Ella Mae Morse, whose Capitol recording of "Blacksmith Blues" has put her back at the top of the recording picture after a lapse of several years, here demonstrates her shoeing technique with a real horse-shoe, real hammer and real live blacksmith. The songstress, who retired from the music business right after the war, resumed her career last year and in no time at all has hit the jackpot. She is currently on a theater and night club tour and is this week playing the Warner Theater in New York.
THE WURLITZER
FIFTEEN HUNDRED

SAVES YOU THE PRICE OF
AN ADDITIONAL PHONOGRAPH

ENABLES YOU TO USE YOUR
ENTIRE RECORD LIBRARY

HELPS YOU REGAIN CONTROL
OF YOUR BUSINESS

Why Buy
Two When
ONE
Will Do?

The Rudolph Wurlitzer Co.,
North Tonawanda,
New York
Almost from the very first day it came into being, The Cash Box has urged the creation of a “National Tax Council” which would be of invaluable aid to every coin machine man in the nation.

This was brought home just a short time ago when one of Pennsylvania’s leading operators phoned to advise that one small community in the Commonwealth had seen fit to pass an ordinance whereby the operators of music and amusement machines would have to purchase a “permit” for each machine at the cost of $1.00 per year.

But, the catch was, that, in addition to this “permit”, they would then have to pay this community 10% of the gross intake from their machines each and every month thereafter.

Not only were the leading operators of this community stunned, but, they quickly foresaw that such an ordinance, being completely accepted by them, would just as rapidly spread throughout the entire Commonwealth and would mean the complete ruination of the industry.

It will be recalled by many that, back in 1945 Hutchinson, Kans, put a heavy license fee on cigarette vendors. The result was that, instead of the city of Hutchinson obtaining “greater revenue” which was the purpose for this high license fee by the city fathers, the operators were forced to remove their cigarette machines. They could no longer profitably operate them with such a high license fee.

The same would probably be the case in the city of Greenville, Pa. where ops have, long ago, cut down to a much more equitable commission-percentage basis and could not, therefore, force the location owners to pay the differential for the 10% gross or the permit’s cost from the storekeeper’s share.

This is only one of dozens of such revenue raising efforts which will soon be felt by other operators everywhere in the nation. Communities are suffering from inflation. They need all the revenue they can raise. And, usually, coin machines are the very first of their revenue raising efforts.

These columns of western Pennsylvania had nowhere to turn to get complete data, to obtain precedents or material, legal and otherwise, to help them. They were forced to hire attorneys to combat this ordinance and needed financial help to fight their case, to the Supreme Court of the state if necessary.

It is a sad commentary on the intelligence of the men engaged in the industry, men who have so many, many thousands of dollars invested in their equipment which earns them their livelihood in this field, that they have no “National Tax Council” where pertinent and vital information regarding taxes of all kinds can be gathered up to aid them in times of stress.

The Cash Box will soon be celebrating its Tenth Anniversary. In all those ten years of its existence it has, at intervals, brought forth its suggestion that there come into being a “National Tax Council” to benefit all concerned with the coin operated entertainments and vending industries.

Once again, The Cash Box points to the need for a “National Tax Council”.

Once again, it urges the leaders of the industry to come together to create such an extremely necessary council which will be constantly at work for all the field so as to hold down excessive and inequitale license fees which suddenly pop up here and there, at the suggestion of some newborn politician, and which can only bring ruin to the industry, instead of revenue to the community.

The time has come, as the industry slowly emerges from its former trance of big-time play action, to study the fact that income on its dollars invested is, today, an extremely important and definite business necessity and that, to protect this income and protect its investment as well as insure its continuance as the leading division of all the world’s entertainments industries it had, for its own best advantage, create a “National Tax Council”.

Correspondents in Leading Cities throughout the United States

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AMERICA'S ARTISTS
SONGWRITERS AND
PUBLISHERS FACE THEIR
BIGGEST OPPORTUNITY

1952's New Juke Box Feature:
AMI, Inc.
40 and 80 Selections

H. C. EVANS & CO.
40 and 100 Selections

ROCK-OLA MFG. CORP.
50 Selections

J. P. SEEBUG CORP.
100 Selections

THE RUDOLPH WURLITZER CO.
48 and 104 Selections

Do you remember back to the days when the largest juke box available could play a mere 10 sides? That's not so long ago in time—15 or 20 years. But it's ages ago in the development of the juke box industry.

When the modern juke box was first put on the market in the early 1930's, the record business was a shrunken shadow, struggling desperately to stay alive in the face of stupendous competition from that new giant, radio.

Many people had already counted it out; said it was through.

And then came the juke box.

At first it was a small user of records, for there were few machines and they had little capacity. But as the juke box proved itself, year after year, by fulfilling a basic entertainment need of the people, it became a much larger user of records, and what's more, became a major medium through which records could be displayed to the public.

The growth of the record industry since its low point in the 1930's has paralleled almost exactly the growth of the juke box industry. For as the number of juke boxes has increased, so has their capacity. Today, 50,000,000 records are available for selection. Some of these are sold direct. The growth of the juke box industry has increased so that 150,000,000 records were sold this year.

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THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. WHEEL OF FORTUNE..............Kaye Starr (Capitol)
2. BLUE TANGO.................Leroy Anderson (Decca)
3. AT LAST....................Ray Anthony (Capitol)
4. BLACKSMITH BLUES..............Ellie Mae Morse (Capitol)
5. TELL ME WHY................Four Aces (Decca)
6. PLEASE, MR. SUN.............Johnnie Ray (Columbia)
7. I'LL WALK ALONE...............Don Cornell (Coral)
8. A GUY IS A GUY..............Doris Day (Columbia)
9. BROKEN HEARTED............Johnnie Ray (Columbia)
10. ANYTIME...............Eddie Fisher (RCA Victor)

When the Ellises and Lee and Lorraine, (a Mr. & Mrs. dj couple heard daily over WSPB, Springfield, Mass.) recently announced on the air that they thought "The Bluett Word I know is Lonesome" was perfect for a bobsweep quartet, four quartets immediately responded with their ideas. When the smoke had cleared away, and the four groups had presented their arrangements and stories, they were flooded with thirteen hundred letters and cards, all agreeable. The winners, "The Interludes," have taped their version, and the Ellises will send it to composer, J. Fred Coots. Bill Hyden has taken over "Tulip Time" has been handed over to Anthony and George M. Cohan, and has joined the staff of KVOO—same city. Beside Stevens (WVCG-Coral Gables, Fla.) writes "Just a quick line to tell you that Cash Box is doing an outstanding job of bringing this station more and more listeners. My Saturday "Across The Nation With Cash Box" shows up better with every rating we get." George and Marrila Case (WONE-WTWO-Dayton, O.) use only 45 rpm on their "Party Line" program on Saturdays 1:00 to 2:00 P.M. Their morning show from Gallahers Cafeteria and Drug Store has been extended to three hours.

Wills Conover (WWDC-Washington, D.C.) was married to Jacksonville, 19 year old daughter of Haitian Ambassador Gustave Larque on April 1st. Conover, a native of Buffalo, N. Y., is one of Washington's busiest deejays with 18 shows a week.

Morriss Diamond, who is on the road with Stuart Foster promoting Stuart's recording of "Chimney Smoke," writes "invariably every DJ on the road will tell you that according to all other promotion men and song pluggers, Jack Lacy is tops with them." . . . New York seems to be the gathering place for jockies this week. Bob McLaughlin, from Hollywood; Ed McKenzie (WXYZ-Detroit) in town for the weekend; and Bill Windre (WREDE-Cleveland) has come in to catch the Johnnie Ray opening at the Copa. . . . Ed Bartell (KQV-Pittsburgh) does his Record Mart Show from a different store each week to give the local boys a chance to get into the act. . . . Jan Massey (WWDC-Washington, D.C.) has come up with an award from Color magazine. He was selected as one of America's Most Popular Negro Disk Jockeys." . . . Danny Stevens, Columbus's man about disk jockeys, has just returned from a three week jaunt through the Cleveland-Detroit-Chicago-Washington area. He tells about the "Juke Box Luncheon" thrown by ops and Columbia in honor of Tony Bennett and Tony Arden. Guesting at the lively party were Dolores Hawkins and The Four Lads.

Howard Malcolm, formerly of WTRY-Elmira, N. Y., now at WONE-Dayton, O. . . Vern Craig, one time Red Nichols sideman, now a deejay at WKAP, Allentown, Pa. . . Barry Kaye (WCAU-Philadelphia) has hit upon a novel idea that has been getting a terrific response from the country's deejays. Barry, whose 50,000 watt station reaches 42 states, has been taking the names of jockies from The Cash Box Disk Jockeys' Regional Record Reports, and playing their selections. Kaye, when announcing the time, also announces the deejay who selected it. He has been getting calls, while on the air, from all over the country. Among those who telephoned, are: Bob Wells (WEBB-Buffalo), Norm Preston (WORL-Boston); Paul Planagan (WTRY-Troy); Jim Lee (WORC-Rochester); Bud Abbott (WHAS-Louisville); Bill Gale (WINN-Louisville); Spinning Sam (WABX-Myrtle Beach, S. C.); and many others. Barry would like to hear from more deejays. . . . WBWD has moved its operation from Morrisville, Pa. to Trenton, N. J. . . WTTM-Trenton, celebrated its 10th anniversary last week. Tom Durand has a special show to commemorate the occasion. . . Max Cole (WVO-New York) now has partner, Cecilia, for his morning show. The gal has a soft voice that is just loaded with appeal. . . Mel Fein (WERC-Erie, Pa.) Infects Cole's B. "I'll Still Love You" may be a sleeper in the vein of "Rag Mop."
"WONDER" (2:29) "THEY WILL SOON BE MINE" (2:14) LARRY FOTINE ORCHESTRA (King 13171)

A slow-going tune is eased thru in a listenable manner by the vocalizing Teenites. The lead male and female vocalists supplement the driving of the Larry Fotine group. The under portion offers the orchestra together with Slim Laine as they rip through a jumpy number. Opa might wanna take a peek.

"SINGIN' IN THE RAIN" (2:29) "BALTIMORE RAG" (3:18) RALPH PLANE'S ORCHESTRA

"ONE LITTLE CANDLE" (3:08) "IT'S EASTER TIME" (2:59) FERRY CONO (RCA Victor 20-4613; 47-4613)

Don Cornell, who is currently riding high via his hit "I'll Walk Alone" enters another potent platter into the disc derby. This new ballad titled "I'm Yours," is a pretty melody and Cornell and the Norman Leyden orchestra give it a full-throated treatment with a big production number. The powerful vocalizing of the singer plus the lush backing of the orchestra make a strong combination. The lower portion is a sentimental tune that's geared for Mother's Day. The first lid carries the big appeal and we can't get with this one fast are gonna miss out.

"SNOW IN LOVER'S LANE" (2:50) "THAT'S HOW IT GOES" (2:50) DONALD HAYES (Columbia 39716; 4-39716)

Frankie Laine has cut himself another big one. The upper end is a change of pace for Laine as the form of a slow but strong tune. The number is called "Snow In Lover's Lane" and Frankie gives out with a feelingful vocal that's sure to carry the tune right to the top. The item is labeled "Junco Partner" and has the ingredients of a big seller. The different sound and diction is handled impressively by Richard and the orchestra and the resulting platter is a sure hit. The lower end is the wonderful old standard "Summertime" and here too Haynes offers a tasty half. The first one is unique enough to create lots of attention and ops would be playing it wise if they hopped on the bandwagon now.

"I AM A HEART" (2:49) "TO BE LOVED BY YOU" (2:49) DINAH SHORE (RCA Victor 20-4666; 47-4666)

Dinah Shore has a winner here in the form of a slow ballad titled "I Am A Heart." The melody is exceptionally pretty and the vocal and orchestral arrangement is of first class calibre. The heartbeating effect is carried beautifully by Dinah who has a charming way with a song. Henri Rene supplies the artful backing on both levels. The under portion is a jumpy and cute ditty that Dinah spins through in a happy manner. The side that's a kick off—and big—is the first half and our advice to ops is to go with it real soon. This can easily be the one that Dinah's been working for.

"LOVE, WHERE ARE YOU NOW?" (2:50) "KEEL ROW" (3:17) TOMMY DORSEY ORCHESTRA (Decca 38077)

A ballad that's making some noise now is given an added push by the Tommy Dorsey orchestra. Buddy Warne does justice to the lyrics and the result is an end that could get its share of spins. Flip is a wonderfully executed instrumental that shows the boys to great advantage as they dish up a tasty item. Ops should look in.

"HARPIS-BOOGIE" (2:10) "RAVIOlli Rag" (2:13) BILL SNYDER (Decca 28066; 9-28066)

A nice boogie beat item is socked home convincingly by the harpisiano playing of Bill Snyder. His fine finger dexterity is showcased on this end. The lower level is a similar number in that Bill displays some more novel playing. Ops who need material of this nature ought check here.

"FRENESI" (2:40) "WHAT HAVE YOU BEEN DOING" (2:41) DANNY MURAD'S HARMONICATS & RALPH MARTERIE ORCHESTRA

"THAT'S HOW IT GOES" (2:50) "MY THRILL IS LOVING YOU" (2:44) BILLY DANIELS (Mercury 5824; 5824 x 45)

Stylist Billy Daniels with the musical assistance of the Russ Case orchestra doles out a sincere vocal to a slow ballad. It should go big with his fans. The bottom dish is a dramatic number on which Billy gives out with a stirring rhythm and the girl applies a lush backing. Ops oughta get with this pair.

"WANTED" (2:43) "I'LL TELL YOU WHAT I'M GONNA DO" (2:33) JOE VALINO (Scoop 1023)

A beautiful new ballad is presented here by Joe Valino and the Don Nichol orchestra. The vocalist handles the lyrics of this pretty melody impressively and the orchestra offers a fitting backdrop. The tune has the essentials and this treatment could easily catch on. Flip is a swell instrument that the same artists handle adequately. Ops should get with the top one now.
NEW YORK:

The name of the South African film, "The Magic Garden" has been changed to "The Penny Whistle Blues" on the strength of the Buddy deFranco record of that name. Gene Block is now general professional manager of his father's firm, Martin Block Music. As a result of his Abbe dike, "Chimney Smoke" and "Take Me," Stuart Foster has been getting bids from the booking agencies. Teresa Brewer headed to the coast for a screen test. Georgie's Tavern Band, led by George Snowhill, had its Decca option lifted. Jerry Blaine, of Jubilee Records, off on a South American jaunt.

Churchill Kohman, the writer of "Gee," has a new one called "So" recorded by the Marvelmotes on Regent. Marshall Robbins joins his brother Buddy in the west coast operations of Paxton Music and starts out with "That's The Chance You Take." Dick Perito, Coral accordianist, autism through up-state Pa. to see disk jockeys for his record "Pizza Polka." Billy Eckstine and Frank Warren gave a party backstage at the Paramount last Wednesday when they opened the Easter show at the theater. Billy May and Georgia Laire in town preparing for the "Gandy Dancers' Ball." Toni Arden opens at Ben Maki's Roadhouse in B. Lee Messer, Franklin Kori, Al Sherman, new Wurlitzer phonograph in New York this week has caused plenty of excitement in music circles. The machine permits both 45s and 78s to be played at the same time and what's more plays 62 records or 104 sides. A funny flyer received this week was one from E. B. Marks promoting "You're Not Worth My Tears." It showed a crocodile shedding crocodile tears—of course—before a mike and the question at the top is "Do you know what the crocodile is singing?"

CHICAGO:

Hear from Jilla Webb, who's now in Hollywood, that she's being considered for a new musical moopic. No more than a lot of people predicted for this girl with the great voice... Beep Roberts writes that Tex Williams' latest, "Only Politickin'" taking strong hold everywhere in the west.

... That new promotional feature by Rocky Rolf, Victor-Victor's hustler here, is clickin'. Features the top deejays with comments and lists the top Victor disk-crooners... Dave Rumor has it that one of the top labels hereabouts will have a new distributor as of May 1. That he will be Henry (Big Sneee) Friedmann... The fact that one of the most daring as well as most outstanding entreprenuers in this music biz is Frank Holteff owner of the Blue Note. Against all the arguments of his many friends, Frank decided that there was a definite need for a spot like the Blue Note in our town. And for the past seven years he has proved to be a steady clientele will pay its way into the spot to hear the top in jazz and blues. Orchids to the guy for sticking to his beliefs and for the topmost courage he has shown carrying out his convictions.

Here's a man who can make showbusiness pay off big anywhere, anytime. Need more proof? Read the nation. One of the cleverest guys we've even met visiting Our Town: Buddy Starche of WMMB, Miami. Understand that Buddy cut wax for Job while here... Many a guy 'round the town happy to hear Madame (former Chi deejay) is clickin' at Ciro's in Hallowood... Everyone still talking about Guy Lombardo's one-niter at the Opera House.

Art Sheridan of Chance Records claims that "Soft Shoulders" by Schoolboy Porter is taking such strong hold he believes it'll top the charts... Leonard Chess, by the way, still out of town and, we're told, doing a terrific selling job... Our new Wurlitzer '500' model playing both 78's and 45's has answered a terrific problem for all the juke box ops. Now the ops don't have to worry if they can't get a top tune on 45. They can put in a 78 rpm and get action going just the same. It's a big, big step forward for the entire music industry.

LOS ANGELES:

Lou Chamin of Imperial bunched back in town after a cross-country servicing of his distributors... Lou seems to be about the busiest man in the business these days and would probably welcome a good executive assistant if the right man came along... Lee McDonald of the BMI office in Hollywood buzzed us with news Jack Carroll had joined their staff as rehearsal pianist and vocal coach servicing all BMI affiliated publishers out this way... In from New York and the NABT Convention in Chicago is Julie Stevens, general professional manager for BMI, accompanied by George Furness of the New York office... Irv Gwirtz of Lariat Records buzzed us with news of the label's new releases, Patsy Prescott & Rell Murrill's on the "I Want to Be a Cowboy's Sweetheart," Eddie Creflo's and His Roundup Boys on "No Time for Lovin'" Dunn Reynolds (The Australian Yodeling Cowboy champ and a very nice guy) with "Gandy is the Hour" and "The Nightingale Song"... One of the heavies that goes hand in hand with the songwriting business has just happened to a very fine fellow and good friend of ours, Danny Goold, whose "So Excitng" was just out via a great Art Morton record on the new Harmony label and set for an Eila Mae Maco record with Mickey Goldsen's Criteria publishing when out comes a Leeds Music adaptation from the same classic with the title "Kiss of Fire."... Georgia Gibbs introduced it on Mercury and it got an Elvis Demie show and turns in a great job... Now it's a wide open race between the two songs... Had us a nice hello from disc-jockey Dick Courtman, who's out here from Chicago, where he of course knows Bill Gersh and Jack Reagan of the regulars on his trip to New York. Understand Dick is one of the top men in his field and should be able to line up a nice deal out here if he chooses to make Southern California his home.

Starlit Lloyd Glenn has just organized his own combo and will play his first L.A. engagement at the Elks Hall on Easter Sunday. Lester Koenig of a West Coast Jazz label, who's been quite active, and moved to 4943 Melrose Place, new manager Nessuh Ertegun tells us... Big doings at John Dolphin's record shop on start of a new radio show from the store window... Among those on hand were Les Carter, Frankie Kori, Al Sherman, Mitty Jay Tony Vance out of Detroit, and Mercury's new trusty Debby Andrews.
**SLEEPER OF THE WEEK**

**"DIDJA EVER"** (2:23)  
**"A BEAUTIFUL WASTE OF TIME"** (2:39)

MARY SMALL  

(Kng 15163)

A sickly ditty is bounced through in cute fashion by chippie Mary Small on the first end. The ad-libbing talent to sell (2:23) and with the material she has here ops oughta be prepared for a deluge of nickels. This light item is labeled "Didja Ever" and it contains the necessary qualities of a big time tune. Add to this the wonderful arrangement as dished up by Vie Missy and the orchestra and you have a personality-filled piece of wax that's gonna draw coin. The lower level finds Mary delivering an expressive reading of another pretty sounding number. Here too the side is supplemented by the expert backing of the Missy group. This half stands a chance to, but the end we're excited about is the first one. The side should happen and ops oughta be there when it does.

**"NEAR YOU"** (2:36)  
**"STARS AND STRIPES MEDLEY"** (2:07)

FRANCIS CRAIG  

(Decco 28089; 9-20809)

A wonderful oldie is presented on the top deck by the composer as he makes merry on the ivories. The deck gets vocal support from Bob Lann who gives the tune an added push. The under side features the piano playing of Craig as he works his way through a medley of patriotic times. The first one could click again.

**"HERE'S A CLOUD IN MY VALLEY OF SUNSHINE"** (2:11)  
**"AM I IN LOVE?"** (2:50)

THE LIL'TIN TILTONS  

(Coral 60702; 9-60702)

The Lil'tins, comprised of Martha and Lisa Tilton, get together on the first lid and bang out a happy sounding ditty that moves along with a samba tempo. The lower portion is a bouncy tune that the girls treat to a cute rendition. George Cates and his orchestra enhance both halves and make them listenable items.

**"A PLACE IN THE SUN"** (3:18)  
**"SPELLBOUND"** (3:09)

VICTOR YOUNG ORCHESTRA  

(Decco 28115; 9-28115)

A pair of pretty instruments are given the Victor Young treatment on this new waxing. The first lid offers the musical score from the picture of the same name and the orchestra presents a flowing piece. The second lid too presents the music from a hit film. Both sides of the group once again turn out pleasant listening.

**BEST BETS**

- **"WANTED"**  
  Joe Valino  
  Scop 1003

- **"LONESOME AND BLUE"**  
  Lily Ann Carol  
  RCA Victor 20-4658; 47-6658

- **"KISS OF FIRE"**  
  Billy Eckstine  
  MGM 11225; K11225

- **"GENTLY JOHNNY"**  
  Guy Mitchell & Doris Day  
  Columbia 39714; 4-39714

- **"ONE LITTLE CANDLE"**  
  Perry Como  
  RCA Victor 20-4653; 47-6631

**WHEN I DREAM** (2:45)  
**TO BE LOVED BY YOU** (2:52)

HARRY JAMES ORCHESTRA & KITTY Kallen  

(Columbia 39715; 4-39715)

A lovely cap is given the Harry James orchestra and the chirping of Kitty Kallen. The result is a fine ballad that is the type of number that will allow the top deck a chance to. Both James and Kallen are driving cards and the mid one could make a go of it.

**A LITTLE KISS GOODNIGHT** (2:30)

GU MIchELL & DORIS DAY  

(Columbia 39714; 4-39714)

A couple of the oldies are given the full treatment by Guy Mitchell and Doris Day on this new release. Both ends offer the appealing vocalizing of the duo as they sing to each other. The cute, suggestive lyrics add greatly to the potential of the deck. Ops have good sellers on each end.

**A DAY AWAY FROM YOU** (2:54)  
**GREEN GROW THE LILACS**

BOE EBERLE  

(Capitol 2025; F-2025)

A finely turned in a creditable performance of a pleasant ballad on the upper deck. Both orking and backing help carry the number through to a listenable conclusion. The bottom deck is handled adequately by Bob with additional vocal help. Ops might be interested.

**THESE FOOLISH THINGS REMIND ME OF YOU** (2:35)

"CHEROKEE TRAIL" (2:50)  
**CHARLIE BARNET SEXTET**

(15063)

A fantastic standard is given a new ride around the wax by the Charlie Barnet Sextet. The tune, while being that of a hit is handled by the sax himself delivers a wonderful sax solo that does much for the rendition. Flip on the second end and the kids come up with a big sound. Ops oughta give both ends the once over.

**WISCONSIN POLKA** (2:25)  
**"H.A.L. POLKA"** (2:45)  
**LAWRENCE DUCHOW ORCHESTRA**

(RCA Victor 20-4573; 47-673)

Lawrence Duchow and his orchestra have a pair of interesting polkas to work with on this release. The first one is a slow and subdued one by comparison and with Johnnie Bonino handling the lyrics—it comes out cute. The under side is a faster moving item that's belted out with a happy feeling. Ops in the right spots oughta check.

**IVORY RAG** (2:31)  
**"THE GANDY DANCER'S BALL"**

LAWRENCE WELK ORCHESTRA  

(Coral 60677; 9-60677)

A handy tunk affair is dealt out tastefully by the Lawrence Welk orchestra with vocal credits going to Roberta Lynn. Some fancy piano runs in the breaks add to the appeal. The second lid finds the group giving fair coverage of a joyful number that's currently kickin' up some noise. Ops might take a gander.
RICHARD HAYES

'JUNCO PARTNER'

AN ORIGINAL CAJUN FOLK SONG
You are cordially invited to participate in the 10th Anniversary of THE CASH BOX
SPECIAL HISTORICAL ENCYCLOPEDIC
10th Anniversary Issue
Dated JUNE 21, 1952

Innumerable pages will be devoted to the history of the Coin Machine and Music Industries of the past 10 years—Special Features—Articles—Statistical Information—Important Lists needed in the every day course of your business. This special historical issue will be the most outstanding publication ever published devoted to the coin machine and music industries.

Here's only a sample tasting of what to expect—

• Top Ten Tunes of Each Year for last 10 years—plus Artists, Writers, Publishers and Recording Companies
• Top 100 Tunes for the 10 year period
• Compilation of the Most Hits by: Artists, Record Companies, Publishers and Writers
• Winners of The Cash Box Poll over the past six years and summary of year in music
• List of Recording Companies
• Special Articles: Influence of the juke box on the music industry; Development of Folk Music; Development of Rhythm and Blues and the independent record companies; Development of the Disk Jockey; Effect of TV on Music; Development of the Title Strip; Articles on Bands and Artists; and many, many more features.

Due to Greatly Increased Size
The 10th Anniversary Issue

STARTS ON THE PRESSES
MAY 12, 1952

(Last Minute Closing Date: JUNE 11, 1952)
The 10th Anniversary Issue will be so necessary to all in the Coin Machine and Music businesses that your ad will be showcased to those you wish to reach for many, many months.
RUSH YOUR RESERVATION NOW—OR BETTER STILL, SEND IN YOUR AD NOW!

THE CASH BOX
(Publication Offices)
26 WEST 47th STREET, NEW YORK, N. Y.
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CHICAGO
12 W. RANDOLPH ST.
CHICAGO 1, ILE.
(Phone: D’Earborn 2-0045)

LOS ANGELES
6399 WILSHIRE BLVD.
LOS ANGELES 48, CALIF.
(Phone: WEbster 1-0347)
Clarence Hamann
WJME—New Orleans, La.
1. WHEN THE WORLD WAS YOUNG (Tan Cress) (Key Star)
2. I’LL WALK ALONE (Dan Carroll)
3. WHEEL OF FORTUNE (Ray Anderson)
4. BERNUDA (Ball Sisters)
5. MANHONORE (Leroy & Stanford)
6. PITTSBURGH, PA. (Guy Mitchell)
7. BLUES (Tommy Dorsey & His Orchestra)
8. TENDERLY (Rosemary Clooney)
9. THE FLEET PIGEON (Harry James)
10. AT THE FOOT OF THE TOWN (Jo Stafford)

Ray Perkins
KFLD—Denton, Colo.
1. BLUE TANGO (Leroy Anderson)
2. WHEEL OF FORTUNE (Ray Anderson)
3. ANYTHING (Eddie Fisher)
4. CRY (Johnny Ray)
5. PLEASE MR. SUN (Perry Como)
6. BLACKSMITH BLUES (Elie Morre)
7. TELL ME WHY (Eddy Fisher)
8. 16 BY 16 (Ball Sisters)
9. BE ANYTHING (Melvin O’Connell)
10. I WALK ALONE (Don Carroll)

Lou Barile
WAKL—Rome, N. Y.
1. WHEEL OF FORTUNE (Bobbie Wayne)
2. BROKEN HEARTED (Johnny Ray)
3. PLEASE MR. SUN (Johnny Ray)
4. TELL ME WHY (Eddy Fisher)
5. MELINDA (Tom Harp-Jones)
6. PERIFIDA (Four Aces)
7. I’LL WALK ALONE (Don Carroll)
8. BE ANYTHING (Johnny Ray)
9. A MAN THAT’S WORTH A MILLION (Ray Anderson)
10. CRY (Johnny Ray)

Howard Miller
WIND—Chicago, Ill.
1. FORGIVE ME (Eddie Fisher)
2. PERIFIDA (Four Aces)
3. PITTSBURGH, PA. (Guy Mitchell)
4. BLACKSMITH BLUES (Elie Morre)
5. PLEASE MR. SUN (Johnny Ray)
6. 16 BY 16 (Ball Sisters)
7. THE WORST BIRD WOBBY (Glorio De Noor)
8. WISHD’ (Teddy Phillips)
9. SUNSHINE & FLOWERS (Teddy Phillips)
10. HEART OF STONE (Toni Arco)

Edward Penney
WTTO—Cambridge, Mass.
1. I’LL WALK ALONE (Don Carroll)
2. HEART OF A GLOW (Bobby Wayne)
3. BROKEN HEARTED (Johnny Ray)
4. SIN TO TELL A LIE (Buddy Greco)
5. BLUE TANGO (Leroy Anderson)
6. AT THE FOOT OF THE TOWN (Jo Stafford)
7. WHISHER (Eddy Howard)
8. FORGIVE ME (Eddie Fisher)
9. MY HERO (Four Aces)
10. MY HERO (Four Aces)

Hy Davis
WXNN—Jackson, Miss.
1. BLACKSMITH BLUES (Elie Morre)
2. WHOSE TO BLAME (Four Aces)
3. WHEEL OF FORTUNE (Arthur Prysock)
4. HAMBONE (Tennesse Evans)
5. THERE ARE SUCH THINGS (Gordon Jenkins)
6. A GUY IS A GUY (Donny Davis)
7. WHIRL & TRULY (T Saskatchewan)
8. BLUE TANGO (Les Baxter)
9. I’LL WALK ALONE (Don Carroll)
10. IS IT A SIN TO TELL A LIE (Buddy Greco)

Eddie Hubbard
WIND—Chicago, Ill.
1. BLACKSMITH BLUES (Elie Morre)
2. BLUE TANGO (Leroy Anderson)
3. PLEASE MR. SUN (Johnny Ray)
4. LITTLE WHITE CLOUD THAT CRIED (Johnny Ray)
5. TELL ME WHY (Four Aces)
6. BROKEN HEARTED (Johnny Ray)
7. WISHIN’ (Eddy Howard)
8. BE ANYTHING (Eddy Howard)
9. DANCING WITH TEARS IN MY (Monte Carlo)

Clarence Hamann
WJME—New Orleans, La.
1. WHEN THE WORLD WAS YOUNG (Tan Cress) (Key Star)
2. I’LL WALK ALONE (Dan Carroll)
3. WHEEL OF FORTUNE (Ray Anderson)
4. BERNUDA (Ball Sisters)
5. MANHONORE (Leroy & Stanford)
6. PITTSBURGH, PA. (Guy Mitchell)
7. BLUES (Tommy Dorsey & His Orchestra)
8. TENDERLY (Rosemary Clooney)
9. THE FLEET PIGEON (Harry James)
10. AT THE FOOT OF THE TOWN (Jo Stafford)

Ray Perkins
KFLD—Denton, Colo.
1. BLUE TANGO (Leroy Anderson)
2. WHEEL OF FORTUNE (Ray Anderson)
3. ANYTHING (Eddie Fisher)
4. CRY (Johnny Ray)
5. PLEASE MR. SUN (Perry Como)
6. BLACKSMITH BLUES (Elie Morre)
7. TELL ME WHY (Eddy Fisher)
8. 16 BY 16 (Ball Sisters)
9. BE ANYTHING (Melvin O’Connell)
10. I WALK ALONE (Don Carroll)

Lou Barile
WAKL—Rome, N. Y.
1. WHEEL OF FORTUNE (Bobbie Wayne)
2. BROKEN HEARTED (Johnny Ray)
3. PLEASE MR. SUN (Johnny Ray)
4. TELL ME WHY (Eddy Fisher)
5. MELINDA (Tom Harp-Jones)
6. PERIFIDA (Four Aces)
7. I’LL WALK ALONE (Don Carroll)
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Where There's Smoke....

The many constant readers of The Cash Box will undoubtedly remember the article written by our Editorial Director last year on one of the glories of the record industry in general as regards their ardent supporters in the juke box business. (If you can locate the issue, a week or two ago, it might do well to review the two parts which confronted your readership earlier in the year.)

Ordinarily, the juke box operator is a pretty regular guy. He's never backward about "getting on" a potential record. Generally, he'll do his damnedest to help promote that potential and talk it up to his colleagues in the biz.

So it stands to reason, one might say, that one could do worse than cultivate a strong bond of friendship amongst the juke kings. And this one is saying it...

Today, we're going to discuss the two aspects of records which have provoked the ire of the rank and file of the operators.

First class? It seems that the operator today is shelling out much loot and mucher effort to exploit the spirit of good fellowship amongst his tavern clients. Whereby the tavern clients demonstrate their appreciation by exploiting the good fellow with spiritas. Is good?

So what happens?

One day, the operator comes in to the spot, to discover that the box is just this side of being utterly demolished. The lights aren't lighted, the turntable isn't turning, the sound isn't sounding. In short—the box just isn't boxing.

Why?

Some acceptable patron inserted his quarter and duly made three choices of the music to soothe his savage breast. Making his way back to the bar, our fulsome character suddenly realized that the juke had yet to pour forth with the dulce tones of his favorite siren of song.

Only a minute or so goes by, before the patron delivers himself of some well-modulated expression:

"Where da hell's da moosic?"

He says, he divests himself of his pent-up emotion by striding back to the purveyor of melodic magic and kicking in the plastic sides of the juke.

Which would appear to be justified, one might say.

Another thing one might say, however, is that the lead-in grooves from the various recording companies differ in the extreme. Some labels may carry only a groove or two before the show goes on, others opt for the revolting formula for as many as ten seconds before the discriminating music-lover finally realizes that he hasn't invested in a recording blank?

Which brings us right up to the subject of standard volume level. This is a subject which causes the average operator to develop apoplectic surges of nausea.

With the amount of coin he must lay out for such as wall boxes, and, especially, automatic volume control, he feels must keenly about the plethora of gripes he receives about the different tone levels on each label.

Once the disc has hit its stride, it's not too far amiss to imagine the microelgist (Bartender to you, Chum) busy as the proverbial beaver-in-concepting a breathtaking notion, looking for all the world like a human combination of the St. Vitus Dance and the seven-year-itch. Like a bolt out of the blue, the music comes storming out of the nine (sound) speakers, tantalizingly calculated about the den. Like a bunny, the bartender must set the mixer aside (therefore allowing the Creme de Cassis to dissolve into the Absinthe, ruining a perfectly beautiful "Hale's Dream") and dash over to the control unit to make things right with the world. Then comes the business of passing out the cards of the neighborhood ear specialist to all and sundry sitting within the establishment.

Then, back to the "Hale's Dream."

Comes the next record.

It's a femme vocalist, a soft and sultry type, who sings in the fashion universally described as "intimate." (Does not mean "in tempo")

Again, the setting aside of the mixer, the mad dash to the control box to bring the volume up (but up) ... because some other jerk has just yelled:

Hey, where da hell's da moosic?

Well—what've you gonna do?

"It's What's in THE CASH BOX That Counts"
Four Lads Examine New Wurlitzer

BUFFALO, N. Y.—The Four Lads, Okeh Record stars, are pictured above with Phil Mills (center) general manager of Century Music, Buffalo distributor for Wurlitzer. The group has just inspected the new Wurlitzer phonograph which plays 104 sides and mixes 45s and 78s in the same machine.

Syd Nathan, King Prexy, First To Agree To One Tone Level Meeting

CINCINNATI, OHIO—Syd Nathan, president of King Records, this week announced that he would like to be the first to go along with The Cash Box suggestion that all record companies get together to decide upon one tone level for recording.

In a letter to the editor, he stated: "Your April 5th issue has an editorial on record levels, with which I am in 100% agreement.

"As a manufacturer, I have felt for some time that the levels on records have been amateurish and to correct and arrive at a happy medium, we have been buying two of each category, rhythm and blues, hillbilly and western, pop, put out by the important companies, which include several independents, and for months have been checking levels on those records.

"We finally arrived at a happy medium and have stayed with it, after arriving at it by comparison with the other releases by other companies, to the best of our ability allowing for the human element to enter the picture to some slight extent. However, we shoot for, and nine times out of ten get, the compromise level we are shooting for, based on the above method of checking.

"I want to be the first to say that I will go along in an effort to make this possible and I am willing to meet, or have our engineer meet, with any men appointed by other companies."

Gimmick of the Week!

Gimmick of this week is a flyer sent out by Fred Mann of RCA Victor. The edges of the page are singed and the message reads: If you think this letter is unusual wait till you hear Tony Martin's RCA Victor recording of "Kiss Of Fire."

A nod to Fred Mann for creative promotion.

Patti At BMI Exhibit

CHICAGO, ILL.—Patti Page is shown in front of the BMI Music Hall at the NABTB Convention (National Association of Radio and Television Broadcasters) held in Chicago last week. Two of The Cash Box statues displayed in the case were won by Patti, one for being the best female singer of 1951, the other for her smash disk, "Tennessee Waltz."

"It's What's in THE CASH BOX That Counts"
Cherry Blossom Festival

WASHINGTON, D.C.—The Four Aces and Eddie Fisher started at the annual Cherry Blossom Festival held in Washington last week. The photo above shows the Four Aces in back—from left to right, Al Alberts, Sid Vacearo, Lou Silvestri and Dave Mahoney. In front are Jane Clark, collecting the autographs, and Eddie Fisher, now vocalist with the U. S. Army Band.

Coral Opens Company Owned Distribution Branches In New York And Chicago

NEW YORK—Milton R. Rackmil, President of Decca Records, announced that Coral, Decca's subsidiary, will open company owned distribution branches in Chicago and this city. Rackmil also stated it is likely that at some future date a Newark branch will also be opened to cover northern New Jersey.

Appointed to operate the new branches were Frank Holland, eastern and southeastern division manager for Coral the past two years, to handle the New York office, and Charles Michaelis, present manager of Tell Music Co., to head the Chicago branch. Al Oldrich will operate as midwest division manager.

While Decca has long followed the policy of maintaining its own distributing outlets, the present move is the first for its subsidiary in that direction. The Coral set up is completely independent of the parent company and in one respect it has adopted an innovation of its own. The new distributors may handle some outside independent labels, square dance records and kiddie disks.

Douglas-Brice, local distributor, who had handled the Coral releases until the present time, will sell its store and inventory to the diskerly. Coral was formed a little more than three years ago and has emerged as one of the leading independent record companies in the business. At this time they distribute through more than forty outlets throughout the country.

Musical Films For TV

CLEVELAND, O.—A new, million-dollar TV film company called Studio Films, Inc., has been organized in Cleveland and is making an all-out drive aimed at the music business. Staffed with imported and high-salaried Hollywood producers, directors and cameramen, Studio Films has been signing recording stars at the rate of 5 a week and are turning out 3-minute musical films at the rate of 25 a month. Studio Films expects to be serving 1800 TV stations throughout the country within a year and 3000 within 5 years—depending upon how quickly FCC licenses the stations. The new outfit has been concentrating on singers exclusively to take advantage of the name and semi-name value already created via jukeboxes and radio disk jockeys. Conversely, singing stars may find the new outfit another source of revenue, promotion and possible molder of hit songs and stars within a couple of years!

Meeting Dates Of Music Operators' Associations

April 14—Wisconsin Phonograph Operators' Association
Place: To be announced
16—Westchester Operators' Guild, Inc.
Place: American Legion Hall, White Plains, N. Y.
17—Progressive Music Guild of South Jersey
Place: Walt Whitman Hotel, Camden, N. J.
22—Automatic Music Operators' Association, Inc.
Place: Park Sheraton Hotel, New York
28—Phonograph Owners' Association
Place: Broadview Hotel, East St. Louis, Ill.
28—Central States Phonograph Operators' Association
Place: 621 Main Street, Peoria, Ill.
NEW YORK—Ruth Brown, preparing a follow-up for her sensational "5-10-15 Hours" disk, is humming some oldies for Atlantic's staffmen with "mucha guata". Left to right are Herb Abramson, pres of the label; Ruth Ahmet Ertug, the dizzy's v.p.; and Jack Walker, flecklet for Atlantic. Ruth, whose "Teardrops" was the industry's big one for last year, hopes to finish this season with no less than five hit records. For a start, she has "Shine On" and "5-10-15 Hours".

- - -

TRIDESTERS around the country are watching the new unexpected upswing in Jazz concert business with dollar-wise interest. Smart bookers in the New York area are busy readying packages for the never ending demand. One of the newest groups is composed of Woody Herman's band; Tommy Edwards, Dinah Washington, The Mills Brothers and supporting acts. The nation's capital will pass first sentence on May 15th. This slab extends the best to this able group of entertainers. . . . Buffalo's Town Casino setting up for Hazel Scott on May 12th.

. . . After a great run in Miami, The Red Caps into Bill Miller's Riviera Club, across the Hudson, sometime in May. . . . Ella Fitzgerald just closed at NYC's Paramount. . . . A must for any record collector, in fact two, are Gene Krupa's new version of "St. Louis Blues", and by all means get the one with Count Basie playing organ on "I'll Always Be In Love With You", both on Mercury, and for my money real music.

A name that will live forever in the music hall of fame is Duke Ellington. After many years of turning out one hit after another, one that will stack up with the best is "Jamb With Sam". Of all Duke's latest crop "Jamb" is by far and away the best. . . . Lena Horne pens a note on scented paper from The Lido in Paris, and says "Too Wine is Fine" . . . When this hits the streets, The Emboss should have recovered enough from that recent fire, to be open for the New York traffic . . . . Norman Granz and his splendid array of Jazz artists, plus Miss Ella Fitzgerald, bowling across the big drink for a swing session in Sweden. . . . Win Brown's brush with no tangles, does nicely on "Heaven Knows Why".

Cpl. Joseph C. Murphy, formerly of Montgomery, Ala., and more recently of Seoul, Korea, has written a folksey type ballad called "The Hills Of Korea". The young soldier dropped in for a visit along with lots of "Brass" from The Pentagon's Public Relations section. Tune looks good; Hill and Range have grabbed it up for publishing. The only present recording is on the Army's own label, but R & R will soon have it around on standard labels. . . . Wednesday night, April 16th will be a good nite not to live in Chi. The big Robinson-Graziano fight will be blacked out for Chicagoland TV viewers. It will be carried locally and of course nationwide on radio. There is a possibility, at this writing, that promoters may relax their TV Chicagoland curb due to the almost clamor for tickets. . . . Sat. April 16th, from 11:00 to 11:55 P.M. C.S.T., the huge Pittsburgh Courier Jazz Concert direct from Carnegie Hall will be carried by the full Mutual network. Ed Sullivan and Milton Berle will share M.C. duties, Nat King Cole; Dinah Washington; Billy Eckstein and Louis Jordan are already slated to be on the show, with many other greats of the business fast adding their names . . . Get your dollars ready for May 3rd, and may you have the right critic in the 78th running of Kentucky's famed Derby. You can both hear and see it via CBS, with the chin scraping people picking up the tails.

The St. Louis Jazz Club is presently The Windy City 6 in Concert at The Hamilton Hotel. In May, Charles Rogers, of WEW, will handle the M.C.'s chores. . . . Alan Field, of Cleveland's ABC outlet WJR, is one Moon-Dog, to keep the eye on. The boy pulled a terrific crowd for his recent Coronation dance, as reported in this column. Alan airs from 6 to 6 P.M. and then later from 11:00 P.M. to 1:00 A.M.

SAMP EVANS is the Jazz and Blues expert heard nightly on WGN, Chicago's Mutual outlet and on WBEZ-TV.

"It's What's in THE CASH BOX That Counts"
Danny Kessler, Okeh A&R man, is really building himself quite a trip. The youngest A&R man in the biz (21), Danny has the Okeh label leaping with artists like The Four Lads, Dolores Hawkins, The Treniers, Red Saunders, The Angelic Gospel Singers and the Dixie Humming Birds. Kessler is also credited with having found the hottest singer in the entertainment field today, a guy named Johnnie Ray. . . Music lovers in the East are missing some of the best rhythm to be had because of the routing of some of the nation's hottest attractions. For example, Jackie Brenston and His Rocket "88" featuring Edna Raney, vocalist; Eddie Chambless and His Orchestra; Lynn Hope and His Band, Stan Kenton and His Orchestra; Eddie Johnson's Band; Gene Ammons, Harry Winne, His Saxophone and His Orchestra; Foots Goodson and His All Star Combo; Earl "Papa" Hines and His Band; Eddie Vinson's Orchestra; Sonny (Long Gone) Thompson and His Orchestra; Tiny Bradshaw's Band; Tab Smith's Orchestra; Barnie Peacock's Orchestra and Joe Thomas' Band—are all touring the midwestern and central states.

Jesse Stone, newly appointed musical director at Atlantic Records, is a combination composer-arranger-director and musical trouble shooter whose biz career started forty years ago in a family carnival troupe. As a band leader, Stone has fronted his own groups since the early twenties and has included as sidemen such now prominent hornmen as Coleman Hawkins and Eddie Johnson. Jesse Stone has composed scads of tunes, including "Mama Don't Love No Music Played In Here" and "Tallahassee." He has also arranged for Alvin Ray. All in all, a mighty talented gent.

Varetta Dillard and Billy Wright will tour the southern theatres starting April 18th. Included in the package will be "The Five Keys and Hot Lips Page..." Sunny Gale will appear with Nat "King" Cole at the Earl Theatre, Philadelphia, starting April 16th. From there she goes to Buffalo for four days and then on to the Four Dukes in Detroit. Sunny, who was on the Ken Murray and Arthur Murray TV shows a few weeks ago, has been invited to repeat on the Arthur M. Sunday evening show... Ebony Magazine, May issue, has a five-page spread on Louis Armstrong. Story is about the juicy part the trumpet king has in the forthcoming MGM melodrama "His Name Is Joe." Ralph Bass, A&R man with Federal and King, flew into New York to record Earl Bostic, who is well known and back in business. Bass directed Earl's last sessions, which included the best selling "Flamingo," and Bostic insists Ralph be brought in from Los Angeles for the new cuts...

Sad News from Korea

Let Me Fly Your Kite
Lightnin' Hopkins

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.

5-10-15 HOURS

1. I DIDN'T SLEEP A WINK LAST NIGHT
Ruth Pryscock 
(Atlantic)

2. HEAVENLY FATHER
Edna McGriff
(Jubilee)

3. TROUBLE IN MIND
Dinah Washington
(Mercury)

4. THAT'S WHAT YOU'RE DOING TO ME
The Dominoes
(Federal)

5. LOOKING FOR MY BABY
Ravens
(Mercury)

6. NIGHT TRAIN
J. Forest
(United)

7. MELLOW BLUES
Sonny Thompson
(King)

8. MOODY MOOD FOR LOVE
King Pleasure
(Preige)

9. STOLEN LOVE
The Larks
(Apollo)

10. THIS IS HAPPINESS
Joe Holiday
(Preige)

GOING HOME
Fats Domino
(Imperial)

SWEET SIXTEEN
Joe Turner
(Atlantic)

MIDDLE OF THE NIGHT
Clovers
(Atlantic)

5-10-15 HOURS
Ruth Brown
(Atlantic)

WHERE SHALL I GO
Ivy Joe Hunter
(M.G.M.)

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

ONE MINT JULEP
Clavers
(Atlantic)

REELING & ROCKING
Fats Domino
(Imperial)

THAT'S WHAT YOU'RE DOING TO ME
The Dominoes
(Federal)

BABY, PLEASE DON'T GO
Orioles
(Jubilee)

HAMBONE
Red Saunders
(Okeh)

LET'S TALK ABOUT JESUS
Bells Of Joy
(Preige)
**Music We Love**

Let's Dig Rock O'Clock

**THE BIG QUESTION**

Percy Mayfield (Specialty)

**WHEEL OF FORTUNE**

Kay Starr (Capital)

Sunny Gale with Eddie Wilcox O' (Derby)

**NIGHT TRAIN**

Jimmy Forest (United)

5-10-15 HOURS

Ruth Brown (Atlantic)

**NIGHT TRAIN**

Jimmy Forest (United)

5-10-15 HOURS

Ruth Brown (Atlantic)

**LET THE TEARS FALL, BABY**

Willie Mae Thornton (Peacock)

**WHEEL OF FORTUNE**

Sunny Gale & Eddie Wilcox O' (Derby)

**THE WIND IS BLOWING**

Jimmy Witherspoon (Modern)

**DUST MY BROOM**

Elmo James (Trumpet)

**NO MORE DOGGIN'**

Roscoe Gordon (R. P. M.)

**THE TOP TEN TUNES Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.**

<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Angels Tell My Mother</td>
<td>Buddy Lucas</td>
<td>Prestige</td>
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<tr>
<td>2</td>
<td>He's So Wonderful</td>
<td>Sister Jessie Mae Renfro</td>
<td>Specialty</td>
</tr>
<tr>
<td>3</td>
<td>I Bowed On My Knees</td>
<td>Mahalia Jackson</td>
<td>Apollo</td>
</tr>
<tr>
<td>4</td>
<td>Joe May &amp; Sally Martin Singers</td>
<td>Specialty</td>
<td>Specialty</td>
</tr>
<tr>
<td>5</td>
<td>Joy Joy To My Soul</td>
<td>Specialty</td>
<td>Specialty</td>
</tr>
<tr>
<td>6</td>
<td>Let's Talk About Jesus Bells Of Joy</td>
<td>Specialty</td>
<td>Specialty</td>
</tr>
<tr>
<td>7</td>
<td>Old Land Mark</td>
<td>Ward Singers</td>
<td>Specialty</td>
</tr>
<tr>
<td>8</td>
<td>Touch Me Lord Jesus</td>
<td>Angelic Gospel Singers</td>
<td>Specialty</td>
</tr>
<tr>
<td>9</td>
<td>When He Spoke</td>
<td>Ward Singers</td>
<td>Specialty</td>
</tr>
<tr>
<td>10</td>
<td>World Prayers</td>
<td>Blind Boys</td>
<td>Specialty</td>
</tr>
</tbody>
</table>

**3 FOR THE MONEY!!**

“HEAVENLY FATHER”

by EDNA MCGRIFF

with Buddy Lucas

JUBILEE 5076 (45 x 5076)

FILLING THE TILL

SONNY (The Orioles) TIL

“PROUD OF YOU”

JUBILEE 5076 (45 x 5076)

FAST BREAK HIT

BUDDY LUCAS Orch.

“EMBRACEABLE YOU”

JUBILEE 5076 (45 x 5076)

PRESTIGE HOT RELEASES

**KING PLEASURE**

“MOODY MOOD FOR LOVE”

- Hot Spiritual

**THE DIXIE-AIRS**

“THE GOVERNOR”

and

“BLOOD STAINED BANNER”

Hot Low-Down Country Blues

RALPH WILLIS & BROWNIE MCGHEE

“COLD CHILLS”

by

“AMEN”

Prestige 923

Hot Selling Jazz Sax Records

Just Released—Another Great by JOE HOLIDAY

“MAMBO HOLIDAY”

Prestige 718 (45y718)

Getting Stronger

“THIS IS HAPPINESS”

Prestige 767 (45y767)

SONNY STITT

with Baritone Sax & Echo Chamber

“P.S. I LOVE YOU”

Prestige 758

WARDELL GRAY

“FARMERS MARKET”

Prestige 770

JAMES MOODY

“HEY JIM”

Prestige 769 (45y769)

We have TOP SELLERS for Every Type R&B Location: (See, Low Down Blues, Sentimental, Religious)
"SOFT SHOULDER" (2:55) "ROLLIN' ALONG" (2:39)

SCHOOLBOY PORTER (Chonce 1114)
- Schoolboy Porter and his Schoolboys come up with two instrumentals that should provide good fill-in material for ops. The upper echelon is a slow low down grapple with the "hot" saxing as the group sets the musical mood. The second portion is a change of pace number that the boys race through, so Porter, once again, gets in some wild sax blowing to make this a potent platter.

"NIGHT CRAWLER" (2:51) "FOWLER'S BOOGEY" (2:41)

T. J. FOWLER (Sovey 843)
- A slow blues is set up as a show-off for the sizzling job played by T. J. Fowler. Fowler's exciting chord sequence is bassed in a fast manner by the instrumentalist. The flip side is a spirited boogie beat item that the twist and hop-swinging musicians belt out with joyful abandon. Ops should take a listen.

"ALL AROUND" (2:24) "FATHER ALONE" (3:00)

SWANS SILVERTONE SINGERS (King 4516)
- A slow gospel tune is given a driving treatment by the Swan's Silvertone Singers. The vocal group do a superior job with the tossing out of the religious number as they quicken the pace and end up with a shouty jubilee audience. An interesting arrangement has the backing soft and subdued, and the contrast helps make an effective side. The lower lid is a fast tempo with a similar arrangement. The chanting of the chorus is a stirring and wild and should go well in proper locations.

"TIP LIGHTLY" (2:35) "YOU'LL NEVER KNOW" (2:45)

JIMMY TYLE (Federal 12067)
- Jimmy Tyler and his rock is up a slow blues item with pleasing result. The lifting piece is handled with spirit by the musical group, and the arrangement, which features the sax and brass section, lends much to the total effect. The result is a ok disk. The under side is a slow oldie instrumental that serves as a display piece for the flying saxing of Tyler. Ops oughta look in.

"WHEEL OF FORTUNE" (2:22) "BERMUDA" (2:49)

MAURICE KING AND HIS WOLVERINES
- Maurice King and His Wolverines reach into the best seller list and come up with two biggies which they turn out creditably. Both sides are treated to slick arrangements, expressively projected by King and his group. The upper lid is a treat to the ears, and the etchings could get their share of spins. Ops have good material here.

"AWARD O' THE WEEK"

"KEEP ON CHURNIN'" (2:49) "MARRIED WOMEN STAY MARRIED" (2:40)

WYNONIE HARRIS (King 4526)
- Wynonie Harris belts out a driving number with an exciting vocal that is sure to make this another clickeroo. "Keep On Churnin'" is the title on the top. Wynonie Harris' joyful treatment of the "warm" lyrics will please his large following and win him many new fans. The Todd Rhodes orke provides the musical assist, and the spirited rendition of the rollicking tune lends appeal, and aids measurably in making this asock dish. Ops have a natural on this etching, and one that will have the coins rolling in. The under end is an infectious novelty which presents the same artists who combine their talents to sell the number solidly. Wynonie's vocal is slickly done, and the ork handles an arrangement that works several well known tunes into the waxing. "Married Women Stay Married" is a happy bounce that will please. Ops have a money making coupling to work with.

"TONE THE BELL EASY" (2:55) "BREAD OF HEAVEN" (2:58)

THE FIVE TRUMPETS (Coral 6505)
- A fast spiritual is forcefully belted out by the Five Trumpets as they take hold of a moving gospel and drive it home a winner. The lead vocalist gives a sincere performance and is potently assisted by the remainder of the harmony five. The flip is a slow easy religious piece beautifully sold by the Trumpets as they again come through with a polished performance.

"YOU LEFT ME" (2:20) "BESIDE YOU" (2:29)

THE SWALLOWS (King 4525)
- A slow pretty item is treated to the accomplished harmonizing of The Swallows. The boys render a dramatic reading of a strong set of lyrics. A solid musical backdrop is provided by the instrumental group, with the resulting waxing a likely disc. The second lid is another slow piece warmly treated by the talented group. Ops have two strong sides to choose from.

"ROUGH RIDIN'" (2:43) "AZURE FE" (2:41)

BILL DAVIS TRIO (Okeh 6667)
- The Bill Davis Trio Drives out two dynamic numbers with joyful abandon. The upper deck is a pretty tune that the boys rock to as they go along with a smart instrumental arrangement which provides an interesting sound as the trio blends the instruments for a sock etching. The lower portion is a like number that the Davis Trio projects excellingly and it proves to be another likely side.

"AFTER HOURS" (2:43) "YANCE SPECIAL" (2:39)

LLOYD GLENN (Swing Time 292)
- Lloyd Glenn's combo bounces through a slow, rhythmic tune smoothly and comes up with a listenable deck. A solid arrangement lends itself to the dramatic side, which features some exciting piano bits. Flip is a similar item capably handled by the artists. Ops should take a peek.

"BIG HORN BLUES" (2:45) "JOG ON WOOG BOOGIE" (2:37)

JOHNNY WICK (United 1059)
- Johnny Wick and his Swinging Ozarks bang out a slow bounce zestfully. Wick, the Preacher Man, is featured on piano, guitar and vocal, and Johnny does a bang-up job at both. The underscoring is a fast boogie number that Johnny and the group race through forcefully. The musical accompaniment is strong, and the boys succeed in bringing in an ok side. Ops will find two good sides here.

"GOOD STORY BLUES" (2:51) "LADY GINGER SNAP" (2:27)

CHOCOLATE WILLIAMS (Hite 1402)
- A slow blues is given a solid send-off by Chocolate Williams and His Chocolatees. The pretty tune is treated to a sock vocal as Williams sings a cute set of lyrics expressively. A typical chocolate blues item is given a novel twist by the stylized piano playing. The other side is another slow tune handled in a smart fashion by Chocolate and the Chocolatees and it results in an ok disking.

"MR. COMMISSIONER" (2:37) "SOMEONE TO TELL MY TROUBLES TO" (2:41)

ABBE STIDHAM (Checker 751)
- A driving novelty item is taken for a dynamic spin around the wax by Arbee Stidham and His Orkestra. The record opens with crowd noises and talk; then Stidham vocalizes his complaints to Mr. Commissioner in a rolling style. The orke supplies a polished musical backdrop for Stidham's humorous reading. The lower lid is a slow blues, almost spiritual in style, that is well conceived and executed.

"CLANG, CLANG, CLANG" (2:24) "I'LL DROWN MY TEARS" (2:48)

SONNY THOMPSON (King 4527)
- Sonny Thompson and his group present a fast instrumental bopper that is solidly arranged. Thompson's exciting chord sweeping is ably backed up by Bassist, Lloyd Trotman, who also wrote the tune. Lee Erskine ex- tails on the drums. Flip is a slow blues, exceedingly rendered by the group, with Lulu Reed turning in a dynamic vocal.

"DEEP SEA BLUES" (2:46) "HAVE MERCY BABY" (2:20)

THE DOMINOS (Federal 12068)
- The Dominos have two terrific sides on this issue. The upper side demonstrates that the band has come on dramatically. The haunting lyrics are excitingly chanted by Clyde McPhatter, who is slickly supported by the harmony of the choral group. The second side is a beauty item socked out by the Dominos in an interesting treatment. While the lead vocalist gives his best, the rhythm section of wildness, the boys set up a background of subdued accompaniment. Ops should get on to both sides.
Bound For Japan

HONOLULU — Gene Krupa, currently playing Honolulu in a trio composed by Neville Ventura and Teddy Napoleon, opens in Japan on April 21 where he is scheduled to appear in four cities. After the Japanese tour, Gene and the boys hop over to Korea to entertain the troops. Gene has a new Mercury disk coming out shortly, "Stardust" backed with "St. Louis Blues".

Gray New Promotion Head For MGM Distrib In N. Y.

NEW YORK—Dick Cowitt, sales manager of Sanford Record Distributors, local distributor for M-G-M Records, this week announced the appointment of Gordon Gray to the position of sales promotion and publicity manager for his company. Gray was formerly with Sunland Music Company, Inc., Los Angeles M-G-M distributor, where he was sales promotion manager.

His present duties will consist of disk jockey contact work, direct dealer promotion, coin machine promotion, concentration on sound track tie-ins with Loew’s Theatres, and general exploitation and advertising.

Haley On DJ Tour

PHILADELPHIA—Bill Haley and his manager Jack Howard have left on a nationwide tour of hillbilly disk jockies in coordination with Essex Record’s promotion of "Rock The Joint" and "Icy Heart". The pair will travel by auto, going from town to town visiting DJs to personally deliver the record.

Ops Entertain Stars

CLEVELAND, O.—Last week the Phonograph Merchants Association of Cleveland held a luncheon for Tony Bennett and Toni Arden at the Hollenden Hotel, Cleveland deejays and columnists attending were Bill Gordon, WHK, Hal Morgan, WQAR, Bud Wendell, W2MO, Bill Randell, WERE, Milt Widder, Cleveland Press and Maurice Van Metre, Cleveland News.

Johnnie Ray On Album

NEW YORK—Johnnie Ray makes his Columbia album debut with a collection of eight recordings, performed in his supercharged vocal style.

The album is untitled, featuring only a dramatic picture of Johnnie Ray in singing action on the cover.

Added to the Ray repertoire is the solo version recorded while in Japan. Ray interprets "The Rose" with only a vocal and piano accompaniment.

News that’s Up-to-the-Minute Reviews of the Latest Records Charts compiled Every Week Ads from Leading Record Firms, Artists and Publishers Every Week in The Cash Box All for Only $15. Per Year (52 Issues)
Cowboy Copas (King) entered a Nashville hospital April 7th for an extensive physical checkup and rest. Upon entering it was expected that he would be there for about two weeks.

Hank Williams (M-G-M) and a “Grand Ole Opry” troupe are on the West Coast for two week’s bookings.

Marty Car son (Capitol) completing two weeks of booking in Alabama having made headquarters at WVOK in Birmingham. Reports from the area are that he is plugging to the Natasha audience by Bob Novell of WMM in a country appearance. Sharing billing on the appearance is The Carlises (Mercury) led by Bill Carlisle.

Red Foley (Decca) and Ernest Tubb (Decca) are off of the sick list and have returned to regular schedules over WSM and on their bookings. The group from WSM’s “Grand Ole Opry” that appeared on Kate Smith’s Evening Hour recently started up so many country stations with the TV circles that WSM has been invited to send another group for appearance on the April 23rd TVer. Names as yet have not been selected but invitation has been accepted.

Pee Wee King (RCA Victor) guests on the April 12th Prince Albert Show from WSM. Webb Pierce (Decca) is scheduled for the April 19th spot. Charlie Spivak was host to Hank Thompson (Capitol) on his one hour “Hillbilly Matinee” record show from KFPL in Paris, Texas recently. Bob Wills (M-G-M) was a guest of the show. The latter's TV spots, Stewart builds his entire show around these guest names as they sit in with him.

Burt Reynolds of WRVA, Richmond, Va. advises that plans are being worked out for the TV filming of “The Old Dominion Barndance” which has been a feature of WRVA for several years. Filming is expected to begin within a few weeks.

Smoky Stover (Imperial) has recently added time to his KRGT, Baytown, Texas country record opus. He’s now carrying three and a half hours across the board.

Cotton Carter who has been heard for years spinning the country records at Atlanta’s WSB has resigned from that spot to devote full time to personal appearances. At present he is being featured TV-wise with the “TV RANCH SHOW” carried by WAGA-TV in Atlanta.

Don Law, Columbus' country tune cutter, finishing up a week in Nashville doing sessions with Columbia Nashville artists. Among those recording were Ray Price, George Morgan, and Jimmy Dickens.

Carl “Decon” Moore recently started his own NBC-TV'er from Hollywood. This is in addition to his being featured on KXL. Reports are that the Decon's country wit is drawing lots of attention from the TV viewers.

April 14th will find Carl Smith (Columbia), The Duke of Paducah and others from "Grand Ole Opry" playing the Palomar Garden Arena in West Palm Beach, Florida. Appearance is being promoted by John "The Yardbird" Wooten, country Jockey and bond leader of WIRK in West Palm Beach.

KCHS in Truth or Consequences, N. M. was again host to Bob Edwards' show on April 1st, the second anniversary of the renaming of the city. Event is tagged "April Fool's Fiddles and Rodeo" with Sam Bradley, country Jockey of KCHS, a leader in the activities and promotion of the event.

The Drive-In Theatres in Michigan held their official opening on April 3rd. Theatres feature intermission record programs by Jimmy Laney, ex-d. j. of several Michigan stations. Latest reports that country records are making up a majority of the requests on these shows.

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**THE CASE BOX: MUSIC**

**FOLK AND WESTERN ROUNDUP**

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**THE CASE BOX: MUSIC**

**FOLK AND WESTERN RECORD REVIEW**

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**“DIESEL SMOKE” (2:32)**

**“IF TEARS WERE GOLD” (2:45)**

DOVE O’DELL

(intro 6047)

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- A novelty piece that was composed by a truck driver, titled “Diesel Smoke,” tells the story of a truck on a run over dangerous roads. The trucking is kicked off with the sound of the roar of a monster and O’Dell warbles it impressively. The result is a listenable end. We look for the top deck to break fast and advise ops to get it into the jukes fast.

**“WHEN THE PEARLY GATES SWING OPEN” (2:24)**

**“MIGHTY CLOSE TO HEAVEN” (2:53)**

CARL STORFY

(Mercury 6386)

- Carl story and his Ramblin’ Mounta inteer bolts out a dynamic religious number with a country treatment. Story is nasal type vocal is delivered in a flowing style, while accompanied by the Sacred Quartet, whose harmony makes this a Grade-A waxing. The flip side, a ballad item that the artists project forcefully. Ops have a coupling that should go well in the right spots.

**“THERE’S NO REASON” (2:20)**

**“RIVER OF LOVE” (2:20)**

NEAL BURRIS

(Columbia 20917; 4-20917)

- A happy novelty is sung with contagious spirit by Burris and Betty Bryant. The duo blend their voices beautifully for a catchy arrangement of the tune, help make the echoing a pleasurable one. The portion is a romantic piece that Burris vocalizes with his slight yodel and is backed in proper style by the string band. Ops should listen to the upper deck, it’s likely material.

**“PEPPER PICKEN” (2:41)**

**“BUTTERCUP VALLEY” (2:37)**

BUD AND BETTY BRYANT

(MGM 12125; K12125)

**“MIGHTY CLOSE TO HEAVEN” (2:53)**

CARL STORFY

(Mercury 6386)

- Carl story and his Ramblin’ Mountaineers bolt out a dynamic religious number with a country treatment. Story is nasal type vocal is delivered in a flowing style, while accompanied by the Sacred Quartet, whose harmony makes this a Grade-A waxing. The flip side, a ballad item that the artists project forcefully. Ops have a coupling that should go well in the right spots.

**“SO USED TO LOVING YOU” (2:27)**

**“THAT HEART BELONGS TO ME” (2:28)**

WEBE PICKER

(Decca 28091; 9-28091)

- Variety waxes warb a slow country weepy expressively. Pierce's polished singing is unobtrusively backed by the instrumentalists, and the resulting waxing is a likely one. Lower lid is another slow number that Pierce soaks in his accomplishicks pick it up from his solemnity. Ops should listen in.

**“MY CAROLINA GAL” (2:32)**

**“THAT’S WHY I’M CRAYING ALL THE TIME” (2:25)**

YORK BROTHERS

(King 1057)

- A slow plaintive ditty is taken for a spin by the York Brothers who carol romantic lyrics expressively. The melodic duet blends its voices smoothly and is aided potently by the musical arrangement of the slow country lament that is given the stylized York Brothers treatment with the result being a pleasurable side.

**“AROUND THE CORNER” (2:30)**

**“LONESOME SAILOR’S DREAM” (2:30)**

BOB NEWMAN

(King 1057)

- A current pop favorite is given a country spin with a slow country swaying rhythm and his Trio. The fast moving item is treated as an exciting arrangement that has Newman warbling the chorus singing zestfully. The upper portion is a novelty piece that Newman warbles pleasantly. A string band accompaniment supplies the artist with a strong backbeat, the second side goes along as they have two likely tunes here.

**“WE’VE COME A LONG WAY TOGETHER” (3:12)**

**“TEXAS SWING” (2:16)**

CURLEY WILLIAMS

(Columbia 20918; 4-20918)

**“AROUND THE CORNER” (2:30)**

**“LONESOME SAILOR’S DREAM” (2:30)**

BOB NEWMAN

(King 1057)

- A current pop favorite is given a country spin with a slow country swaying rhythm and his Trio. The fast moving item is treated as an exciting arrangement that has Newman warbling the chorus singing zestfully. The upper portion is a novelty piece that Newman warbles pleasantly. A string band accompaniment supplies the artist with a strong backbeat, the second side goes along as they have two likely tunes here.

**“I HEARD THE JUKEBOX PLAYING” (2:42)**

**“IF I'M FREE MAN NOW” (2:37)**

TILLMAN FRANKS

(Gotham 424)

- A moderate beat country tune is kicked off with a slow country type piano roll, and then picked up by Tillman Franks who sells the weepy lyrics with an ok vocal. Franks is backed in solid style by the instrumentalists and together they bring in a strong disk. Flip is a similar beat with cute lyrics that is ably handled by the vocalist. Ops should take a peak.

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

1. **BLUE TANGO** (Larry Anderson)
2. **WHEEL OF FORTUNE** (Key Starr)
3. **CRY** (Johnnie Ray)
4. **BLACKSMITH BLUES** (Elga Mae Morse)
5. **GIVE A GUY A DAY** (Don Cornell)
6. **TELL ME WHY** (Four Aces)
7. **ANYTIME** (Eddy Fisher)
8. **PERFIDIA** (Four Aces)
9. **KID OF FIRE** (Georgia Gibbs)
10. **PLEASE MR. SUN** (Johnnie Ray)

### Chicago, Ill.

1. **BLACKSMITH BLUES** (Elga Mae Morse)
2. **BLUE TANGO** (Larry Anderson)
3. **WHEEL OF FORTUNE** (Ray Lombardo)
4. **ANYTIME** (Eddy Fisher)
5. **FILL WALK ALONE** (Don Cornell)
6. **A GUY IS A GUY** (Don Cornell)
7. **KISS OF FIRE** (Georgia Gibbs)
8. **PERFIDIA** (Four Aces)
9. **PITTSBURGH** (Guy Mitchell)
10. **TELL ME WHY** (Four Aces)

### Los Angeles, Calif.

1. **BLUE TANGO** (Larry Anderson)
2. **WHEEL OF FORTUNE** (Ray Lombardo)
3. **BLACKSMITH BLUES** (Elga Mae Morse)
4. **ANYTIME** (Eddy Fisher)
5. **FILL WALK ALONE** (Don Cornell)
6. **A GUY IS A GUY** (Don Cornell)
7. **KISS OF FIRE** (Georgia Gibbs)
8. **PERFIDIA** (Four Aces)
9. **PERFIDIA** (Four Aces)
10. **PLEASE MR. SUN** (Johnnie Ray)

### Richmond, Va.

1. **BLACKSMITH BLUES** (Elga Mae Morse)
2. **BE MY LIFE'S COMPANION** (Mills Brothers)
3. **BLUE TANGO** (Ray Lombardo)
4. **BLUE TANGO** (Les Baxter)
5. **BLACKSMITH BLUES** (Elga Mae Morse)
6. **SOKE WHAT MAY** (Four Aces)
7. **TELL ME WHY** (Eddy Fisher)
8. **A GUY IS A GUY** (Don Cornell)
9. **PERFIDIA** (Four Aces)
10. **CRY** (Johnnie Ray)

### Somerset, Ky.

1. **WHEEL OF FORTUNE** (Key Starr)
2. **THAT'S THE CHANCE YOU TAKE** (Eddy Fisher)
3. **BLUE TANGO** (Guy Lombardo)
4. **ANYTIME** (Eddy Fisher)
5. **AT LAST** (Ray Anthons)
6. **A GUY IS A GUY** (Don Cornell)
7. **CRY** (Johnnie Ray)
8. **PERFIDIA** (Four Aces)
9. **BERMUDA** (Bell Sisters)
10. **TELL ME WHY** (Four Aces)

### Winchester, N. C.

1. **WHEEL OF FORTUNE** (Ray Lombardo)
2. **BLACKSMITH BLUES** (Elga Mae Morse)
3. **HAMBONE** (Laine-Stafford)
4. **BLUE TANGO** (Ray Lombardo)
5. **ANYTIME** (Eddy Fisher)
6. **FILL WALK ALONE** (Don Cornell)
7. **HAMBONE** (Laine-Stafford)
8. **FORGIVE ME** (Eddy Fisher)
9. **A GUY IS A GUY** (Don Cornell)
10. **TELL ME WHY** (Eddy Fisher)
11. **EASTER PARADE** (Sammy Kaye)

### O’Neill, Neb.

1. **WHEEL OF FORTUNE** (Ray Lombardo)
2. **HAMRONE** (Laine-Stafford)
3. **STOLEN LOVE** (Eddy Howard)
4. **WASHINGTON AND LEE SWING** (Ray Lombardo)
5. **BE MY LIFE'S COMPANION** (Mills Brothers)
6. **ANYTHING** (Eddy Fisher)
7. **IS ANYTHING** (Laine-Stafford)
8. **PERFIDIA** (Four Aces)
9. **PERFIDIA** (Four Aces)
10. **DON'T PUT OFF CALLING** (Tange Yargonson)

### Cleveland, Ohio

1. **WHEEL OF FORTUNE** (Key Starr)
2. **CRY** (Johnnie Ray)
3. **TELL ME WHY** (Four Aces)
4. **ANYTIME** (Eddy Fisher)
5. **LITTLE WHITE CLOUD THAT CRIED** (Ray Lombardo)
6. **BLACKSMITH BLUES** (Elga Mae Morse)
7. **TELL ME WHY** (Four Aces)
8. **PLEASE, MR. SUN** (Johnnie Ray)
9. **BLUE TANGO** (Ray Lombardo)
10. **SLOW PROKE** (Poo Woe King)

### Indianapolis, Ind.

1. **WHEEL OF FORTUNE** (Key Starr)
2. **CRY** (Johnnie Ray)
3. **TELL ME WHY** (Four Aces)
4. **ANYTIME** (Eddy Fisher)
5. **LITTLE WHITE CLOUD THAT CRIED** (Ray Lombardo)
6. **BLACKSMITH BLUES** (Elga Mae Morse)
7. **TELL ME WHY** (Four Aces)
8. **PLEASE, MR. SUN** (Johnnie Ray)
9. **SLOW PROKE** (Poo Woe King)
10. **PERFIDIA** (Four Aces)

### Omaha, Neb.

1. **WHEEL OF FORTUNE** (Key Starr)
2. **CRY** (Johnnie Ray)
3. **TELL ME WHY** (Four Aces)
4. **ANYTIME** (Eddy Fisher)
5. **LITTLE WHITE CLOUD THAT CRIED** (Ray Lombardo)
6. **BLACKSMITH BLUES** (Elga Mae Morse)
7. **TELL ME WHY** (Four Aces)
8. **PLEASE, MR. SUN** (Johnnie Ray)
9. **GANDY DANCERS’ BALL** (Frankie Laine)
10. **GANDY DANCERS’ BALL** (Frankie Laine)

### Portland, Ore.

1. **WHEEL OF FORTUNE** (Key Starr)
2. **CRY** (Johnnie Ray)
3. **TELL ME WHY** (Four Aces)
4. **ANYTIME** (Eddy Fisher)
5. **LITTLE WHITE CLOUD THAT CRIED** (Ray Lombardo)
6. **PLEASE, MR. SUN** (Johnnie Ray)
7. **PERFIDIA** (Four Aces)
8. **TELL ME WHY** (Four Aces)
9. **GANDY DANCERS’ BALL** (Frankie Laine)
10. **PERFIDIA** (Four Aces)

### Kansas City, Mo.

1. **WHEEL OF FORTUNE** (Key Starr)
2. **CRY** (Johnnie Ray)
3. **TELL ME WHY** (Four Aces)
4. **ANYTIME** (Eddy Fisher)
5. **LITTLE WHITE CLOUD THAT CRIED** (Ray Lombardo)
6. **PLEASE, MR. SUN** (Johnnie Ray)
7. **PERFIDIA** (Four Aces)
8. **LITTLE WHITE CLOUD THAT CRIED** (Ray Lombardo)
9. **GANDY DANCERS’ BALL** (Frankie Laine)
10. **LITTLE WHITE CLOUD THAT CRIED** (Ray Lombardo)

### San Francisco, Calif.

1. **CRY** (Johnnie Ray)
2. **WHEEL OF FORTUNE** (Key Starr)
3. **TELL ME WHY** (Four Aces)
4. **ANYTIME** (Eddy Fisher)
5. **LITTLE WHITE CLOUD THAT CRIED** (Ray Lombardo)
6. **TELL ME WHY** (Four Aces)
7. **SUN** (Johnnie Ray)
8. **PERFIDIA** (Four Aces)
9. **GANDY DANCERS’ BALL** (Frankie Laine)
10. **BE MY LIFE'S COMPANION** (Mills Brothers)
DIME PLAY PAYS OFF

Survey Finds Ops Using Dime Play in Better Position to Weather Continued Rising Prices of New Equipment as well as Higher Overhead Expenses and Increased Taxes. Many Plan to Seek Relief From Further Nickel Play Action.

Williams Mfg Co. Awarded Big Gov't Defense Work Contract

Plan To Build Additional Space Onto Present Plant. Expect To Be 60% In Gov't Defense Work By June

5 YEAR PRICE AND COST INCREASE

* (March, 1946 - March, 1952)

AVERAGE PERCENTAGE INCREASE COST OF EQUIPMENT 50%
INCREASED COST OF LABOR 75%
INCREASED COSTS OF PARTS, SUPPLIES, OTHER GENERAL OPERATIONAL MAINTENANCE 65%
INCREASED COST OF LICENSE FEES AND GENERAL TAXES 40%

* (1946 is used due to the fact this was the first post-war manufacturing year. Since that year, increases percentage-wise are indicated in the above chart.)

CHICAGO—It is no longer surprising to anyone engaged in operating machines that continuing on nickel play is simply counteracting danger.

The operators who have switched to dime play are better able to weather the tremendously increased costs of new equipment, labor, parts, supplies, taxes, license fees, and a myriad of other expenses which they are faced with each day.

All this results from a general survey made via long distance telephone by The Cash Box to learn what effect dime play now has on the industry, since in some sections of the nation, it has been in operation for a long time.

It is a well known fact throughout the entire industry that The Cash Box first proposed dime play prior to the end of World War II.

This publication pointed out that the increased costs which the trade was enduring at that time (and could only endure because play was so great during the war period) would have to come to a head during the post-war era when play would be sure to return to normal.

This happened in 1946 when play did begin to return to normal and many, many operators found that they were caught short. Their overhead was now much higher than it had been any time previous to World War II and the cost of new equipment was continuously going up.

The manufacturers were helpless, just as they are completely helpless today, to lower the cost of new machines. With labor's wages sky high, and with materials costs also higher than ever before in history, the manufacturers, as much as they have absorbed increase after increase, were soon faced with the fact that they simply had to raise prices of new equipment, or get out of this business.

As pointed out by this publication, the continued decrease of percentage of the intake to locations' equipment is 75-30% simply fostered lack of cooperation from the location owners and actually lost money for the operators.

The answer was dime play. The Cash Box pushed hard to get the average operator to realize that this was the answer to the tremendously increased overhead problems.

Many operators (as well as manufacturers who produced new equipment with dime coin chutes) jumped into dime play with both feet and took their chances on coming out ahead with the public.

The operators were aided by the tremendous mania, creation 75c and many other businesses which also switched from the nickel to the dime and even higher coinage to meet their overhead expense problems.

Many manufacturers have indicated that they plan to seek relief from 5c play and will apply to their local O.P.S. office for such relief.

Since O.P.S. is seriously considering decontrolling many industries from its price freeze, surely this agency will, at this time (considering all price increases forced on the operators since 1946), decontrol the operators so that he can feature dime play and, thereby, somehow survive against the tremendous increases which he has seen coming into being since the first post-war manufacturing year—1946.

All that any operator has to do is to check back on his books and note the prices he was paying for equipment in 1946 as against what he is paying for new equipment today.

Let him then check wages, license fees, taxes, supplies, parts, general operational maintenance costs in 1946 as against 1942.

The increases, in some cases, are much more than shown on the chart on this page. (In fact, this chart is extremely conservative in its estimations.)

But, most important to all the industries, is the fact that those operators who now use dime play are able to weather continued rising overhead costs and higher prices for new equipment than are the operators who are still forced to continue on 5c play.

The entire situation results down to this one basic fact:

That when the operator is financially healthy, all the industry is healthy; when he is desperately in debt and can't pay out his equipment, then the whole industry all the way up the line suffers with him.

It is to the express advantage of all concerned with the field to continue to maintain the operator in a strong and healthy financial condition so that the industry, itself, will continue to progress and grow even greater as it should, due to its unique position as the most outstanding division of all of America's entertainment industries.

That year, many desirable display rooms are still available.

stay

RIGHT

simple
dependable
playable
economical
superior
adaptable
beautiful
easy to buy

STAY RIGHT – Get Model “D”

DON’T BE LEFT . . . . . . . . . . . .

AMI Incorporated

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
PA. OPs TO FIGHT % T.X.

Pay Initial $1. License Fee—But Will Look For Ruling By Highest Court In Penna. Fear Trend May Spread Thruout State. Ask All Pa. Ops To Join In Fight.

GREENVILLE, Pa.—As reported in last week's issue of The Cash Box (April 12, page 28) coin machine operators in this town were advised that an ordinance had been passed, taxing them $1 per year for a license, plus an additional 10% of the gross collections each month from their machines.

This ruling hits mainly at four operators, who run practically all the equipment in this town. They are Sharon Tri-State Music, Inc., DeLos Burnside; Richard MacKensen and LeCo Music, who operate music, pin balls and shuffle alleys.

As pointed out in last week's story, what worries coinmen here is that if this unfair legislation is permitted to go unopposed, it's highly probable the same type of legislation will be undertaken by other communities, and spread thruout the state until the State may attempt similar legislation. If this possible trend happens every operator in the state will be affected.

The four operators who operate in the Borough of Greenville, have complied with the permit part of the ordinance by giving the City the names of the locations they operate," Jack Mulligan writes The Cash Box, "and paid the $1 for the permit up with the City in escrow, subject to any conclusion of any action that we may have to take. It is my opinion that this kind of taxation should be ruled on by the highest court in the State of Pennsylvania, that any future tax of this nature cannot be imposed on the music business."

The four operators shall be responsible for collecting said tax.

"The term 'amusement' shall mean all manner and form of entertainment which includes among others the following: pin ball games, jake boces, bowling alleys, billiard and pool games. "Every holder of a permanent permit shall, on or before the last of every month, transmit to the Borough Secretary a report, under oath of the total admissions charged or collected and the total amount of tax due from such person upon such admissions under this Ordinance for the entire amount of tax due."

"Any person convicted before the Borough or any justice of peace of the Borough of violating or failing to carry out any of the provisions of this Ordinance, or neglecting, failing or refusing to furnish complete reports or to pay any tax levied etc., shall be liable to a fine or penalty not exceeding $500 for each and every offense."

A study of this ordinance discloses the financial and bookkeeping burden which is placed on the operator. Jack Mulligan, who is leading the fight against the ordinance, states he needs the cooperation of coinmen thruout the state, and urges they communicate with him at the Tri-State Music, Inc., Sharon, Pa.

Bally Announces New Coin-Operated Horse "The Champion"

Bally announces the new Coin-Operated Horse "The Champion".

Spring has finally arrived in the good old Mountain States. No more wishin', hopin', or guessin' about when. Everyone's puttin' away their boots, shovels, and ice picks. That's right, the weather is nice, the fields are green, the sun is shining, and everything is blooming.

... Francis (Tommy) Thompson, new manager of the R. F. Jones Company, reports he is getting his feet on the ground in preparation to taking the "Buck by-the-horns," but, in earnest, ... Returned from a very successful trip through Idaho, Al Nowles, Western States Distributors. And happy to be back home. Looking forward to a big season of the new C. W. K. Line.

Bally, the new Coin-Operated Horse "The Champion", is a beauty. A horse from the Ohio Valley, it was designed by the famous Blackie Johnson. The "Champion" is a winner, and will be a hit wherever it goes.

Bally has made a serious attempt to get the best of both worlds—speed and reliability. The "Champion" is fast, but not too fast. It's a horse that will appeal to everyone from children to adults.

The "Champion" is powered by a powerful 3/4-hp motor, which is reliable and efficient. The squat, powerful body of the horse is designed to withstand the wear and abuse of constant use. The body is made of rugged materials that will endure long periods of hard use.

The "Champion" is equipped with the latest in coin-operated technology. The machine is easy to operate and understand, making it accessible to a wide range of customers. It's the perfect combination of speed and reliability, making it a standout in the coin-operated horse industry.

Bally is committed to providing the best in amusement equipment, and the "Champion" is a testament to their dedication. With the "Champion" in their lineup, Bally is poised to continue their success in the coin-operated horse industry.
Young's N.Y. Showing of New Wurlitzer Phono Big Success

NEW YORK—Altho "National Wurlitzer Days" were officially scheduled to start Sunday and Monday, April 6 and 7, a dozen or so operators here, having heard somehow of the new features of the Wurlitzer "Model 1500" phonograph, forced their way into the showroom of Young Distributing, this city, Saturday, April 5, a day ahead of time. This incident is typical of the great interest aroused by Wurlitzer in its new phonograph. Then, starting early Sunday morning, April 6, the guys started to arrive, and from then on, thru the rest of the week, Young's offices were crowded.

Joe Young, and Abe Lipsky, sales manager, aided by the rest of the sales and service staffs, as well as the office personnel, hosted music operators from this area. A. D. Palmer, Jr., advertising and sales promotion manager for The Rudolph Wurlitzer Company, was in from the home office for the showings.

"This was the best 'National Wurlitzer Days' showing we ever ran," smiled Young, happily. "Not only was the interest high among the music operators, and the attendance the largest we've ever had since we've been in New York, but most important to us, is the fact that so many operators placed orders. And some of the individual orders were for large quantities of machines.

"After talking with these many music operators, we are extremely thrilled over the wonderful praise given the new 'Model 1500.' They liked the beautiful appearance; they complimented Wurlitzer on the new innovations, particularly the mechanism that permits the playing of 78 and 45 rpm records intermixed; and finally, the acid test of approval, placed orders in substantial quantity.

"I only hope," concluded Joe, "that the factory can give us deliveries in the quantity and speed we are asking for."

MAY WE HUMBLY AND SIMPLY SAY . . . "THANKS"

. . . because we never, in all of our history in this industry, ever expected such tremendous crowds to see the new WURLITZER 1500 SERIES. This was, without any parallel in all our career, the most impressive and most outstanding showing. Every operator agreed that: "This new WURLITZER IS THE ANSWER to the Operators' Prayers". If you haven't closely investigated what a tremendously outstanding achievement the New WURLITZER 1500 is — better call on us TODAY — FOR THE BIGGEST THRILL OF YOUR LIFE-TIME.

Carl Angott

Plays more than 100 Selections
Plays 45 and 78 RPM records mixed

See the WURLIMAGIC BRAIN in action

ANGOTT DISTRIBUTING COMPANY, INC.
2616 PURITAN AVENUE, DETROIT, MICHIGAN

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
You are cordially invited to participate in the 10th Anniversary of THE CASH BOX
SPECIAL HISTORICAL ENCYCLOPEDIC
10th Anniversary Issue
Dated JUNE 21, 1952

Innumerable pages will be devoted to the history of the Coin Machine Industry of the past 10 years—Special Features—Articles—Statistical Information—Important Lists needed in the every day course of your business. This special historical issue will be the most outstanding ever published devoted to the coin machine business.

Here’s only a sample tasting of what to expect—
- Chronological history of events of the past 10 years
- Listings of all manufacturers—Music, Games and Automatic Merchandisers
- Listing of all distributors
- Reprints of important legal decisions
- Reprints of outstanding feature articles
- Special feature stories
- Many, Many more

Due to Greatly Increased Size
The 10th Anniversary Issue
STARTS ON THE PRESSES
MAY 12, 1952

(Last Minute Closing Date: JUNE 11, 1952)

The 10th Anniversary Issue will be so necessary to all in the Coin Machine business that your ad will be showcased to those you wish to reach for many, many months.

RUSH YOUR RESERVATION NOW—OR BETTER STILL, SEND IN YOUR AD NOW!

THE CASH BOX
/Publication Offices/
26 WEST 47th STREET, NEW YORK, N. Y.
(Phone: JUdson 6-2640)

CHICAGO
12 W. RANDOLPH ST.
CHICAGO I, ILL.
Phone: DEarborn 2-0045

LOS ANGELES
6399 WILSHIRE BLVD.
LOS ANGELES 46, CALIF.
(Phone: WEBster 3-0347)
Nation-Wide Showings Of Exhibit’s “Twin Rotation” Pool Shuffle Game Brings Orders

CHICAGO—Frank Mencuri, sales manager of Exhibit Supply Company, this city, was a smiling man this past week Monday morning and for the days that followed.

As he stepped into his office bright and early Monday morning Frank reported he found notes and letters piled high on his desk.

On opening these he found some very outstanding orders from distributors of the firm who were holding showings on Exhibit’s new “Twin Rotation” pool game.

“Those”, Frank Mencuri stated, “as the letters indicated, were only the first orders taken. The operators were still coming around to see the new ‘Twin Rotation’.

In fact, since that Monday morning,

FRANK MENCURI

Frank has been receiving orders in almost every mail as the showings continued.

Distributors of the firm informing him, “We expect to get many, many more orders before our showings are over.”

Mencuri also learned, from the letters he received, that ops are most impressed with the fill color array of the pool balls and the shadow effect of the balls under the glass.

“The scattering of the pool balls after the break brought loads of praise”, distrubs reported to Frank.

The fact that the puck acts as the cue stick and the player’s arm as the cue stick, also won much praise for the game.

“In fact”, Frank reported, “some of the praiseworthy statements made in the letters received are really out of this world.

“We don’t know of any factory that has ever yet been so tremendously praised for the creation of a new type product”, he stated.

DALLAS, TEX.—Pictured above (Top) is the headquarters of State Music Distributors, Inc., new distributors for AMI phonographs and accessories for this area.

When this Texas firm took over the AMI line, it ran a big open house party, and the center photo shows a part of its showrooms loaded with operators who came to view the AMI “D-40” and “D-80” models.

Bottom photo pictures Abe Susman and Audrey Hunter of the State Music firm, and Ed R. Ratlajack, western regional manager for AMI, surrounding the new photo.

Rubenstein Reports New Shuffleboard Scoring Unit Brings Acclaim From Ops

Marvel Starts Delivering New Wall Model

CHICAGO—First shipments of the new Marvel overhead shuffleboard scoring unit brought back letters of praise from the operators who had received them, and caused Ted Rubenstein, head of Marvel Manufacturing Company, to:

“Feel better than I’ve ever felt in all my life”,

According to Ted, “After going thru all those headaches here, the fire which almost put us out of business and which created a tremendous expense for us, as well as a great delay of time to start manufacturing our new scoring units, we were feeling rather low when we made our first shipments.

“But”, he continued, “since then we have been happy, and feel better than we ever did before, because of the letters of praise we have received from the first operators to whom we shipped our new Marvel Overhead Shuffleboard Scoring Unit.”

With enthusiasm gripping all in the place, the firm has also started deliveries of its new Marvel Wall Model Shuffleboard Scoring Unit.

“This new wall model scoring unit”, Rubenstein reported, “is, in our estimation, the finest that has ever been manufactured.

“We are standing back of it one hundred per cent and we have yet to hear, from anyone who has seen it, that it isn’t the finest ever in the industry, as well as the simplest mechanically, and the easiest to install.”

If present predictions come true, Marvel expects to be a very, very busy manufacturing firm for months and months to come, supplying the demand for its new overhead and wall model shuffleboard scoring units.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Keeney Distsrib
Swamp Factory
With Orders For
New Shuffle Game

CHICAGO—"Happy days are here again", stated Paul Huesch of J. H. Keeney & Company, Inc., this city, this past week, "because of the fact that the leading distributors have accepted our new legal type, match-the-score, shuffle bowling game."

Leading distribs who visited at the Keeney factory all acclaimed the game.

All asked for more shipments to go out to their places and to continue going out in the largest possible quantity.

Among those distribs were: Abe Green and Barney Sugerman of Runyon Sales, New York and Newark, N. J.

R. F. Jones who has been doing a grand job in Seattle, Portland, Denver, Salt Lake City, and San Francisco; as well as Bill Mashek of Kansas City.

In fact, Bill Mashek was faced with a truck strike in Kansas City, but, needed the games so badly that he flew the first batch in and, since then, the Keeney factory made arrangements to ship to him in such fashion that he was getting the quantities he wanted as fast as possible.

"This", Paul Huesch reported, "was one of the major incidents since our introduction of our new shuffle game.

"Bill Mashek had orders on hand and, along came the truck strike", Paul stated, "to hold up all deliveries into Kansas City.

"Bill flew here and we worked out a system whereby we could ship to him and he would arrange to get the games to the operators who were waiting for them in his territory."

In addition to the above distribs, Huebsch reports that the Keeney factory has simply been swamped with phone calls and letters from other of their leading distribs.

"And", he concluded, "all acclaiming our new game as 'one of the very greatest' to ever yet appear on the market."

Koeppel Reports Pick Up In Plastic Sales As Ops Set Equipt In Resort & Shore Spots

NEW YORK — Harry and Hymin Koeppel, the brothers who run the Koeppel Distributing firm here, stated that orders for plastics for phonographs have risen noticeably the past few weeks, and at this time they’re busier than ever shipping all over the country.

"Many operators are now setting up in resort and shore locations", explains Harry, "and they use mostly reconditioned phonos. In a great many instances, these machines were left on location through the winter. Now that the new season is starting off, plastics and bubble tubes are needed to give the machine a clean appearance. And if the operators are setting in equipment, many of the used phonos they’re placing in these spots also need plastics."

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
ACCLAIM PLAN FOR C. M. CLUB

Plans Being Suggested For Permanent Headquarters In Chicago. Ask “The Cash Box” Make Arrangements

CHICAGO—Reaction to the idea of a “Coin Machine Club” was almost instantaneous with the appearance of this suggestion in last week’s issue of “The Cash Box.”

Due to the fact that many coinmen, who arrive late in the afternoon or evening, and then have nothing to do, nowhere to go, and have no place where they can meet others of the industry, the Cash Box was approached to help create a “Coin Machine Club.”

In the old days, prior to War II, as these men explained, “We could always drop into the old Celtic Cafe of the Sherman and, without fail, there would always be one or two, and usually a dozen or more, coin machine people around.”

Today there is no meeting place for coinmen. The men who visited the offices of the Cash Box here reported this fact.

Many of them, being old timers in the business, hoped that this publication, composed of men of many, many years of experience in coinland, would “do something about it.”

The Cash Box reported the situation with the result that many eagerly urged the creation of a “Coin Machine Club.”

All asked that The Cash Box do the job of creating such a meeting place.

THE CASH BOX

MIAMI MURMERS

Ted Bush and Ozzie Truppman still can’t get over the big Wurlitzer showing they held. So many, many music ops attended that the boys ran out of food and ran for some beverages. The new Wurlitzer clicked big with the music ops and plenty of orders were taken right at the showing. . . . In the meantime many coinmen and visitors got together at the figures, as per usual, and here and there the audience was: Willie (Little Napoleon) Blatt, Dave Friedman, Milty Green, Max Weiss, Herman Gross, Willie Levey, Morris Mandel, Whitey Fincus, Joe Mangone, Harry Rosen, Ozzie Truppman, and many others. . . . Milton Berle was also present and got up in the ring to clown about a bit giving the fight fans a bit of free and unexpected entertainment. . . . ElRoy and Sam Tarar continue among the busiest busy workers in this area. The boys are plunging away with games and doing a very fine job with AMI phonos. . . . Sam Kreissberg was seen walking down the street toting a bag of charcoal over his shoulder. When questioned as to “Why?” Sam replied that he was giving a big barbeque party at his home and needed the extra charcoal. What a life? . . . Roy Bazel and Al Sebring drop around to greet the coinmen here. Roy still saying that, instead of leaving Chicago two years ago, if he would have realized how gorgeous it was here, he would have left ChI ten years ago. . . . Al Sebring said nothing to this for Al still going right ahead with Chicago his hometown. . . . Sam Weberg of ChiCoin back in Miami. . . . Ray Moloney and his family back here once again this year enjoying Miami’s beautiful sunshine. . . . Irv Sandler in from Del Moines and very happy over the fact he is now Wurlitzer’s distributor in his territory. . . . Sam London of Milwaukee here and seen looking over the new Wurlitzer at Ted Bush’s showing. . . . Sherman Mangone, former Big Ten University student, Irving Weiner, former Manhattan and Bronx op, now a Miami coin man, leaving for a short stay in Noo Yawk. . . . Joe Mangone reports he’s been plenty busy with Evans phonos and some all he can get. . . . If you haven’t been down yet, come on down now, the weather’s absolutely gorgeous.

DO YOU WANT A “COIN MACHINE CLUB IN CHICAGO”?

If you do, then tell us what such a Club would mean to you! What it should be like? And where you think it should be located in Chicago!

Bill Gersh
The Cash Box
32 W. Randolph St.
Chicago 1, Ill.

Name
Firm
Address
City  State
NEW YORK — Sidney Levine, the well-liked and highly respected attorney for the Automatic Music Operators Association, as well as for the Music Operators of America (MOA), will be singularly honored with a Testimonial Dinner on the night of Tuesday, June 10.

A committee of the Board of Directors of the Automatic Music Operators Association, headed by its president, Al Denver, has been formed to arrange the necessary details.

The affair will take place in the Modern Room of the Belmont Plaza Hotel, and if Levine’s popularity is any indication, this room will be crowded to the rafters.

As Levine has been extremely active in national affairs affecting the welfare of the music industry, Denver points out that many of his friends throughout the country may wish to attend. “Just tell them,” Denver says, “to get in touch with me at the association offices, and I’ll take care of their ticket requests.”

PHILADELPHIA, PA.—Coins will click merrily for the sake of charity under the leadership of three leaders in the vending machine industry in the Philadelphia area. Under the chairmanship of Joseph Ash, who heads up the Coin Machines Division, the industry will give all-out support as workers and contributors in behalf of the current combined campaign of the 1952 Philadelphia Allied Jewish Appeal and the Federation of Jewish Charities Building Fund for the Albert Einstein Medical Center. Ash, head of the Active Amusement Machine Company, is shown (center) with Martin Savar (left), who heads the local cigarette vending machine firm bearing his name. Savar is also president of the Automatic Vending Machine Operators Association of Eastern Pennsylvania. Phil Frank (right) is head of the Automatic Vending Corporation in nearby Chester, Pa.
Angott Distrib. Reported To Be First One-Stop Music Service Spot

Started Serving Ops With Records And Music Accessories As Added Service To New And Used Music Equipt Way Back In 1947

Angott Distributing Company, Inc., this city, "Was the first man in the country to create a one-stop music service for music operators." Their claim, they stated, is based on the fact that, as far back as 1947, Angott was featuring his one-stop music service and that: "This proved the biggest help that the juke box ops in this state had ever known."

Questioning Carl Angott himself this reporter learned: "I don't know whether there was any juke box distributor before me who might have started a state-wide one-stop music service."

"But," he continued, "in 1947 we saw the need and originated such a service to help the juke box operators."

"At that time we had a very tough job convincing the various record manufacturers that we could handle their records efficiently and that, at the same time, we could sell title strips, lamp lines, flourescents, parts and supplies of all kinds, as well as new and used music machines."

"Believe me," Carl continued, "when I now read 'The Cash Box' I laugh to think that whenever I do business with the music industry I get a big kick out of it."

"Here in Michigan," he reported, "everyone of the operators, since 1947, know that they can call at our headquarters and get everything they want and need, all in one spot."

"This saves thousands of dollars' worth of time for the music operators during the year and has won a tremendous number of friends, these past five years, for our organization."

Sheffield Sales Shows New Large Line Of Fishing Sets

Games Operators Say Item Stimulates Play During Spring And Summer Months

for high score awards on their games. Sheffield himself stated, "Due to the fact that we now have over three times the space we formerly had, and also due to the tremendous sales of fishing tackle we made last Spring, we went all out, and are now showing a stock of over $10,000 worth of the finest fishing tackle, featuring both the most famous and outstanding makes in the nation."

"This is just the first big shipment of the stock we expect to use during the season," he continued, "and we feel that this is just what the operators need and want at this time to assure them peak play action each and every day on all of their equipment."

"The tackle is so beautifully boxed, and so outstandingly displayed that even the least frequent player, he continued, "is going to want to obtain some of this beautiful, nationally recognized and nationally known fishing tackle."
Ride the CHAMPION
by Bally
FOR BIGGEST COIN-HORSE PROFITS

REALISTIC WESTERN PONY

STRONG AS STEEL
REINFORCED PLASTIC HORSE
BEAUTIFUL, DURABLE FINISH

REAL SADDLE
RICHLY ORNAMENTED
BOX-TYPE STIRRUP WITH
EXTRA LEATHER LOOP
FOR SHORT RIDERS

SIMPLE, STURDY MECHANISM
EASILY ACCESSIBLE FROM ALL 4 SIDES

SPEED-CONTROL
LOW SPEED START
PULL REINS FOR DESIRED GAIT
MEDIUM OR FAST TROT—LIVELY GALLOP

OPERATES ON
1 DIME
OR
2 NICKELS
• NATIONAL SLUG REJECTOR

LIFE-LIKE ACTION

Factory-tested for 500 lbs., in the saddle, with steel-reinforced body to withstand wear and abuse, The CHAMPION has been carefully designed for proper weight distribution to insure smooth operation. The base is of genuine 1¼" laminated maple, equipped with rubber pads to eliminate creeping, and to protect floors. Factory adjusted for average rider, two simple adjustments will change the gait and the speed. Powered by a heavy-duty ½ H.P., A.C. motor. Simply plug into any ordinary 110 volt outlet.
NEW YORK—It’s been a long time since Mike Munves ran a party with the intention of showing the trade a new game, but, as Mike put it “This Exhibit ‘Twin Rotation’ pool shuffle game is so sensational, and I am so excited over its great money-making possibilities, that I just had to invite my friends and customers to come in and see it.”

And Munves was completely right. Large numbers of operators, arcade owners and distributors flocked into Munves’ showrooms on Saturday and Sunday, April 5 and 6. Those who couldn’t attend on those days, continued to visit him throughout the balance of the week.

Enthusiasm ran high, with coinmen intrigued by the amazing performance of this new Exhibit game. The table simulates exactly the play of regulation pool rotation pool, except that the player shoots a pocket at the balls. The player first breaks the stacked balls, and then shoots to “pocket” the balls in numerical order, starting with the number 1 ball. If the object ball is hidden by other balls, the player must bank his shot. Either one or two players can participate in the game. For skill shooting, a player runs up a high score, which is augmented by bonus scores for high skill. Just watching the game in action is a thrill.

“While I was most enthusiastic over ‘Twin Rotation’” stated the ever-smiling Mike, “I was overwhelmed by the wonderful acceptance of the operators. They crowded into our showrooms for the two days, from early morning until late at night. Then for the rest of the week, coinmen kept visiting us to look the game over. The over-all result, and which is so pleasing to us, naturally, is the number of coinmen who placed orders. The factory is now in production, and our customers will get deliveries as quickly as I receive them from Exhibit.”

Munves, who celebrates his 40th year in the coin machine business this year, has such a wide following among operators and arcade owners who buy equipment on his recommendations, and are completely satisfied that any machine that has his approval will make money for them, signed orders for this latest game without a moment’s hesitation.

Group of operators, their wives and children all try to get into camera range around the new Exhibit machine. Some did—some didn’t.

2 “Toppers”—Lieberman & Wurlitzer Phone

MINNEAPOLIS, MINN.—Harold Lieberman, Lieberman Music Co., this city, (with top hat) tells Don Hazelwood and Dick Haasman, both of Aiken, about the new Wurlitzer Model 1500.

1. **DALLAS DOINGS**

The new Wurlitzer, Model 1500, the “Topper,” got a royal introduction to Texas coin machine operators this week at an open house given by Commercial Music Company. The Sunday and Monday affair was elaborate enough to do justice to any debutantes coming out ball. The feature, besides the Wurlitzer phonograph, was the snack bar. The boys over at Commercial use that slot loneliness in a way that looks more like a table set for a royal banquet than a place to work with every conceivable type of food and did the operators go for it. Incidentally, the “Snack Bar” is going to remain at Commercial year around. Customers won’t have to walk for future open houses, they can treat themselves to sandwiches, coffee, milk, soft drinks and desserts whenever they come in. Designed and executed by Gardner Hotel Service, the bar has a big red neon sign that reads—Wurltie-Magic Snack Bar. But back to the open house. Operators, distributors and friends flocked in from all points in Texas. A large number of important people were on hand to hear the new Wurlitzer, the magic brain device in the machine permits the inner mixing of any speed record. Besides that it is the only multi-section machine that plays records flat.” He thinks it will be a great seller.

Over at Walbox Sales, Fred Barbee says that with the Commercial open house and the State Music Distributing Inc. opening recently all the folks over there do send flowers. Ray Barnes of Palestine was in town over the past week working on their new Wurlitzer. Paul Wehr, regional manager of Phil Wehr, regional manager of Wurlie-Magic Snack Bar, went to the west coast to see how things are going. Mrs. Tom Williams of Automatic Novelty Sales Company in Minneola was in town this week. Abe Susman and Audrey Hunter, State Music Distributors, (see photos elsewhere in this issue) who only recently took over the distribution of the AMI phonograph line, already find that they have one of the most popular machine companies to hit the area, with ops leading them up with orders.
Biggest laugh of the week was that weekly tabloid's sudden (and very inconsistent) retraction of its own front page statement that the Bryson Bill had been defeated, as explained in a release sent out by the Bill's sponsors on page 16, that it was now a dead issue. How inconsistent can you get?

The first callers regarding a "Coin Machine Club" was Vince Shaw. Stated this was a terrible necessity. Many of the boys who pull in town just haven't anything to do or anywhere to go, whereas, in days prior to War, kids would go to the Cellos where coinmen met coinmen, every night of the week. Vince 100% for the idea. Suggests The Cash Box get the plans together and set up the dues for all members. Ben Coven still weary from fuming, but be the best of his entire collection of oldest industry. His men Carl Christensen, Mac Brier, Dave Bender, Harold Saul and Wurlitzer's Gary Sinclair, and all the others, were just limp after the first day. O.K. after the second. In addition to the new Wurlitzer, Ben Coven showed the new Bally "Atlantic City" and received more orders for the game than he has received for the three-Bally games combined. Which, as Coven termed it, proves "Atlantic City" is the greatest game built in the coinop.

Top sportscaster, who was busiest than busy ever at Exhibit all week long suddenly picked himself up and went back on the road. All because the demand for "Big Brass" and their new game, "Twin Rotation" keeps getting bigger and bigger and many want him to call around. J. Art Weinand of Rock-Ola went for almost two weeks now covering the far northwest and home with his distributors through that big area. Many were deeply worried when steel strike started—because of the fact they only have about 30 days steel in reserve according to CMP regulations. When strike called off,厂65000 of steel all breathed easier. Mrs. Sidney Parker of Nashville, Tenn. visiting Our Town and Bill O'Donnell of Bally showing her about the big Bally plant... Hear that Jake Friedman of Atlanta, Ga. who have just returned from a trip off on the biggest trip of his life. voner off a trip on the biggest trip of his life.

As Jack Nelson put it this past week: "Money isn't everything—just about 99%. I'm so sunk in debt advocating that he believes he instituted tax nation's first one-stop machine service. That was back in 1947... Jack Mulligan of Sharon, Pa., claims that the 10% of the gross collections in ordinance demanded by 100% of the municipalities, if not stopped, will spread through the state. Jack's hoping all of Pa.'s coinmen will back up their fight to kill this ordinance... There's no new "gin" chimp at United, regardless of rumors. Herb Oettlinger still works for Bally and D. DeSelle, Swede Birkett, Joe Kain, Ray Buhl, John Casola and all the others won't challenge anymore... Art Garvey from in Cleveland to enjoy the Easter holidays with his family... Changes have taken place at Loew's Jones offices in Denver (as well as in Salt Lake City).

Marshall Pick is new ass't mgr to Bill Erkine in that office, according to Paul Weinberg in town for a lick of an instant and then out on a western tour to talk about Bally's new products.

Sam Stern over at Williams Mfg. Co. is a very busy man these days. Sam is always busy when they can add on about 30,000 to 40,000 square feet to their present plant to handle the big U.S. Gov't defense work order the firm has just received... Harry Denenberg of Our Town has taken on the Ben Hogan ad business... and believes that many an op might be interested... What thrilled Paul Huebner over at Keeney the most are those nice letters he's getting from ops all over the country with compliments on their new coin game. "Some of the collection reports are absolutely amazing," is the way Paul puts it... Ray Mooney beat the snow that came over Our Town by just a hair in time for Miami the day before the storm arrived... Ted Rubenstein is at long last, getting his new Marvel factory going, after that fire. Still hasn't the new telephones in, but is getting along with the temporary phone. puppy. And the means he is shipping the new Marvel coinboard and he has started shipping the new model wall this week. The fire delayed shipping it by over three weeks... "But," as Ted reports, "we're in action at long last and shipping everyday."

Bill Manesh of Central Music Distributors, K.C. Mo. who was confronted with a problem in his town, just with the high order of advance orders for the new Keeney shuffle game, flew into town where he and Paul Huebner worked out a system whereby games were shipped to Bill—and picked up... Don Weinger of us up in that 15th anniversary ad he ran in his.....

They're Sensational Operators Report
2-Faced—Adjustable For All Boards. Chrome Tub Supports.

HORSECOLLAR OVERHEAD
(15-21-50 POINTS)

MARVEL SCORE OVERHEAD
(15-21 POINTS)

NOW IN PRODUCTION—DELIVERY UNDER WAY
WALL MODEL
HORSECOLLAR (15-20-50 POINTS) MARVEL SCORE (15-20 POINTS)
$95.00 EACH

CASH WAITING
FOR Exhibit SIX SHOOTER Gun WITH PINS
Seeburg SHOOT-THE-BEAR Latest 5-BALLS

INTERNATIONAL AMUSEMENT COMPANY
1832 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel: RI-6712)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
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
Phillips Novelty Co., Inc.
Washington, D. C.

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

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 world?

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! Is that way you obtain courteous, equitable treatment and better understanding.

THE ANSWER IS: "The Confidential Price Lists" which appear 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 that is Exclusive, Completely and Solely dedicated to the Operator. And Printed For The Operator's Best Interests!

It costs you only $15 a year to have the "OFFICIAL" prices. Prices that are acceptable by your government department. By States throughout the entire nation for valuation 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 50¢ per week!

CAUTION: Do not be deceived by the cheap little imitations. If you are not satisfied with your "official" valuation, your Collector can be made to realize the benefit of going into the "CASH BOX"...

Tear out and mail today to...

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

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

FIRM NAME
ADDRESS
CITY... ZONE... STATE
Individual’s Name

CALIFORNIA CLIPPINGS

With spring definitely in the air and summertime tagging right along behind, music seems to be the thing on the L. A. Row... Wurlitzer really got in the swing right and partied with the notion of "Selling" out in at Paul Laymon's April 6 and 7 in the fine style that Paul, Lucille and staff specialize in. Along with Lucille's home-cooked turkey, ham and all the trimmings the稳的 arms of Charlie Donnelly and Bill Halls record companies went all out in lining up a record turnout of top artists. Among those scheduled to be there the two days were: Kay Starr, Harry James, Doris Day, Ben Light, Lee Baxter, Mickey Katz, Bing Crosby, Stan Freberg, Dorothy O'Brien, Jimmy Wakely, Helen O'Connell, Count Basie, Duke Ellington, Wanda Schuman, Frank Nero, Jeanne Gayle and Buddie Cole. The new Wurlitzer, with its Wurlimagic Brain mixing 78s and 45s, looks like the answer to any operator's or location's dreams; a fine invention for an automatic phonograph with maximum quality mechanism and attractive design. Paul and the gang are real excited about it and from all indications music ops are too.

Lyn Brown's show's theme for "Relay Investigation" game can now be reported as a fine shebang, what with the secret out of the bag that this is a very new and different type game, combining the excitement of rotation pool, with shuffleboard skill and technique, along with an appeal to everyone and the ability to go anywhere. One of the game's most interesting features is its illusion effect as to the racked balls, etc. From the Nickshab who hear that Nick Carter now has a slow but steady stream of AM10s coming in, and going out soon as they arrive. Even without a formal showing, the new box is well known and operators are tight on it.

Stopped in at Bill Leuschen's to learn that Mary Solle has been keeping the customers happy with a steady stream of visiting artists. Among the recording stars who've been in lately are Capitol's Stan Getz, Kay Brown and Rusty Draper, and Intro's Doye O'Dell, whose "Diezle Smoke" is stunning up a storm of interest out this way. Bargain Sales is still waiting on the new Evans phonograph while Dan Stewart and company are continuing to sell the current Rock-ola model in good quantities. In the course of conversations, Lyn Brown is still in the market to sell a "Relay Investigation" territory with Exhibit's "Big Bronco" in local sales... Jack Simon tells us he and Abe Chapman are still having a time in stepping up production to meet for their "Racerecord" operators. Lyn Brown expresses confidence that he has just that in his "Winner."

On the Row: Just about every operator who regularly calls on Paul Laymon's and some others to boot were expected in for the Wurlitzer Spring Show, etc... Already clocked in there and elsewhere were: S. W. Ketchersid, I. B. Gaye and Son, Sharon of San Bernardino, P. Morel, W. J. Persson and Walt Schinkel of San Diego... Henry Van Stleton from La Habra... H. D. Mackere of San Luis Obispo... Mac Mcgone and Doc Dockins of San Pedro... Laura Van Zandt of Merced... Raymond Anderson and Bill Black of Bakersfield... Carl Honeyman of Long Beach... Fontana's Dick Harrison... Johnny Lantz and Pete Shupp of South Gate... Joe Shilling... "B. L. Smith and Joe Maggett of Porterville... Brawley's Bill Gordon.

THE ONE COIN OPERATE.

MINNESOTA MUSINGS

Operators made the trip into the Twin Cities who haven't been in for some time... due to the bad roads and the weather conditions. Theoretically they are in to get equipment to get their routes in shape... In from the neighboring counties were: M. B. Nelson, Karol of North St. Paul; William Grove, Emek of Red Wing; Henry Kopp, a Marathon man!... From the neighboring counties in to the Twin Cities was Joe Amsterdam, Emek of Lisbon and Forks. Pershing Guldin of Enderlin, N. D. is back on the job again after a month vacation in California... Also on the vacation list is Wes Smith of Marshall, and Wesley Martin is vacationing in Florida... We have word that Charlie Jensen of St. Cloud is a grandfather. Congratulations, Charlie... Morey MorsZH of Winnipeg, Canada, stopped in the Twin Cities on his way back to Canad and was in the Twin Cities stopped in to look at the Pine 1500 Wurlitzer phonograph shown at the Lieberman Music Co.

Because of the exceptionally fine weather the Lieberman Music Company reported a very large turn-out for the unveiling of the new 1500 Wurlitzer phonograph. The operators are favorably impressed and have informed your correspondents that the feature that is really outstanding besides the good looks of the phonograph is the intermixing of the 78 and 45 R.P.M. records on the same phonograph. Those operators who attended the two day showing held on National Wurlitzer Days, April 6th and 7th, were: Joe Blakemore, Junction City, Wis.; Mr. and Mrs. La Beau, St. Paul; Lawrence Sieg, August, Wis.; Ben T. Brown, M. George Backus, Pipestone, Geo. Orange, Minn.; Trez Bros, Aberdeen; Ed Kubes, New Prague; on Hazelwood, Aitkin; Gil Hanson, Winona; Al Eggenberg, Marshall; J. C. Weber, Blue Earth; Les Bruning, St. Peter; Paul A. M. Amin, St. Paul; Marty Karber, Mpls.; Curt Berg, Mankato; John Galep, Mombine, Wis.; Gordon Worsorn, Mankato; Harry Nold, Cambridge; Earl McFarland, Mpls.; Arnold Tesmar, St. Paul; Glenn H. Sneed, St. Peter; Willa Schumacher, Mpls.; Phil Kitz, Mel Blanc, Bob Graves, Prior Lake; Millard Bruder, St. Paul; Bernard Misch, La Crosse, Wis.; Charles Nelson, Mpls.; Al Redding, La Crosse, T. J. Fletch, Velona, St. Paul; Jack Howard, Mpls.; Charles H. Trowell, Mpls.; John F. Hettesh, Mpls., F. B.; Frank Fager, Grand Rapids, Pete Vanderhyde, Dodge Center; Frank Phillips, Winona; John Seglund, Duluth; Morey Mushel, Eau Claire, Wis.; Glenn Buehls, Augusta, Wis.; Helmut, Annadale; Richard Jones, Mpls.; Gaby Cluesen, Grand Rapids; Earl Hourse, East Grand Forks; Leon Heath, St. Paul; Merle Stoddard, Zumbrota; Robert McLean, Mpls.; Oscar England, Alexandria, H. C. Atting, Mpls., Charles H. H. Roehl, Herred, S. D.; Bill Abeveek, Mpls.; Chef La Doux, Virginia; Al Plotnick, Mpls.; Mark Goughlin, Mankato; Dick Grant, Mound, Al Eggenberg, Mpls.; Andrae, Mpls.; and many more.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machina man!
WANT

WANT—Will pay top price for A.M. Model B; Bally Coney Islands; Bally Bright Lights; Bright Spots; Coney Island; Seeburg M-100, all in excellent condition. Free Delivery. J. C. ROBINSON, 1220 OLIVE ST., ST. LOUIS, MO.

WANT—Used 1426 Rock-Ola. State price and general condition. Request name and price. 35-14, 1080 MAIN ST., CINCINNATI, OHIO. Tel.: Superior 1-4600.

WANT—Bally Bright Lights; Bright Spots; Coney Island; Seeburg M-100, all in excellent condition. Free Delivery. J. C. ROBINSON, 1220 OLIVE ST., ST. LOUIS, MO.

WANT—We are paying the highest market price on United Twin Re-bounds and Q-Balls. As is. Quote price for Model B, D, L, Q. Coney Island, Bright Lights; Williams Super World Series; Keneen Four Square, five and short board conversions; also 12 ft. shuffleboards. 3519 MONARCH COIN MACH. INC., 1227 NO. LINCOLN AVE., CHICAGO, ILL., 60622. Tel.: Armario 4-4010.

WANT—Used Coney Islands; Bright Spots; Bright Lights; Williams Super World Series; Keneen Four Square, five and short board conversions; also 12 ft. shuffleboards. 3519 MONARCH COIN MACH. INC., 1227 NO. LINCOLN AVE., CHICAGO, ILL., 60622. Tel.: Armario 4-4010.

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Here’s How You Can Get 40 Classified Ads Absolutely FREE!

If you plan to use but one classified ad every so often, let’s say only one classified ad per month, no more than 12 ads during the entire year. Each ad of 40 words, (40 words has been found to be the civilized limit in classified columns) of these 12 classified ads would cost you $4.80.

Each classified ad of 40 words, at the regular rate of 10c per word, would cost you $4.00. Multiply the $1.00 by 12 such ads during the year, and you arrive at a total cost of $12.00.

For this very same $4.80 you can get an additional 40 classified ads, also of 40 words each, absolutely FREE.

In so doing you are taking immediate advantage today of the Cash Box “Special Classified Advertising Subscription” you are permitted to place one ad for each week’s issue of The Cash Box for the full year of 52 weeks issues) for a total price of $4.80. You are actually getting a $223.50 value for only $4.80. A tremendous savings to you of $175.00 if you act quickly.

Here’s how you save that $175.00: You get 52 classified ads of 40 words each (actual cost of such ad is $4.80 at regular rate of 10c per word). This gives you a classified ad every week for the full year of 52 weeks during the full year of 52 weeks’ issues (52 times $4.00) which is worth $208.00. But, that isn’t all. You also get a complete issue of The Cash Box each week (not just a tear sheet or a proof showing your ad only) which is worth $15.00, the regular for your year’s subscription rate. A grand total value to you of $223.50.

You save $157.50 and, at the same time, you get 40 more classified ads of 40 words each absolutely FREE—for all of which you pay $4.80 that only 12 ads would cost you at regular rate. Take advantage of the Cash Box’s “Special Classified Advertising Subscription” today! (Remember: The Cash Box publishes more classified ads in each weekly issue than the other magazines in the industry combined print in a month.)

Think! As materials grow shorter in supply, As merchandise and machines grow more and more scarce. You will want to use every classified advertisement you will need to continue profitable business. Like this, you will end up turning deal merchandise that is gathering dirt, dust and rust into cash. The Cash Box’s “Special Classified Advertising Subscription” gives you the opportunity to both buy and sell each and every week for the full year of 52 weeks’ issues.

* Enclose your first 40 word classified ad with your check for 48 and mail right now to:

**The Cash Box**
26 W. 47th Street
NEW YORK 19, N. Y.

---

**How To Use “The Confidential Price Lists**
[Also Known As the “C. M. I. (Coin Machine Industry) BLUE BOOK”]

**FORWARD:** Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter “The Confidential Price Lists” can only feature the market prices as they are quoted. “The Confidential Price Lists” acts exactly the same as a confidential report at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Confidential Price Lists,” rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment will be taken into consideration. (Some equipment offered by outstanding firms, having equipment for reconditioning, will be offered at higher prices than others, due to the added costs of reconditioning.) “The Confidential Price Lists” reports each quotation exactly as it is made and depends on the subscriber himself to make adjustments to fit the peculiarities of his territory.

*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 Unchanged
4. No change from Last Week

**5. No quotations Last 2 to 4 Weeks**
6. No quotations 4 Weeks or Longer

**52 No quotations 4 Weeks Added**
*Great Activity*
<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.3W2 Wall-Matic</td>
<td>15.00</td>
</tr>
<tr>
<td>2. Wilt-Lo Wall Box 5e</td>
<td>9.50</td>
</tr>
<tr>
<td>3. 7, 10, 25¢</td>
<td>32.50</td>
</tr>
<tr>
<td>4. 3W5/10/25 Wireless</td>
<td>77.50</td>
</tr>
<tr>
<td>5. Teen Drop Speaker</td>
<td>12.50</td>
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<tr>
<td>6. 19.50</td>
<td>17.50</td>
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<tr>
<td>7. 24.50</td>
<td>15.00</td>
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<td>8. 25.00</td>
<td>99.00</td>
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<td>9. 14.50</td>
<td>29.50</td>
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<td>10. 3.00</td>
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<td>11. 12.50</td>
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<td>15.00</td>
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<td>15. 3.00</td>
<td>35.00</td>
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<td>17. 9.50</td>
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<td>18. 8.50</td>
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<td>20. 15.00</td>
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<td>22. 29.50</td>
<td>35.00</td>
</tr>
<tr>
<td>23. 32.50</td>
<td>59.00</td>
</tr>
</tbody>
</table>

**ROCK-OLA**

- 6. 40 Counter with std. 45s | 39.50 |
- 7. 40 Master Rockelette | 39.50 |
- 8. 14.50 | 39.50 |
- 9. 8.50 | 15.00 |
- 10. 15.00 | 15.00 |
- 11. 10.00 | 15.00 |
- 12. 14.50 | 35.00 |
- 13. 10.00 | 15.00 |
- 14. 15.00 | 28.50 |
- 15. 29.50 | 14.50 |
- 16. 10.00 | 15.00 |
- 17. 15.00 | 14.50 |
- 18. 8.50 | 15.00 |
- 19. 40.00 | 10.00 |
- 20. 25.00 | 99.00 |
- 21. 24.50 | 15.00 |
- 22. 25.00 | 8.50 |
- 23. 20.00 | 15.00 |
- 24. 28.50 | 14.50 |
- 25. 29.50 | 10.00 |
- 26. 15.00 | 15.00 |
- 27. 25.00 | 15.00 |
- 28. 15.00 | 15.00 |
- 29. 15.00 | 15.00 |
- 30. 14.50 | 35.00 |
- 31. 10.00 | 15.00 |

**MILLS**

- 6. Do Ri Mi | 25.00 |
- 7. Panoram | 150.00 |
- 8. Song of Music | 25.00 |
- 9. Empress | 9.90 |
- 10. Panoram 10 Wall Box | 5.00 |
- 11. Fly, Wasp Away | 185.00 |
- 12. Conv, for Panoram | 10.00 |
- 13. Constellation | 195.00 |

**AI M I**

- 6. Hi-Boy (302) | 49.50 |
- 7. Singing Towers (201) | 49.50 |
- 8. High Dive Mfg. (12) | 25.00 |
- 9. Top Flight | 25.00 |
- 10. Singing Towers (301) | 49.50 |

**AIRTON**

- 1. Super Deluxe (46) | 25.00 |
- 2. Blonde Bomber | 89.50 |
- 3. Fiesta | 69.00 |
- 4. Hot Dog | 24.50 |
- 5. 48 Coronet 400 | 70.00 |
- 6. 49 Coronet 150 | 165.00 |

**MACELLANEOUS**

- 4. Chinese Crested B.B. | 165.00 |
- 5. Rustedar | 65.00 |
- 6. Williams Music Mite | 125.00 |

**BUCKLEY**

- 6. Wall & Bar Box S | 3.00 |
- 7. Wall Bar Box N.S. | 3.00 |

**PACKARD**

- 1. 6/16 Pla Men Wall & Bar Box | 1.00 |
- 2. 7.00 |
- 3. 22.00 |

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Manufacturers and date of game's released. Code: B (Bally); CC (Chicago Coin); ES (Exhibit); G (Gottlieb); K (Keene); (Un) (Unknown).
### This Week's Used Market

This week's used machine recorded some of the heaviest action in some time. The activity can be attributed to many factors which would include the unusually heavy buying. However, trend during the past few months has created a definite upswing in the action of used machines. There was a temporary dip in the current buying spree represents only part of the increase in quotations. Though this action might be expected, the heavy price range did not result in a similar pattern. Prices showed up with slight decreases on several items of no particular condition.

The section of the market as it is often does, shared to a large extent in the increased action. Nearly all machines received many asking prices with the newer games once again leading the field. One important feature of the week's trading was the influx of games into the listing for the first time.

The music section did not respond proportionately to the increase in new item divisions, however, there was a noticeable rise in action. The usual big movers continued to hover at the same clip.

The shuffle section of the market was the second largest part of the week's heavy activity and it was shared by most of the higher price ranges, having developed slight decreases which can readily be expected to rise in the near future. The arcade division behaved in a normal manner with little change taking place as far as activity and price is concerned.

### The following was the most active equipment in this week's used market:

#### Most Active Used Music

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Palm</td>
<td>$495.00</td>
</tr>
<tr>
<td>Williams Box Score</td>
<td>$395.00</td>
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<tr>
<td>Williams Box Set</td>
<td>$395.00</td>
</tr>
<tr>
<td>Williams Star Series</td>
<td>$395.00</td>
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<tr>
<td>Williams</td>
<td>$395.00</td>
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</table>

#### Most Active Used Shuffle

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally Shuffle-Line</td>
<td>$175.00</td>
</tr>
<tr>
<td>Bally Hook Bowler</td>
<td>$150.00</td>
</tr>
<tr>
<td>Bally Baseball</td>
<td>$75.00</td>
</tr>
<tr>
<td>Bally Shuffle-Bowling</td>
<td>$45.00</td>
</tr>
<tr>
<td>Bally Shuffle-Speed</td>
<td>$35.00</td>
</tr>
<tr>
<td>Bally Shuffle</td>
<td>$35.00</td>
</tr>
<tr>
<td>Bally Shuffle-Bowling</td>
<td>$35.00</td>
</tr>
<tr>
<td>Bally Shuffle-Bowling</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

#### Most Active Used Arcade

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>$395.00</td>
</tr>
<tr>
<td>Shield</td>
<td>$395.00</td>
</tr>
<tr>
<td>Shield</td>
<td>$395.00</td>
</tr>
<tr>
<td>Shield</td>
<td>$395.00</td>
</tr>
</tbody>
</table>

### Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory.

#### AMI, INC.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>D-40 Photographic</td>
<td>$795.00</td>
</tr>
<tr>
<td>HS-5M Photographic</td>
<td>$795.00</td>
</tr>
<tr>
<td>3-11c东路 Screen</td>
<td>$395.00</td>
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#### BALLY MFG. CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shuffle</td>
<td>$45.00</td>
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<tr>
<td>Shuffle</td>
<td>$45.00</td>
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<tr>
<td>Shuffle</td>
<td>$45.00</td>
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</tbody>
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#### CHICAGO COIN

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Pin</td>
<td>$395.00</td>
</tr>
<tr>
<td>King Box</td>
<td>$395.00</td>
</tr>
<tr>
<td>4-Player</td>
<td>$395.00</td>
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</table>

#### H. C. EVANS & CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champion</td>
<td>$395.00</td>
</tr>
<tr>
<td>Champion</td>
<td>$395.00</td>
</tr>
<tr>
<td>Champion</td>
<td>$395.00</td>
</tr>
</tbody>
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#### THE EXHIBIT SUPPLY CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jet Gun</td>
<td>$395.00</td>
</tr>
<tr>
<td>Silo Gun</td>
<td>$395.00</td>
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</tbody>
</table>

#### INTERNATIONAL AUTO. CORP.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delux League</td>
<td>$495.00</td>
</tr>
<tr>
<td>4-Player League</td>
<td>$495.00</td>
</tr>
</tbody>
</table>

### COPIRUGHTED 1952. REPRODUCTION NOT PERMITTED.
“BIG BRONCO”

ONLY HORSE “SAFETY-APPROVED” BY UNDERWRITERS LABORATORIES

IT TROTS!
Pull The Reins
IT GALLOPS!

BACKED BY
14 YEARS
OF DEVELOPMENT
AND
51 YEARS
OF EXPERIENCE
MANUFACTURING
QUALITY MACHINES

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

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
UNITED'S 6 PLAYER SUPER SHUFFLE ALLEY

BIG, BOLD ILLUMINATED SCORE INDICATORS

* EACH PLAYER CAN SEE HIS SCORE AT A GLANCE

HIGH SCORE FOR THE WEEK
FEATURE
PLAYER WRITES NAME ON BACK-Glass

JUMBO DISAPPEARING PINS
- FAST REBOUND ACTION 20-30 SCORING
- FORMICA PLAYBOARD
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