59)

TOMMY DUNCAN (Independence 61049)

- Tommy Duncan takes hold of a new Fred Stewart number and sings the infectious lyrics in an exciting manner. Duncan's vocal is aided by a sock arrangement which features solo bits by piano, violin and a xylophone. The number is an oldie and has the second place under the set and from the word of the man with the spoons, "Clickity McCluggage."

**SINGLE AGAIN (FOR ME)** (2:31)

**STEAL ALL THE TIME** (2:22)

EDDIE CLETO (Coral 10110)

- A fast moving folk tune is given a dynamic vocal treatment by Eddie Cletto. Cletto handles humorous words with utmost ease and tells of love affairs. "He was single money he jingle, he single money his jingle, he single money jingle, he single money jingle, he single money jingle" is the theme of this number. It is okay for the backing of records. Cletto's vocal is good and is well-suited to the number. The novelty arrangement makes this help make this a powerful side. The flip is a country lantem tastefully by the artists.

- A western treatment is given this fast number. Trouble is that the sleeve is a posed cut of novelty lyrics. The second side is another novelty item that features a pair of spoons. Murphy does a solid job in this number as he tells the story of the man with the spoons, "Clickity McCluggage."

**HONEST AND TRULY** (2:38)

**LADY WHO LOVES ME (2:07)

ROLAND JOHNSON (Decca 46065; 9-46065)

- A fast moving folk tune is given a dynamic vocal treatment by Eddie Cletto. Cletto handles humorous words with utmost ease and tells of love affairs. "He was single money he jingle, he single money his jingle, he single money jingle, he single money jingle, he single money jingle," is the theme of this number. It is okay for the backing of records. Cletto's vocal is good and is well-suited to the number. The novelty arrangement makes this help make this a powerful side. The flip is a country lantem tastefully by the artists.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
New York, N. Y.

1. CRY (Johnnie Ray)
2. WHEEL OF FORTUNE (Key Starr)
3. ANYTIME (Eddy Fisher)
4. PLEASE, MR. SUN (Johnnie Ray)
5. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
6. BERMUDA (B-B Sisters)
7. BROKENHEARTED (Johnnie Ray)
8. BE MY LIFE'S COMPANION (Mills Brothers)

Shools, Ind.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. SHIPMEN BOATS (Jo Stafford)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. SLOW POKE (Pee Wee King)
6. TIGER RAG (Les Paul & Mary Ford)
7. ANYTIME (Eddy Fisher)
8. PLEASE, MR. SUN (Johnnie Ray)
9. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
10. BLUE TANGO (Guy Lombardo)

Fayetteville, Ark.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. WHEEL OF FORTUNE (Key Starr)
4. PLEASE, MR. SUN (Johnnie Ray)
5. ANYTIME (Eddy Fisher)
6. BERMUDA (B-B Sisters)
7. TELL ME WHY (Four Aces)
8. PLEASE, MR. SUN (Johnnie Ray)
9. LITTLE WHITE CLOUD THAT CRIED (Leslie Armstrong)
10. MR. SUN (Johnnie Ray)

Savannah, Ga.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. ANYTIME (Eddy Fisher)
4. PLEASE, MR. SUN (Johnnie Ray)
5. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
6. SING (Savannah Churchills)
7. WHEEL OF FORTUNE (Key Starr)
8. ANYTIME (Eddy Fisher)
9. DOMINO (Tom Martin)
10. CHARMAINE (Monteville)

Massapequa, N. Y.

1. WHEEL OF FORTUNE (Key Starr)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. TIGER RAG (Les Paul & Mary Ford)
5. ANYTIME (Eddy Fisher)
6. TELL ME WHY (Four Aces)
7. ANYTIME (Eddy Fisher)
8. ARMED FORCES (Arthur Godfrey)
9. SLOW POKE (Pee Wee King)
10. NODDIN' RAG (Perry Como)

Sweetwater, Texas

1. BE MY LIFE'S COMPANION (Mills Brothers)
2. WHEEL OF FORTUNE
3. TELL ME WHY (Four Aces)
4. TIGER RAG (Les Paul & Mary Ford)
5. BERMUDA (B-B Sisters)
6. CHARMAINE (Billy May)
7. SLOW POKE (Pee Wee King)
8. TELL ME WHY (Four Aces)
9. ANYTIME (Eddy Fisher)
10. ANYTIME (Eddy Fisher)

Chicago, Ill.

1. WHEEL OF FORTUNE (Bobby Wayne-Key Starr)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. CRY (Johnnie Ray)
4. ANYTIME (Eddy Fisher)
5. PLEASE, MR. SUN (Johnnie Ray)
6. SHIPMEN BOATS (Jo Stafford)
7. TIGER RAG (Les Paul & Mary Ford)
8. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
9. SLOW POKE (Pee Wee King)
10. WISDOM (The Weavers)

Omaha, Neb.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. PLEASE, MR. SUN (Johnnie Ray)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TELL ME WHY (Four Aces)
6. ANYTIME (Eddy Fisher)
7. SHIPMEN BOATS (Jo Stafford)
8. ANYTIME (Eddy Fisher)
9. BERMUDA (Bell Sisters)
10. WHEEL OF FORTUNE (Key Starr)

Kansas City, Mo.

1. CRY (Johnnie Ray)
2. SLOW POKE (Pee Wee King)
3. ANYTIME (Eddy Fisher)
4. PLEASE, MR. SUN (Johnnie Ray)
5. ARMED FORCES (Arthur Godfrey)
6. SHIPMEN BOATS (Jo Stafford)
7. ANYTIME (Eddy Fisher)
8. ARMED FORCES (Arthur Godfrey)
9. WHEEL OF FORTUNE (Key Starr)
10. BERMUDA (Bell Sisters)

Cleveland, Ohio

1. CRY (Johnnie Ray)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. PLEASE, MR. SUN (Johnnie Ray)
5. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
6. ANYTIME (Eddy Fisher)
7. SLOW POKE (Pee Wee King)
8. SHIPMEN BOATS (Jo Stafford)
9. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
10. TELL ME WHY (Four Aces)

Detroit, Mich.

1. CRY (Johnnie Ray)
2. SLOW POKE (Pee Wee King)
3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
4. PLEASE, MR. SUN (Johnnie Ray)
5. ANYTIME (Eddy Fisher)
6. WHEEL OF FORTUNE (Key Starr)
7. ANYTIME (Eddy Fisher)
8. BERMUDA (Bell Sisters)
9. SLOW POKE (Pee Wee King)
10. TELL ME WHY (Four Aces)

San Diego, Calif.

1. CRY (Johnnie Ray)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. ANYTIME (Eddy Fisher)
5. WHEEL OF FORTUNE (Key Starr)
6. BERMUDA (Bell Sisters)
7. SLOW POKE (Pee Wee King)
8. TELL ME WHY (Four Aces)
9. ANYTIME (Eddy Fisher)
10. ANYTIME (Eddy Fisher)

Indianapolis, Ind.

1. CRY (Johnnie Ray)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. ANYTIME (Eddy Fisher)
5. WHEEL OF FORTUNE (Key Starr)
6. BERMUDA (Bell Sisters)
7. TELL ME WHY (Four Aces)
8. SLOW POKE (Pee Wee King)
9. ANYTIME (Eddy Fisher)
10. ANYTIME (Eddy Fisher)

Butte, Mont.

1. CRY (Johnnie Ray)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. SLOW POKE (Pee Wee King)
5. PLEASE, MR. SUN (Johnnie Ray)
6. TELL ME WHY (Four Aces)
7. ANYTIME (Eddy Fisher)
8. SLOW POKE (Pee Wee King)
9. WHEEL OF FORTUNE (Key Starr)
10. BERMUDA (Bell Sisters)

Denver, Colo.

1. CRY (Johnnie Ray)
2. SLOW POKE (Pee Wee King)
3. ANYTIME (Eddy Fisher)
4. PLEASE, MR. SUN (Johnnie Ray)
5. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
6. JALOUSY (Frankie Laine)
7. BERMUDA (Bell Sisters)
8. CHARMAINE (Billy May)
9. SHIPMEN BOATS (Jo Stafford)
10. JALOUSY (Frankie Laine)

Portland, Ore.

1. CRY (Johnnie Ray)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. ANYTIME (Eddy Fisher)
5. TELL ME WHY (Four Aces)
6. ANYTIME (Eddy Fisher)
7. WHEEL OF FORTUNE (Key Starr)
8. WHEEL OF FORTUNE (Key Starr)
9. ANYTIME (Eddy Fisher)
10. CHARMAINE (Monteville)

Reno, Nev.

1. CRY (Johnnie Ray)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. ANYTIME (Eddy Fisher)
5. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
6. JALOUSY (Frankie Laine)
7. SLOW POKE (Pee Wee King)
8. ANYTIME (Eddy Fisher)
9. SLOW POKE (Pee Wee King)
10. TIGER RAG (Les Paul & Mary Ford)

San Francisco, Calif.

1. CRY (Johnnie Ray)
2. ANYTIME (Eddy Fisher)
3. SLOW POKE (Pee Wee King)
4. ANYTIME (Eddy Fisher)
5. ANYTIME (Eddy Fisher)
6. CHARMAINE (Monteville)
7. SLOW POKE (Pee Wee King)
8. ANYTIME (Eddy Fisher)
9. SLOW POKE (Pee Wee King)
10. TIGER RAG (Les Paul & Mary Ford)
MFRS GET MORE METAL 2nd QTR


With More Materials Available Phono Mfrs Expect to Present New Models This Year. Games Mfrs Still Seeking Low-Priced, New Type Product to Boom Biz. Mdse Machine Mfrs Stick to Present Model Vendors. Few New Vending Machines Are Planned.

**MATERIALS ALLOTMENTS UNDER C.M.P. FOR 2nd QUARTER**

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<tr>
<th>AUTOMATIC MERCHANDISING MACHINES</th>
<th>TONS CARBON STEEL</th>
<th>TONS ALLOY STEEL</th>
<th>POUNDS COPPER MILL PRODUCTS</th>
<th>POUNDS COPPER FOUNDRY PRODUCTS</th>
<th>POUNDS COPPER BRASS MILL PRODUCTS</th>
<th>POUNDS COPPER BRASS FOUNDRY PRODUCTS</th>
<th>POUNDS COPPER BRASS QTR</th>
<th>POUNDS COPPER ALUMINUM QTR</th>
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<tr>
<td>BASE PERIOD USAGE (AVERAGE QTR)</td>
<td>4,579</td>
<td>37</td>
<td>39,419</td>
<td>48,183</td>
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<td>FIRST QUARTER 1952 ALLOTMENT</td>
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<td>9</td>
<td>14,656</td>
<td>9,708</td>
<td>4,835</td>
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<td>11,826</td>
<td>13,464</td>
<td>5,525</td>
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<th>AMUSEMENT AND OTHER COIN OPERATED MACHINES</th>
<th>TONS</th>
<th>TONS</th>
<th>POUNDS</th>
<th>POUNDS</th>
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<td>BASE PERIOD USAGE (AVERAGE QTR)</td>
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<td>72,871</td>
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<th>COIN OPERATED PHONOGRAPHICS</th>
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<th>POUNDS</th>
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<td>BASE PERIOD USAGE (AVERAGE QTR)</td>
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WASHINGTON, D. C. — Manufacturers of automatic merchandising machines, coin operated amusement games and other coin operated amusement products, as well as coin operated phonographs, were all granted increases in metals under the Control Materials Plan for the second quarter of 1952.

In addition, those manufacturers who filed applications with the National Production Authority on or before March 15, may be granted increases in metals if they could show that they needed more to prevent hardship or loss of employment at their factories. It is understood that some of the manufacturers did make such applications.

For most products, the allotment levels are 50 percent of the base period consumption of steel, 50 percent of the base period usage of brass mill and copper foundry products and aluminum, and 35 percent of the copper wire mill base.

Some products received allotments somewhat below these levels which, according to NPA, reflected the ability of producers to maintain output on smaller amounts of copper and/or aluminum thru conservation and substitution.

Restrictions on lead were removed under NPA's Order M-38 Amended. In this regard Irvin Vogelzang, director of this department, stated, "Primary purpose of this action is to enable the civilian economy to benefit directly from the improved lead supply situation."

Regarding the fact that there is additional aluminum and copper available, Manly Fleischmann, Defense Production Administrator, stated that there is approximately 30 million pounds of aluminum and from 20 to 25 million pounds of copper and copper products available for redistribution.

Fleischmann said regarding this redistribution, "This is being done in line with DPA's policy to issue supplementary allotments wherever and whenever possible."

As predicted by The Cash Box for some weeks the additional supplies of metal having now begun to be made available to all the manufacturers in the industry, there are many of the belief that this year will see many new models of machines.

The current rumors are to the effect that the automatic phonograph manufacturers will present new models this year. Most of these manufacturers had already announced that they would carry on with their old models.

But now that materials are again becoming available, and more are expected to become available in the third quarter, with a possible decontrol of many materials by that time, no one will at all be surprised, so these rumourists state, if every one of the phono manufacturers presents new models.

As far as the amusement game manufacturers are concerned, they are still seeking for low-priced, entirely new type products which, they believe, are what their division of the field needs at this time and which, it is agreed, is sure to boom the entire coin operated entertainments field.

With the release of more materials, many are of the opinion that the amusement game manufacturers will speed up experimentation and development of new products, to get to the market as soon as possible.

As far as the automatic merchandising machine manufacturers are concerned, the majority plan to continue to produce the very same products they are now building. There aren't expected to be any revolutionary changes. In fact, there will be only very, very few new models, if any at all, one of these manufacturers reported.

**WILLIAMS ABSORBS INCREASED COSTS ON NEW DELUXE "SLUGFEST" GAME**

CHICAGO—"Our factory is absorbing the increased costs between this new deluxe type five-ball game, 'Slugfest,' and what an ordinary five-ball game would cost," is the way Sam Stern, executive vice president and general sales manager of Williams Manufacturing Company, put it in announcing the firm's newest game.

Sam Stern stated that there were eight different ways in this game for the player to come up with a winner and, he added, in addition the player of the game had the thrill of watching the baseball players actually run the bases on the backboard which features a much higher and deeper light box.

The additional costs involved in turning out such a deluxe five-ball game, it was stated at the Williams factory, would usually find the price of the game, itself, increased to meet the higher costs.

"But," one of the engineers stated, "regardless of the higher costs to the factory, Sam Stern has decided that this new game, 'Slugfest,' will sell at the very same price Williams Manufacturing Company has been selling all of its five-ball games."

Stern also said, "We are not only giving the operators one of the most outstanding games ever yet produced, being right in with the forthcoming baseball season, but, we are willing to sacrifice the extra costs involved, to make sure that the operators will have a baseball five-ball game waiting for the players on all locations as the interest in baseball continues to increase day by day."
sunshine vitamin

Is your equipment listless on location, not playing as it should?

When that happens, you can expect the puny "take" that results.

Better act now and recover in a hurry with AMI's new "D." It's the

"sunshine vitamin" that builds a robust, healthy income. It puts a

song in your heart—and more music in the location!

Ask Your AMI Distributor to Prescribe for You!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E. Grand Rapids 2, Mich.
NEW YORK—By unanimous vote of the Sub-Committee on The Judiciary on Thursday, March 6, the Bryson Bill was shelved. The entire music machine industry was anxious to avoid a vote on any bill of this extremely damaging kind. The Cash Box reported this fact in letters inch high. The Bill was the ONLY weekly magazine in the coin machine industry that took a definite stand—"THE BRYSON BILL MUST BE DEFEATED IN COMMITTEE" was a goal it set. And thru the medium of its columns blasted away with this purpose in view for months at end. The Bryson Bill was shelved (which means that this particular bill will probably never be brought back for action at any time in the future). The Cash Box gleefully reported this fact in letters inch high.

But what did the other weekly magazine (which delves into the Coin Machine Business as a side line) and which reaps gold from the industry) do about this great victory? It didn’t seem interested very much. Its report on this most important story in years, in which the Juke Box industry put sweat, tears and hard earned money to save its business from bankruptcy, was camouflaged completely under a heading which in no way was connected with the Bryson Bill. And the news itself, was primarily devoted to other matters, with the Bryson item hidden away in a few sentences. Actually, the industry has little to concern itself about in connection with the interest shown by this other publication. Every juke box operator, jobber, distributor and manufacturer is well aware of the defeat of the Bryson Bill. THEY READ ABOUT IT IN THE MARCH 15 ISSUE OF THE CASH BOX.

While we hate to put a damper on those in the industry who would celebrate this current victory (and they certainly deserve to do so) we must once again WARN ABOUT THE FUTURE. Over the past several years, the juke box industry won three victories. It defeated the "Buckley Bill," the "Scott Bill," and now the "Bryson Bill." If the past is any indication of what the future holds, the music machine industry can expect another defeat by ASCAP to bring similar legislation into being. The Cash Box is devoted entirely and exclusively to the interests of all in the coin machine industry. As in the past, we shall keep eternally vigilant to see what new bills are introduced. We’ll let you know in good time to once again collect our energies to fight it. The music machine industry KNOWS WHERE THE CASH BOX STANDS—IT’S FOR ALL IN THE COIN MACHINE INDUSTRY— REGARDLESS OF THE CONSEQUENCE.

Rolfing Elected President of Phonograph Manufacturers’ Association

CHICAGO—R. Rolfing, president of the Rudolph Wurlitzer Company, was elected president of the Phonograph Manufacturers’ Association at their annual meeting last week, according to an announcement. Rolfing succeeds David Rocola, president of Rock-Ola Manufacturing Corporation. Elected to serve as vice presidents were: David Rocola; John Haddock, president of AMI, Inc.; and Marshall Seeburg, president of J. P. Seeburg Corporation. C. T. McElroy, vice-president of J. P. Seeburg Corporation was elected as treasurer, and Morris Bristol, general counsel for the Rudolph Wurlitzer Company was named assistant treasurer.

Named to serve on the board of directors, in addition to Rolfing, were Haddock, Rocola and Seeburg.

Harry POOLE announces NEW ORGANIZATION to be known as POOLE DISTRIBUTORS, INC.

HARRY POOLE, President
CHARLES SUESENS, Vice-President
GYU DIOVANNI, Treasurer

LARGER QUARTERS

1022-1024 COMMONWEALTH AVENUE
BOSTON, MASS.

EXCLUSIVE DISTRIBUTORS

The Rudolph Wurlitzer Company

* And Will Handle The Proven Games Of The Leading Manufacturers

(TELEPHONES: 8/212 and 8/2820)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Favors MOA Meeting Same Week, Same City As NAMA Meet

BOSTON, MASS.—The big question confronting Music Operators of America (MOA) at this time is whether to conduct their annual meeting, and when to hold it. It has been the contention of The Cash Box that the music machine show should be held at the same time, in the same city (different hotel if so desired). This plan has been favored by 95% of the votes received by The Cash Box when the question was put to the trade in an editorial.

One of the most interesting letters received this week was from Ben D. Palastrant, who at this time is acting as a territorial representative for an automatic merchandising machine. Palastrant writes:

"Enclosed please find my vote in favor of holding ALL coin machine shows in the same city at the same time."

"There never was in the history of the coin machine industry a more critical period than at the present moment for 99.44/100% of the industry."

"Between taxes, adverse legislation, shortages of materials, lack of leadership, ideas and new products, we must if it's only for self-preservation, do something about it."

"A 'Coin Machine Industry Showtime' would bring together and knit more closely operators, distributors, jobbers, manufacturers, leaders, and everybody identified with this great industry of ours."

"I can recall one of the great coin machine shows held at the New Yorker Hotel, N. Y., about eighteen years ago that when you walked into the exhibition hall you met everybody—yes everybody—connected with the industry, and saw every product produced in the entire industry."

"If we haven't common sense enough to be together under one roof at the same time, then let us at least be in one city at the same time."

"Keep up the excellent work that you have been doing for the industry."

---

WANTED
Stoner—or any other type of Candy Machine. Write us, giving description of condition, make, quality and price in 1st letter.
Supreme Distributors, Inc. 3700 N. E. 2nd Avenue, Miami 17, Fla.

---

BUY HERE WHERE EVERY MACHINE IS GUARANTEED REGARDLESS OF PRICE THESE ARE "AMERICA’S FINEST"!!

★ READY FOR DELIVERY!! ★
CHICAGO COIN'S GREATEST PRODUCTS!!
4 PLAYER DERBY • SHUFFLE HORSESHOES
BAND BOX • KING PIN

★ SPECIALS ★
SEEBURG BEAR GUNS • $299.50
DALLY BRIGHT

★ MUSIC ★
AMI MODEL "C" • $510.00
AMI MODEL "E" • 425.00
AMI MODEL "A" • 315.00

★ EXTRA ★
United 5-Player Shuffle Alleys with Jumbo Pins and 7-10 Split. $324.50 EA

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CASH WAITING FOR
Exhibit SIX SHOOTER
Exhibit GUN PATROL
Seeburg SHOOT-THE-BEAR
Latest 5-BALLS

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA 10, PA. (Tel.: 81-6-2712)

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KROMEX DERBY BAR
Chrome Ice Chest with 6 Whiskey Glasses and 6 Highball Glasses Patented
Uses "Handy" Chrome Tray
LIST — $13.95
Arms — "O" Premium Sales Co., 1135 Milwaukee Ave., Chicago, Ill.
INDUSTRY ACCLAIM IS TREMENDOUS FOR "The Cash Box" FREE DEPOSIT INSURANCE GUARANTEE

Read This Excerpt from a Letter Received from an Operator Who Has Been in This Business for Only Three Years:

"... I wasn't in this business ten years ago, but believe me, you have not only kept me in this field and helped me to get ahead, but everyone of your ideas has been the most outstanding I've ever read, or even heard about, in any industry I've ever been connected with, before I came into this business. This last offer, your free $100.00 deposit insurance guarantee is absolutely the greatest yet. I should know. Though I'm only a small time operator I've lost deposits I've sent to certain firms on four occasions. Each time they were for less than $100.00. In fact, I was all ready to quit buying by mail or telephone. Now I can only say, 'thanks for reviving my faith in this industry.' As one of your subscribers, I warn you right here and now, I'm going to take full and complete advantage of this free $100.00 deposit insurance. Believe me, you can bet I'm only going to buy from those firms that advertise in 'The Cash Box'."

The above is just what we wanted to hear. Regardless of all the telephone calls, wires and letters which we have received regarding the offer this publication revived after almost ten years dormancy, none were as completely explicit as the above.

This combines everything that The Cash Box states in its last editorial in regard to the fact that it offers, on its own, complete, free deposit insurance up to $100.00, to every single one of its subscribers.

In short, to explain it all over once again, The Cash Box will pay back to any one of its paid up subscribers $100.00 in cash for any deposit which they lose to any advertiser in The Cash Box.

Let any paid up subscriber to The Cash Box answer any ad that appears in The Cash Box that offers machines or merchandise for sale.

Should this paid up subscriber send this advertiser $100.00, and should this subscriber lose that $100.00 deposit, The Cash Box will make that $100.00 good to him, out of its own funds.

There is absolutely no insurance company or United States Governmental Agency involved in this offer.

This is completely, solely, and purely an offer from The Cash Box, and from The Cash Box only.

If you, as a buyer, (a paid up subscriber to "The Cash Box") send $100.00 (or less) to any advertiser of any merchandise or machines in The Cash Box (an advertisement that appears in The Cash Box only) regardless of whomsoever that advertiser is, and you lose that deposit, you will receive that $100.00 back when you make your report to The Cash Box and this report is verified by The Cash Box.

If you become a subscriber today, and try to regain a loss you had last week, you won't be able to do so.

But, if you are a fully paid up subscriber already, and you have lost a deposit, whether it is under or over $100.00, you will receive full repayment under $100.00, and up to $100.00 for whatever over that amount the deposit might have been.

NO OTHER PUBLICATION IN THIS, OR ANY OTHER, INDUSTRY DARES TO MAKE SUCH AN OFFER TO ITS SUBSCRIBERS.

Not only does The Cash Box back up this offer with its own funds, but, will do everything within its power to help any of its paid up subscribers who may have, truthfully and without bias, received a raw deal from any of its advertisers.

Therefore, as a paid up subscriber to The Cash Box, you are the recipient of $100.00 FREE DEPOSIT INSURANCE whether you know it or not.

The moment you, as a paid up subscriber to this publication, place an order, plus a deposit, with any firm whose advertisement was responsible for obtaining your deposit and which advertisement appeared in The Cash Box, and lose that deposit (up to $100.00) "The Cash Box" makes that money good to you.

You can buy with complete confidence from any advertiser in "THE CASH BOX"!!!
Civilian And Military Population Increases In Defense Areas

WASHINGTON, D. C. — During the past months many areas have seen an influx of personnel, both military and labor. Whenever this happens coinmen find that their equipment gets added play, and in many instances a number of new locations spring up.

In the last few weeks the Defense Production Administration has announced a number of areas where population increases have made it necessary to designate them "critical defense housing areas."

They are: Gary - Hammond - East Chicago, Ind., area consisting of Lake County, except the townships of Cedar Creek, Eagle Creek and West Creek.

Indian Head, Md., area, consisting of all of Charles County, Md.

Del Rio, Texas, area, consisting of Justice Precinct 1 in Val Verde County.

Lawrence-Olathe, Kansas, area consisting of all of Douglas County, Kansas, including the cities of Baldwin, Eudora and Lawrence; and the townships of Olathe, Monticello, Spring Hill, Gardner, McCamish and Lexington, including the cities of DeSoto, Edgerton, Gardner, Olathe and Spring Hill, all in Johnson County; the city of Bonner Springs and Delaware townships, including the city of Edwardsville in Wyandotte County.

Cobalt, Idaho, area, consisting of the election precinct of Forney, including the town of Cobalt in Lemhi County.

Newport, R. I., area, consisting of the city of Newport and the towns of Middletown, Portsmouth and Tiverton, all in Newport county.

Oneida, Mich., area, consisting of the townships of Au Sable and Oneida in Iosco county.

Bedford, Mass., area, consisting of the towns of Bedford, Billerica, Burlington, Carlisle, Concord, Lexington and Lincoln, and the cities of Waltham and Woburn, in the Middlesex county.

Fort Meade-Laurel, Md., area, consisting of Districts 10 and 14 in Prince Georges county, and Districts 4 and 5 in Anne Arundel county.

Camp Stewart, Ga., area, which has been extended to include Tattnall and Wayne counties. The area formerly consisted of Long and Liberty counties.

Altona, Okla., area, which embraces all of Jackson county.

"It's What's in THE CASH BOX That Counts"
"Imitation is the Sincerest Form of Flattery"

The other day a very well known and leading member of the industry asked us:

"How do you people at The Cash Box feel about being imitated so much by another publication?"

All we could think of, at the moment, to answer his query was simply:

"Well over our few years in this world we've seen many, many attempts at imitating such great performers like Al Jolson, Jimmy Durante, and many others.

"Yet, somehow, the imitator always seems to lack that undefinable certain something that makes the originator stand forth so tremendously; head, shoulders and all of his body, up and above all the imitations of his great performances."

That's how we feel about imitation.
Imitation of our "price lists."
Imitation of our "juke box poll."
Imitation of our "classified advertising."
Imitation of dozens and dozens of other ideas originated and pioneered by The Cash Box.

Even our "dime play" idea was imitated, after the imitator had actually and openly printed, that it wasn't of any value.

So it goes with small minds. With imitators. When these people haven't the intelligence nor the foresight nor the understanding to bring to the fore constructive ideas, naturally, all they can do is imitate the one publication that is doing the job for the industry.

So they continue to imitate The Cash Box.

But, the imitations are so very, very poor. And all the trade has come to recognize their mediocrity over the years. And laugh!

Just as we here at The Cash Box laugh.

A publication of such age eventually, just like age affects humans and everything else, must bow to the inevitable, must become decrepit.

Regardless of how much face lifting, nor how much is done about the many wrinkles and blemishes, all the falsity that is covered with creams, lacquers and wigs, or as many new dresses that are worn it seems, somehow, can't cover nor hide that which the Good Lord wanted people (and publications, too) to do—to age gracefully and with dignity.

Is there dignity or grace in imitation?

A nationally known clothing manufacturer published an ad, not so very long ago, wherein he stated:

"Imitation is flattery. . . . Seems like everytime you look at TV, someone is imitating someone else. Durante, in particular, should get royalties. But, somehow the carbon copies just haven't got it. Imitated, yes, but NEVER DUPLICATED."

We agree with this manufacturer. We know he, too, feels sad. He may feel hurt for a short time, that his ideas are openly imitated, but, when he (like us) thinks about it, he realizes that it is all to his glory.

Just as it is to the glory of The Cash Box that this old-aged, and worn out aper MUST IMITATE "THE CASH BOX."

Yes, as we stated above, it is sad. It's a case of small minds. The smaller the mind the greater the falsity—the greater the reliance on imitation.
The Greatest Advertising Bargain!

A $223.00 Value

Only $48

Check the Facts!

52 Classified Ads of 40 Words Each

One 40 Word Classified Ad Each Week for an Entire Year—
52 Week’s Issues—Actual Cost of 52 - 40 Word Classified Ads

At Regular Rate of 10¢ Per Word $208.00

Plus - Free - Full Year’s Subscription - Actual Cost $15.00

Total Value - - - $223.00

All For Only $48

America’s outstanding magazine publishers call this, “America’s Greatest Advertising Bargain.” Imagine—a 40 Word Classified Ad FREE Each and Every Week in the Biggest and Most Famous Classified Advertising Section in the Entire Industry—PLUS—FREE Full Year’s Subscription to “The Cash Box”—
A Total Value of $233.00—All For Only $48. Send your check for $48 along with your first 40 word classified ad TODAY! THIS IS THE GREATEST GIFT YOU CAN BUY YOURSELF!! DO IT NOW!!

The Cash Box, 26 West 47th St., New York 19, N.Y.
1-2-3 or 4 CAN PLAY!
THE NEW
GAME SENSATION
OF THE YEAR
4-PLAYER DERBY

4 NICKELS IN ABOUT 1 MINUTE
PLAYER COMPETITION
TIMES THE EARNING POWER

... A Speaker That Looks LIKE AN "ORCHESTRA"
"THE WORLD'S SMALLEST BAND"

Play HIT TUNE OF THE WEEK

- A speaker for any juke box or hideaway that makes any location a standout. — Whole families travel miles to hear and see it play.

- Lifelike motion of musicians playing their instruments and sway ing to the music intrigues the public. (Puts more money in your juke box) — increases bar business.

- Attachments included for easy mounting on walls. Fast, simple connection to any juke box.

- 2½ Ft. HIGH—4 Ft. WIDE—2 Ft. DEEP—Wt. 80 Lbs.

CHICAGO COIN
MACHINE COMPANY
1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

EASTERN FLASHES

The immediate headache confronting columnists here this week was the same as that of the citizens across the state — March 15 being the day Uncle Whiskers wanted his dough, and Father Knicker- bocker was without his license money. This give-up brought the coin of all to the rock bottom, with local buying down to a minimum. However, wholesalers accept the condition philosophically, aware that in a week or so, the will once again be in a buying mood. All are expecting good action in the near future.

New York City, which has been suffering from a lack of government defense spending, has been termed a "distress area" and now qualifies for special treatment in the placement of defense contracts. Most of the wholesale firms now locate in coinrow's own or their own buildings. It is becoming a major part of conversation here as to the future of the street. An airport terminal will be built on the southeast corner of 10th Avenue and 42nd Street, which will make this area one of the most active and desirable in the city. The question being asked is "Will" property values jump so tremendously that coin firms could hardly pass up high offers for their property? Harry Poole, who became distributor in New England of the Rudolph Willitzer Company, notifies the trade that his firm name has been changed from Harry Poole Distributing Company to Pool Distributors, Inc. In addition to distributing for Willitzer, Poole will handle games of the leading manufacturers. 

DALLAS DOINGS

Lack of rain still has the Texans screaming. West Texas and the valley has been particularly hard hit. We talked to Tommy Chafin, owner of special Music Company. He had just come back from a trip to West Texas. Says all the citizens in those parts are praying for rain. Over in Sherman, Texas, the population is getting ready for a big St. Patrick's celebration. The men are growing beards. On the big day, anyone caught without a beard will be fined $5. Raymond Williams has been fishing at Port Au Prince, Haiti. This sounds like a fish story but he swears that he caught sixty fish in a single day. We wonder if they were all keepers. Bud Whitney is going to work in the shop of Commercial Music Company. Over in Wichita Falls, Ray Haylett and Gerald Yates of Wichita Novelty Company say that business is good. They have purchased new trucks. Are using the Willis for their pick-ups and deliveries.

Ray Barnett's Paleteria was going gang bang with its finales these days. And who wouldn't be. Business is good and he has recently acquired the house next door for his area. — Al Sebastian of Kilroy's is handling the soldiers moving out of his territory. Where there are service men, the coin machine business flourishes. — Jimmy Bounds of Maxia is buying lots of the new Ch, who's name is "4-Player Derby." — Gooden and Hall in Dallas is in town recently. Ditto for Vincent Lopez of Fort Worth and R. L. Chafee of Mineral Wells. — Weldon Denton of Dallas says that he is doing a good business with shuffle alleys. — Ralph Claybrook was in Dallas this week visiting around and buying new equipment. — Alin Dreyer of San Angelo says that he can't hardly keep the front of his store. — George Freedell of Fort Worth was in town recently. — We hear that if K. Harrison of Pampa is out of the used car business, and is devoting all his time to the coin machine business. — Travis and Jerry Roberts of San Angelo were visitors in Dallas this week.
It's starting very slowly, but, among those financiers and bankers who have had former experience in the field, we understand there is more interest being shown in a real coin machine paper than there has been shown in a long, long time. Some distrabes advise that their bankers are very favorable, at this time, to handling more such paper. ... (Now's the time for a good game at a low price.) ... Even thepronouncedly conservative members of the Phil Rayon Buoy have been asked by the Sub-Committee of the Judiciary to come thru. And quite a few phoned this publication to say "thanks" for the grand work The Cash Box did to awaken the entire field.

Izz Edelman in town from Detroit discussed his new Formica boards. Hope that Izz will be turning 'em out in good volume soon. ... Murray Rossenthal returned to operating and the he's still doing some conversions, his main high today, is out on his route. ... Dom Pigna of Highwood, Ill., used local newspapers to publish an ad announcing that his was this 19th anniversary in the business and thanking all his local juniors and their patrons for these fif-teen swell years. ... While some distrabes are crying those big, crocodile tears, there are others who are actually dancing over. ... Funny comment from Phil Weisman. Give him one good day and he'll dash for the golf course. But, the he's sittin' and wishin' he was shootin' a game of golf, he's playin' "gin"— and always winning. ... Andy Oomsens is back on the sick list again. Seems Andy just walks into almost everything that can happen to any guy, since he's returned from the Army. ... Mary Gillite, we hear, is in another journey.

Frank Mercari of Exhibit leaves for the east. Frank just seems to never store. ... Expect to be in Nyc Tuesday for the weekend. ... By the way, made us a promise we hope he won't forget. ... Ray Cunife phones to discuss this and thata, and we hope that MOA should hold some kind of meet. Let's hope, Ray. MOA Board of Directors will agree to same dates for a meet in Chi in NAMA.

Dave Gottlieb discussing the great amount of experimental work the firm undergoes. Many phone to offer ideas and suggestions to irna. No mf passers who point out that the costa lots money, just to keep trying. ... One of the funnest mental pictures anyone can conjure is that of Ben Ben sitting behind his newpi with his Cub Scout son, Jeffrey. Imagine Ben sitting there in those short Boy Scout pants with his hairy legs sticking out a mile. ... Once more we emphatically state: "There's nothing more important you realize that Canada has about one phone for every 30,000 people, whereas U.S. has about one phone for every 18,000 people. (Who said there's no room left for more music routes.) ... And regarding the diagnosed Willsie Mfg. Co., increased costs were William Mfg. Co., absorbed by the firm, Sam Stern tells us, because Williams wanted its newpi to be the best. ... CDS-6 box featuring a higher and deeper light box to take care of the players who actually run the bases on the backboard of this game.

Ray Moloney has been busier than a bee ever since his return from Florida. He's off to Bob Ray's Washington this week with George, Jenkins and others to take care of many important details for his firm. ... Mrsf get more metal (and will get still more metal) which means that there should be some new coin box and/or soon that will instill the trade and bring the bigger and best play action yet enjoyed. ... Stanley Levin phones to ask us for "that New Orleans decision". Says he, "I've got a downstate order here who needs a firm call. We didn't realize it was the better part of last week, but the NY Central RR strike had tied up editorials and ads for us. We waited in vain for that order to meet the deadline with Ray Monroe of Cleveland, he's not feeling so well. Dashed down to Florida to spend a few weeks there getting health from the sunshine. ... Nate and Irene Gottlieb on their way to Miami Beach to see Bob Grann. Maybe they're off to see the girls. "And, this he em-phasizes, "is gonna be a vacation."

Jack Nelson in New York meeting a new crowd of business men. ... Mill Mar-ner of Cincinnati in town looking over. ... Bill O'Donnell claims that he's got the whole all set and he's simply waiting for spring planting—lotus new grass. In fact, optimist O'Donnell already has purchased himself one of those house lawnmowers in anticipation of the lawn's he's gonna cut. ... Admire the Chicago Cubs and their new red uniforms. We're not going to do that, but our red fans will do it. We didn't realize that the better part of last week, the NY Central RR strike had tied up editorials and ads for us. We waited in vain for that order to meet the deadline with Ray Monroe of Cleveland, he's not feeling so well. Dashed down to Florida to spend a few weeks there getting health from the sunshine. ... Nate and Irene Gottlieb on their way to Miami Beach to see Bob Grann. Maybe they're off to see the girls. "And, this he em-phasizes, "is gonna be a vacation."

All joke box ops happy that Phil Levin back on the job as chipper as al-ways. For a while back there, because of thata and thata, Phil decided to resign from what is, and always will be, a very thankless job, that of Sect'y of the joke box ops assn. But, when voting time pulled around again the ops just simply voted him right back into office, but, so unanimously that it must have done this golf pro's heart's load of good. And when we say "golf pro" we don't mean the golf pro who lost to Phil last year. And Vince is no slouch with those golf clubs. ... Herb Oettiger phoned (right quick when he's ready) Herb wanted to know about this and that and the other thing. Herb Oettiger phoned (right quick when he's ready) Herb wanted to know about this and that and the other thing. From what the guys at United tell me, "Herb's still goin' strong. Herb Grann of A. B. C. Music, questioned regarding the last week stated that it has proved itself so solidly that he doesn't know that he is no longer one of the scavengers of coin machines. All agree that Bob Grann got the most. And that last week stated that it has proved itself so solidly that he doesn't know that he is no longer one of the scavengers of coin machines. All agree that Bob Grann got the most. And that last week stated that it has proved itself so solidly that he doesn't know that he is no longer one of the scavengers of coin machines. All agree that Bob Grann got the most.

We are pleased to announce that Herman Jaffe, C. P. A., has joined our staff and has accepted the editorial position of Tax Consultant ... Mr. Jaffe can be addressed at The Cash Box, 26 West 47th St., New York, N. Y.
A Washington, D. C. Operator Writes:

The Cash Box, New York, N. Y.

Gentlemen:

I would appreciate it very much if it would be possible for you to send me a copy of "The Cash Box" dated the last week in June or the first week in July of this year.

We base our inventory for Personal Property Tax on "The Cash Box", and we are having some trouble with the tax people.

Very truly yours,
J. H. Phillips
Philipson Novelty Co., Inc.
Washington, D.C.

Are YOU Faced With The Problem Of "Personal Property"?

IS IT WORTH $15 A YEAR TO YOU TO GET FAIR AND EQUITABLE, COURTEOUS AND UNDERSTANDING TREATMENT FROM YOUR "Personal Property" TAX COLLECTOR...

AND KNOW, AT THE SAME TIME, THAT HE BELIEVES YOU BECAUSE YOU CAN PRODUCE OFFICIALLY-ACCEPTED, BONAFIDE VALUATION RECORDS?

Why endure sleepless nights? Why suffer worry headaches? Why have the "Personal Property" tax collector become the boogeyman in your nightmare dreams?

Why have him TELL YOU what he THINKS your equipment is WORTH! And then TAX YOU ON THAT WORTH!?

You show him exactly WHAT THE EQUIPMENT YOU OWN IS WORTH! In that way you obtain courteous, equitable treatment and completely better understanding.

THE ANSWER IS: "The Confidential Price List" which appears in each and every week's issue of "The Cash Box," and which are an integral part of The Cash Box — "The Operator's Bible". The One Magazine, The Operator Can Believe In and That He Can Trust!

The One Magazine is the only one that is thoroughly and completely dedicated to the Operator, And Printed For The Operator's Best Interests! It costs only $15 a year to have the "OFFICIAL" prices. Prices that are accepted by Canada—by U. S. Government departments—by States throughout the entire nation for valuations which you present to your Collector of "Personal Property Taxes". These prices are authentic and meet his standards.

Be a HAPPY, SMILING OPERATOR — subscribe to THE CASH BOX today! All for only $15 per year — just about 55¢ per week!

TEAR OUT AND MAIL TODAY TO...

THE CASH BOX
26 WEST 47TH STREET
NEW YORK 19, N. Y.

Gentlemen: It is surely worth $15 a year to get straightened out with my "Personal Property Tax" Collector. I enclosed find my check for $15, and start sending me "The Cash Box" immediately.

FIRM NAME
ADDRESS
CITY
STATE

MINNESOTA MUSINGS

Among those who took off for the summer climates were Archie Pence and his wife of the Automatic Piano Company in Minneapolis, who are vacationing in Breezewood, Minn., along with Mr. and Mrs. Chester Case of this city. Mr. Young of Soldiers Grove, Wis., is running himself in Florida and Jonas Bessler of the Lieberman Music Company in Minneapolis is visiting the Virgin Islands and the other beauty spots in the Caribbean. Another vacationist who just left are Herman Paster of the Upper Hiawatha Company in St. Paul. Herman is a six week stay in Hawaii, marked on his travel ticket.

Getting back to those who must stick to the usual routine, Joe Totzke of Fairmont, reports that business is good and that he is being kept so busy that he doesn't get much of a chance to get into the Twin Cities at all. Bernard Stout and his wife and daughter made a trip into the Twin Cities last weekend. Joe was new in coin operated equipment and it is the question of who was getting the vacation. Bernard, who was checking on the equipment or his father Gordon who was taking care of the route back in Pierro, S. D. ... Harold Havener of Eleva, Wis., made his long contemplated trip into town to see new equipment that he was going to come in for sometime but just couldn't get away because of business. Here and there at the various distributors were George Atoil of Duluth; Urban Kest of St. Cloud; T. J. Fischer of Waconia; August Quade of Rochester; Ted Heil of Gaylord; and genial J. Allen Redding of Louisville, Wis.

Paul Felling of Sauk Center, who besides having a very nice route around Sauk Center, operates a very successful farm. Paul states that he is looking forward to a good year both on the farm and in the coin operated business. A visitor to the North Country is J. H. Porter of Woodard, Oklahoma. At one time Porter ran a very sizable route in northern Minnesota and Wisconsin, and after disposing of this route he went down to Oklahoma and at the present has quite an operation consisting of all types of coin operated equipment.
WANT—Seeburg M1004; A1 Model D; Ballon Bright Lights; Back Glass for Bally Hot Rods; Monro Coin Machine. Box 382. PAYNE AVE., CLEVELAND 14, OHIO. Tel. Sipper 1-4600.

WANT—We are paying the highest prices for Seeburg Lights; complete. Give prices for complete light units. Conditions as to lights specified. Make offer for complete sets of lights for Seeburg Machines. Give prices for complete set of lights. See Seeburg Machine. Give prices for complete set of lights for Seeburg Machines.

WANT—Close Out: Late model phono. equipment, complete. 501 NO. GOSSETT STREET, ANDERSON, S. C. Tel.: 2310.

WANT—Bally Bright Lights; Bright Speakers; Juke Box for Seeburg. M100-A; A Model B or C; Wurlitzer 1250 or 1100. State price complete. Give price for each. We are interested in buying complete machines. Give prices for complete set of lights for Seeburg Machines.

WANT—Now, surplus stock of new machines. We are buying large quantities of brands available—inventory if possible. We will mail you top quotation—Seeburg M1004.

WANT—Coney Islands; Bright Spots; Complete Seeburg or similar machines. World Series; Keeney Four Way and similar machines. Give prices for complete set of lights for Seeburg Machines. Give prices for complete set of lights for Seeburg Machines.

FOR SALE—We want $90 on 1955' Bally Dealer. 1955' Wurlitzer 1103. We want $150. 1955' Wurlitzer 1102. We want $100. 1955' Wurlitzer 1101. We want $75. 1955' Wurlitzer 1100. We want $50.

FOR SALE—Want $90 on 1955' Bally Dealer. 1955' Wurlitzer 1103. We want $150. 1955' Wurlitzer 1102. We want $100. 1955' Wurlitzer 1101. We want $75. 1955' Wurlitzer 1100. We want $50.
FOR SALE.—Reconditioned Wurlitzer 265-S Chrome, Seagull Bear Games $299.–
Wurlitzer 258-S Chrome, Seagull Bear Games $299.—
Wurlitzer 267-S Chrome, Seagull Bear Games $299.–
Wurlitzer 259-S Chrome, Seagull Bear Games $299.–

FOR SALE.—For those seasonal spots, your choice of 16 by 20 prints in good working order, $49 ea., representing February trade-ins on new 1956 machines. Contact us, 1212 Central Park West, the Middle West, contact us. T & D DISTRIBUTORS, 1212 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 8751.

FOR SALE.—To highest bidder, all offers considered: Automatic Phonograph, Wurlitzer 267—for sale. 5-1215. Stepper: (1) 219 Stepper; (1) 320 5-26. Wall Box—Rock-Ola: (6) 5 Wall Box—Seeburg: (5) stripe Wall Box. TRI-STATE AMUSEMENT, 148th ST., WHEELING, W. VA.

FOR SALE.—Brand new, unused ever: 1 Wurlitzer 1217 Hideaway, 3 brand new. $650. 1/3 deposit, balance C.O.D. or S./D. KOEPPEL DIST., 292 E. 82nd ST., CHICAGO 18, ILL. Tel.: Independence 3-2210.


FOR SALE.—Chiclet Bowling Alleys $55; Seeburg Guns $75; Lite League $49.50; DeLuxe Bowling $35; Chicago Coin Amusement Games, 1144 E. 55th ST., CHICAGO 15, ILL.

FOR SALE.—The finest reconditioned phonographs and games in the country. Every single phonograph regardless of price. Before you buy get our quotation first. COMMERCIAL MFG. CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: Riverside 4151.

FOR SALE.—Are you afraid to afford your dream machine? We have the solution! We have the quality of service and the lowest prices. GRAND AMUSEMENT, 1217 W. 26th ST., NEW YORK, N.Y. Tel.: E. 6-2660.

FOR SALE.—Shuffle Alley—Bally Shuffle $35; Bally Speed Cylinder $35; CC Bowling Cylinder $45; CC Baseball $95; Exhibit Strike $100; Geno Shuffle Target $180; Gene Coney Doll $350; Geno Bolo $45; Gollywog $45; Keeney ABC $50; Keeney Pin Boy $35; Keeney Pin $50; United Shuffle $75; United Speed Cylinder $35; Seeburg $125. United Shuffle with conv. $55; United Speed Cylinder with conv. $55; United Two Player Express $75; United Two Player $75; United Five Player $95; Universal Super Twin $100; Universal Speed Cylinder $250; Universal Twin $75; United Speed Cylinder $35; Williams $75; United Shuffle $75; Williams $75; United Speed Cylinder $35; United Two Player $310. 1/2 deposit. CLEVELAND COIN MACH. EXCH., 2021 E. 12th ST., CLEVELAND, OHIO.

FOR SALE.—Perfect condition, look like new: ABC’s $250; Lite A Lines with All Manufacturers $175; Bright Lights $550; Zingo’s $35; Holiday’s $100; Hot Rods $65, 1/2 deposit balance C.O.D. W. E. KEENEY MFG. CO., 5259 N. MICHIGAN AVE., CHICAGO, ILLINOIS.

FOR SALE.—Clean machines: South Beach $300; New York $95; Evans late tens $395; Evans late tens $455; Howard metal type $125; $150. Check out all real American made machines. $325; others—write; S & W MACHINE CO., 500 15 STREET, ANNISTON, ALA.

FOR SALE.—Complete Shuffleboard Refinishing Equipment. Two special shuffleboard equipment trucks. We have all the latest and newest equipment in any part of the country, and show you our formulas for refinishing, staining, and manufacturing of shuffleboard. We are the owners going in government work. BOX HOLDER: 14806 BENTLEY AVE., DETROIT, MICH.

FOR SALE.—Wurlitzer $750; 190; Williams’ Specialty $299.—All thoroughly reconditioned by “Dick McCann, The Ace Service Man.” CENTURY MUSIC DISTRIBUTORS, 1211 MAIN ST., BUFFALO, N. Y.

FOR SALE.—Brand new, for sale: 1 Wurlitzer 1217 Hideaway, 3 brand new. $650. 1/3 deposit, balance C.O.D. or S./D. KOEPPEL DIST., 292 E. 82nd ST., CHICAGO 18, ILL. Tel.: Independence 3-2210.

FOR SALE.—Reconditioned Wurlitzer 265-S Chrome, Seagull Bear Games $299.–
Wurlitzer 258-S Chrome, Seagull Bear Games $299.—
Wurlitzer 267-S Chrome, Seagull Bear Games $299.–
Wurlitzer 259-S Chrome, Seagull Bear Games $299.–

FOR SALE.—For those seasonal spots, your choice of 16 by 20 prints in good working order, $49 ea., representing February trade-ins on new 1956 machines. Contact us, 1212 Central Park West, the Middle West, contact us. T & D DISTRIBUTORS, 1212 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 8751.

FOR SALE.—To highest bidder, all offers considered: Automatic Phonograph, Wurlitzer 267—for sale. 5-1215. Stepper: (1) 219 Stepper; (1) 320 5-26. Wall Box—Rock-Ola: (6) 5 Wall Box—Seeburg: (5) stripe Wall Box. TRI-STATE AMUSEMENT, 148th ST., WHEELING, W. VA.

FOR SALE.—Brand new, unused ever: 1 Wurlitzer 1217 Hideaway, 3 brand new. $650. 1/3 deposit, balance C.O.D. or S./D. KOEPPEL DIST., 292 E. 82nd ST., CHICAGO 18, ILL. Tel.: Independence 3-2210.

FOR SALE.—Chiclet Bowling Alleys $55; Seeburg Guns $75; Lite League $49.50; DeLuxe Bowling $35; Chicago Coin Amusement Games, 1144 E. 55th ST., CHICAGO 15, ILL.

FOR SALE.—The finest reconditioned phonographs and games in the country. Every single phonograph regardless of price. Before you buy get our quotation first. COMMERCIAL MFG. CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: Riverside 4151.

FOR SALE.—Are you afraid to afford your dream machine? We have the solution! We have the quality of service and the lowest prices. GRAND AMUSEMENT, 1217 W. 26th ST., NEW YORK, N.Y. Tel.: E. 6-2660.

FOR SALE.—Shuffle Alley—Bally Shuffle $35; Bally Speed Cylinder $35; CC Bowling Cylinder $45; CC Baseball $95; Exhibit Strike $100; Geno Shuffle Target $180; Gene Coney Doll $350; Geno Bolo $45; Gollywog $45; Keeney ABC $50; Keeney Pin Boy $35; Keeney Pin $50; United Shuffle $75; United Speed Cylinder $35; Seeburg $125. United Shuffle with conv. $55; United Speed Cylinder with conv. $55; United Two Player Express $75; United Two Player $75; United Five Player $95; Universal Super Twin $100; Universal Speed Cylinder $250; Universal Twin $75; United Speed Cylinder $35; Williams $75; United Shuffle $75; Williams $75; United Speed Cylinder $35; United Two Player $310. 1/2 deposit. CLEVELAND COIN MACH. EXCH., 2021 E. 12th ST., CLEVELAND, OHIO.

FOR SALE.—Perfect condition, look like new: ABC’s $250; Lite A Lines with All Manufacturers $175; Bright Lights $550; Zingo’s $35; Holiday’s $100; Hot Rods $65, 1/2 deposit balance C.O.D. W. E. KEENEY MFG. CO., 5259 N. MICHIGAN AVE., CHICAGO, ILLINOIS.

(Continued on next page)
How To Use “The Confidential Price Lists” [Also Known as the “C. M. I. (Coin Machine Industry) BLUE BOOK”]

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter “The Confidential Price Lists” can only price the market factors as theyquoted. The “Confidential Price Lists” report almost exactly the same as the market quotations board at the Stock Exchange—putting the prices as they are quoted for the past week, regardless of how much or how little they are, and not promising to 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 for working 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 feel the same machine is worth $175.00. Of course, new issue, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. [Some equipment offered by outstanding firms, having a reputation for being well-built, may be quoted 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 quotations to the peculiarities of his territory.

METHOD: “The Confidential Price Lists” should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Price UP and DOWN
4. No change from Last Week

5. No quotations Last 2 to 4 Weeks
6. No quotations 5 Weeks or Longer
7. Machines Just Added

Great Activity

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Welcome to “The Classified Advertising Section”

CLASSIFIED ADVERTISING SECTION

FOR SALE—Packard Boxes late serial numbers @ $9.00 ea. Packard Hi-Fi Player, $60.00 ea. with 1200 mile-aways 1946 $100; Seeburg Wall-O-Matic Machines @ $50.00 ea.; Showcase Blender Boxes $15.00 ea.; 1533 Rock-Ola 5e Boxes $5.00 ea.; Rock-Ola Players @ $10.00 ea. with 2000 mile-aways $12.50 ea.; 3031 Wurlitzer Boxes $8.00 ea.; 2140 Wurlitzer Boxes @ $12.50 ea. in excellent condition 1/3 down, balance to go. Will sell for Boeckes 5-10's also for 100 record Seeburgs. GOLDEN GATE NO. 22, BAY VIEW AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.

FOR SALE—100 Packard Wall Boxes, Hi-Chromes and Satin Finishes, in quantity 10 ea.; Seeburg 8200 and 8205, in quantity 50 ea. Also wireless Boxes at $5 ea. Write or wire: DIXON DISTRIBUTORS, 3829 BUSSEY YOUNGSTOWN, O. Tel.: 8-7515.

FOR SALE—America’s finest reconstructed phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price you pay. Get our prices before you buy, ANGOTT DISTRIBUTING CO., INC., 2616 FURHAN ST., MIAMI, FL. 4-0773.

FOR SALE—Empresses; Thrones; ’39 and ’40 Standards and DeLuxes; Classics; Hi-Chromes; Wall Boxes; 600's; Counter Models; Wurlitzer Hi-Bay, Show-O-Matic, Rock-Ola Pinballs, SOUTHSIDE REVIVAL, 306 N. Sycamore ST., PETERSBURG, W. VA.

FOR CONTACT—us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor. United States Nickel, Chicago Coin, Keeney and Bally, WILLIAMSONS AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-3730.

FOR SALE—Seeburg Bear Guns, like new, can ship in original crates. Write for prices. Will trade for Packard or Rock-Ola. Rock-Ola and Mechanical Horses. GIST MACHINE, 1510 W. 35th St., HELA, ARKANSAS.

Miscellaneous

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Hudson 3-0441; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Los Angeles, CALIF., WElsh 3-0343.

NOTICE—Louisiana & Mississippi Operators—you authorized AMI phonograph supplier. For complete information, contact COIN MACH CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: 524-6145.

NOTICE—Change to dime play. Haw. Lever Converter Kit for old style and new style. $1.00. Old Style $1.00, new style or 25, $1 each; Samples $1.25. Contains full details. Drawn by our own drafting, parts for rejector. Kits also available for other five-cent machines. Specify your need. JOHN DEE converters, ELYRIA, OHIO, 2720 PICO BLVD., LOS ANGELES, CALIF.

NOTICE—Carolina Operators—One store, only and have been in business in the same location for years. Early Advertisers will know the name. Home of Hi Tone Machines. Call us for the best prices on the market. We are known in every state of the Union. 311 W. 3RD ST., WILMINGTON, N. C. Tel.: 524-0991.

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The Cash Box
26 W. 47th Street
New York 19, N. Y.

* If you already have a $15 subscription you will be given credit for the unused portion toward The Cash Box "Special Classified Advertising Section."
**March 22, 1952**

### This Week’s Used Market

Activity in this week’s used machine market continued along at a constant rate. The downward action that was evident late last week held quite firmly this week too. It appears that the market has hit the bottom off for a while before starting on another spiral, which has been the habit of this market for weeks. Last week the market showed a general tendency toward increase and this lull or status quo condition seems to be only temporary.

As is usually the case, pin games proved to be the most active division with prices remaining high and asking for all types of pieces running quite strong. The newer machines continued to draw well while the more dormant ones held their own. This section of the market appears ready for another active period.

Music machines showed well in the trading this week with the popular games drawing strongly and the price ranges remaining relatively narrow. Though the division has fallen off slightly from the heights of a short time ago, Directors Speaker, Down-Seeburg, 300 & 450, Down-Seeburg 145M, Seeburg 250, and Down-Seeburg 260M are the most active. Down-Seeburg 175F, Seeburg 145W, and Seeburg 250M are also active. Down-Seeburg 200M and the Home-Made are also active. All other prices remained firm.

**The following was the most active equipment in this week’s used market:**

**Most Active Used Music**

1. Up & Wurlitzer 750E $98.00-$109.50
2. Up & Wurlitzer 1000 $215.00-$235.00
3. Down-Wurlitzer 1000 $145.00-$165.00
4. Seeburg 100 $455.00-$525.00
5. Down-Seeburg 145M $99.00-$159.00
6. Down-Seeburg 145W $110.00-$139.00
7. Down-Seeburg 147M $150.00-$175.00
8. Down-Seeburg 148M $350.00-$375.00
9. Seeburg 250 $15.00-$27.00
10. Seeburg 250W $9.50-$24.00

**Most Active Used Pin Games**

1. Held—A.B.C. (Un 5/51) $325.00-$425.00
2. Down—Bowling Champ (Got 2/49) $40.00-$59.50
3. Up & Wurlitzer (B/5/51) $345.00-$415.00
4. Up & Down—Champion (B/48) $124.50-$145.00
5. Up—Pony Island (B/9/51) $450.00-$495.00
6. Up—Target Island (B/6/51) $595.00-$625.00
7. Up—Five Star (Univ./5/51) $195.00-$270.00
8. Held—Gold Cup (B 48) $35.00-$75.00
9. Held—Jockey Special (B 47) $5.00-$50.00

**Most Active Used Arcade Equipment**

1. Held—Heavy Hitter (Jr) $325.00-$595.00
2. Held—Chic Coin Pistol $69.50-$95.00
3. Held—Chic Coin Target $69.50-$115.00
4. Held—Chic Coin Target $69.50-$115.00
5. Held—Exhibit Gun Patrol $225.00-$245.00
6. Down—Exhibit Six Shooter $175.00-$235.00
7. Held—Six Shooter (Univ.) $175.00-$235.00

**Manufacturers’ New Equipment**

Products listed here are currently in prices, F. O. B. Factory.

**AMERICAN MACHINES CORP.**

Model “D” Phonograph $795.00
Model “K” Phonograph $795.00
50-100 Wall Box (49/51) $59.50
50-100 Wall Box (50/51) $59.50

**BALLY MFG. CO.**

Shuffle Line $435.00
Playmaster (New Model) $195.00
4 Player Deluxe $450.00
10 Player Deluxe $550.00

**FAVOURITE & CO.**

Centro (Univ.) $235.00
Univ 4 Player $265.00
6 Player (Jr) $350.00
6 Player Deluxe $425.00

**ROCK-O LA MFG. CORP.**

Model 1431 $495.00
Model 1538, 5c-10c-15c-25c $75.00
23 Wireless Jukebox $450.00
23 Wireless Jukebox $450.00

**RUSSELL, INC.**

S-45 Phonograph $295.00

**UNITED MFG. CO.**

Player Deluxe $85.00
Player Deluxe $85.00

**WILLIAMS MFG. CO.**

Williams De Luxe Shuffle $250.00
Williams De Luxe Shuffle $250.00

**THE RUDOLPH WURLITZER CO.**

Model “1400” Phonograph $495.00
Model “1450” Phonograph $650.00
Model 851-5c-10c-15c-25c $75.00
126 Cassette Jukebox $425.00
Model 5112 Delux Speaker $295.00
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