Rarely does a spiritual group score such a popular success that it makes the best-seller lists. This feat however has been accomplished by The Bells Of Joy with their Peacock recording of “Let’s Talk About Jesus.” Above, the group is shown receiving two awards, one from The Cash Box for outstanding achievement and one from the New Orleans disk jockeys. Left to right are: Don D. Robey, president of Peacock Records; Nick Caruso of TAC Amusement Co., presenting The Cash Box award on behalf of the operators; The Bells of Joy; and on the extreme right, Richard Sturgell of the A-1 Distributing Co., New Orleans. Sales of “Let’s Talk About Jesus” continue to skyrocket, according to Irv Marcus, sales manager of Peacock.
It's Loaded

with Cash Box Filling Features

Meets Every Musical Taste with

104

Easily Selected Tunes

Compare the

Wurlitzer

Fifteen Hundred

with Single Speed Phonographs

... then Ask Yourself

Why Buy Two When One Will Do?

See Your Nearest Wurlitzer Distributor

The Rudolph Wurlitzer Company, North Tonawanda, New York
Noted Juke Box Op Advises:

“We sure do WANT, and NEED DIME PLAY, but, We can’t start because our competitors won’t let us!”

We’re certain, if this juke box op who made the above statement will be truthful, he will admit that his competitors certainly didn’t want him to start in the juke box operating business in the first place.

But he started. And he has carried on. And has won for himself much respect as well as commendation. In fact, he is known as one of the leading juke box ops in the country.

Admitting that he wants, and needs, dime play but he is unable to operate his dime, he is like saying that if his competitors want to hang themselves, he, too, must hang himself.

He didn’t listen to his competitors when he started operating juke boxes. Nor did he listen to his competitors as he grew out and got himself more and still more locations.

And, further, he didn’t listen, or even care what his competitors stated, or thought, when he bought the many new machines he now has on his route.

There is no question here as to whether his competitors, too, need and want dime play. They most certainly do want dime play. They can’t continue too long trusting to nickel play when their machines cost them over three times more than they used to cost, and when their overhead expense, even since the first post-war year, 1946, has increased by over 75 per cent.

The records play the same length of time, whether for a nickel or a dime. The peak play hours are just so many in any location, whether it’s nickel or dime play. The overhead’s just as great. The cost, the profit, the supplies, and new machines, remains just as high, whether the play is for nickels or for dimes.

But, as a survey disclosed in the April 19 issue of The Cash Box, those operators who are featuring dime play have been able to show some sort of return on top of their investment. They have been able to purchase new equipment to keep their routes sparked up to a high collection mark.

They have been able to continually make fresh capital investments to help themselves continue on ahead as successful businessmen.

What may be the case a few years from now, but that is a tale for another day. The operators who do not need more intake, to assure himself a decent return on his huge investment, and to be able to continue on ahead in his chosen profession.

The sad part of it all is that few can claim this to be the case if their machines are on nickel play. And this regardless of the fact that there are better quality records now on the market playing for a much longer period of time than the old pre-war and wartime records played.

In 1934, when the modern juke box business started, operators bought 10 records (playing only one side of each of these records) and paid around 21c for the records. Phonos cost around $300. Nickel play was then plausible, but only to a certain degree.

Today, phonos have jumped to 40 and up to 104 selections. That means the operator must buy anywhere from 20 to 50 records per machine. The phonos now sell for around $1,000.00 each. Overhead is ‘way up. And, not even to speak of the increase in record costs, as well as the price of supplies, such as postage, transportation, license fees, taxes, etc., ad infinitum.

Yet, for some reason or other, some juke box ops, who seem to have suddenly lost their sense of good business, are continuing to charge the very same nickel that was charged for music in the days of the “Automatic Harp”. Prior to 1900, in the days of the “Automatic Piano”, in the 1900’s, in the days of the Mills Violano Virtuoso, in the 1920’s and, today, in 1952, 52 years later, they are still charging a 25c per play.

It’s 10 years since the modern juke box came into being (and costs have increased over 18 times since 1934) and the majority of operators are still charging 5c per play.

Therefore operators cry great, big crocodile tears that they are losing money, whom have they to blame for themselves?

These operators note that where dime play is in operation there isn’t anywhere near as much “wailing and crying” about “not being able to make out”.

The fact remains that operators whose juke boxes (and other machines, too) are on 10c play (3 plays for 25c) have been able to continue on ahead, enjoying some sort of return on their investment. And even some of these men have had tough sledding.

Surely then, this noted op who advised, “We sure do want, and need, dime play, but we can’t start because our competitors won’t let us”, should think it over.

The rest of the story he reported was that he just couldn’t “make out” any longer and realized, after watching dime play in operation in other territories, that “this is what we need”.

It’s up to him to get started. It’s up to him to call in the other operators in his area and point out to them that it isn’t just for “his sake” but for the future better welfare of all concerned, that they should get dime play under way. In short, all will benefit.

Those operators who are still hesitant after that, and still want to wait awhile before starting dime play, should at least guarantee to hold back from jumping the spots of those first daring operators, until a ninety day test period is completed.

One well known operator advised that when he first started dime play, and all on his lonesome, too, all he asked was a “promise” from the other ops in his area that they would not “jump” his locations for ninety days.

Today, that whole area is on dime play. And every operator in that area frankly states that, if he had to change back to nickel play, he would “get out of this business”.

The answer is whether this operator is a good enough business man to realize that he just can’t make money on nickel play with even the greatest of selectivity and the finest of equipment, with his overhead expenses what they are today, and the cost of new equipment what it is today, unless he can take in more to earn more to meet this tremendous increase and, at the same time, by taking in more, pay the location owner more, so that all will be more happy.
BLUE TANGO
LEROY ANDERSON
CA-1966 (F-1965)—Les Baxter
DE-27875 (F-27875)—Larry Anderson
ME-5817 (F-5817)—Xavier Cugat
VJ-20-4518 (F-4518)—Hugo Winterhalter

WHEEL OF FORTUNE
KAY STARR
CA-1964 (F-1964)—Kay Starr
DE-66060 (F-66060)—Jimmy Scott
DE-27967 (F-27967)—Eddy Fournier
DE-45230 (F-45230)—Hilton Hines
DI-787—Sonny Gale & Edith Wilson O.

BLACKSMITH BLUES
ELLA MAE MORSE
CA-1922 (F-1922)—Elia Mon Morse
CD-20597 (F-20597)—Olive McAllister
DE-27972 (F-27972)—Olive O.

A GUY IS A GUY
DORIS DAY
JUKE LO-1169—Doris Day
DE-28049 (F-28049)—Doris Day

ANYTIME
EDDIE FISHER
CA-1899 (F-1899)—Helen O'Connell
DE-27972 (F-27972)—Helen O'Connell

CRY
JOHNNIE RAY
CA-1873 (F-1873)—Four Knights
CD-20592 (F-20592)—Eileen Barton
DE-27972 (F-27972)—Paul Chapman
DE-45230 (F-45230)—Hilton Hines

PERFIDIA
FOUR ACES
CA-2023 (F-2023)—Sunlight
CA-2019 (F-2019)—Rocky Reagor
CD-20592 (F-20592)—Sonny Goodman
CR-66063 (F-66063)—The Miltays

I'LL WALK ALONE
DON CORNELL
CA-2044 (F-2044)—Jimmie Franks
CA-2000 (F-2000)—Evelyn Whiting
CO-39564 (F-39564)—Bert Taylor
CR-66069 (F-66069)—Rene Darnell
DE-28035 (F-28035)—Gene Ammons O.

BE ANYTHING (But Be Mine)
EDDY HOWARD
CA-2011 (F-2011)—Nickie O'Connell
CO-39569 (F-39569)—Alfred Howard
CR-66066 (F-66066)—Eddie Howard
DE-28035 (F-28035)—Eddie Howard

PIPPY BOX, Music
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May 3, 1952

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THE NATION'S
TOP TEN
PLUS THE NEXT
15 JUKE BOX TUNES
The Top Two Years Nursery
Concerning the Top Ten Juke Box's
Rating, Compiled from Reports Sub-
mitted to the Top Tunes Network
Throughout the Country

Blue Tango
LeRoy Anderson
CA-1966 (F-1965)—Les Baxter
DE-27875 (F-27875)—Larry Anderson
ME-5817 (F-5817)—Xavier Cugat
VJ-20-4518 (F-4518)—Hugo Winterhalter

It Ain't the Box's Fault that
the Volume Jumped so LOUD!

It Ain't the Box's Fault that
you had to wait so LONG for your
selection to come up!

It Ain't the Box's Fault that the
record played so long it was cut
off in the middle of a chorus!

No, don't kick that juke box mister!
As a matter of fact, don't kick
anything—or anyone—because pretty
soon these problems may be solved.

We here at THE CASH BOX have been doing
our darndest to bring these difficulties to
the attention of the record company
officials who can best remedy the situation.

And whaddya know?
They're beginning to do something
about it!
Don Kimmel, former deejay and now under contract to Uncle Whiskers in the army air forces, writes, "I made an informal poll among the air forces in England, and here is what I found out: Favorite male vocalist, Johnnie Ray; female vocalist, Doris Day; favorite rhythm, L. F. Chana and; favorite trio, Nat King Cole. Because of You-Tony Bennett; Slowpoke-Ralph Flanagan; Little White Cloud That Cried-Johnnie Ray; One Sweet Letter-Patti Page; Please Mr. Sun-Johnnie Ray; September Song-Janet Harris. My Pal, What Makes You Think You're Getting To Be A Habit-Doris Day and Dixie Jopul-Ralph Flanagan. Robert Q. Lewis, off for an engagement at the Thunderbird, Las Vegas. While out west, Robert Q. will hold open houses on Monday, May 8th, at the Beverly Hills Hotel, Hollywood, for all who care to attend. ... Phil Wilson, formerly of WLEK, Richmond, Va., now on WMAL—Washington, D.C., Wilson releases from the record companies.

"Happy" Ison now with WVOW-Logan, West Virginia. Happy was formerly with WTOP. Ison's present station is a 5,000 watt, and in addition to Logan, covers a primary area which includes Charleston, Beckley and Pineville. Pictures is holding a special screening of Billy Eckstein's first pic "Skirts Ahoy" on April 28th for deejays only. ... Ed Murphy (WSYR-Syracuse) has organized the "Safety Rangers" to better the safety record of pedestrians and cyclist. He already has an enrollment of 8,000. ... Sam Evans, The Cash Box columnist, celebrated his first anniversary on WGN-Chicago. Sam is jazz and blues expert heard nightly on the Mutual outlet. ... Frank Hennesey (WDJE-Syracuse) had a bet with Mayor Corcoran of that city that he could lose more weight than the mayor. Frank lost—weight but eight bucks. ... Bill Randle (Were-Cleveland) will be commuting to New York for weekends for the next few weeks. Lou Barile (WJAL-Rome, N.Y.) is bringing in name attractions for theatre dates in that city. ... Howie Leonard (WLAB-Boston) has moved his "Howie Leonard Show" from Saturday night 8-10 P.M. to Saturday afternoon 2-5 P.M. Howie's show of music and chatter originates from Hotel Bradford. ... Lou Goldberg (WCPB-Boston) in town to see the shows for a few days. ... Carl Silber, musical director and deejay advisor at WAGE, Syracuse, assigned to arrange and conduct all theatre shows that come into town at the State Theatre and the New Memorial Hall.

Mary Small and husband, Vic Mizy have just returned from a tour of deejays that took them to Rochester, Cleveland, Detroit, Pittsburgh and Buffalo. Mary and Vic were promoting their latest King hit "Didja Ever." ... Larry "Doc Jive" Shields, program director and disk jockey at WFRP-Savannah, Ga., co-stars with Ruth Christianen, winner of last years best actress award, in the Little Theatre production of the comedy, "The Great Big Doorstop." Larry was also featured in the Community Playhouse offering "The Live Wire," wherein he portrayed a sharp talent scout. In the current presentation, he out-Jeeters Lester in the role of Papa Crochet, a shiftless cajun levee resident of Louisiana. ... "Jockey Jack Boogie," done by Preacher Stevens and Jon Wick's Swinging Orkans on the United Label, was written for Jack Gibson, WLOU-Denver. Jack bills himself on the air as "Jockey Jack." ... Andy Franklin has taken over the "Swing Shift" show on WSRS, Cleveland.

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

THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. BLUE TANGO ..... Leroy Anderson (Decca)
2. WHEEL OF FORTUNE ..... Kay Starr (Capitol)
3. BLACKSMITH BLUES ..... Ello Mae Morse (Capitol)
4. A GIANT IS A GIANT ..... Doris Day (Columbia)
5. I'LL WALK ALONE ..... Don Cornell (Coral)
6. FORGIVE ME ..... Eddie Fisher (RCA Victor)
7. AT LAST ..... Ray Anthony (Capitol)
8. PITTSBURGH, PENNSYLVANIA ..... Guy Mitchell (Columbia)
9. BE ANYTHING, BUT BE MINE ..... Eddie Howard (Mercury)
10. PERFIDIA ..... Four Aces (Decca)

WEEK OF APRIL 26

I'm Yours / Just A Little Lovin' ..... Eddie Fisher
Busy Body / I Don't Mind ..... Pee Wee King
Someone Calls Me Daddy / Don't Ever Take The Ribbons From Your Hair ..... Eddy Arnold
Blue Tango ..... Hugo Winterhalter
Any Time ..... Eddie Fisher
Kiss of Fire ..... Tony Martin
That's The Chance You Take / Forgive Me ..... Eddie Fisher
There's A Blue Sky Out Yonder / Stop Your Gambling ..... Spike Jones
Perfidia / At Last ..... Glenn Miller
Tell Me Why / Trust In Me ..... Eddie Fisher
I Just Telephone Upstairs ..... Hank Snow
Tulips And Heathar / Please, Mr. Sun ..... Perry Como
Lady Love / Idaho State Fair ..... Vaughn Monroe
I May Hate Myself In The Morning ..... Steve Gibson
Got You On My Mind ..... John Grey

"GOING STRONG"

"THE CASH BOX, Music"

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May 3, 1952

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY
**PLAY BALL YOU ALL** (3:00)  
*CASEY JONES* (2:55)  
THE NORMANNIERS  
(Imperial Crown 101)  
Here's one that should get played on the impetus of the baseball season. The Normanniers have a cute tune dealing with baseball and they deliver it in a quick tempo that's gonna go down the listener interested. The lower lid finds the group in an oldie and here too they make the beaty number come out ok. We like the upper deck.

**BE ANYTHING** (3:04)  
*COME BACK* (2:52)  
JACK MABELLY & COLE  
(Coral 60666; 9-60666)  
Jack Haskell offers first rate coverage of a ballad of the better stylized type of Nat "King" Cole. This melodic number aided by the Billy May orchestra makes this a potent number. Flip's a light bouncer that's handled in an ingratiating manner by Nat that's again the May orchestra rounds out the platter. Ops have two powerful sides that they can't afford to miss.

**SOMEBODY ALONG THE WAY** (2:49)  
*WHAT DOES IT TAKE FOR YOU TO TAKE ME* (2:40)  
NAT KING COLE  
(Capitol 2069; F-2069)  
A first rate ballad is given the warm full stylized treatment of Nat "King" Cole. This melodic number aided by the Billy May orchestra makes this a potent number. Flip's a light bouncer that's handled in an ingratiating manner by Nat that's again the May orchestra rounds out the platter. Ops have two powerful sides that they can't afford to miss.

**YOU'RE MAKING ME CRY** (2:14)  
*JUST FOR TONIGHT* (3:04)  
JACK BROOKS & EDDIE WILCOX ORCHESTRA  
(Disc 795)  
A dramatic tune, some feeling present and the Ed Wilcox orchestra is a slow ballad that once again finds Brooks turning in a dramatic performance. The effort might get some spills.

**MINE** (2:48)  
*NIGHT AFTER NIGHT** (2:34)  
DON ANTHONY  
(Decca 637)  
A slow ballad is given a pleasing golden touch by vocalist Don Anthony. Both tune and vocal effort combine to make this level an ok waxing. The lower portion is that soft item that presents a listenable platter as Don warbles fairly. Ops who are in need of filler material might check here.

**THAT'S WHEN YOUR HEARTBEATS BEGIN** (2:50)  
*IT'S GONNA COME OUT* (3:35)  
RUTH CASEY  
(Capitol 117)  
A grand tune and a sweet vocal job turned in by chip Ruth Casey add up to a like-ly disk. The pretty chippiness of Ruth is set off effectively by the orkiestra of Graham Prince. Flip is a soft and slow number that's projected easily by the artist. Our nod goes to the upper end.

**WHY DID YOU LEAVE ME** (3:16)  
*LONESOME—THAT'S ALL* (3:15)  
PERRY COMO  
(RCA Victor 20-4667; 47-4667)  
Perry Como should have his biggest disk in a long while with his new release. Perry, who is a consistent winner, puts all his vocal warmth into this pretty ballad and the result is inevitable. The tune is tagged "Why Did You Leave Me" and with Perry vocalizing and the superb backing offered by the Mitchell Ayers orchestra the lid can't miss. The slow melodic number is fully exploited by the expressive reading and the lush orkiestra. Ops should have a field day with the disking. The second half is another ballad that Perry handles in his typically ingratiating manner and once again the haton twirling of Mitchell Ayers rounds out a likely half. However, the side we're hep to is the first one; it's gonna score big. Ops oughta get now.

**SINGING WITH YOU** (2:47)  
*DOODLE DEE DOO* (2:51)  
JANE GRANT  
(Beth 1572)  
Here's a very pretty number by Miss Jane Grant, who kicked off "Goody Goody," works over an easy jump in an effortless manner. Her sincere vocalizing gives this side a boost. The lower lid is a livelier number that moves along with a pleasant bounce. Jane lets loose on this end and winds up with a spirited half. Ops might wanna take a gander.

**ALL I DO IS DREAM OF YOU** (2:22)  
*BUY HER A HAT* (2:50)  
ART MORTON  
(Harmony 3000)  
The exciting tango, labeled El Cholo, has recently been refused and called "Kiss Of Fire" and now Art Morton comes up with a new title and new lyrics and throws his offering into the fray. Art's stirring vocal backed by the Harry Geller orki makes for another good disk. Flip is a long item that lacks the appeal of the first side. We like the top one.

**WHEN I DREAM** (3:32)  
*I GRABBED FOR THE ENGINE* (3:32)  
THE FONTE SISTERS  
(RCA Victor 20-4667; 47-4667)  
The Fontane Sisters add up to a Latin beat and carried by the Fontane Sisters to a pleasant wind up. The Mitchell Ayers orchestra sets the end up musically and helps add to the appeal of the disk. The second disk is a fast moving item complete with train effects and here too the girls have a catchy half. Ops oughta give a listen.

**CHIMNEY SMOKE** (2:00)  
*A-BOVING* (2:00)  
HARRY BELAFONTE  
(RCA Victor 20-4667; 47-4667)  
Harry Belafonte, folk singer, has a good tune with folk flavoring on the top disk. The melody is pretty and the presentation equally as effective and as a result the side could make potential. The half is a dynamic folk ditty that also comes out as grand listening. Ops oughta watch it.

**THAT'S WHEN YOUR HANDS GROW COLD** (2:55)  
*UNTIL THE REAL THINGS COME ALONG* (3:15)  
BILLY ORCH AND HIS ORCHESTRA  
(RCA Victor 20-4657; 47-4657)  
A beautiful melody is treated to a very perky delivery by Eddy Duchin with a supporting vocal group lending to the effect. The rendition should get plays in the Jukes. The under side offers Billy with an extremely short excerpt of a well liked tune. The top one deserves the attention of ops.

**THAT'S HOW IT GOES** (2:45)  
*I WAS MADE FOR DOLLY* (2:37)  
DON ESTES  
(RCA Victor 20-4653; 47-4653)  
A pretty ballad that's kickin' off is given more than adequate coverage by this duo. Under the side has been the backing up点头 supplement to the side the disking should garner some coin. The lower end is a happy sounding number with a tinge of folk flavoring to it and here too, Don has a pleasant deck. The upper one has more appeal.

**WHAT SHOULD I DO?** (3:13)  
*ICICLE TEARS* (2:44)  
PAULETTE SISTERS  
(Brooklyn 1013)  
Here's one with sleeper potential. The Paulette Sisters take off on an attractive, slow ballad and with the musical assistance of the Jimmy Cagney orchestra the level could prove to be big. The under side features Bernie Lee with a girls as they handle a plain number listenably. It's the first end.

**FESTIVAL** (2:45)  
*WON'T YOU SURRENDER* (2:48)  
RAY CURA & XAVIER CUGAT ORCHESTRA  
(Mercury 5829; 582945)  
A delightful ditty is taken for Latin ride via the orkiestra of Xav Cugat and the vocalizing of Xav Cugat and the vocalizing of Lane and Don Rodney. This cute treatment deserves the attention of ops. The under lid is an old tange with new lyrics and here Ray Cura gives a rather nice treatment. The trend could make this an interesting half.

**BEST BETS**

- **LEAVE THEM ALONE**  
  (Fran Warren  
  MGM 11237; KI1237)
- **HEAVENLY FATHER**  
  (Frances Wayne & Neal Herre  
  Coral 60728; 9-60728)
- **WHAT DOES IT TAKE FOR YOU TO TAKE ME TO**  
  (Nat "King" Cole  
  Capitol 2069; F-2069)
- **RAIN DROPS**  
  (Four Sensations  
  Rainbow 174)
- **WHAT SHOULD I DO**  
  (Paulette Sisters  
  Broadway 1013)
NEW YORK:

Another great new record coming out of Philadelphia, "Here In My Heart" by Al Martino on the City Of Brotherly Love label, is a hit. Peggy Lee, who recently signed with Decca, has a new disk promoting her music publishing firm independent BBS label. Disk has broken wide open in New York.

Back Charley Traveling, honey. Isn't Modern's Lunched quite Maggie DO?

Toni Danny Don Bob And Tommy Edwards was helping out his fellow MGM artist Billy Eckstine by bringing Billy's latest release "Kiss Of Fire" to the dealers. Tommy hopes that Billy will do the same for him on his new one "My Girl."

Chicago:

Nice note from Mack Clark (brother of the late and very great, Buddy Clark) advising that his first promotional stunt for King went over big. Little 45s were sent out to all deejays to get attention to Hot Lips Paige's "Tin Whistle Blues." Don Corneli, who's hotter than ever 'round about the Juke box, is off to town to play a benefit for Leo Petrocillo on his day off.

Four Aces will open at the Chgo Thitter on May 16. Their wax hot 'round these parts... Georgia Gibbs giving with the "Kiss Of Fire" at the Chgo and going strong. And the crows. Charley McClure and Phil Music moves back to Wisconsin. Johnny Ray opens at the Oriental on May 1. And that deal to play the Chez Paree on Sept. 16 reported ellipse. "Johnny Ray's biggest juke box sale of the year. Joe Petkow sold his famed Universal Automatic to Phil Weinman and some others. Fred Darrei comes up with a hot wax (a cross between Bay and Laine) in "Please Say You Love Me." He's traveling the country for top promotion for this Modern disk.

Johnny Dinahart who handles those "Chiel-craft" disks for Marshall Field reports that they sold nearly the first three months. Traveling disk men report that bedded or not bedded, Dewey Phillips is kickin' off with two programs a day right from his bedside at Kennedy Veterans Hospital in Maryland. Two hour shot in the afternoon, half hour shot in the late evening. And using the late Joe Penner's great crack, "Wanna buy a duck?" Which, disk men claim, is got 'em all sayin' it round Memphistown. Hear that Leonard Chess of Chess Records had wanted "in" on that deal to buy that radio station in Memphis. Others in the deal, Clarence Camp and Buster Williams, two of the biggest juke box men. Maggie Whiting will open with the Four Aces at the Chgo.

Los Angeles:

Tore out his recent extended European junket and plans to return for completing his TV film project. There'll also be an interesting announcement from his firm record-wise, which we were asked to hold off on a few weeks till it officially breaks. One day with Lee Menner of Aladdin at a Beverly Hills sandwich spa where you sit genie-like on low couches, the scenery excelling the decor, both Leo agreed. The Menner Bros. are jumping with Lynn Hope's "Hope, Skip and Jump," truly a sleeper as The Cash Box tabbed it a few weeks back. Back from Hawaii as fast as a native is Modern's Flo Bihari, who's keeping real busy these days with some new release material in between showing a fair portion of her man to advantage on the Beverly Hills Hotel tennis courts. (Flo, the Bihari didn't know you were there) as it was another girl with a comparable tan. Of to a flying start locally is Vita's "Blue Raindrops," written by the local boy John Olsen and kicked off by d.j. Bob McLaughlin, former cop.

Lee Palmer tells us Mercury has five, count 'em, Hayes "Junco Partner" (the number James Waynes did so well on recently in that rhythm field for Sittin' In), Eddy Howard's "Be Anything," Fatti Paige's "Whispering Winds" and Rusty Draper's "Just Because." Mercury's A & R veep Art Talalmy due out to cut a fresh batch of tunes with Burch's biggest scoring a real hit with the locals and Harry Geller, formerly A & R man for Mercury...

We understand who owns the label and have even heard there's a mysterious Hollywood gal named Lotta Bucks who's backing it. At any rate, we've been told it's not Columbia's or Eddy's Olesterman's former label.

Sorry we couldn't make the MGM and Gordon Wolf party for Hank Williams at the Riverside Ranch but understand it was a fine turnout and a fine time for one and all. Quite an official launching we received from Beez Roberts signed by Oklahoma Governor Johnston Murray in behalf of Johnnie Lee Wills "Thingamajigs" on RCA-Victor.

"It's What's in THE CASH BOX That Counts"
**SLEEPER OF THE WEEK**

*THE CARIoca* (2:41)

**“I’M CONFESSEN’ THAT I LOVE YOU”** (2:33)

**LES PAUL & MARY FORD**

(Capitol 2080; F-2080)

-SHEILA CALDWELL

- The Les Paul, Mary Ford combination have hit it big again. The duo have a pair of waxings that are headin’ for the top of the ladder. These artists have had such success with oldies in the past and once again they have a pair that are presented in their inimitable fashions. One lid is labeled “The Carioca” and here the guitarists have a dish made to order for their unique sound. This exciting piece moves along in a fast tempo and listeners are gonna wanna hear it over and over again. The other end is the wonderful oldie “I’m Confessin’ That I Love You.” This level features the soft, slow vocalizing of Mary Ford as she is backed effectively by the string plucking of Les. The ballad carries a warm feeling and presents an earful of the oldies that have been biggies and they oughta get them now.

**“MEET ME ON THE CORNER”** (2:24)

**“TWO”** (2:35)

**CHAMP BUTLER**

(Columbia 39717; 4-39717)

-Champ Butler and the Percy Faith orchestra have a rousing item working on the top portion. Butler offers a seafull effort as he makes the bouncy number sound good. The under deck is an attractive romantic ballad that’s handled artfully by Butler and the orch. Ops have two sides that should get its share of whiffs.

**“RAINDROPS”** (2:05)

**“WHEN HONEYMOON LANE BECOMES MEMORY LANE”** (2:40)

**FOUR SENSATIONS**

(Rainbow 174)

-A good tune that should eventually find its way to the top is given a going over by the harmonizing Four Sensations. The boys go all out on this one. The second level is a light bouncer that also shows the boys to good advantage. The top deck is loaded.

**“HARLEM NIGHT”** (2:48)

**“ESPAÑAHARLEM”** (2:39)

**RAY BLOCH ORCHESTRA**

(Coral 60701; 9-60701)

-A good musical piece is projected beautifully on the top level by the Ray Bloch orchestra. The group delivers the tune with a big and appealing sound and come up with lots of pleasant listening. The under portion is another instrumental and here, too, the musical aggregation presents a melodic waxing. Ops should find play with this disking.

**“I LOVE TO HEAR A CHOO CHOO TRAIN”** (2:58)

**“FINE AND DANDY”** (2:36)

**JO ANN GREEN**

(Decca 28149; 9-28149)

-A fast moving ditty with train effects thrustout is belted out in a spirited fashion by Jo Ann Green. Vocal effort and tune should rate some spins. The lower deck finds the vocalist with an oldie which she does out in a change of pace manner. Her interpretation is interesting enough. Ops might give a look.

**“IF THEY ASK ME”** (3:14)

**“IT ONLY TAKES A MOMENT”** (2:54)

**GORDON JENKINS ORCHESTRA & CLARK DENNIS**

(Decca 28148; 9-28148)

-Clark Dennis bows in with the Gordon Jenkins orchestra on the top level. The romantic ballad that he delivers effectively offers good material for his presentation. The Jenkins crew turns it in its usual fine job of accompaniment. Flip is a similar end as both artists collaborate on another slow ballad. Ops have their choice.

**“BE ANYTHING”** (3:14)

**“FORGIVE ME”** (2:47)

**PEGGY LEE & GORDON JENKINS ORCHESTRA**

(Decca 28142; 9-28142)

-Chirp Peggy Lee makes her initial effort for the Decca label a winning one as she works her way through two strong ballads. The upper end is a tune that’s getting a big push, while the second siding is a number that’s already stirred lots of noise. The Jenkins’ orking is first class and the result is two sides that should hold their own with the best.

**“NIGHT TRAIN”** (3:00)

**“BAG PIPE BOOGIE”** (2:00)

**THE MACDAPS**

(Decca 28139; 9-28139)

-A rhythm and blues hit is hammered out in a forceful manner by the harmonica duet of the Macdaps. Making use of electronic effects the artists are capable of producing a big sound. The under siding is a jump item that the combo handles in a fitting fashion. Ops have filler material here.

**“FORGIVE ME”** (2:22)

**“JUST BECAUSE”** (1:59)

**JIMMY WAKELY**

(Capitol 2078; F-2078)

-Jimmy Wakely offers his coverage of a top ballad on the first level. Wakely warbles in his familiar style and the result is a waxing that could move if placed properly. The second siding is a fast moving, happy level that Jimmy pipes in an ok manner. Again ops oughta find the right spot for it.

---

**LESLIE MANSFIELD**

**THE WHIPPOORWILLS**

(Vote 1005)

-A pretty tune is turned out creditably by the Whippoorwill’s on the top level. Sweet Georgia Brown takes charge of the lid and manages a listenable half. The second dish is a plain number that gets a similar going over by the artists. Ops might want to take a look.

---

**“LEAVE THEM ALONE”** (2:44)

**“HEAVENLY FATHER”** (2:39)

**FRANKIE RAPHAEL**

(MGM 11237; K11237)

-A striking ballad is turned into a potent piece of wax via the fine chirping of Frank Warren. The melodic number is a light / softly dished out by Fran while the orch supplies a fitting backdrop. Flip is another strong contender in the form of a dramatic item that’s currently scoring high in rhythm and blues circles. Ops can’t miss with either. Top tune has terrific potential.

**“LONESOME AND BLUE”** (2:43)

**“WHY NOT?”** (2:29)

**NEAL Hefi & FRANCES WAYNE**

(Coral 60728; 9-60728)

-A forceful presentation of a tune- full number is dished up on the upper end by Frances Wayne and the Neal Hefi orchestra. Frances handles the lyrics in a polished manner and the result is a good half. The lower lid offers the orchestra with a slick instrumental of a listenable item. Ops ought watch the first one.

**“EY’RYTIME”** (2:55)

**“MIGHTY THING”** (2:47)

**NEAL Hefi & FRANCES WAYNE**

(Coral 60727; 9-60727)

-The other disking is turned out by the Frances Wayne, Neal Hefi combo. With Frances taking charge of the set and Neal going along the orch backing the side all the way, the ballad on the upper end comes out as fair listening. The second dish offers the boys with an instrumental item that they call home convincingly. Ops might take a gander.

**“GOODY GOODY”** (2:14)

**“BUGLE CALL RAG”** (2:15)

**THE MODERNaires**

(Green 60726; 9-60726)

-A delightful jump number that’s making inroads strong is coming out by the harmonizing Modernaires. The polished blend of the group plus the infections that make this one a platter that should get a ride in the boxes. The lower deck is a fast moving item that’s chased home in rollicking fashion. We like the top side.

**“WAITIN’”** (2:46)

**“MOON DUST”** (2:37)

**BUDDY TATE ORCHESTRA**

(Decca 794)

-A rule of instrumentals is handed adequately by the Buddy Tate orchestra on this new Derby platter. The material is fair and the group goes all out to bring in a listenable piece of wax. Some good saxing is featured on both lids. Ops ought check both ends for filler potential.

**“BLUE RAINDROPS”** (2:40)

**“I MUST HAVE HOLES IN MY HEAD”** (2:05)

**THE WHIPPOORWILLS**

(Vote 1005)

-A pretty tune is turned out creditably by the Whippoorwill’s on the top level. Sweet Georgia Brown takes charge of the lid and manages a listenable half. The second dish is a plain number that gets a similar going over by the artists. Ops might want to take a look.

---

**THE CASH BOX**: A weekly publication offering the latest in music, featuring reviews of new releases with detailed analyses, providing a rich trove of insights into the industry and the music of its time. Each entry is a snapshot of the music world, offering a glimpse into the sounds and styles that defined the era. From the classics to the up-and-coming, the Cash Boxchronicles the evolution of music, making it a valuable resource for scholars, avid listeners, and history enthusiasts alike.
AL MARTINO SINGS...

HERE IN MY
HEART

"I CRIED MYSELF TO SLEEP"

B.B.S.
RECORD #101

Write, phone, wire your nearest distributor...

AL MARTINO

THE MOST UNBELIEVABLY
BEAUTIFUL RECORDING
OF THE CENTURY...

DESTINED TO SELL
A MILLION

Orchestra under
direction of
MONTY KELLY

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8406 LYONS AVE., PHILADELPHIA 42, PA.
PHONE: SARATOGA 9-9816

www.americanradiohistory.com
Can TV Boom Juke Box Biz To Million Spots


Uncle Sam's Department of Commerce reported sometime ago that there are over 5,500,999 retail locations in the United States.

At the present time there are approximately 550,000 juke boxes. In other words just about ten per cent of these locations are covered by juke boxes.

Since the end of War II there has been a dream in the mind of every juke box leader that, some day, there would be over 1,000,000 juke boxes on locations in the 5,500,000 (or more) retail spots in the U.S.

Hard as the juke box industry has tried, it has failed to get those million juke boxes out on location.

There has been one stymie after another in this direction.

Just as it seemed that production would really get under way in the big juke box manufacturing plants, the new defense effort came along, and production was slanted down to a new minimum.

Now that steel and other critical materials have sufficiently loosened up to cause many juke box leaders to dream the dream of a million juke boxes again, few, if any, really believed that the million location mark would ever be reached.

Not, at least, until Uncle Samuel's announcement, just a few days ago, that the Federal Government had decided to "unfreeze" the building of further TV telecasting stations.

Of course it is understood that those who desire to build a TV telecasting station will have to meet with the board of FCC. That can take months and months (and more months) to grant them a permit to create such a station. But juke box leaders are enthused over the report.

They believe that, just as in 1934 when the modern juke box came into being, just as radio got under way, and almost pushed record manufacturing out of business, that TV can boom the juke box business into "the fabulous million locations" in the U.S.

Is this possible?

The Cash Box went to great lengths to talk to astute and Far thinking men in the juke box field. It asked these men:

"Do you think that there will ever be, in all the history of the juke box business, one million juke boxes on location?"

Their answer?

"Yes! ! ! !"

One noted operator in Western Pennsylvania believes that this may become "fact" in less than two years' time.

He stated, "I believe that, like in 1934, as radio got going and the modern juke box came into being, the new big increase in TV stations will create entirely new singing stars and new hit tunes.

"These," he continued, "will appear once on the air and that's that. The public, tho," he said, "will, as happened in radio, want to hear these stars again and over again.

"Only the juke box," he says, "will be able to bring the music of these new, great stars to them time and again for as many coins as they want to spend and allow them to listen to the stars they best love at the most economical entertainment price in all music history."

There are many other arguments pro and con regarding the possibility that there will be a million juke boxes on location by 1955.

But, in the greater majority, leaders in the juke box biz believe that this is, most definitely possible.

"Provided," they state, "that TV can do to America's music what radio did, and can, in addition to featuring athletic events, dancers and broadcasters, bring into being new singing stars and new tunes, as radio did.

"Then," they most emphatically claim, "there will definitely be a million juke boxes on location throughout the nation!"
The Cash Box, Music
Page 11
May 3, 1952

Operators Fete Bobby Wayne

ROME, N. Y.—The juke box operators of Rome, N. Y. gave a dinner for Bobby Wayne last week when he went there for "Bobby Wayne Day". The event was to help reestablish vaudeville in Rome and included promotion throughout the city and two shows at the Capitol Theatre. Above, left to right, are: Oscar Hartiatos, Paul Brown, Bobby Wayne, Sam Bova and Lou Barile of WRAL.

The HALE You Say

by natt hale

In a major effort to stave off the effects of having trudged our many miles to cover the contacts we usually do, we leaped at the suggestion and invitation of Dr. Hansome to attend his last recording session. It was to be a treat.

Artists, generally, object to such a statement; they insist we should describe it as the latest recording session. Ah, well—!

Since we regard all such dates as being akin to relaxation and amusement, we hied ourselves over to the realm of miles and echo chambers. There we observed an assorted array of brass (both instrumental and executive), a vocal chorus of about twenty (male and female soprano, male and female basso) and any number of varied personnel, all calculated to make the recording session an (e.g., "move along smoothly").

With all and sundry present to assure the success of the venture, we felt that we should take legitimate note of what it means to coordinate. How centralized and organized is the operation? Our conclusion was that the essence of perfection.

You, verily, this was an event to be observed. The lesson to be gleaned thereby, to be applied to our own undertaking and application.

Also present in the control room, beside ourselves, were the collective genius in whose palms rested the unqualified burden of making these four sides the epitome of musical progress. From this day forward, the name of Darken Hansome would be spoken only in the hushed whisper usually reserved for royalty and mythological idols.

Taking inventory of the personalities who would guide the date into posterity, we recognized:

The producer: This was a surprisingly calm giant of six feet, four inches, who affected dark glasses, shoes with a three-inch crisp rubber sole and a chronograph on both wrists. One of these timepiece marvels contained information ranging all the way from the date to analytical information about the coming solar eclipse.

The engineer: An avowed foe of the echo chamber, this worthy seemed primarily concerned in snaer at the producer, who, we later alleged, "knew from nothing about sound. He also asserted (later) that he was experimenting with echo chambers and microgrooves twenty years ago.

The arranger: With a wild light in his eyes, enlarged some ten times by half-size bifocals, this master musician guided his way through the band set-up like an edel, holding a red pencil between his teeth, a blue one perched jauntily on his ear. From time to time, he would gallop to the piano to strike a chord (non-responsive) and exclaim quite bitterly: "The &$%#@! is fooling up my gorgeous arrangement!!"

The band leader: Not being able to read music, he had been asked by the producer to stay in the control room, out of everybody's way.

Darken Hansome's manager: A heavy, sawed-off runt, he sat idly by, puffing on Uppmann "Queens," interrupting the proceedings at intervals with exclamations of "Boy, he's really in form today, huh?"

The publishers: Four gentlemen, of odd shapes, forms and ideologies, who would occasionally plug at the producer's sleeve, then remark: "Gee, Mac, that sure was terrific! Guess you can't improve on that one. You gonna' do mine now, huh?"

The town's leading Disc Jockey: A very likable chap, very conscious of his position in the melee, whose only statement was repeated no less than seven times: "Hope this does it... Darken sure needs a record!"

The local distributor's staff—Sales Manager, Promotion Man, five salesmen, the office boy and the porter: Merely a jury.

Such, then, constituted the backstage observers of the last—pardon us, the latest—recording session of Darken Hansome for Omigosh Records. How did it come out?

Well, nothing happened. The three hours were all taken up, just getting ready for the date and getting set up. Next week, they'll do it all over again.

Anyway, it wasn't a total loss.

The producer walked out with the little chick from the choral ensemble. Well—what are you gonna' do?

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

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<td>1.</td>
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<td>5.</td>
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<td>15.</td>
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<td>INVITATION THEMES FOR LOVE</td>
<td>Victor Young</td>
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*Also available in 45 RPM (odd prefix '7' to record number)
A Crowning Initial Achievement on IMPERIAL CROWN RECORDS—As Potent As A HOME RUN With The BASES LOADED
**JUNCO PARTNER** (Frederick) — Richard Hayes (Mer.) rates a Billboard FICK for a disk that "is exciting from start to finish." Cash Box hails it "Disk of the Week" and reports, "... platter is a sure hit ... has the ingredients of a big seller."

**SLEEPER OF THE WEEK**
**YOU** (Republic) [Non-Exclusive BMI] — Sammy Kaye (Col.) with Tony Russo on the vocals is the Cash Box "Sleeper of the Week." Adapted from Mussa's Waltz in Puccini's "La Bohème," "YOU" comes up as "a ballad that could very easily go to the head of the list." Billboard touts it as "excellent."

**RATED SOLID**

**JUST A LITTLE LOVIN'** (Hill & Range) — The smash success of Eddie Fisher's I'M YOURS should not overshadow the backing, which is JUST A LITTLE LOVIN' (Vic.). Billboard gives it a solid 85-rating (excellent) and Variety as well as Cash Box find it worthy. Tune is an Eddy Arnold (Vic.) folk success.

**ROARING AIR MAIL SPECIAL** (Regent) — Billboard singles out Ella Fitzgerald (Dec.) for praise of this "old Benny Goodman opus and Ella delivers one of her wonderful scat singing performances." Cash Box considers it "a rousing number that moves solidly."

**TOP RAINBOW STREET** (Rudder)
**LOW DOWN MAMA FROM NEW ORLEANS** (Rudder) — The Satisfiers (Rudder) offer a top level disk with two sides that Cash Box recommends to juke boxes. "Polished, pleasant and stylish" are the reviewer's verdict.

**C & W PICK**

**THREE WAYS OF KNOWING** (Peer) — Billboard's "Country and Western FICK" column finds the Johnny & Jack (Vic.) platter firmly entrenched. Ditty could move into pop class with this disk.

**SWIFTLY PACED**

**HI HO TRAILUS WHIP** (Little Jazz) [Non-Exclusive BMI] — Anita O'Day (Coral) backed by the Alvy West orch. delivers a swiftly paced number in fine style. Vocalist earns special praise from Cash Box for this "change of pace item."

**STRONG COMING**

**LOVE SONG OF THE WATERFALL** (American) — Coming up strongly on the Billboard C & W charts is this Slim Whitman (Imperial) disk. Newest release is by Jimmy Wakely-Lees Baxter (Cap.) which Daily Variety says is "the type of lyric Wakely handles best."

---

"It's What's in THE CASH BOX That Counts"
### Aces Score at Cherry Blossom Festival

WASHINGTON, D. C.—The Four Aces are pictured above performing at the Cherry Blossom Festival in Washington a week ago. Over 200,000 people saw and heard the boys, who were the only featured performers. The Aces gave a gold pressing of their Decca disk "Spring Is A Wonderful Thing" to Vice President Barkley, to Oscar Chapman, Secretary of the Interior, and to Eddie Cari, chairman of the committee. Latest hit that the Aces have is "I'm Yours".

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### The Cash Box - Hits Box Score

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### Original Jubilee Recording of "Heavenly Father"

JUBILEE #5073 (45 x 5073)
A sincere, frank and honest statement why we think you should feature your most outstanding advertisement in our 10th Anniversary Issue

Not because all of the efforts of The Cash Box have continually been in your interest—in favor of providing greater numbers of people with the kind of records they want to hear. Not because we at The Cash Box have always openly espoused principles which created greater prestige and profit for all—many times at considerable cost to ourselves. Not because The Cash Box has become over these ten years one of the most vital factors in the merchandising of music.

But instead because cold, hard business facts dictate that you as a member of the music industry today, and hopeful of an even more important place in this industry tomorrow, will want your ad to appear in an issue that will be treasured for years to come. And why will it be? Because not only will the Tenth Anniversary Issue of The Cash Box be an historical encyclopedia of the record business, but it will be a complete "reference bible" for the entire industry.

It will list the top ten tunes, artists, writers, publishers and record companies for each of the ten years. It will give the winners of The Cash Box poll over the past six years. There will be a list of recording companies and also many special articles which will be of lasting interest to everyone in the business.

Your advertisement will STAY PUT in the outstanding Tenth Anniversary Issue, which everyone will turn to day after day, week after week. For the information it will contain will be INVALUABLE TO EACH AND EVERY PERSON ENGAGED IN THE INDUSTRY... TODAY AND TOMORROW.

Remember all ads start going to press on May 12 (a month before closing time) because the advance indicated size of this Tenth Anniversary Issue forces us to start printing as soon as possible.

To obtain the best position for your advertisement, please make your space reservation right now.

The Cash Box
★ 26 West 47th St., New York 19, N. Y.
★ 32 W. Randolph St., Chicago 1, Ill.
★ 6399 Wilshire Blvd., Los Angeles 48, Calif.
4 Firms Combine To Form Nation’s Largest Wired System Network

Newark, N.J.—In one of the biggest deals ever consummated in the operating-circuit of wired music, four large operators of wired music have consolidated their firms into one giant network, named World Wired Systems, which now places it in the position of being the country’s foremost company servicing locations which use this medium.

Announcement of the consolidation was made by Barney (Shugy) Sugarman, head of the largest music machine operating company in the East. “Plans for this consolidation were completed over this past week-end,” reported Sugarman, “and details will be forthcoming in a week or so. Elaborate offices are now being prepared at 475 Fifth Avenue, New York. I can safely state that the combination of the resources of these four companies make it, without any doubt the largest firm in the United States serving a network of wired music.”

According to Sugarman, plans are now being worked out to tighten the management and service of the four companies so that locations will receive the best in music and service. With the facilities now available, Sugar also stated, it will be possible to expand the coverage of wired music to many locations in the Eastern area which have been seeking to install it.

TAX PROBLEMS THAT AFFECT YOU

by HERMAN JAFFE, C.P.A.

The most pressing question which any artist has in relation to his income—besides how to get it, of course—is the taxes he has to pay.

Of all the people who earn money in large sums one year, and may possibly earn little or nothing the next, the artist is unprotected from ruinous taxation. The doctor, the lawyer, most professional personnel and many independent contractors—in a few cases, even employees—can qualify under section 107(a), which permits income in special cases to be divided over a three year period for taxation purposes. The tests that must be satisfied in order to spread income are: 1) compensation must be for personal services covering at least 36 months from the beginning to the completion of those services and 2) 80% of the compensation must be received or accrued in a single tax year. It would take very little revision to have this provision apply to artists. But to get that accomplished takes action and work on YOUR part.

No one is going to stick his neck out to save you money. You must at least initiate the action yourself by forming committees, organizing working agencies, taking positive steps to save your earnings.

Every artist trembles every day about his taxes. Dozens have lost homes and even their very financial resources because of the tax program in force today.

It is they, YOU, TOO, who are in danger of just such catastrophes—who must wake up to the possibilities of correcting this inequity in our present tax laws.

Or do you want to be taxed out of existence?

New Disk Zooms Out Of Phila.

PHILADELPHIA—This town was buzzing last week with a new record which looks like a smash. It’s labeled “Here In My Heart,” sung by Al Martino, and put out on the B.B.S. label.

Majors were bidding for the record all week, but Dave Miller of Paifa Records finally won out, paying a $5,000 advance.

The disk is being released immediately and on the strength of having the record played over the phone to distributors, Dave Miller said that there was an advance order of $8,000.

Bill Borelli and Nick Buselli of B.B.S. Music produced the masters and Monty Kelly did the arrangement. Al Marriano has been known to be in Hollywood the past week, testing at picture studios.

THE CASH BOX

ALL FOR

S15. PER YEAR

(52 ISSUES)

THE CASH BOX

26 West 47th Street
New York 19, N. Y.

Please enter our subscription for 1 year (52 issues) at $15. Enclosed our check. Please send us a bill.

FIRM NAME ________________________

ADDRESS __________________________

CITY ___________________ ZONE ___________ STATE

Individual's Name ____________________

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Many rhythm and blues record companies are looking for and waxing tunes that will appeal to the northern market, as the do-no-me situation seems to be more fluid there. The South has been hit hard by the lay-offs in the textile mills. The lack of work which has cut the average wage down to two or three days a week has taken away the loose cash and created a situation where it has become a buying only necessities. However, daikerys are hopeful that this is just a temporary situation...

We hear that Annie Laurie has a great new record on the Okeh label that will be released next week. Herman Lubinsky of Savoy is very excited about the new etching by the Four Buddies, soon to be issued.

When Jubilee released the original recording of "Heavenly Father" written and sung by the 15 year old Edna McGriff, Jerry Blaine offered to bet dollars to doughnuts that he had a big one. Jerry's judgment, it seems, has been more than vindicated. Returns from all the cities in the "Hot" charts show the tune to be in the top three nearby the top. But that's not all, Edna McGriff's waxing is finding its way into the pop field and as a result many of the majors have cut the song. Delores Hawkins and the Four Lads on Okeh, Fran Warren on MGM, and Evelyn Knight on Decca, have all put out great sides. Barbara Carroll goes into the Park Sheraton instead of the Embers as originally reported.

We are happy to be on the receiving end of repeated telephone calls from daikerys putting out religious records telling us that our "Best Selling Spiritual Records" listing has helped them no end to increase their sales in that department. Congrats to the Belz Of Joy who make The Cash Box cover this week and whose "Let's Talk About Jesus" has been on the best selling lists for a long spell. The group is part of the evergrowing Peacock stable. Don Robey and Irv Marcus, Peacock dynamo's, report that orders for their 45's have been pouring in. Gene Amos and Sonny Stitt, two mighty men with the sax, will appear at the Mosque Theatre, Richmond, Va. on April 27th.

Joe Turner leaves Louisiana behind him this week, and heads up-country to the Club Primo, Monmouth, N. J. ... Atlantic set for another big three click to follow its "5-10-15 Hours," "Middle Of The Night" and "Sweet Sixteen" simultaneous release of a couple of months ago. Next week they will hit the market with Dizzy Gillespie's "This Is Happiness" and "Love Is Here To Stay"; Ode Turner's "Alarm Clock Boogie"; and Laurie Tate's "Rock Me Daddy." Lionel Hampton takes his orchestra into the Casino Theatre, Toronto, on April 24th, for one week. Lionel will open in New York at the Apollo on May 30th. ... Charles Brown and Edna Milburn will team up for a one nighter in Houston May 1st.

"It's What's in THE CASH BOX That Counts"
<table>
<thead>
<tr>
<th><strong>NO MORE DOGGIN’</strong></th>
<th>Roscoe Gordon (R. P. M.)</th>
<th><strong>5-10-15 HOURS</strong></th>
<th>Ruth Brown (Atlantic)</th>
<th><strong>ST. LOUIS, MO.</strong></th>
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<tr>
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<td><strong>BE ANYTHING, BE MINE</strong></td>
<td>Wini Brown (Mercury)</td>
<td><strong>MIDDEL OF THE NIGHT</strong></td>
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<td>Jimmy Guittre (Skylark)</td>
<td><strong>THE WIND IS BLOWING</strong></td>
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<td><strong>THE HUNT IS ON</strong></td>
<td>Percy Mayfield (Specialty)</td>
<td><strong>HOPE, SKIP AND JUMP</strong></td>
<td>Lynn Hope (Aladdin)</td>
<td><strong>Muddy Waters’ “COUNTRY BOY”</strong></td>
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<td><strong>ATLANTA, GA.</strong></td>
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<td><strong>NEW ORLEANS</strong></td>
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</table>

**NEW RELEASES**

- **GOING HOME**
  - Fats Domino (Imperial)

- **SWEET SIXTEEN**
  - Joe Turner (Atlantic)

- **NO MORE DOGGIN’**
  - Roscoe Gordon (R. P. M.)

- **COUNTRY BOY**
  - Muddy Waters (Chess)

- **5-10-15 HOURS**
  - Ruth Brown (Atlantic)

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- **HOPE, SKIP AND JUMP**
  - Lynn Hope (Aladdin)

- **OPHELIOUS, L.A.**

- **Muddy Waters’ “COUNTRY BOY”**

- **“ALL NIGHT LONG”**
  - CHESS #1509

**BEST SELLING RECORDS**

- He’s So Wonderful
  - Sister Jessie Mae RENFRO (Peacock)
- How Far Am I From Canaan?
  - Soul Stirrers (Specialty)
- I Bow’d On My Knees
  - Melba Jackson (Apollo)
- Leading Me
  - Pilgrim Travelers (Specialty)
- Let’s Talk About Jesus
  - Bells Of Joy (Peacock)
- Old Land Mark
  - Ward Singers (Savoy)
- These Are They
  - Original Gospel Harmonettes (Specialty)
- Wading Through Blood And Water
  - Dixie Humming Birds (Peacock)
- When He Spoke
  - Ward Singers (Savoy)

**NOBODY’S DIZZY**

- “This Is Happiness”
  - and
- “Love Is Here To Stay”
  - his first on Atlantic his Greatest!
  - Atlantic No. 966

**Odelle Turner**

- WAKE up
- her
- “ALARM CLOCK BOOGIE”

- backed with
- “DRAGGIN’ HOURS”
- ... a real ‘beat’ R & B number!
- Atlantic No. 964

**Laurie Tate**

- makes a disc, it’s got a high HIT POTENTIAL!
- “ROCK ME DARLIN’” and
- “CAN’T STOP MY CRYING”
  - with Joe Morris & Oratio.
  - Atlantic No. 965

**ALL OVER THE CHARTS**

- RUTH BROWN
  - “5-10-15 HOURS”
  - b/w
- “BE ANYTHING”
  - Atlantic No. 962

- A Red Hot pair by
  - THE CLOVERS
- “MIDDLE OF THE NIGHT”
- and
- “ONE MINT JULEP”
  - Atlantic No. 963

- Joe Turner’s Sizzler!
- “SWEET SIXTEEN”
  - Atlantic No. 960

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
“GONE BABY GONE” (3:31)  “BOTTOM BLUES” (2:38)  
BROWNIE MCGHEE  (Savoy 844)  
- Brownie McGhee takes a tune of his own composition and belts it out with a real low down treatment. The tune flows in top notch fashion by the ork which gives the piece a wonderful reading. Flip is in top form and manages to make this one a standout. McGhee also takes a solo on a guitar and what a solo it is. He really gets into it and it shows. McGhee’s last date with him was with him in top form. McGhee’s last date with him was with him in top form. The ork which gives the piece a wonderful reading. Flip is in top form and manages to make this one a standout. McGhee also takes a solo on a guitar and what a solo it is. He really gets into it and it shows. McGhee’s last date with him was with him in top form.

“BLESSING ASSURANCE” (2:41)  “WE’LL UNDERSTAND” (2:39)  
SISTER EMILY BRAM  (Savoy 4043)  
- A slow gospel tune is given a very dramatic reading by Sister Emily Bram. Sister Bram’s strong voice and exciting vocal makes this a stirring and feelingful side. Sincere organ support adds a bit of soul to the piece and marks it as a historic moment in gospel music. The under sideing is a similar spiritual that the artist has given us in the past. This is a fine spirited and well-styled manner. The result is an ok side.

“HERE I COME” (2:42)  “LOUD MOUTH LUCY” (2:12)  
CHUCK WILLIS  (Okeh 8673)  
- Chuck Willis comes up with a slow blues tune and carries the mellow melody and sad lyrics with warmth and feeling. Chuck’s strong vocal backed by the band is a strong side. The side is a fine side and shows the artist has a strong side to his repertoire. The result is a fine side.

“FORGET ME” (2:56)  “A ROOM WITH A VIEW” (3:05)  
GEORGE AULD  (Columbia 57170)  
- George Auld gives out with some stimulating saxing of a current plug tune that’s making noise in the pop field. Auld’s potent sax blowing of the slow pretty item is backed softly and pleasingly by the Jud Conlon Rhythmites. The lead vocalist and chorus handle the sentimentally lyrics soothingly and the result is an adaptation that could make a go of it. The lower lid is another slow piece that is sung in mellow fashion by the vocal group and the saxophone tenor sax of George Auld.

“SATISFIED” (3:10)  “WHEN THEY RING THE GOLDEN BELLS” (3:03)  
SOUTHERN TORNADOES  (United 117)  
- The Southern Tornadoes harmonize on a pair of slow spiritual numbers and come up with a pair of sides that would go in the right locations. The lead vocal does an inspirational job as he sings these religious songs, and the balance of the chord group backs him strongly. Both sides are done in stirring fashion and ops looking for this type of material should listen in.

“AWARD O’ THE WEEK”  

“I MAY HATE MYSELF IN THE MORNING” (2:45)  “TWO LITTLE KISSES” (2:05)  
STEVE GIBSON AND THE ORIGINAL RED CAPS  (RCA Victor 20-4670)  
- A Benjamin-Weiss tune that has been waxed by a few artists in the pop field, we have the big one in on the vocal end, and together they sock out a soaring blend of voices that makes this an exciting side. The lifting piece is treated to a spiritual arrangement, and the Original Red Caps run through it with contagious spirit. This adaptation could be the one to kick the number into the higher brackets and ops will find it a big money maker. The under side is a fine words arrangement of another current pop tune that the artists sell convincingly. Gibson’s chanting, supported by the group, and backed up by the instrumentals makes this a strong contender. However, we look for the top deck to break out immediately and strongly recommend that ops place it in their jukes.

“MOON DOG BOOGIE” (2:41)  “STRING OF PEARLS” (2:34)  
FREDDE MICHILL (Derby 793)  
- A driving jump boogie beat is bunged out by the Freddie Mitchell orch in expressive style. A stirring adapta-

“MY EXPECTATIONS” (3:30)  “50 WRIGHT FREE SPEECH” (2:40)  
ROBERT ANDERSON and HIS GOSPEL CARAVAN  (United 118)  
- Deep, exciting voiced Robert Anderson sings the mighty fashion. Anderson’s spirited vocal of this light bounce spiritual is supported appropriately by the harmonizing Gospel Caravan against a background of organ music. The under side is a slow gospel tune in which Anderson blends his voice with a female singer, and the combination presents a very effective side.

“SEPTEMBER SUN” (2:51)  “WANTED BLUES” (2:45)  
PRESTON LOVE  (Federal 12069)  
- Preston Love and his orchestra bring out a fast moving oldie joyfully. The boys take the live number through a bouncy arrangement and come up with an ok side. Flip is a moderate tempo tune that Love and the orch go all out on. The dynamic treatment features a red hot sax while Love vocalizes in sock fashion. The result is a solid end. We like both sides and ops would do well to give a listen.

“ONE FOR MY BABY” (2:25)  “THAT’S HOW IT GOES” (3:11)  
ACE HARRIS  (Coral 60615)  
- Ace Harris takes the old Arlen-Mercer number and belts out a fast moving tune with zest. Harris’ exciting vocal sends this etching soaring and it could break through with the proper exploitation. The lyric with its style is a slow mellow tune that Ace Harris sells convincingly as he chants the romantic story. Ops should listen to the top deck.

“JANUARY 11, 1949, BLUES” (2:49)  “SITTING HERE WONDERIN’” (2:35)  
LUTHER STONEHAM  (Mercury 8275; 8275 x 45)  
- A slow, low down blues is sung potently by Luther Stoneham as he weeps over his lyrics with feeling. The vocalist accompanies himself with a fine strong bit of guitar as he runs through the pretty tune. The under portion is a similar beat item that Stoneham sells impressively. Ops should take a peak.

“LOUIS” (2:34)  “DON’T WANT NO WOMAN” (2:39)  
L. C. WILLIAMS  (Mercury 8276; 8276 x 45)  
- L. C. Williams takes hold of a slow blues item and gives it an exciting reading. Williams champs the mellow lyrics expressively and the instrumentals gives it a fine rhythmic backdrop. Lower lid is another slow beat blues that the vocalist dishes out soberly. The chanty handles the pretty tune, set to a flowing arrangement, in top flight style and succeeds in making this a grand side.

“SAD NEWS FROM KOREA” (3:05)  “LET ME FLY MY KITE” (3:35)  
LIGHTNIN’ HOPKINS  (Mercury 8274; 8274 x 45)  
- A slow rhythm number is given a low down treatment by Lightnin’ Hopkins, who sings out the weepy lyrics with warmth and appeal. Hopkins’ slick presentation is ably backed by the group and together they bring in an ok disking. The second side is a change of pace as the artist does a driving job on a set of set of lyrics. Ops have two good sides to choose from.

“FLYING HOME” (2:51)  “PUT SOMETHING IN MY HAND” (3:00)  
AMOS MILBURN  (Aladdin 3125)  
- A racing jump item is ripped through by Amos Milburn and his Aladdin Chickenshackers with explosive force. The arrangement, featuring the brass section, backs Amos Milburn’s shouty vocal effort excitedly. Flip is a slow tune, with Amos handling a set of double entendre lyrics effectively. Milburn’s sock chantering of the catchy lyrics make this the side. Ops should get with this platter.

“SLEEPER OF THE WEEK”  

“MY HEART IS YOURS” (2:35)  “SO” (2:39)  
THE MARVETONES  (Regent 194)  
- The Marvetones, a rising group of singers, blend their voices warmly and with a bit of originality, and come up with a sock reading of “My Heart Is Yours”. The lifting melody is a slow tempo tune with romantic lyrics, and adding these essentials to the dynamic vocalizing of the group proves to be an innovation. The result is an exciting saxing that will be a sensation in the boxes and will be an oldie again and again. The instrumentals support the harmonizing of the Marvetones in subsumed manner befitting the mood of the pretty ballad. Flip is another slow ballad from Churchhill, Kohman, writer of the hit “Cry”, and the melodic chanters turn out a pleasant end. Titled “So”, this etching will also catch it's share of play. In our opinion, the top deck will break first, but we also believe the under lid could catch on.
Gordon Jenkins Signs New Decca Pact

NEW YORK—Milton R. Rackmil, president of Decca, announced Friday (April 26) that Gordon Jenkins had signed a new contract for two years with a two-year option. The new pact goes into effect when the present one expires in January and so Jenkins is now committed to Decca until 1957. Contract calls for his services as Decca’s musical director and as an artist.

There had been considerable speculation when Dave Kapp left Decca a few months back that Jenkins would follow him as soon as his contract was up. The new contract ends all such speculation.

Decca Adds 4 To Chi Staff

CHICAGO—Decca this week announced four new additions to its Chicago staff.

Hemp Shaw is working out of Peoria.

Ken Schlosser is working out of Springfield, Ill.

Herb Chapman has been added to the roster of Chicago salesmen.

And Ed Carlson is working for the Chicago Branch but operating out of South Bend, Indiana.

Our Roving Correspondents:

Ex-DJ’s Now In Army, Report On Top Tunes Around The World

NEW YORK—Two reports from disk jockies now in the army rea-heard us last week, both from different ends of the world.

From Europe came a note from Don Kinkel telling us about music conditions there and from Korea came similar info from Peter Dreyer.

Both Don and Pete sent a list of the top ten tunes from their respective areas and here they are:
The Top Ten in Amsterdam, Holland
1. Cry—Johnnie Ray
2. Because Of You—Tony Bennett
3. Slow Poke—Ralph Flanagan
4. Little White Cloud That Cried—Johnnie Ray
5. One Sweet Letter—Patti Page
6. Please Mr. Sun—Johnnie Ray
7. September Song—Stan Kenton
8. My Foolish Heart—Gordon Jenkins
9. You’re Getting To Be A Habit With Me—Doris Day
10. Dixie Jump—Ralph Flanagan

The Top Ten in Korea
1. Cry—Johnnie Ray
2. Little White Cloud That Cried—Johnnie Ray
3. Please Mr. Sun—Johnnie Ray
4. Broken Hearted—Johnnie Ray
5. Unforgettable—Nat “King” Cole
6. Too Young—Nat “King” Cole
7. Because Of You—Tony Bennett
9. Slow Poke—Pee Wee King
10. Sin—Eddy Howard

From a glance at these lists, it looks as though Johnnie Ray leads the current parade all over the world.

Jerry Shard Plays Raleigh Room

NEW YORK—Jerry Shard, whose Capitol recording of “Washington And Lee Swing” is currently hot, opened at the Raleigh Room of the Hotel Warwick last week for a limited engagement.

Peacock Spiritual Parade—World’s Greatest Spirituals

The Christland Singers

“A FEW MORE DAYS”

“PEACE IN THE LAND”

PEACOCK # 1599

NEW RELEASE

THE GOSPEL TONES

“SPEAK TO ME JESUS”

“REST FOR MY LABOR”

PEACOCK # 1596

NEW RELEASE

SISTER JESSIE

MAE RENFRO

“HE’S SO WONDERFUL”

“IN THAT HOME BYE AND BYE”

PEACOCK # 1588

LATEST RELEASE

Golden Harp Singers

“WILL THERE BE ANY STARS IN MY CROWN”

Part # 1 and # 2

PEACOCK # 1591

LATEST RELEASE

Rev.

I. H. Gordon

“DR. JESUS”

“SEEK THE LORD”

PEACOCK # 1573

LATEST RELEASE

Wilson & Watson Singers

“AFTER AWHILE”

“KEEP THE FIRE BURNING IN ME”

PEACOCK # 1582

LATEST RELEASE

Original Five Blind Boys

“WORLD PRAYER”

“How Far Am I From Canaan”

PEACOCK # 1559

LATEST RELEASE

Dixie Hummingbirds

“WADING THROUGH BLOOD AND WATER”

“What Are They Doing In Heaven Today?”

PEACOCK # 1594

LATEST RELEASE

World’s Greatest Spirituals
Cosmat Becomes Coral's New York Distributor

NEW YORK—Cosmat Distributors has been named New York, N. Y., distrib-
for Coral Records.

On May 5, when Cosmat takes over the line, it will open a New York branch.
the third. The other two are in New York and Philadelphia.

Cosmat, headed by Jerry Blaine, is one of the largest distributors of in-
dependent labels in the country and the tremendous job which it has done
in New York and Philadelphia led Coral to give it the line.

Ben Blaine will head up the New York office.

A couple of weeks ago, Coral an-
ounced the opening of company-owned
distribution branches in New York and Chicago. It was announced at
that time that a company-owned branch was also contemplated in New-
ark but the plans were altered. Coral now becomes the largest disk-
ery for which Cosmat will distribute.

IT's Great!

Sonny Parker

"A WORRIED LIFE"

"MONEY AIN’T EVERYTHING"

PEACOCK #1955

BLUES
With ZIP

Hear It NOW

BLUES
With ZIP

IT JUMPS ON BOTH SIDES! T. J. FOWLER'S DOUBLE HIT!

Savoy #2843

"NIGHT CRAWLER" B/W "BOOGIE"

Savoy RECORD CO., INC.
12 Market St., Newark 1, N.J.

AWARD OF THE WEEK!

MOODY MOON FOR LOVE!

by KING PLEASURE

PRESTIGE #924 (45 x 1501)

Watch It Climb to #1

PRESTIGE RECORD CO.
754 10th Ave. Ct 6-0847 - N. Y.
THE CASH BOX

Reports

THE NATION'S

BIG 10

HILBILLY,
FOLK & WESTERN
JUKE BOX TUNES

HONKY TONK BLUES
Hank Williams
(MGM 11160; K11160)

LET OLD MOTHER
NATURE HAVE HER WAY
Carl Smith
(Columbia 20862; 4-20862)

DON'T JUST STAND
THERE
Carl Smith
(Columbia 20893; 4-20893)

GOLD RUSH IS OVER
Hank Snow
(RCA Victor 20-4522; 47-4522)

SILVER AND GOLD
Pee Wee King
(RCA Victor 20-4458; 27-4458)

WONDERING
Webb Pierce
(Decca 46364; 9-46364)

WILD SIDE OF LIFE
Hank Thompson
(Capitol 1942; F-1942)

GIVE ME MORE,
MORE, MORE
Lefty Frazzle
(Columbia 20885; 4-20885)

EASY ON THE EYES
Eddy Arnold
(RCA Victor 20-4569; 47-4569)

THREE WAYS OF
KNOWING
Johnnie & Jack
(RCA Victor 20-4555; 47-4555)

Hank Williams
(MGM 11160; K11160)

April 28—Phonograph Owners' Association
Place: Broadview Hotel, East St. Louis, Ill.

May 5—Illinois Amusement Association
Place: 208 N. Madison St., Rockford, Ill.

5—Central States Phonograph Operators' Association
Place: 621 Main Street, Peoria, Ill.

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EASY ON THE EYES
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(RCA Victor 20-4569; 47-4569)

One Clarinetist To Another

RCA Victor Announces New Type Of Three-Speed Record Player

CAMDEN, N. J.—A new and improved type of “Victrola” three-speed record player, designed to provide in a single turntable quality reproduction from records of all three established revolving speeds, was announced this week by the RCA Victor Division of the Radio Corporation of America.

Under development for more than a year, the new instrument marks the introduction of RCA Victor’s first three-speed record-playing system. It was disclosed by H. G. Baker, vice president in charge of the company’s Home Instrument Department. Four models incorporating the new record player are scheduled to be shipped to distributors early in May.

Heart of the new instrument is a novel slip-on 45-rpm spindle which houses the automatic record-changing mechanism of the 45-rpm system. The larger slip-on spindle fits over the permanent 78/33-1/3 rpm spindle and converts the new record player into an authentic 45-rpm instrument, with all the engineering advantages and performance features of the “45” system. With the slip-on spindle removed, the instrument, at the twist of a selector knob, will play either 78-rpm or 33-1/3-rpm discs.

Completely automatic, the new record player:
1. Plays up to 14 45-rpm records at one loading;
2. Plays up to ten 12-inch or twelve 10-inch standard or long-playing discs at one loading;
3. Plays up to ten intermixed sizes of 78-rpm, or the same number of 33-1/3-rpm records of intermixed sizes;
4. Stops automatically after playing last record of any of the three speeds;
5. Provides two separate pickup points in a single tone arm, one for playing 78-rpm discs and another for the 45- and 33-1/3-rpm records.

Meets the need for record inserts.

New York—Two of the nation’s top clarinet players, Buddy De Franco and Benny Goodman caught during intermission at recent “Jazz” concert that starred Buddy, Buddy with records for MGM, has been causing ar stir with his "Pennywhistle Blues."
With the coming of summer and after an area check, WANN of Annapolis, Maryland has moved its “Hillbilly Caravan” program from an afternoon slot to early morning. M. c/o by Cousin Clyde, “The Friendly Hillbilly,” show now carries farm news and weather reports for the whole countryside.

Jim Eanes is expected in Nashville momentarily to cut his first session under a new Decca contract. Jim is heard daily from WBTM in Danville, Va., and gained recent recognition via his Blue Electric Quartet of “Missing in Action” that caused a flurry a few months back. Eanes also picked up Ernie Bowyer as manager and agent recently.

Wanda F. White of WYYF in Wytheville, Va., worked a gimmick that paid off recently on his country record show. A prize was offered to the person sending his request on the most novel material. Everything came to the station from clever skin and confederate money to fake teeth and chewing tobacco. All entries were displayed in station's windows. Interest in White's "Morning Mail Bag" went up away—as did the numbers stopping to look at the station's windows.

Herald "Cut" Goodman has been touring Texas cities where Leon Times is a located, givingMing shows. Happy and his wife, Esther Mae. Happy is patiently waiting for WYVO to take air at the completion of the necessary tests.

Shep Horton, country spinner at WVAM in Saxton, Pa., is featuring a guest jockey each Saturday morning—his eight-year-old son, Little Horton, gathering lots of interest from the school kids and doing an admirable job with commercials and gags. Incidentally, Shep can use any sacred quartet records received—he has a sacred show and very small library!

T. Tommy Cutrer accompanied Webb Pierce (Decca) to Nashville for latter's great appearance on WSM's "Grand Ole Opry" Prime Time Show April 19th. Webb's manager, Tilman Franks, made an impressive appearance. "T. Tommy" has 8% hours of country records sold solid on Shreveport's KCLJ. Party stayed over in Nashville for a day's fishing with Hank Snow, and Webb took time out to have a new quartet to record. This was a repeat performance with interest more than matching previous engagements.

WSM's "Grand Ole Opry" was again on Kate Smith's Evening Hour April 23rd. Troup included Roy Acuff (Columbia), Hank Williams (M-G-M), The Carter Family (Columbia), Lunso and Oscar (Decca), and The Spurs Dancers. This was a repeat performance with interest more than matching previous engagements.

This was his great appearance on WSM's "Grand Ole Opry"—the subject of four pages in "Look Magazine." Miss Lee Silvian did the story with pictures by Doug Jones. "Farm and Ranch" magazine also features "The Opry" in its current issue with a story and pictures done by Jimmy Rule, their staff country music columnist.

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# Juke Box Regional Record Report

**May 3, 1952**

## New York, N.Y.
1. BLUE TANGO (Leroy Anderson)
2. WHEEL OF FORTUNE (Key Starr)
3. BLACKSMITH BLUES (Ella Mae Morse)
4. KISS OF FIRE (Georgia Gibbs)
5. ANYTIME (Eddie Fisher)
6. WISHIN' (Leroy Anderson)
7. ANYTHING (Eddy Fisher)
8. PLEASE, MR. SUN (Johnnie Ray)
9. BANDONEON (Frankie Laine)
10. PERIFIDIA (Four Aces)

## Chicago, Ill.
1. BLUE TANGO (Leroy Anderson)
2. KISS OF FIRE (Georgia Gibbs)
3. BLACKSMITH BLUES (Ella Mae Morse)
4. PITTSBURGH, PA. (Guy Mitchell)
5._anything (Eddie Fisher)
6. WHEEL OF FORTUNE (Hobart Foy)
7. ANYTHING (Eddy Fisher)
8. I'M YOURS (Don Cornell)
9. I'LL WALK ALONE (Don Cornell)
10. PERIFIDIA (Four Aces)

## Los Angeles, Calif.
1. BLUE TANGO (Leroy Anderson)
2. BLACKSMITH BLUES (Ella Mae Morse)
3. WHEEL OF FORTUNE (Kenny Howard)
4. ANYTIME (Eddie Fisher)
5. ANYTHING (Eddy Fisher)
6. KISS OF FIRE (Georgia Gibbs/Eckstine)
7. PERIFIDIA (Four Aces)
8. A GUY IS A GUY (Don Cornell)
9. WISDOM (Eddy Fisher)
10. PITTSBURGH, PA. (Guy Mitchell)

## Opeulosas, La.
1. WHEEL OF FORTUNE (Kenny Howard)
2. A GUY IS A GUY (Don Cornell)
3. WHEEL OF FORTUNE (Kenny Howard)
4. ANYTIME (Eddie Fisher)
5. I'LL WALK ALONE (Don Cornell)
6. PERIFIDIA (Four Aces)
7. CRY (Johnnie Ray)
8. CRY (Johnnie Ray)
9. WHAT'S THE USE (Johnnie Ray)
10. COME WHAT MAY (Patti Page)

## Des Moines, Iowa
1. WHEEL OF FORTUNE (Key Starr)
2. BE MY LIFE'S COMPANION (Billy Laine)
3. GANDY DANCERS' BALL (Frankie Laine)
4. ANYTHING (Eddy Fisher)
5. BLUE TANGO (Leroy Anderson)
6. ANYTHING (Eddy Fisher)
7. CRY (Johnnie Ray)
8. ANYTHING (Eddy Fisher)
9. A GUY IS A GUY (Don Cornell)
10. GANDY DANCER'S BALL (Frankie Laine)

## Memphis, Tenn.
1. WHEEL OF FORTUNE (Key Starr)
2. BLACKSMITH BLUES (Ella Mae Morse)
3. BLUE TANGO (Leroy Anderson)
4. CRY (Johnnie Ray)
5. KISS OF FIRE (Georgia Gibbs)
6. ANYTHING (Eddy Fisher)
7. A GUY IS A GUY (Don Cornell)
8. ANYTHING (Eddy Fisher)
9. TELL ME WHY (Four Aces)
10. ANYTHING (Eddy Fisher)

## St. Louis, Mo.
1. I HATE MYSELF IN THE MORNING (Patti Page)
2. BLUE TANGO (Leroy Anderson)
3. ANYTHING (Eddy Fisher)
4. AT LAST (Kay Starr)
5. WHEEL OF FORTUNE (Hobart Foy)
6. ANYTHING (Eddy Fisher)
7. A GUY IS A GUY (Don Cornell)
8. ANYTHING (Eddy Fisher)
9. TELL ME WHY (Four Aces)
10. BE ANYTHING (Wini Brown)

## San Francisco, Calif.
1. WHEEL OF FORTUNE (Key Starr)
2. CRY (Johnnie Ray)
3. BROKEN HEARTED (Johnnie Ray)
4. TELL ME WHY (Eddy Fisher)
5. ANYTHING (Eddy Fisher)
6. BLACKSMITH BLUES (Ella Mae Morse)
7. ANYTHING (Eddy Fisher)
8. WISHIN' (Eddy Fisher)
9. BANDONEON (Bell Sisters)
10. WHEN I TAKE MY SUGAR TO TEA (Billy May)

## Cincinnati, Ohio
1. WHEEL OF FORTUNE (Key Starr)
2. BLUE TANGO (Leroy Anderson)
3. ANYTHING (Eddy Fisher)
4. BANDONEON (Bell Sisters)
5. ANYTHING (Eddy Fisher)
6. WISHIN' (Wini Brown)
7. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
8. ANYTHING (Eddy Fisher)
9. ANYTHING (Eddy Fisher)
10. I'M YOURS (Don Cornell)

## Detroit, Mich.
1. WHEEL OF FORTUNE (Key Starr)
2. BLUE TANGO (Leroy Anderson)
3. ANYTHING (Eddy Fisher)
4. BANDONEON (Bell Sisters)
5. ANYTHING (Eddy Fisher)
6. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
7. I'LL WALK ALONE (Don Cornell)
8. A GUY IS A GUY (Don Cornell)
9. ANYTHING (Eddy Fisher)
10. SLOW POKE (Pee Wee King)

## Phoenix, Ariz.
1. WHEEL OF FORTUNE (Key Starr)
2. BLUE TANGO (Leroy Anderson)
3. CRY (Johnnie Ray)
4. TELL ME WHY (Eddy Fisher)
5. ANYTHING (Eddy Fisher)
6. ANYTHING (Eddy Fisher)
7. I'M YOURS (Don Cornell)
8. PLEASE, MR. SUN (Johnnie Ray)
9. GANDY DANCERS' BALL (Frankie Laine)

## Portland, Ore.
1. WHEEL OF FORTUNE (Key Starr)
2. BLUE TANGO (Leroy Anderson)
3. CRY (Johnnie Ray)
4. ANYTHING (Eddy Fisher)
5. I'M YOURS (Don Cornell)
6. I'LL WALK ALONE (Don Cornell)
7. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
8. BANDONEON (Bell Sisters)
9. ANYTHING (Eddy Fisher)
10. GANDY DANCER'S BALL (Frankie Laine)

## Kansas City, Mo.
1. BLACKSMITH BLUES (Ella Mae Morse)
2. BLUE TANGO (Leroy Anderson)
3. BE ANYTHING (Eddy Fisher)
4. WISDOM (Eddy Fisher)
5. ANYTHING (Eddy Fisher)
6. I'LL WALK ALONE (Don Cornell)
7. COME WHAT MAY (Patti Page)
8. PLEASE, MR. SUN (Johnnie Ray)
9. HAMBONE (Leroy Anderson)
10. HAMBONE (Leroy Anderson)

# Regional Highlights
- **Richmond, Va.**
- **Massapequa, N.Y.**
- **Chippawa, Ont.**
- **Brookhead, Wisc.**
- **Denver, Colo.**
- **Omaha, Neb.**
- **Cleveland, Ohio**
Believe Summer Season ’52 May Prove Biggest in History. See No Slowdown on Sales. Point to Fact Finest Products Now on All Manufacturers’ Production Lines. Also Again Foresee More Peak Play Hours as TV Stars Go Off the Air.

CHICAGO.—Whether their predictions will, or will not, prove true, most of the field here believe that the forthcoming summer season may prove the biggest in the history of the industry.

There have been some very startling summer play predictions not only from the nation’s operators, but distributors, jobbers and manufacturers have reported that sales exceeded even their wildest dreams.

One up state analyst said that the manufacturer here now have what may possibly be termed the greatest money-making potential that they have ever had on their production lines at anytime, and the operators, as well as the jobbers and distributors are of the belief that the forthcoming summer of ’52 may see a market action by its very nature one that will not be matched in the volume that they require to fill the orders they are taking.

What’s more, most of the men state, with the big TV stars off the air during the summer, as happened last summer, there is no doubt that there will be more peak play hours.

One well known operator here said: “When the summer time rolled around last year we enjoyed a 50% increase in play from almost all of our locations.

“It was the periods of time, during the summer, that we have ever had.

“If we go ever get it, we’ll get it this summer, as the big TV stars go off the air, as workers have more time on their hands, and the people can loosen up again and visit around like they want to.

“However, as usual, there are a few pessimists here and there, who believe that regardless of the fact that the summer season is at hand, (and, strangely enough, the past few years have shown that coin operated play has increased during those months) ‘that just the public hasn’t got the money they used to.’

(EDITORIAL NOTE: We here at “The Cash Box” are on the optimistic side. We, too, believe that a truly good summer season is ahead for the entire industry. As a refutation to the pessimists, we quote Lee Cherne, executive secretary of the Research Institute of America, Inc., who told a meeting of the group, east, on Wednesday, April 24, “With defense spending reaching a high of $265,000,000 annually as of the end of this year, business prospects will remain strong.”)

Phi. Assn. Banquet Huge Success

PHILADELPHIA, PA.—The Amusement Machines Association of Philadelphia, Inc., held their annual banquet in this city on Sunday evening, April 20th, at the Latin Casino. The affair, celebrating the twenty-third anniversary of the organization, was a sensational success, as a huge crowd of about 300 operators, their families and guests, jammed the downtown night club to the rafters.

For the lighter side of the evening, the jovial and fun-seeking celebrants were treated to a lavish show featuring big names in the entertainment and recording fields. A very smooth band provided top flight dance music during the dinner, adding much to the festivities of the evening.

Joe Silverman, acting toastmaster, brought up the officers and members of the board to the rostrum. These men were: Sam Stern, president; Joseph J. Levin, vice president and chairman of the board; Sam Moser, secretary; Frank Urban, treasurer; Jules Sloan, financial secretary; and board members: Samuel Klein, Harry Stern, Mort Medvane, Samuel Pinkowitz, Harry Richter, Jerome Locks, and Frank Formowitz.

One of the many highlights of the night was the presentation of an engraved gold watch to Joe Silverman, energetic business manager, for his many years of service to the organization. Sam Stern, president, made the presentation and acclaimed the integrity, intelligence and leadership of this grand fellow.

Introductions from the floor were several Philadelphia city officials and out of town visitors. Among the out of towners were: Jack Mitnick, eastern regional representative for AMI games; Ben Becker, regional representative for Bally Manufacturing Company, Sol Gottlieb, traveling representative of D. Gottlieb & Co., and Joe Orleck, editor of The Cash Box.

Conn. State Assn. Stresses Harmony Among Ops At Meet

HARTFORD, Conn.—Operators from the entire state met at DePasquale’s Restaurant, this city, on April 17, attending the monthly meeting of the Connecticut State Coin Association.

The main source of joy to James Tolisano, president, and other members of the association, is the wonderful success being enjoyed in their membership drive. "Operators are becoming more and more aware of the many benefits brought them by the Connecticut association" stated Tolisano, "and our membership continues to grow.

New operators joining are: Patry Santangelo, New London; Bill Eckstrom, Bristol; Christy Toildes, Colchester; James Choti, Norwich; Peter Demarina, Thompsonville; Joe Farina, New Britain; Connelly Brothers, New Haven; Clarence Sorrentino, New Haven; Raymond Derringer, New Haven; Harry Brumberg, New Haven; and Irving Cohen, Waterbury.

Two operators who were reinstated this spring, are: Nick Stras of New Haven and New Haven: Harry Keenan and Kimberly Amusement, New Haven.

Success in the New Haven area membership drive is attributed to the energy of Clarence Sorrentino, the new delegate from this section. Clarence addressed the meeting with a presentation of the value and advantage of harmonious cooperation among the operators which electrified the audience.

An example of what an association can accomplish was demonstrated by Joe Daniels of Waterbury. Daniels had been awarded $100 in settlement of a grievance, but that we were accepting the money, donated it to the Newington Home For Crippled Children. The operators at the meeting gave him a long standing ovation. "By this magnificent act" stated Abe Fish, honorary president, Daniels demonstrated that the money was not the test of an association, but what it stood for, as a principle, which results in the uplift of the moral fibre of a group of men.

Joe Nacerio, who had just returned from a vacation in Florida, was complimented on his healthy appearance.

The association voted to send Abe Fish, James Tolisano and Joe Daniels to the Sidney Levine testimonial dinner on June 10 in New York. The executive meeting will be held on May 8 in Meriden, Conn.

Keeney Steps Up Production

shuttle games, "Keeney Six Player League Bowler" and the "Deluxe League Bowler." "We've never before seen anything like it," said Huesch, when asked why their production lines had been placed on this unusually high schedule.

The orders we are receiving every day have absolutely amazed us. "These two new shuttle games," he continued, "seem to have caught fire so fast that they found our production lines far behind schedule."

"In an effort to catch up," he reported, "we have been forced to add more help, more hours, and put on the speedier production schedules we have all had all this year.

"I am sure," he claims, "we are still behind, and even then we are producing at a speedier pace than ever before, but we are working as close as we can to the orders as they arrive.

"Every new batch of orders throws us back some more," he says, "and this new schedule of our production lines was absolutely necessary so that we could somewhat, attempt to catch up with the orders that are flowing into our sales offices for these two new shuttle games."
Strong as an Ox!

Model "D" *digs in*, accepts the burdens of play around the clock—rough and tumble locations—minimum service attention! Put it in those spots of yours where you need a money-making jukebox that stands up under use and abuse.

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

**AMI Incorporated**

"It's What's in THE CASH BOX That Counts"
**PA. OPS BATTLE AGAINST % TAX**

**Mulligan Leads Fight To Wipe Out $1 License Per Year And 10% Of Gross On All Collections**

GREENVILLE, PA. — Headed by Jack Mulligan, operators of coin operated equipment throughout this area are going all out to have the recent tax measure adopted by this community wiped off the books. Effected immediately by this legislation, in addition to Mulligan’s Sharon Tri-State Music, Inc.; LeLos Burnside; Richard Mackensen and LaCamera Music.

As reported in The Cash Box (April 12 and 19 issues), the Borough of Greenville (Mercer County, Pa.), passed legislation which would tax operators $1 per year for a license, plus an additional 10% of the gross collections each month from their machines.

The operators in question paid the $1 for the license, asking that it be held in escrow, subject to any condition that they may have to take. The operators are seeking a hearing on the 10% gross levy, which was scheduled for Tuesday, April 22. However, the presiding judge of that area was busy with the primary elections and couldn’t be present.

Mulligan, who is spending considerable of his time and money, leading this fight, expresses his gratitude to others in the state who have come along to help out, but states he needs the cooperation of all coinmen in Pennsylvania. It is recognized by coinmen that if the Greenville Tax Bill passes, other communities, other communities will soon try to institute similar legislation—and there’s the possibility that the State of Pennsylvania could also impose a percentage of the gross tax.

“We here think this type of legislation is unconstitutional,” states Mulligan, “and we are hoping we can defeat it at its source. In order to conduct a proper case, we need the assistance of all in the coin machine business throughout the state.”

Mulligan urges that all coinmen throughout the state communicate with him at the Tri-State Music, Inc., Sharon, Pa.

**FOR SALE**

Coin operated machines of every description

**Pennsylvania Operators**

Write for Special Bargain List.

Get on our mailing list.

**Ruginis Novelty Co.**

329 E. Seventh St., Mount Carmel, Pa.

**WANTED**

**Late Bingo Type Games**

Will pay HIGHEST cash prices! Let’s hear from you today!

**Lieberman Music Co.**

257 Plymouth Ave., No.

**Minneapolis, Minnesota**

**Now Delivering...**

The 2 BEST Shuffle Games On The Market

**Keeney’s Super Deluxe League Bowler**

AND

**Six-Player League Bowler**

**Runyon Sales Company**

Factory Representatives for AMI Inc.


Perino Inc.

593 10th Ave., New York 18, N.Y. 3-1880

123 W. Runyon St., Newark 8, N.J. B3-8777

“**It’s What’s In THE CASH BOX That Counts**”

**Schmidt In Wurlitzer Export Sales**

NORTH TONAWANDA, N.Y.—As part of an accelerated program to expand Wurlitzer’s export sales around the world, a new assistant manager for the export department in North Tonawanda, has been appointed by The Rudolph Wurlitzer Company, according to an announcement by Arthur C. Rutzen, general export sales manager.

The new assistant export sales manager is Edward A. Schmidt, Jr., who has been with the Wurlitzer Company since 1955 and has handled export sales for the piano division located in DeKalb, Ill.

With Schmidt’s transfer to North Tonawanda, all export sales activity is consolidated into a single department. The export department handles the out-of-the-country sale of electronic organs and pianos as well as Wurlitzer phonographs.

Edward A. Schmidt, Jr. (left) new assistant export sales manager for Wurlitzer is welcomed to the North Tonawanda plant by Arthur C. Rutzen, general export sales manager.

**Marvel Speeds Up Deliveries**

CHICAGO — Ted Rubenstein of Marvel Mfg. Co., this city, reports that, the fire which this firm had some weeks back held up production of their overhead scoreboard for shuffleboards, they are now fast recovering and are, in fact, able to speed up production of their Marvel Overhead Scoreboard for shuffleboards.

“Orders have been coming in at a tremendously satisfying rate,” Ted Rubenstein reported.

“We are happy to say that we are, at long last, getting out of our difficulties and are able to speed up production all down the line.”

“We believe we’re continued, that as soon as some of the Jigs and dies are replaced, and the new power lines are installed, we shall be able to catch up with the orders which are backlogged at this time, and speed delivery to every operator in the country.”

Because of the handwork involved, while new jigs and dies are being completed, the firm haven’t as yet been able to get going in any volume whatsoever on their Wall Model Scoreboards.

Rubenstein stated in this regard, “We have so many orders on hand for our overhead model, on which we are speeding up production, that we have been forced to neglect the Wall Model Scoreboard temporarily.

“Within a few weeks,” he reports, “even this will be cured and we believe we shall be turning out Wall Model Scoreboards just as speedily as we are now turning out the Marvel Overhead Scoreboards.”

Not only has the factory been completely renewed after the fire the firm had, but, new offices and showrooms have also been created.

Ted Rubenstein invites all operators who come to Chicago to visit with him.
Would You...

go to a druggist for information regarding a serious stomach ailment?

Or would you, instead, go to a “specialist” in stomach ailments?

The coin operated amusement industry is one of the most highly specialized industries in the world.

Why direct your advertising to: corner pitchmen, country fairs, burlesque strippers, vaudeville aero-bats, circus tumblers, radio soap operas, etc., etc.?

Advertise where you know your ads will be read by the people you want to reach!

Spend your hard-earned advertising money in the one publication that “specializes” in reaching those very people.

The Cash Box is the one and only weekly magazine that concentrates on this industry—and this industry only.

The Cash Box is the one completely exclusive weekly publication in the one industry in which you are most interested.

You wouldn’t stand for money to be wasted in your business! Why stand for wasting your hard-earned advertising money by spending it where you do not reach your complete market?

Think! Advertise in The Cash Box—your magazine!

Write For Rates —

THE CASH BOX
26 W. 47th St., New York, N. Y.

### Lieberman Entertains Music Ops

MINNEAPOLIS, MINN.—During the showing of the new 1500 Wurlitzer phone at Lieberman Music Co., this city, on National Wurlitzer Days, Harold Lieberman played host to large numbers of operators. Pictured above, Top, are (l to r) Ben Weiss, Benoydd, Minn.; Les Bogstad, firm salesman; and Joe Blenker, operator from Junction City, Wis. Bottom photo shows ops digging in at the chow table.

### CASH WAITING

FOR

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

INTERNATIONAL AMUSEMENT COMPANY
1425 SPRING GARDEN STREET
PHILADELPHIA 30, PA.
(Tel: RI 6-7712)

KANSAS CITY, MO.—John Balk, who recently joined Central Music Distributing Co. this city, in its sales department, has been active in the sales of phonographs for many years. He served as sales manager for International Phonograph Co., New Orleans, La., then went with F. A. B. in Alabama and Georgia. His most recent position was branch manager for Brandt Distributing in Des Moines, Ia.
A sincere, frank and honest statement why we think you should feature your most outstanding advertisement in our 10th Anniversary Issue

Not because so many of you have told us that you owe The Cash Box so much for the great work The Cash Box has done for you, and for all the industry.
Not because The Cash Box has definitely pointed the way to bigger and better profits and a finer and more respected industry.
Not because The Cash Box has become an integral and inseparable part of the industry.
But, instead, because cold, hard business facts dictate that you, as a member of the industry today, and assured of continuing on as a member of this industry tomorrow, will want to have your firm appear in an issue which will be treasured for years and years to come.
The reason? Because not only will the Tenth Anniversary Issue of The Cash Box be historical and encyclopedic, but, it will be a complete “reference bible” for the entire industry.
It will list all distributors and all manufacturers. All sources of supplies, parts and equipment of all kinds.
It will reveal the names and addresses and sources of information and merchandise invaluable to everyone engaged in the field in any capacity whatsoever.
Your advertisement will STAY PUT in the outstanding Tenth Anniversary Issue which will become a “reference bible” everyone will turn to, day after day, and week after week, for the information it will contain that is INVALUABLE TO ALL ENGAGED IN THE INDUSTRY . . . TODAY AND TOMORROW.
Remember all ads start going to press on May 12 (a month before closing time) because the advance, indicated size of this Tenth Anniversary Issue of The Cash Box forces us to start printing as far in advance as possible.
If you want the best possible position for your advertisement, please make your space reservation right now.

The Cash Box
(Publication Offices)
26 West 47th St., New York 19, N. Y.
★ 32 W. Randolphp St., Chicago 1, Ill.
★ 6399 Wilshire Blvd., Los Angeles 48, Calif.
"It Ain’t So" says Bill FitzGerald

GRAND RAPIDS, MICH. — The April issue of The Cash Box featured an editorial on Page 3 “Mr. & Mrs. John Q. Public Definitely Don’t Want to Buy the Machine When They Walk Up to it With Coin in Hand.”

William E. (Bill) FitzGerald, advertising and sales promotion manager for AMI, Inc., says it ain’t so. He writes:

“Your editorial for April 26 perplexes me to the extent that I must take gentle issue with it.

“For a long time now, Mr. and Mrs. John Q. Public have been buying the sizzle instead of the steak. Come to think of it, that’s almost all they have been buying in all too many instances.

“What we do like about steak and what has made steak King is the nose-tickling odors that come wafting to us from the grill. We delight in the sound of the hot sizzle and crackle of a New York cut just out from under the broiler. Our hunger is sharpened as we gape eagerly at the deep, rich tang of the hongony crust that holds in so much hearty, red goodness. These are the things, I think, that set our gastric juices flowing—long before we consummate our gastronomic anticipation in that first mouth-watering succulent bite.

“Let’s look elsewhere. Does anyone buy transportation alone when he purchases an automobile? No. A thousand, a million—yes, almost seven million—times no. People buy lines styled by designers who build cars for Maharanjas; Super-Power Steering; Fireball Engines; Control Tower Vision; Glide Ride; Interiors by Draper; Finishes by Duco—and a whole raft of other things, real and imagined, which they have come to feel are indispensable to their pride of ownership of this or that car.

“And what about music? Is it just the tune, even a particular tune by a particular artist that people want from a juke box? Of course not. They want warm, friendly color, glinting clear plastics, cabinetry that is good to see and feel. They want the pleasure of perusing the selections offered, the mental stimuli of watching the precise, sure movements of the mechanism as it deftly picks the selection they have commanded—the satisfaction of settling all this in motion for the mere deposit of a small coin.

“Ladies, man! If we follow your thesis through to its bitter conclusion, Mr. and Mrs. John Q. Public might very well satisfy their musical wants by a simple request to some genial Boniface to render a favorite selection on the Gramophone behind the bar.

“To get right down to cases, it’s more than cigarettes that are bought by John Q. and his lady too. One wants a treatment; the other, a treat. One, filtered smoke and no acid tars; the other, the snobbish mimicry of the smart set at the Stork.

“Poof for the puff, I say, when cigarette makers offer so many incidentals to the wheeze and race of a tobacco cough.

“Willie, I’m surprised.”
Orders Prove Advance Tests Assure “Hit” Game

CHICAGO — “In fifteen different cities we had fifteen ‘Majorettes’, our new 5-ball game, operating on test locations for over six weeks,” Sam Stern, executive vice president and general manager of Williams Manufacturing Company, this city, reported, “prior to putting it into production.”

The result, as noted after a survey of this factory’s production lines, is the heaviest speed production the factory has enjoyed.

“This,” Stern states, “is due to the fact that long tests of any new game are absolutely necessary today to determine whether or not a factory should enter into speed production.

“Production tests lines are so scientifically arranged,” he continued, “that a factory like Williams can, without even realizing it, overproduce any product, unless we know just how far we can proceed.

“The orders which I had on my desk was indication enough of the fact that this extensive six-weeks’ testing of ‘Majorette’ in fifteen different cities was exactly what the trade wanted to assure itself of a game that would bring exceptional returns from any location anywhere in the nation.

“It is also amazing to note that the tests were conducted in fifteen different cities, large and small and, therefore, the collections now being enjoyed by operators of ‘Majorette’, only bear out what the tests indicated would happen.

“We shall continue to make expensive and intensive tests of this kind of every new game in the future,” Sam continued, “and we shall continue the tests over a long period of time to assure everyone of our customers that they are getting the finest game that money can buy.”

Notice!
YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN “THE CASH BOX”!
Your Deposit is GUARANTEED

A $500.00 AS YOU ARE a paid up subscriber to “The Cash Box”, of the time you answer any request in “Cash Box” of any advertiser, his deposit made to your claim. If you deposit to that amount $500.00 will be guaranteed by “The Cash Box” for Deposit Insurance. An exclusive and original feature of “The Cash Box”!

When mailing deposit to the office of the advertiser in question, enclose a copy of this card in the envelope.

THE CASH BOX
26 West 47th Street, New York 19, N. Y.

Orders Prove Advance Tests Assure “Hit” Game

Exhibit Reports Ops State “U.L.” Label Helps Them Get Locations For “Big Bronco”

CHICAGO—On his return from his last road trip, Frank Mencuri of Exhibit Supply Company, this city, reported that he found his desk simply covered with mail from operators from all over the nation.

It seems, according to the letters Frank received, that almost every operator wants Exhibit to make certain that the “Big Bronco” horse that is shipped to him carries the “U.L.” (Underwriters Laboratories) label.

The “U.L.” label, according to the operators’ letters, has made it much easier to obtain locations for the “Big Bronco” horse, especially in those spots where electrical appliances are featured.

The owners of such spots, they report, know the value of this safety-approved label.

Mencuri also stated that Exhibit is working as fast as it can to get the “Big Bronco” horses out to the operators and that, it hopes, it will soon be caught up on all orders.

The award of the “U.L.” label, Mencuri states, has proved of tremendous value to the operators.

“It helps them get locations everywhere in the nation,” he said, “and from this standpoint alone, the safety-approved ‘Big Bronco’ is proving itself invaluable to operators.”

N.O. Ops At F.A.B. Showing

NEW ORLEANS, La.—Fletcher Billock, head of F.A.B. Distributing Co., this city, reported that the showing of the new Wurlitzer 1500 phone on “National Wurlitzer Days” was the most successful in his history.

The new Wurlitzer is shown in top picture surrounded by a flock of operators and their families; and the photo on the bottom pictures the personnel of the F.A.B. firm—(1 to r): Dave Bradley; Saul Leopold; Robert Goad; Clitt Pittman; Frank Russell; Robert Potts; W. Travis; A. B. Chesser; E. B. Stewart; Milton Chaffe; Dewey Gossett; R. G. Dupay and Joe Hart.

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LET US HANDLE YOUR REPAIRS AND SERVICE CALLS FOR YOU!!

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MOUNTAIN MISCELLANY

We’re still receiving reports of people “Digging out of the Snow” and getting “out and about” now that spring is here. . . . The latest to come to our attention is Jimmy (J. A.) Schaeffer, No Name Music Company, Glenwood Springs, Colorado. Jimmy reports it was a hard winter and took everything from shovels and manpower to electrically driven motors to keep him from being a real “Hermit” . . . Hearing of lots of new faces and old familiar ones going into, and back into, the coin machine business this week . . . Exhibit’s “Big Bronco” horse seems to be responsible for quite a few of the new additions. . . . One new face is Al Brass, Butte, Montana, who has just recently started a route of coin operated horses. Al’s route now has 19 units and he is buying more as fast as possible. . . . John Hendricks, an old hand in the coin machine business, deserting his real estate business to go back into the coin machine field by joining Dan Stewart’s Salt Lake City staff as a salesman. John, “Busy as a Bee” is highly enthused about the horse business. . . . M. S. Smart, Salt Lake City, who, until recently was in the theatrical business is now “tackling” something entirely new by taking on a route of “Big Bronco’s”.

Frank Mebehes, Helena, Montana, for years an exclusive music operator, has in the last few months branched out into the “Gun and Shuffle Alley” field. Frank reports a terrific play on this type of equipment and wonders why he has missed the boat” for so many years. . . . Congenial John Bird seen taking all those “Goofers” from the oven over at Bird’s Delicatessen at Butte. John spends his time between running the Delicatessen and the Montana Music Company.
May Lift Arcade Construction Ban

WASHINGTON—There is a belief current here that NPA will probably lift its ban on construction of penny arcades, roller coasters, and other entertainment spots, sometime this forthcoming summer.

The current NPA freeze covers twenty-seven categories of such construction: theatres, bowling alleys, penny arcades, roller coasters, pool parlors, beach cabanas, etc.

Builders of all other types of projects are now allowed to write their own priority tickets, provided that they use no more than 200 pounds of copper and five tons of steel. If NPA lifts the entertainment construction ban, as is currently rumored here, then it is believed that the same self-certification of materials usage will be applied.

In short, for the entertainment building project uses no more than 200 pounds of copper or five tons of steel it will be allowed.

If more is needed then there will have to be a special request to NPA as in other building projects at this time.

See New Type Arcade

Should the ban be lifted many believe that a new type arcade will come into being.

This will be a combination of the now extremely popular kiddie park plus arcade.

Many kiddie parks have already adopted arcade machines as part and parcel of their present business.

Most feature the coin operated horses, guns, and many other types of products which get business while the trains, roller coasters and other entertainments continue right along.

At long last Texas got its badly needed spring rains this week. This leaves distributors and operators very much encouraged over the business outlook for late spring and early summer. . . R. A. Tiltonworth, the coin machine tycoon of Corsicana, says he really likes the new Wurlitzer phonograph. He is buying some to increase his route and replace older machines. One store of San Antonio is busy booking name bands in his Dixie Club. He has such artists as Tommy Dorsey, Louis Armstrong and Charley Spivack scheduled. Incidentally his coin machine business is doing fine. He is buying new machines for his extensive route. . . Roy Heit of Wichita Novelty in Wichita Falls has a new fleet of station wagons to man his coin machine route. You will remember he is one of the first operators in the state to try to divorce the business. Homer Speer of Stephenville reports that business is good in his neck of the woods.

We saw T. A. Webb of Dallas this week. He says he can’t complain about business. He is buying new equipment. . . Raymond Williams of Commercial Music Company is back from a trip to his San Antonio branch. He says that things are looking fine. . . L. A. Smiley of Bogota was in town this week buying new equipment. The operators who stop in at Commercial really go for that snack bar that stays in operation all the time. . . We saw Ralph Claybrook of Fort Worth. . . For the past four years Fred Barber of Walbock Sales Co. has been busy moving into his new home. We haven’t seen it but he says it is a beauty. Located on Woodcrest Lane. During his absence George Wren has been holding down the fort alone. Now that Fred has returned George has left on a business trip to El Paso. . . Phil Weinberg, regional sales manager of Bally, has just returned from a trip to San Antonio. . . Max Box of Alexandria, La., was in town buying some new equipment at Walbox this week. He says that as far as he is concerned, business is booming. . . Abe Susman and Audrey Hunter, State Music Co., find little time for relaxation, what with operators besieging them for the AMI *D* phonos and Keeney’s shuffle games.

"It’s What’s in THE CASH BOX That Counts"
CHICAGO—Dave Bender of Coven Distributing Company, this city, reported this past week that he is arranging for a program of close cooperation with the operators throughout the firm’s territory.

According to Bender, “We’re as close to any operator as his telephone. ‘We plan,’ he continued, “to bring ourselves even closer than this, if at all possible, so that the operators will know that we are practically at their elbows ready to supply them for whatever they need.”

Since his entrance into the Coven firm, Bender has set up many new ideas and plans, all based on bringing about closer cooperation between this organization and the operators in the territory they cover.

He stated, “There is no doubt that the operator today requires the closest cooperation. Complete understanding of his problems makes such cooperation possible. A knowledge of his needs and wants, to the point where they can practically be anticipated by the intelligent and progressive distributing organization, is also a necessity today.”

| BENDER ARRANGES | Program For Closer Cooperation |

**NEW ORLEANS NOTES**

It does seem as though everyone went fishing on “Good Friday.” The gang at Crown Novelty took off for Irish Bayou and came back with a haul. Louis Beasberg tells me that the only thing wrong with the “Atlantic City” is that he can’t get enough to steel the charges. You should catch a glimpse of the kids waiting in line at the Canal Street Penny Arcade to ride “The Champion” mechanical horse. We’ve been tempted to ride it ourselves... Mel Mallory of Mallory Distributing Company returned from two weeks on his farm all tanned and trim looking... The Bihari’s, Jules and Joe dashing in and out of N.Y. yesterday. Mr. Peter G. K. Lewis of the Dolly Amusement Company, Mobile, buying baby bottles for his four week old grandson... Pat Gore returned from Texas and gave us all the latest in the “Dolly Booth” story... Al. B. Harper and Wadi Elkins, two of the directors from the entire New Orleans territory at the opening on Wurlitzer Days April 6th & 7th where the new 1500 Points machines were installed. 1500 photographs as the new model 5200 wall box were on display. Some of the important men were: Mr. and Mrs. Adolph Sulton, Atmore, Alabama; Mr. and Mrs. C. L. Cowles, Mobile; Ray Aronson, Baton Rouge, of Star Amusement Company of Mobile; Mr. and Mrs. D. C. Braddy, Prichard, Alabama; Mr. and Mrs. Fred Cissell, Prichard, Alabama; Oscar Ard, Pensacola, Fla.; Flute Duncan, Valparaiso, Fl.; Mr. and Mrs. Monk Bordwell, La.; Bill Hagert, Ens; Jules Feria, Taft, Odessa, Louis Beasberg, Frank Rinz, Earl Gore, Joe Greco, Joe Mancho, Lucky Coin Machine Co., Console Distributing Co., Monblatt Amusement Co., all of New Orleans; Fred Bellow of Emmus; Robert Reid, Laurel, Miss.; Gay Buffin, Pas Christian, Miss.; W. U. Lide of Biloxi, Miss.; C. M. Moseley and Benny Cottils of Passaquilla, Bob Dupuy, V.P. of F.A.B. Distributing, says this showing was the most successful showing in the history of the firm... Buzzed Ed Hollowell at Dixie Coin Machine, find Ed is covering New Orleans this week... Bill Edd calling from Notchway. This way, we know Bill is around.
Shuffle games ops very much upset this past week as the law decides against them. Just when things were really going great. And when all believed that the summer season was closed for the season. "The Champion" horse, Bill has had anywhere from three to five long distance phone calls "waiting" while he talked. . . . The boys here in Our Town report that over at the "Chicago Coin" they are doing very well. A little bit late, ain't it, Abe?" . . . J. R. Pete Pieters was telling the boys here that since he has been out with the federals they have cut off all of the coin operated kind, too. So Pete is reported to have bought himself a load of Bally "The Champions." And, at the same time, moved to a new home and a new car. . . . News has leaked thru that Chicago Coin will have themselves a new shuffle game in a few weeks.

Shuffle games will give ops here 24 hours per day servicing and repairs on all machines. . . . Back from Florida's sunny clime. All tanned up and healthy looking, Ray Moloney, Earl Moloney and Tom Callaghan. . . .

Distributing Chicago Two short around $27.50. . . .

Abe of others) shuffles. Reports that, even with stepped up production, they are still far behind. Paul, oh, hopes to catch up soon. . . .

Sam Stern proved that extensive and intensive testing of any new products pays off. The firm's new "Majorettes" was tested in 15 different cities and on as many different locations for a period of six weeks. A very large number of the reports are extremely interesting. Give a very fine cross-section picture of what ops in various parts of the nation like to have in new games.

Milty Back has been out all week talking with Ted Rubenstein of Marvel Mfg. Co. this past week. Ted just first getting new power lines installed. So that Marvel can step up production of its "Over- Streamliner" which the boys out of Wall, Mode man is keen for both units. . . . B. D. Lazar of Pittsburgh pulls into town seeking some "babysitting" for his firm's "Newark" of the week (and the year, too) was the fact that Phil Weisman (and some others) bought out Joe Peskin's Universal Automatic Music Co. This outfit reported 200 juice boxes working. On 200 if ready sold off. Lots of electorating underway in thruout the entire area with everyone discussing candidates. . . . Joe Mangone reported that his first shipment of the new Evans' "Jubilee phonos disappeared just like magic." Claims that even before he could reprint they were all gone. . . . Sam Taran was invited to the operators' association and made a very fine speech. Sam pointed out that if the operators and distributors cooperate that this will definitely improve operating conditions all around. Sam spoke very well and very intensely on cooperation among all common in this area to bring about the finest conditions that exist anywhere in the country. Two of the busiest guys in town with problems that need solving – Ted Bush and Ozzie Truppman. Both Ted and Ozzie are trying to figure out how to portion out the few Neww Writers they're getting to all those who have already ordered them. It'll take some time to supply the demand for this new Writer 104 selection with mixed 78's and 45's. Seems like all the music ops want to be first on location with the machines, Ozzie and Ted claim. . . .

Hear that Herman Perin will be selling auto supplies.

The Ray Moloneys reported to be most thrilly enjoying themselves. This is the second season boys haven't left phonos were so very electorating underway thruout the entire area with everyone discussing candidates. . . . Joe Mangone reported that his first shipment of the new Evans' "Jubilee phonos disappeared just like magic." Claims that even before he could reprint they were all gone. . . . Sam Taran was invited to the operators' association and made a very fine speech. Sam pointed out that if the operators and distributors cooperate that this will definitely improve operating conditions all around. Sam spoke very well and very intensely on cooperation among all common in this area to bring about the finest conditions that exist anywhere in the country. Two of the busiest guys in town with problems that need solving – Ted Bush and Ozzie Truppman. Both Ted and Ozzie are trying to figure out how to portion out the few Neww Writers they're getting to all those who have already ordered them. It'll take some time to supply the demand for this new Writer 104 selection with mixed 78's and 45's. Seems like all the music ops want to be first on location with the machines, Ozzie and Ted claim. . . . Hearn that Herman Perin will be selling auto supplies.

Harry Goldberg of H & G Novelty received a complete carload of fishing rods and reels and claims he'll be able to most completely supply the ops who use these fee premium play stimulation. Milty Green is, at last, learning how to play "gin," according to reports. But, it's an expensive process, from what they claim. Seems that Milty is taking lessons from such champs as Little Napoleon Pratt, Davey Friedman, Willie Levy and White Pines. He'll wind up wiser at the game, the boys claim, tho, maybe, a little bit poorer. . . . MAOFA here a very happy organization. Now have 100% membership in Bude County, and are even beginning to take in members from surrounding counties. Everyone is happy with the organization. Members are only $5.00 per unit as dues. This is considered among the lowest. Hope here is that the MAOFA will prove to be the finest association of its kind in the nation within a few months. . . . Letters received by Willie Hatt from institutions toward which they have donated this year show that membership is stimulated to do more such public relations work. . . . Eli Ross was so busy this past week showing AMI phonos and games to customers that he even passed up his regular morning coffee. And that's something for Eli to do.
ATTENTION!

EVERY OPERATOR
EVERY JOBBER
EVERY DISTRIBUTOR
EVERY MANUFACTURER
EVERY SUPPLIER
EVERYONE IN ANY FASHION WHATSOEVER INTERESTED IN THE COIN OPERATED MACHINES INDUSTRY

THIS OPPORTUNITY CAN ONLY HAPPEN ONCE IN TEN YEARS...

So outstanding an opportunity to assure every advertiser that his ad will remain an integral part of an issue that will be referred to, week after week, month after month, for a long, long time to come, can only happen ONCE IN TEN YEARS.

That’s just what will happen in the Tenth Anniversary Issue of The Cash Box. This will not only be an historical and encyclopedic issue, but it will be an issue wherein every manufacturer, distributor, jobber, supplier, and all sources of supply, will be listed.

It will mean that, practically every minute of every day, someone, somewhere in this country, and throughout the entire world, will be referring to The Cash Box’s Tenth Anniversary Issue to find an address, to seek for some merchandise, to look up some manufacturer, to learn something that happened years ago.

AND THAT MEANS THAT EVERY ADVERTISER’S COPY WILL BE READ AGAIN AND AGAIN—AND OVER AGAIN. It means that THIS IS THE OPPORTUNITY EVERYONE IN THE INDUSTRY HAS BEEN LOOKING FOR—THE ONE TIME WHEN EVERYONE SHOULD RUN AN AD TO SHOW AND PROVE HOW REALLY GREAT THIS INDUSTRY IS!

Ads start going to press on May 12—one month in advance of closing date—therefore, to assure your ad the best possible position—RUSH IT IN TODAY TO:

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(JOHN JUDSON 6-2646)
WANT—We buy dealers surplus stocks. Operators we pay the highest cash prices for used records from 3 to 6 months old. Top prices paid for 45 RPM's. Call or wire: C. L. M. C., Box 7397, New York, N. Y. Tel.: Four 5-1900.

WANT—Panoramas Line-A-Liners; Five Stars; Comment Islands; Bright Spots; Bright Lights; Kenney Four Way Four. Good short records. Have also 12 ft. shuffleboard, MAR-CHI COIN MACHINE INC., 2257 N. 20th St., PHILA, PA.

WANT—AA-1 equipment used at wholesale prices, we are expeditors. See-VERS, 108 South Main St., Thebes, Ill. Phone: 12-675.

WANT—United 5 Player at $225 and United 6 Player at $250. PENNSYLVANIA VENDING, 1223 CARSON ST., PITTSBURGH 3, PA.

WANT—Close Outs: Latest model photographs. ACTIVAT MACHINE CO., 5305 S. 27TH ST., PHILADELPHIA, PA.

WANT—TuBes: 2051; 7017; 657; 75; 65CT; 2A3; 546; 6K7. Site and condition of tubes required. Price $40.00 hundred. Must have minimum quantity of 50 tubes.

WANT—With bright lights for: Brunswick's, Champion, Seeburgs; Universal 5 Stars, GOL- DEN GATE NOVELTY CO, 701 GOLDEN GATE, SAN FRAN-CISCO, CA.

WANT—Used 1428 Rock-Olas. State best price and general condition. SOUTHERN MUSIC DISTRIBUTING CO., 701 CENTRAL AVE., ORLANDO, FLA.

WANT—Will pay top price for: Brunswick's, Champion, Seeburgs; Universal 5 Stars. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE, SAN FRAN-CISCO, CA.

WANT—Music Operators—to send us their list of top ten tunes, each week. Have good deal for you in exchange. Write: BOX #119, e/o TELEPHONE, 461 N. FULTON ST., 75th St., NEW YORK 1, N. Y.

WANT—Used Bright Lights: Coney Islands; Bright Spots and Leaders. Also used record Seeburgs and boxes. Best price. WESTERN DISTRICT DISTRIBUTING CO., 1214 6TH AVE., SEATTLE 1, WASHINGTON.

WANT—Seeburg Shoot The Bear Guns. Any quantity. Price and complete used record label. MIKE MUNVES CO., 577 TENTH AVE., NEW YORK 1, N. Y. Tel.: FLorine 4-3410.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand, will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Pathé; Columbia; Okeh; Gennett; Mutual, Champion, etc. JACOB S. SCHNEL- DER, 2666 W. 6th Street, NEW YORK CITY, N. Y.

WANT—Wurlitzer 800’s and 1015’s, all you have and receive. LAREDO EXPORTING COMPANY, LAREDO, TEXAS.

WANT—United Twin ft.; Shuffle Alley Express ft. Green Cabinet; and other machines. Will pay lowest prices in first letter. DAVE HALE, 266 DIME PLAZA, NEW YORK, N. Y. Tel.: Glitter 4-5100.

WANT—All types Screens Equipment, Service and Supplies. Write with full details of your wants and we quote lowest prices or will trade New Turk Kings in original crates. Write, Wire Phone: C. L. ROTH- SON CO., 2301 W. PICO BLVD., LOS ANGELES 25, CALIF. (Tel.: Dinkirk 3-1810).

WANT—Bingo Rolls. State price and complete used record label. SYSTEM AMUSEMENT CO., 810 WEST 2nd AVE., SPOKANE, WASH.


WANT—Coin Operated Pool Tables. $145. 15% off. The system feature returns Q-Ball and Scratch Balls. Q-Ball and other balls same size as billiard balls. Florida, F. A. B. DISTRIBUTING AGENCY, 511 CERVAIS, COLUMBIA, S. C., 304 IVY ST., N. B. ATLANTA, GA. Write for details.

WANT—Clean, ready for location: Wurlitzer 1015's $165; Wurl- litzer 1080's $175; Seeburg 146's $125; Seeburg 147's $105; Rock- Ola 1422's $85; Wurlitzer 3001 Wall Boxes $6.50; Seeburg 3-Wire-1052 Wall Boxes $10; Seeburg Wireless 5 Wall Boxes $7.50; Used and Wall Boxes, $5.00. CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-2262.

WANT—University Twin Rebound $160; Geno Shuffle Target $50; Geno Shuffle Master $100; L. J. Schmidt & Son, 3918 PLANK RD., WESTBROOK, N. Y.

WANT—Used—Ball Universal—$160; Champion Shuffle—$125.00; Geno Shuffle—$100.00; Bally—$85.00. Two 148ML Wall Boxes $30.00. Price $125.00; 3-Wire-1052 Wall Boxes $10; Seeburg Wireless 5 Wall Boxes $7.50; Used and Wall Boxes, $5.00. CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-2262.

WANT—For sale—Ball Universal—$160; Champion Shuffle—$125.00; Geno Shuffle—$100.00; Bally—$85.00. Two 148ML Wall Boxes $30.00. Price $125.00; 3-Wire-1052 Wall Boxes $10; Seeburg Wireless 5 Wall Boxes $7.50; Used and Wall Boxes, $5.00. CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-2262.

WANT—Box—1015—$165; 1080—$175; Seeburg 146—$125; Seeburg 147—$105; Rock-Ola 1422—$85; Wurlitzer 3001 Wall Boxes—$6.50; Seeburg 3-Wire—1052 Wall Boxes—$10; Seeburg Wireless 5 Wall Boxes—$7.50; Used and Wall Boxes—$5.00. CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-2262.

WANT—Top of post-war flipper five games, in quantity. Give names, condition they are in, price wanted, and when ready to ship. OPINIAN MACHINE CO., 1423 SPRING GARDEN AVE., PHILADELPHIA, PA.

WANT—We have top price for: B.C.; Brite Lights Bright Spots and Coney Islands. Write or phone: CLINTON MACHINE CO., 1872 Adams, TOLEDO, OHIO.

WANT—Wurlitzer Model 1250's; See- burgs, Majors, F. B. C., Bally's; all new. Cash or trade William Home For- thers and Chicago Coin 4 Player Denver; Wurlitzer 1250's; new phone. BUSH DIST. CO., 286 N. W. TWINNITY AVE., MIAMI, FLA. Tel.: 3-4623.

WANT—Wurlitzer Model 1250's; See- burgs, Majors, F. B. C., Bally's; all new. Cash or trade William Home For- thers and Chicago Coin 4 Player Denver; Wurlitzer 1250's; new phone. BUSH DIST. CO., 286 N. W. TWINNITY AVE., MIAMI, FLA. Tel.: 3-4623.

WANT—Bingo Rolls. State price and complete used record label. SYSTEM AMUSEMENT CO., 810 WEST 2nd AVE., SPOKANE, WASH.
FOR SALE—4 Bally Speed Bowlers $40; 1 United One-way $40; 1 Exhaustive $40. The above all one-way Speed Bowlers with disappearing pins. 1 Shako Seeburg $125; 1 Deluxe Shuffle $25; 1 Goalee Seeburg 21 Gottlieb; 5 Ball Flippers $25 ea. The above one are in A1 mechanical condition. Just off location. 1/3 deposit must accompany order. Write or wire: LEON VELLODY, CO., 1004 SPRING ST., SHREVEPORT 69, LA.

FOR SALE—Shooting Gallery complete with water tank and motors, live ammunition now in operation. Size 11 ft. wide—25 ft. long, RELIABLE COIN MACHINES, 201 BRIDGE ST., 188 WINDSOR STREET, HARTFORD, CONN.

FOR SALE—Beat this if you can. Electric Velgic Bally Big Inning $164.50; 1 Big Inning $154.50; 1 Chico Coin Bank Box, like new $134.50; 1 Chico Coin Bank Box, new $95.50; 1 Chicago Coin Twin Rebound $44.50; 1 Keeney 4 Player $189.50; 1 United 5 & 6 Players, write: Chicago Coin Chicago $99.50; 4 Seeburg Coin Chicago $94.50; Seeburg M-1000A 78 R.P.M., Late series $74.50; MON. ROCKIN MACHINE EXCHANGE, INC. 4223 PAYNE AVENUE, CLEVELAND, OHIO. Tel: Superior-14600.

FOR SALE—Turf Kings $17450; Williams Star Series $995.50; Williams Varsity $795.50; Williams Deluxe $895.50; Bally Big Inning $164.50; Dale Gonz $64.50; Heavy Hitters $42.50; Quizer with Film $89.50; Chico Coin Bank Box, like new $134.50; Chico Coin Bank Box, new $95.50; Chicago Coin Twin Rebound $44.50; Keeney 4 Player $189.50; United 5 & 6 Players write: Chicago Coin Chicago $99.50; Seeburg Coin Chicago $94.50; Seeburg M-1000A 78 R.P.M., Late series $74.50; MON. ROCKIN MACHINE EXCHANGE, INC. 4223 PAYNE AVENUE, CLEVELAND, OHIO. Tel: Superior-14600.

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FOR SALE—Wurlitzer 1080 $75.50 ea.; 1100 $95.50 ea. Williams Star Series $995.50; Williams Varsity $795.50; Williams Deluxe $895.50; Bally Big Inning $164.50; Dale Gonz $64.50; Heavy Hitters $42.50; Quizer with Film $89.50; Chico Coin Bank Box, like new $134.50; Chico Coin Bank Box, new $95.50; Chicago Coin Twin Rebound $44.50; Keeney 4 Player $189.50; United 5 & 6 Players, write: Chicago Coin Chicago $99.50; Seeburg Coin Chicago $94.50; Seeburg M-1000A 78 R.P.M., Late series $74.50; MON. ROCKIN MACHINE EXCHANGE, INC. 4223 PAYNE AVENUE, CLEVELAND, OHIO. Tel: Superior-14600.

FOR SALE—Wurlitzer 1100 $75.50 ea.; 1100 $95.50 ea. Williams Star Series $995.50; Williams Varsity $795.50; Williams Deluxe $895.50; Bally Big Inning $164.50; Dale Gonz $64.50; Heavy Hitters $42.50; Quizer with Film $89.50; Chico Coin Bank Box, like new $134.50; Chico Coin Bank Box, new $95.50; Chicago Coin Twin Rebound $44.50; Keeney 4 Player $189.50; United 5 & 6 Players, write: Chicago Coin Chicago $99.50; Seeburg Coin Chicago $94.50; Seeburg M-1000A 78 R.P.M., Late series $74.50; MON. ROCKIN MACHINE EXCHANGE, INC. 4223 PAYNE AVENUE, CLEVELAND, OHIO. Tel: Superior-14600.

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FOR SALE—America's Finest One Stop Service Machine can supply you with all your amusement equipment major and independent stock in leading manufacturers. Write for list of current. CONDITION. $590.00, MAJOR DISTRIBUTION CO., 599 TENTH AVENUE, N. Y. C., N. Y., Tel.: Chickerling-43050.

FOR SALE—Chicomin Bowling Alls $25, 250 Tattoo $25, 250 Tattoo $25. League $49.50; DeLuxe Bowling $34.50; and many other values. C.O.M. AMUSEMENT GAMES, 1144 E. 55TH ST., CHICAGO 15, ILL.
FOR SALE—Finest premiums for stimulating play on your amusement games. Every premium proven by customers. The gold items we feature are for operators only. We don’t sell stores. Write for our descriptive list. JUNIUS DISTRIBUTING CO., 6100 BLUE MOUND RD., MILWAUKEE 13, WIS. Tel.: BLairound 8-7600.

FOR SALE—New and used Turf Kings, with or without accessories. Complete in- 
lations, write. New Music Mite, sur-
prising price, write. Rock-Ola ‘54 and ‘47. Wurlitzer ,$125, $165 and $184, 46M and 47M, write. LAKE CITY and others, write. 4633 PAYNE AVE., CLEVELAND 3, OHO. Tel.: HEnderon 1-7577.

FOR SALE—The finest used phonographs in all our history now avai-
able for immediate sale. Get your price on any phonograph you buy before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS.. Tel.: West 3-3224.

FOR SALE—Needles. All type needles for juke box and vending machines. Every needle a precious metals point. Give our needles a test and become our distributor in your area. Write: ELDEEN MANUFACTURING COMPANY, 621 WEST NATIONAL AVE., MILWAUKEE 4, WIS.

FOR SALE—Exhibit Pistol $45; Thing $95; Three Musketeers $85; Bowling 
Champ $85; Tri-Score $100; Just $65; Buffalo Bill $60; South Pacific $60; A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TY-3810.

FOR SALE—Chicago Coin Classic $140; Universal Super Long Bowler $115; Bally Speed Bowler $80; Shuffle, Alley with flyaway pins $25. WURLITZER CO., 2720 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: Canal 6-0293.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you want. Operate for ourselves. We are distributors for: AMI; United; Williams; Universal; Amusement and others. TARAN DISTRIBUT-
ING, INC., 2820 N.W. 7th AVE., MIAMI 34, FLA. Tel.: 3-7648.

MISCELLANEOUS

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-7407; The Cash Box, 6100 Vliet, MILWAUKEE 13; The Cash Box, Los Angeles, CALIF. 3-0347.

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE CO., 501 BROADWAY, NEW ORLEANS, LA. Tel.: 5931.

NOTICE—Change to dime play, Haw-
ley Conversion to copper world style and new style Packard boxes. Lots of 25, $1 each; Samples $1.25. Con-
tains new dime glass, dimes housing, parts for retractor. Kits also available for our new conversion. Write J. H. HAWLEY DISTRIBUTION CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

NOTICE—Carolina Operators—One store record shop. All labels in popular, 
rare, hillbilly and old favorites, 78's or 45's only 70c each. Send for free strips. Send for our coin machine Bargain Sheet. D. A. BARTON MFG. CO., 132 MAIN ST., DARTINGTON, S.C. Tel.: 500.

THE CASH BOX

26 West 47th Street, New York 19, N. Y.

COPvRIGvTED 1952. REPRODUCTION NOT PERMITTED.
<table>
<thead>
<tr>
<th><strong>Mills</strong></th>
<th><strong>A Mi</strong></th>
<th><strong>Aireon</strong></th>
<th><strong>Miscellaneous</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Manhattan</strong></td>
<td>49.50</td>
<td>6. <strong>Hi-Boy (302)</strong></td>
<td>25.00</td>
</tr>
<tr>
<td>2. <strong>Model 7 Phone</strong></td>
<td>49.50</td>
<td>7. <strong>Streamliner 5, 10, 25</strong></td>
<td>39.50</td>
</tr>
<tr>
<td>3. <strong>Hideaway Model 400</strong></td>
<td>49.50</td>
<td>8. <strong>Top Flight</strong></td>
<td>25.00</td>
</tr>
<tr>
<td>4. <strong>Model A '46</strong></td>
<td>49.50</td>
<td>9. <strong>Model B'47</strong></td>
<td>45.00</td>
</tr>
<tr>
<td>5. <strong>Warrlock</strong></td>
<td>49.50</td>
<td>10. <strong>Foot Locker</strong></td>
<td>109.50</td>
</tr>
<tr>
<td>6. <strong>Orchard Speaker</strong></td>
<td>49.50</td>
<td>11. <strong>Browning</strong></td>
<td>29.50</td>
</tr>
<tr>
<td>7. <strong>Brookside</strong></td>
<td>49.50</td>
<td>12. <strong>Bake</strong></td>
<td>49.50</td>
</tr>
<tr>
<td>8. <strong>Palm Tree Box</strong></td>
<td>62.50</td>
<td>13. <strong>Bowl-A-Rama</strong></td>
<td>49.00</td>
</tr>
<tr>
<td>9. <strong>Panoram '47</strong></td>
<td>39.50</td>
<td>14. <strong>Bowl-A-Rama (Got)</strong></td>
<td>49.50</td>
</tr>
<tr>
<td>10. <strong>Singing Horsemen</strong></td>
<td>39.50</td>
<td>15. <strong>Manhattan (Un)</strong></td>
<td>24.50</td>
</tr>
<tr>
<td><strong>Buckley</strong></td>
<td>76.50</td>
<td>16. <strong>Madjepol</strong></td>
<td>74.00</td>
</tr>
<tr>
<td>11. <strong>Playboy</strong></td>
<td>39.50</td>
<td>17. <strong>Majestik (Got)</strong></td>
<td>49.50</td>
</tr>
<tr>
<td>12. <strong>Boston</strong></td>
<td>39.50</td>
<td>18. <strong>Marching Rockettes</strong></td>
<td>39.50</td>
</tr>
<tr>
<td>13. <strong>Williams Miete (Got)</strong></td>
<td>39.50</td>
<td>19. <strong>Mattie (Got)</strong></td>
<td>69.50</td>
</tr>
<tr>
<td>14. <strong>Chicago</strong></td>
<td>39.50</td>
<td>20. <strong>May (Wm 4/8)</strong></td>
<td>69.50</td>
</tr>
<tr>
<td>15. <strong>Sally (Wm 4/8)</strong></td>
<td>39.50</td>
<td>21. <strong>Nifty (Wm 12/50)</strong></td>
<td>129.50</td>
</tr>
<tr>
<td>16. <strong>Parade (Wm 4/8)</strong></td>
<td>39.50</td>
<td>22. <strong>Nudy (B 47)</strong></td>
<td>24.50</td>
</tr>
<tr>
<td>17. <strong>Old Faithful (Got 1/50)</strong></td>
<td>39.50</td>
<td>23. <strong>Oh Boy (Wm 6/49)</strong></td>
<td>74.50</td>
</tr>
<tr>
<td>18. <strong>One Two Three</strong></td>
<td>39.50</td>
<td>24. <strong>Orchard (Got 12/50)</strong></td>
<td>64.50</td>
</tr>
<tr>
<td>19. <strong>Opportunity</strong></td>
<td>39.50</td>
<td>25. <strong>Double Shuffle</strong></td>
<td>79.50</td>
</tr>
<tr>
<td>20. <strong>Oscar</strong></td>
<td>39.50</td>
<td>26. <strong>Dreamy (Wms 3/50)</strong></td>
<td>94.50</td>
</tr>
<tr>
<td>21. <strong>Paradise (Wms 4/78)</strong></td>
<td>39.50</td>
<td>27. <strong>Drum Major</strong></td>
<td>95.00</td>
</tr>
<tr>
<td>22. <strong>Doors (Got 10/46)</strong></td>
<td>39.50</td>
<td>28. ** entry (B 47')**</td>
<td>45.00</td>
</tr>
<tr>
<td>23. <strong>Entry (Wms 4/11)</strong></td>
<td>39.50</td>
<td>29. <strong>Fiasco</strong></td>
<td>45.00</td>
</tr>
<tr>
<td>24. <strong>Fiasco (Wms 4/11)</strong></td>
<td>39.50</td>
<td>30. <strong>Fiasco (Wms 4/11)</strong></td>
<td>45.00</td>
</tr>
<tr>
<td><strong>CONFIDENTIAL</strong></td>
<td><strong>CONFIDENTIAL</strong></td>
<td><strong>CONFIDENTIAL</strong></td>
<td><strong>CONFIDENTIAL</strong></td>
</tr>
</tbody>
</table>
### This Week's Used Market

The recent spurt in activity that has given the used pinball game a boost continues along this week as trading in the used machine market moved strongly. The action can be attributed to the fact that many operators are opening the various pinball parlors and the resort areas. All sections in the market enjoyed this increase in activity excepting music, which showed a slight drop in normal patterns. Prices or less remained quite constant with the slight fluctuations making no noticeable trend.

Pin games showed heavy trading this week, as it usually does, and as was the case in the past few weeks, there was the emergence of new games being listed for the first time. The popular pieces continued to command a large action and the majority of items showed well. Prices here, as was the general trend, held steady the strong upturn made last week. The shuffle machines reacted as a representative group with a flourishing of activity this week. The used equipment that has been moving along briskly during the past few weeks received the bulk of askings, but in an accelerated fashion. The arcade division showed up with a heavy demand for used equipment, and this section had held its own for quite a while and has finally broken out in rash of activity. The fluctuation in price here was in the upward direction.

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

**Most Active Used Music**

<table>
<thead>
<tr>
<th>Up &amp; Down</th>
<th>Wurlitzer</th>
</tr>
</thead>
<tbody>
<tr>
<td>$165.00-245.00</td>
<td>Held—Wurlitzer 1100</td>
</tr>
<tr>
<td>300.00-395.00</td>
<td>Held—Wurlitzer 1080</td>
</tr>
<tr>
<td>165.00-210.00</td>
<td>Down—Wurlitzer 1250</td>
</tr>
<tr>
<td>100.00-159.50</td>
<td>Down—Seeburg 1465S</td>
</tr>
<tr>
<td>100.00-187.50</td>
<td>Down—Seeburg 1465M</td>
</tr>
<tr>
<td>550.00-725.00</td>
<td>Held—Seeburg 1495ML</td>
</tr>
<tr>
<td>725.00-775.00</td>
<td>Down—Seeburg M-1007.5</td>
</tr>
<tr>
<td>730.00-820.00</td>
<td>Down—Seeburg 2W32 Wall a Mattie</td>
</tr>
<tr>
<td>15.00-18.50</td>
<td>Held—Bally—Seeburg WIL-56</td>
</tr>
<tr>
<td>9.50-13.00</td>
<td>Wall Box</td>
</tr>
<tr>
<td>99.50-145.00</td>
<td>Held—Rock-Ola 1422</td>
</tr>
<tr>
<td>125.00-179.50</td>
<td>Up—Rock-Ola 1436 Phone</td>
</tr>
<tr>
<td>225.00-325.00</td>
<td>Down &amp; Up—AMI Model C</td>
</tr>
<tr>
<td>375.00-495.00</td>
<td>Down &amp; Up—AMI Model C</td>
</tr>
</tbody>
</table>

**Most Active Used Pin Games**

<table>
<thead>
<tr>
<th>Up &amp; Down</th>
<th>Bally (5/1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$820.00-380.00</td>
<td>Held—Bank-A-Ball (Get)</td>
</tr>
<tr>
<td>40.00-69.50</td>
<td>Held—Bowling</td>
</tr>
<tr>
<td>65.00-89.50</td>
<td>Up—Bright Lights (B 5/31)</td>
</tr>
<tr>
<td>325.00-385.00</td>
<td>Up—Bright Spot (B 11/4)</td>
</tr>
<tr>
<td>40.00-450.00</td>
<td>Hold—Canasta (7/5/70)</td>
</tr>
<tr>
<td>50.00-149.50</td>
<td>Down—Champion (B 4/31)</td>
</tr>
<tr>
<td>300.00-89.50</td>
<td>Held—Conley Island</td>
</tr>
<tr>
<td>365.00-415.00</td>
<td>Up—4 Horneness (Get 9/5)</td>
</tr>
<tr>
<td>109.00-119.50</td>
<td>Down &amp; Up (B 4/8)</td>
</tr>
<tr>
<td>20.00-29.50</td>
<td>Held—Hot Rods (B 4/9)</td>
</tr>
<tr>
<td>59.50-124.50</td>
<td>Held—Knockout (Get 1/5)</td>
</tr>
<tr>
<td>95.00-149.50</td>
<td>Held—Knockout (Get 1/5)</td>
</tr>
<tr>
<td>95.00-149.50</td>
<td>Held—Knockout (Get 1/5)</td>
</tr>
<tr>
<td>49.50-109.50</td>
<td>Up—Win (4/4)</td>
</tr>
<tr>
<td>49.50-109.50</td>
<td>Held—Photo Finish</td>
</tr>
<tr>
<td>75.00-119.00</td>
<td>Held—Photo Finish</td>
</tr>
<tr>
<td>119.00-145.00</td>
<td>Held—Photo Finish</td>
</tr>
</tbody>
</table>

**Most Active Used Arcade Equipment**

<table>
<thead>
<tr>
<th>Up &amp; Down</th>
<th>Bally Big Bingo</th>
</tr>
</thead>
<tbody>
<tr>
<td>$165.00-245.00</td>
<td>Held—Bally Heavy Hit</td>
</tr>
<tr>
<td>425.00-69.50</td>
<td>Held—Chicoin Goales</td>
</tr>
<tr>
<td>95.00-125.00</td>
<td>Held—Chicoin Pintol</td>
</tr>
<tr>
<td>95.00-125.00</td>
<td>Held—Whistle Gun</td>
</tr>
<tr>
<td>100.00-150.00</td>
<td>Down &amp; Exhibit Silver</td>
</tr>
<tr>
<td>120.00-280.00</td>
<td>Down—Bally Six Shooter Gun</td>
</tr>
<tr>
<td>89.00-100.00</td>
<td>Down—Quasar</td>
</tr>
<tr>
<td>150.00-175.00</td>
<td>Held—Seeburg Bowling Gun</td>
</tr>
<tr>
<td>75.00-109.50</td>
<td>Held—Seeburg Banana</td>
</tr>
<tr>
<td>150.00-200.00</td>
<td>Held—Williams Star Series</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.

- Model 2400 Photophone: $795.00
- Model 360-SM Hideaway: $75.00
- Se-1c Wall Box (40 Selections): $39.50
- Flipper: $125.00
- AMI Speaker: $25.75

#### BALLY MFG. CO.

- Flipper: $75.00
- Spot-Lite: $62.50
- Tennis: $69.50
- The Champion (Mech. Horse): $1,195.00

#### CHICAGO COIN

- Band Box (New Model): $295.00
- Band Box (New Model): $295.00
- Band Box (New Model): $295.00

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

- Century Phone 100/45: $105.00
- Jupiter 40/45: $105.00
- Jupiter 40/45: $105.00
- Jupiter 40/45: $75.00

#### KEELEY & CO., INC.

- L. B. Keeley & Co.: $469.50
- L. B. Keeley & Co.: $469.50
- L. B. Keeley & Co.: $469.50

#### INTERNATIONAL MUTO CORP.

- J. H. KEENLEY & CO., INC.
- Deluxe League Bowler: $469.50
- Deluxe League Bowler: $469.50
- Deluxe League Bowler: $469.50

#### RISTRA, INC.

- 915 S. 6th Street

#### UNITED MFG. CO.

- Six Player Deluxe Shuffle: $255.00
- Six Player Deluxe Shuffle: $255.00
- Six Player Deluxe Shuffle: $255.00
- Six Player Deluxe Shuffle: $255.00

#### WILLIAMS MFG. CO.

- Band Box (New Model): $325.00
- Band Box (New Model): $325.00
- Band Box (New Model): $325.00

#### WILLIAMS MFG. CO.

- Band Box (New Model): $325.00
- Band Box (New Model): $325.00
- Band Box (New Model): $325.00

- 6-Player Rebound (conv.): $405.00
- 6-Player Rebound (conv.): $405.00
- 6-Player Rebound (conv.): $405.00
- 6-Player Rebound (conv.): $405.00

- All-Electric Cigarette Vendor: $287.00
- Rock-Ola Super Rocket 52-50 Photophone: $945.00
- Rock-Ola Super Rocket 52-50 Photophone: $945.00
- Rock-Ola Super Rocket 52-50 Photophone: $945.00
- Rock-Ola Super Rocket 52-50 Photophone: $945.00

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IT TROTS!
Pull The Reins
IT GALLOPS!

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4218-4230 W. LAKE STREET CHICAGO 24, ILL.

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UNITED'S 6 PLAYER SUPER SHUFFLE ALLEY

ONE TO SIX CAN PLAY
(10¢ per game, each player)

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
• STRIKE OR SPARE FLASHER LIGHTS
• CAN PICK UP 7-10 SPLIT

SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

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

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Atlantic City

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POPULAR "CORNERS" IDEA PROMOTES PLENTY EXTRA-COIN PLAY CORNER NUMBERS SCORE 200

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