Gordon Jenkins signs his new Decca contract as Milton Rackmil (left), president, and Leonard Schneider (right), executive vice-president, look on. Under terms of the new pact, Jenkins will be at Decca until 1957. The signing was of significant interest because it set aside rumors prevalent in the trade that Jenkins might leave the diskery. Now it is confirmed that Jenkins will stay and retain his duties as an artist and as musical director.
"Brighten Your Profit Picture"
with the **ROCK-OLA** profit twins

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**Twin Features**

- Single Button Selection
- Dual Title Strips
- Positive Electric Accumulator
- Multi-Selective Choice After Coins Deposited
- Location Proven
- Simple to Operate

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ROCK-OLA MANUFACTURING CORP.
800 North Kedzie Avenue • Chicago 31, Illinois
Since we’ve started offering ideas to what- ever manufacturer may care to take advantage of them, here’s another that has, for a long period of time, been running thru our mind and which, we believe, can be turned into an extremely profitable item for the industry.

It’s a “coin operated insurance weighing scale.”

The success of the insurance policy machine, found in every airport in the country, is well known to all in the field.

Everyone engaged in the industry makes it their business to note these new innovations in coin operated equipment.

This accident insurance policy machine has captured the fancy of everyone who flies regularly over the nation’s many airports.

The fact that the average airplane passenger will if he has any time at all, and finds the machine handy, purchase policies for as many quarters as he is allowed to buy, is proof unto itself that the American public are great believers in accident insurance.

The newspapers of the country have, for many long years, sold such accident policies as subscription-getting inducements.

Accident insurance has been written day after day week after week, for many, many years, by almost every insurance man in the nation.

It seems, from observations of this kind, that Americans believe strongly in the possibility of accidents, regardless of their general optimistic natures.

Then, why not a coin operated accident insurance weighing scale?

Why not a ticket scale that, instead of just issuing a fortune on the back of the ticket, issues an actual accident insurance policy for $1,000.00 that is good for 24 hours?

There is no doubt that such a coin operated weighing scale, charging 10¢, can obtain the price, provided that the ticket, initated by the weigher, thru some small opening as in the insurance policy scales seen at the airports, and printing the time of weight (as well as the weight itself) is sure to most definitely click with the public.

Whether to use the miniature type or large open face type coin operated weighing scale is up to whomever believes in this idea and perfects it.

But, here is Mr. and Mrs. John Q. Public, the very people who so continually weigh themselves, and most definitely are willing to invest a dime, not only to obtain their correct weight, but, at the very same time, to also obtain an accident insurance policy for $1,000.00 in event of accidental death within the 24 hours period of purchasing their weight.

The ticket prints the time, the weight, and is initiated by the weigher at the scale (the duplicate then kept by the operator for the necessary legal period of time) and also prints on the reverse side of the ticket, in digest form, the fact that this ticket is good for $1,000.00, and is actually an “accident insurance policy” backed by any one of the large insurance firms selling this type of insurance.

In short, on the suburban railroad station, Mr. Johnny Public will weigh himself and, at the same time, have a $1,000.00 insurance policy in his pocket while he obtains his correct weight. And Mrs. Johnny Public, when she follows him into town from this same suburban station, is sure to do the same.

Here, in this weight-conscious nation, is an opportunity for some enterprising manufacturer which is certain to bring royal returns to him and to his organization.

Not only for the sale of the scales, but also for the sale of the tickets which go on and on and on, for the life of the scale itself.

Of course, there are some technical and engineering, as well as sales problems, to be worked out and perfected.

This coin operated insurance weighing scale is offered only as another “new idea” to the industry.

Offered to it by The Cash Box and its staff which can foresee the possibilities ahead for the new products which manufacturers can build for the greater financial betterment of all connected with this industry.
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. A GUY IS A GUY                      Doris Day (Columbia)
4. KISS OF FIRE                        Georgia Gibbs (Mercury)
5. BLACKSMITH BLUES                    Ella Mae Morse (Capitol)
6. I'LL WALK ALONE                     Don Cornell (Coral)
7. FORGIVE ME                          Eddie Fisher (RCA Victor)
8. BE ANYTHING (But Be Mine)           Eddy Howard (Mercury)
9. AT LAST                             Ray Anthony (Capitol)
10. I'M YOURS                          Don Cornell (Caporal)

Michael Streuse, 11 year old son of Ben Streuse, general manager of station WWDC, Washington, D. C., is one of the candidates in his school for the post of vice president of the pupil's council. Strictly on his own initiative, Michael designed a placard reading "I Like Mike"—Vote for Michael Streuse for vice president." He pasted one of his own pictures on it, and is now carrying it back and forth daily to school. The effectiveness of the slogan, and Mike's vote pulling power will not be determined until the ballots are counted following the election on May 12th. With a gimmick like that emerging from the head of an 11 year old,—we'd say he has all the earmarks of a great future in the public relations field. . . . Wayne Howell (WNBC-New York) now being heard in New York, Cleveland and Chicago. . . . Bob Poole of the Mutual Broad- cast Network System has just been appointed to Seventeen Magazine. . . . The Jay Michaels (WPTT-Pittsburgh) expecting an heir or heiress in August, Jay has added an hour and a half early evening segment.

* * *

Sid Dickler (WMCK-Pittsburgh) is adding record artists to his growing list of personal publicity accounts. Sid, "The Mustache," is also in the market to exploit publicity tunes. He is resuming his summer WHOD evening shows in Pittsburgh, and is at present single footing in Pittsburgh remote for his WMCK daily diskings. . . . Leigh Kamman (WOV-New York) has come up with a "different" angle for his d/j show. He features the six favorite records of an artist each week. Announcing them as the choices of the well known artist, Leigh features one of the records each evening. . . . Bob Murphy (WGEM-Huntington, Ind.) set to run a contest —details have not been disclosed as yet—and the prizes will be visits behind the scenes of a major recording session. . . . Miss Dee Lowell, until recently program director of Station WNBZ, Saranac Lake, N. Y., and before that assistant program director and director of continuity at Station WNAV, North Adams, Mass., has joined the Buddy Burch office . . . Lorraine Day, lovely flick star, teevee per- sonality, and assistant manager of the New York Giants, is scheduled to invade the deejay field with a midnight to 3 A.M. show emanating from Hut- ton's Restaurant . . . Mail and phone calls proving that Neil Wallace (KDKA-Pittsburgh) is picking up quite an audience for his all-night show "Night Watch." . . . Gene Whitaker (WREX-Relaisville, N. C.) has added another show, "Breakfast At The Belvedere." Lucky Strike Cigarettes and the Hotel Bel- vedere are his sponsors.

* * *

Ed Dillon and WAKU-Latrobe, Pa. have parted company. . . . Bruce Granger, deejay and news director of WSOU- South Orange, N. J., writes "We're a small station but some of the artists I have on my 'Rendevous With Music' show include Celeste Holm, Canada Lee, Sammy Kaye, Elliott Lawrence, Ziggy Talent, Tomi Arden, Ralph Flanagan, Fran Warren, Bill Hayes and Billy Rek- stine." . . . Bud Wendell (WJMO-Cleveland) has added an additional 45 minutes to his evening show due to the rush of TV advertisers back into radio. Wend- ell's morning and afternoon shows are fully sponsored, which leads Bud to say—"Radio is here to stay after all." . . . Bud Brees started his "Midnight Serenade" May 4th and every Sunday afterward from 12:05-1 A.M. on WFN-Philadelphia. The new show is in addition to his two a day at 12:15 and 6:05 P.M., and his amateur show every Wednesday at The Carman Theatre.
“KISS OF FIRE” (2:40) | “LOVE IN THE WINDS” (2:38)
TONI ARDEN
Columbia 29379; 4-29379

A two sided smash is presented by Toni Arden on her latest release. The top end is the beautiful tango that’s making lots of noise and the stirring job turned in by Toni and the Perry Faith orch is gonna grab plenty of the spins the tune is sure to get. Flip is a wonderful ballad that’s treated similarly and it too is gonna get the same response. Ops can’t afford to let this pair go by.

“MY HEART IS YOURS” (2:35) | “THE MARVELTONES” (Regent 194)

The Marveltones blend their voices warmly and with originality, and come up with a sock reading of a slow tempo tune. The lifting melody and the romantic lyrics added to the dynamic vocalizing of the group proves to be an inspiration. The result is an exciting wangling. Flip is another slow ballad, and the melodic choruses turn out a pleasurable end. We like the upper lid.

“It’s A SIN TO TELL A LIE” (2:48) | “I'M THE WORLD'S BIGGEST FOOL” (2:46)

The Four Knights (Capitol 2:2087)

A current revival with many recordings to its credit is given another going over by the Four Knights. The group, with a male lead, presents it softly and appealingly and winds up with an off-tune. This flip is a slow romantic ballad that gets a similar presentation. Ops might look in.

“WONDER” (2:40) | “MY MOTHER'S PEARLS” (3:05)
DON CHERRY
(Decca 28153; 9-28153)

A slow attractive ballad is sung impressively by Don Cherry with a fitting backdrop lending support. Tune and vocal could send this one soaring and would be ready for the top. The bottom dish is a sentimental number that uses the “Mother’s Day” theme. Ops might explore this tune since "Mother’s Day” is right around the corner.

“That’s All I’ll Ever Ask Of You” (2:16) | “THE LEGEND OF LADY LUCK” (3:12)
CLIFF AYERS
(Deco 28052; 9-28052)

Cliff Ayers and the Roy Ross orchestra work their way through a pleasant and soothing number on the upper portion. The second side offers better material and the artists fully exploit it. This tune contains a lovely melody and shows Cliff to greater advantage. The bottom dish carries move for judging.

“LINGER AWHILE” (2:18) | “WABASH BLUES” (3:17)
ANDREWS SISTERS & RUSSELL MORGAN
(Decca 28163; 9-28163)

Backed by Russ Morgan and his Symphony, The Andrews Sisters take off on a jump number and come up with an ok side. The sound created by the girls always goes well. The under end is a blues item that’s handled creditably by the girls and the Morgan crew. Ops might be interested.

“DIESEL SMOKE, DANGEROUS CURVES” (2:23) | “THE LITTLE GREEN VALLEY” (2:31)
BURL IVES & GRADY MARTIN
(Decca 28161; 9-28161)

An oft recorded ditty gets another with the efforts of Burl Ives and Grady Martin and his Slew Foot Five. Burl chants the lyrics in a talking manner and makes this fast gauged number sound good. The lower siding is a cute bonzer that gets the typical Ives treatment. Ops could choose the right spots for this siding.

“I HATE TO SAY I LOVE YOU” (2:39) | “THE WILD BULL OF THE PAMPAS” (2:44)
HERB GEORGE & THE NORMALIARINES
(Imperial Crave 100)

Herb George, the Normaliaries and the Fred Norman orchestra collaborate on the top level to turn out a likable sounding disk. Both orking and vocal make it listenable. The lower portion features the Normaliaries as it spins through a fast moving and dynamic number that carries Juke box appeal.

“KISS OF FIRE” | “I’M UNDERSTAND” | “I’M YOURS”
FOUR ACES & AL ALBERTS
(Decca 28162; 9-28162)

The Four Aces, with Al Alberts in the lead, have a tune working on this number that we easily step out and take it all. The top number is a grand oldie that’s plain with a coverage voice. The second number and the second one is the polished blend of the group. With Al Alberts’ sincere reading of the lead and the wonderful backing offered by the rest of the crew, the level is gonna kick up a big fuss. The under lid is labeled “I’M Yours” and here too the harmony quotient is a beautiful ballad that can just as easily step out as a contender. The boys have been consistent winners and this pair is going to enhance their drawing ability. We look for the top one to happen and for ops are gonna find lots of play here.

“KISS OF FIRE” (3:03) | “I’LL WALK ALONE” (3:07)
LOUIS ARMSTRONG
(Decca 28177; 9-28177)

Two current biggies are given a stylish going over by the “singing man”, Louis Armstrong. The first end is a popular ballad and here too the inimitating presentation of Louis isfirst rate. Both lids are gonna please the faithful fans and ops are gonna find lots of play here.

“You May Be The Sweetheart of Somebody Else” (2:41) | “Under The Honey suckle Vine” (2:37)
BILL KENNY
(Decca 28164; 9-28164)

Bill Kenny of the Ink Spots offers his stylized treatment of a slow but plain number. His vocal efforts to gether with the Sv Oliver orking help the tune through the second. The second one is an old ballad and here too the ungrativating presentation of Louis is first rate. Both lids are gonna please the faithful fans and ops are gonna find lots of play here.

“You Only Have One Life” (2:45) | “FIRE” (2:48)
LEROY ANDERSON
(Decca 28168; 9-28168)

A lively tempo, train effects and the combined forces of Martha Lou Harp and George Barnes make the top dish a listenable one. Ops will get some play on this end. The second level is an oldie and here the artists make use of the echo effects and come up with a slow and more appealing lid.

“I’M GONNA HATE MYSELF IN THE MORNING” (2:38) | “TAKE A LOOK AND WORRY NO MORE” (2:50)
THE DYNABES
(Mercury 5843; 5943 x 45)

A Benjamin and Weiss ditty is given an appealing and announcing presentation. The vocal group delivers the tune with a definite beat and a captivating foreground. On the reverse half the crew works with a low disk that comes off as an understandable lid. Ops have filler material here.

“A Guy Is A Guy” (2:42) | “I'M GONNA HAVE TO WISH A BAD ONE TO YOU” (2:22)
Peggy Taylor
(Scepter 28144; 9-28144)

Peggy Taylor offers the multiple biggie that is going through at the current biggie. The coverage is good, but late, and ops might find some play in this item. A current ditty that’s belted out with zest as Peggy jumps a fast moving tune. Ops oughta give this side the once over.

“LONESOME AND BLUE” (2:49) | “I LOVE THE WAY YOU LOVE ME” (2:45)
HAL SINGER ORCHESTRA & JOAN SHAW
(Carol 65085; 9-65085)

Hal Singer and his orchestra and chimp Joan Shaw collaborate on another excellent and popular number and put out a fiery hot half. The ork provides a fitting backdrop for the songstress as she tries her luck at the multiple voice gimmick. Flip finds Joan with a blues item that she delivers with a torch rendition. The upper end is stronger.

“BABA LUN” (2:46) | “WEMOYNE” (2:57)
YMA SUMAC
(Capitol 2079; F-2079)

Yma Sumac uses her "four octaves" on the top level as she treats a Latin standard to a wonderful rendition. The result is given by Sumac and Sumac plus the superb chipping of Yma add up to a wonderful end. The second level is a current big item and here too the vocal talents of the singer are shown to excellent advantage. Ops have a strong side.
NEW YORK:

The big news this week is the sensation being created by Al Martino's "Here In My Heart" on the B.B.S. label. Almost every major has rushed to cover. Decca has already hit the market with a version by Alan Dale and Tony Bennett has done it for Capitol, where it is now appearing. Among those present were several disc jockeys and distributors as well as members of the press. Perry Como, in town for convention of National Association of Tobacco Dealers, phoned to chat and asked what do you think his main topic of conversation was? Golf, of course! Al Wallis, formerly vocalist at the Chez Paree, now making records at the headquarters here in Chicago and is considering offers from several recording companies. The boy's voice is only 18 years old. Johnnie Desmond just back from New York. While there he appeared as panelist on "Songs for Sale" and guested on "Cavalcade of Stars." In town for a short visit was Richard Hayes who appeared on several radio programs while here to plug his latest for Mercury. "Juno Partner." Stan Kaye packed 'em in at The Blue Note a few weeks back has signed for a return engagement there later this summer. Before closing at the Aragon Ballroom, Ray Anthony cut four new sides for Capitol. During stint at the Chicago Theatre, George Kibbe had the pleasure of launching a brand new plane. It's name? "Kiss of Fire," of course. Have you seen the "campaign buttons" for Sophie Tucker? Gimmick being used to plug her latest disc, "Sophie Tucker for President." Clever, eh? Gigantic welcome was staged for Johnny Ray who opened at the Oriental Theatre May 1, including an 18-car motorcade from the airport to the tap. First call was made at the Illinois Office of the Treasury Department where Johnnie was made an honorary member to help in the sale of defense bonds. Frank Plath, both of Station WFLJ, attended the A-Bomb blast in Nevada and claims it was the most impressive and awesome sight he's ever seen. Frank taped the entire thing and interviewed several who were on hand and plans to present this as a semi-documentary show.

LOS ANGELES:

Back to New York after a week's conferences with West Coast execs went Columbia top pop Jim Conlind. "Columbia's West Coast promotion man Jack Davy was housed as one of his wide-swinging trips with news of Tony Bennett's big opening at the El Rancho in Las Vegas. Jack also told us about Salt Lake dee-jay Bruce Vonderham and his terrific 24-hour show, "Heartthrob" for the Heart Fund. Tore a spare rib with Capitol publicity gal Margie Olofson, we thought we were a heavy boy now to know the truth about "Blacksmith Blues." Seems (despite recent cover on The Cash Box) that Ella Mae Morse didn't really accompany herself on the anvil, and it's an open secret ay-round the corner of Sunset and Vine that orkster Nelson Riddle tried rapping out a blacksmith beat on everything within reach at the session until he came up with the right formula! A drum screw against a heavy glass ash-tray, of which he broke four before the final take.

Record art director Herman Hill just jingled with news of Lloyd Glenn's fast takeoff in the personal appearance field. The Swingtime maestro rapped up an attendance of 2000 at the Peabody on Central Avenue and is set for packed houses at Long Beach and San Diego prior to launching his national tour. Glenn has a hot one in "Yancy Special." Another call from Irv Gwirtz, Lariat A & R man, reveals the new label's set to release his recent recordings by Patry Prescott, Don Reynolds and "Cousin" Joe Memphis. Leo and Eddie Grainger of Aladdin busy shipping Lynn Hope's "Hope," "Ode" and "Jingle Bells" and hopping right over to Radio Record to cut some new sides on Charlie Brown. "With Lee Palmer of Mercury, it's nothing but "Kiss of Fire." Not too long ago, Lee has turned out to be a great band, and orkster loves that recording by Georgia Gibbs, and the cash customers seem just as fired up about it as he is. Stan Rention who's half Imperial due back in town after another one of his quick Southern junkets. Shouldn't make him a good homecoming to learn Pat's Domino's "Going Home" is really catching on locally. Understand Tomno's birs will have some interesting jokebox fare before long. Moll-vern's Biharis really working hard at it, and sales and chart readings on their Modern and RPM releases show it.

"It's What's in THE CASH BOX That Counts"
“MAX FROM THE INCOME TAX” (2:40)

“SOPHIE TUCKER FOR PRESIDENT” (2:57)

SOPHIE TUCKER
(Mercury 5839; 5839 x 45)

A pair of novelties are presented here with the inviting style of Sophie Tucker. Sophie delivers the greater part of both sides in a talking manner while backed by the pianizing of Ted Shapiro. The lyrics carry double entendre meaning and are a result this place--somewhat limited in its possibilities.

“BUSYBODY” (2:45)

“DIESEL SMOKE, DANGEROUS CURVES” (2:36)

TINY HILL ORCHESTRA
(Mercury 5840; 5840 x 45)

A western creation that's reminiscent of "Slow Poke" is handled sprightilly by the Tiny Hill orchestra on this new disc. The bouncer is treated creditably by both orch and vocal. The melody is an interesting number that moves along at a fast gait and is complete with fitting sound effects. Ops might have the right locations for the coupling.

“DELICADO” (2:56)

“PLINK, PLANK, PLUNK” (2:40)

THE THREE SUNS
(RCA Victor 20-4667; 47-4677)

The Three Suns, a small instrumental group, come up with a big sound taking a delightful piece of music and delivering it with authority. The result is a pleasant half. The upper portion is a most exciting treatment of a fast moving item and once again the group turns in a commendable performance.

“WHISTLE MY LOVE” (3:00)

“I HEAR THE BLUEBELLS RING” (2:55)

RAY NOBLE ORCHESTRA
(RCA Victor 20-4668; 47-4668)

A pretty piece of orchestration and an adequate vocal mark the upper end. Art Morton takes charge of the vocal chores while the Ray Noble crew round out this pleasing disc. The bottom dish is a light jump item that's given a most refined treatment by the name artists. Ops might lend an ear.

“I'D WANNA WALK RIGHT OUT OF THIS WORLD” (2:46)

“How About You?” (2:53)

BARBARA RUCK
(MGM 1121; 112131)

A slow ballad is given an expressive and artful reading by chipp Barbara Ruck. The melody is enhanced by the songstress' treatment along with the backdrop provided by Skip Martin and his orchestra. Flip is the grand finale that always makes for good listening especially with the fine rendition presented here. Ops ought watch the pair.

“SLEEPER OF THE WEEK”

“HERE IN MY HEART” (2:43)

“I CRIED MYSELF TO SLEEP” (2:38)

AL MARTINO
(BBS 101)

One of the more exciting voices heard in a long time is presented on the top level with a tune that shows it to wonderful advantage. The combination is unbeatable and ops should have a field day. The vocalist is Al Martino and the number is a slow but dynamic ballad that's labeled "Here In My Heart."

The lovely melody is given a stirring and by the date direction of Al while the orchestra under the direction of Monty Kelly supplies a lush background. Both singer and tune can't miss and ops are urged to get with it real soon. The under portion of the discing is another slow ballad that moves along smoothly under the guidance of the Martino-Kelly combination. This lid could move on the impetus of the top end, but we look for the initial half to break high, wide and handsome.

“HOLD ME CLOSE TO YOU” (2:46)

“If They Ask Me” (2:49)

BILLY ECKSTINE
(MGM 11217; 111217)

A beautiful romantic ballad set to a Latin beat and projected by Billy Eckstine verbally turns out to be a powerful end. The words also carry a delivery complimented by the George Stoll orchestra may make this a big item. Flip is a slow ballad that could move with Eckstine's name on it. The top lid is the potent half.

“GOD HAS BEEN GOOD TO ME” (3:22)

“A FAMILY THAT PRAYS TOGETHER” (3:05)

EDDY HOWARD ORCHESTRA
(Mercury 5837; 5837 x 45)

Eddy Howard's soft and easy manner of vocal projection is put to good use on a pair of religious numbers. Each lid offers the sincere singing of Eddy plus backdrop by the orchestra that help put the sides in the right mood. This pleasant coupling could be used as specialized material by ops.

“RUTZA RUTZA” (2:22)

“BOO-HOO” (2:17)

BELL SISTERS & HENRI RENE
(RCA Victor 20-4665; 47-4665)

An exciting and dynamic piece of music is dished up on the top half by the Henri Rene orchestra and the Bell Sisters. The musical sound created should make for: good jive box fare. The under sidings is a cute old novelty that's moved along with a jump tempo by the Rene, Bell Sisters combination. Each half looks good.

“I DON'T MIND” (2:45)

“SMOKIN’ AND DREAMIN'” (2:41)

THE STREET SINGERS
(MGM 11226; K11236)

A cute bouncer with an infectious beat is projected in an interesting manner by the Street Singers. The vocal group gives this wordy number a sprightly treatment and winds up with a pleasant half. The under lid is a slow plain tune that comes out fair with the group's harmony. We like the top deck.

“AMERICAN PATROL POLKA” (2:50)

“RUMANIAN POLKA” (2:55)

HARMONY BELLS ORCHESTRA
(Done 3078)

A coupling of good polkas is handled well on this new release by the Harmony Bells. The first level is a familiar tune taken from a march and turned into a happy polka. Flip is another number that moves gaily with the help of the orch. Ops in the right locations should get lots of play out of the pair.

“WAITING FOR THE ROBERT E. LEE” (2:48)

“ST. LOUIS BLUES” (2:37)

BLAKE REYNOLDS
(MacGregor 1029)

Blake Reynolds and the orchestra have two oldies to work with on this release and they manage a pair of listenable ends. The first item is a fast moving ditty while the second level is a low down blues number that's always a favorite, Ops needing filler material oughta check here.

“SINGIN' IN THE RAIN” (2:43)

“SHOULD I” (2:55)

GORDIE HORMEL
(MacGregor 1031)

Making full use of the multiple recording technique, Gordie Hormel works his way through a couple of good oldies. The sound created by the artist is big and with an ok vocal to go with it, the lids come out as interesting listening. Ops might wanna take a peek.

“YOU'LL NEVER BE MINE” (2:34)

“DO YOU CARE?” (2:49)

ALAN DEAN
(MGM 11226; K11226)

Alan Dean impressively chants the lyrics to a pretty ballad on the upper portion. His vocal is set off effectively by the backing supplied by the Levoy Holmes orch. Flip is a similar end that one again presents a good tune and a fine reading by both vocalist and orch. Each lid is gonna make noise in the boxes.
YOU'RE GONNA COME OUT WHEREVER YOU ARE—

For with this great new RCA Victor Release . . .

by MINDY CARSON

"HO-HO" (DEEDLE-EE-DI-DI)

"COME OUT, COME OUT WHEREVER YOU ARE"

(ALL'EE ALL'EE IN FREE)

RCA VICTOR RECORDS

"It's What's in THE CASH BOX That Counts"
Not because all of the efforts of The Cash Box have continually been in your interests—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, III.
★ 6399 Wilshire Blvd., Los Angeles 48, Calif.
NEW YORK—Danny Winchell, a song plugger for Famous Music for the last five years, recently signed by MGM Records, has had his option lifted on the strength of only one disk. Danny's recording of "Two" and "Why Did You Leave Me?" have stirred up enough excitement for MGM to give him an opportunity to do more of the same. However this auspicious beginning is not without a rather unusual and heart warming story.

The story goes like this... Famous Music was in the process of pushing a new song called "Two". Danny was overheard singing the song one day by the professional manager of Famous. He asked Danny whether he would mind doing a live demonstration that afternoon for MGM. Danny said yes, sung for MGM and you can guess the end. They liked the song AND they liked Danny's rendition. He was signed to record the same tune he demonstrated which was "Two" and it was backed with "Why Did You Leave Me?", which leads us to the next chapter in the Winchell story...

Danny is still plugging tunes. But this time they're on his own recordings. And needless to say he's been doing it with an enthusiasm which is just a mite stronger than it formerly was.

As a result of his first record, not only has Danny's option been lifted, but he is booked for the next three months on a personal appearance tour.

He is expected to cut his next two sides shortly with another two due in a few weeks.

MGM Renews Winchell
(Danny That Is)

The Cash Box, Music May 10, 1952

Cash-in on the FOURS ACES latest and Greatest

"Even greater than anything they've done before!" That's the comment on Merion Records newest release featuring the sensational poplar Four Aces. Feature it... cash in on

and Too Much In Love

by Al Alberts and Len McCall. Composed especially for the inimitable style of this great quartette. Another smash success on the Merion label.

MERION RECORDS 520 Spruce St., Phila. 2, Pa. The Disc of Hits

"It's What's in THE CASH BOX That Counts"
Robin Seymour
1. I’M YOURS (Don Cornell)
2. DELICADO (Perry Faith)
3. KISS OF FIRE (Georgia Gibbs)
4. WHAT A GUY (Doris Day)
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7. HEAVENLY FATHER (Edith McGill)
8. WHAT’S THE USE (Johnnie Ray)
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Eddie Gallaher
WTOP—Washington, D. C.
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2. A GUY IS A GUY (Doris Day)
3. WHEEL OF FORTUNE (Key Starr)
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8. I’M NOT YOUR MAN (Elena Casale)
9. PITTSBURGH, P.A. (Guy Mitchell)
10. PLEASE, MR. SUN (Johnnie Ray)

Earle Pudney
WGY—Schenectady, N. Y.
1. BLUE TANGO (Larry Anderson)
2. A GUY IS A GUY (Doris Day)
3. THAT’S THE CHANCE YOU TAKE
4. AT LAST (Roy Anthony)

Leich Kamman
WOW—New York, N. Y.
1. WHEEL OF FORTUNE (Key Starr)
2. BLACKSMITH BLUES (Ella Mae Morse)
3. CRY (Johnnie Ray)
4. AT LAST (Roy Anthony)
5. PLEASE, MR. SUN (Perry Como)
6. A GUY IS A GUY (Doris Day)
7. AIR MAIL SPECIAL (Ella Mae Fitzgerald)
8. CORNER TO CORNER (Sara Vaughan)
9. KISS OF FIRE (Billy Eckstine)
10. I’M YOURS (Toni Arano)

Gene Whitaker
WEVY—Ridicilv, N. C.
1. WHEEL OF FORTUNE (Key Starr)
2. PLEASE, MR. SUN (Perry Como)
3. A GUY IS A GUY (Doris Day)
4. CRY (Johnnie Ray)
5. TRY (Stan Freberg)
6. ANYTHING (Eddy Howard)
7. AT LAST (Roy Anthony)
8. IT’S A SHAME (Frank Sinatra)
9. KISS OF FIRE (Georgia Gibbs)
10. THAT’S THE CHANCE YOU TAKE

Jay McMaster
WMEI—Boston, Mass.
1. WALKIN’ MY BABY BACK HOME
2. FORGIVE ME (Eddie Fisher)
3. KISS OF FIRE (Georgia Gibbs)
4. BLUE TANGO (Larry Anderson)
5. IT’S A SHAME (Frank Sinatra)
6. WITH A SONG IN MY HEART (Jussie Fajans)
7. I’LL SIN TO TELL A LIE (Buddy Greco)
8. LAST NIGHT (Walter Schumann)
9. YOU’LL NEVER WALK ALONE (Perry Como)
10. AM I IN LOVE (Dobie Reynolds)

Arty Kay
WKLX—Lexington, Ky.
1. ANYTHING (Eddie Fisher)
2. WITH A SONG IN MY HEART (Georgia Gibbs)
3. ROUND THE CORNER (Jo Stafford)
4. THE LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. COME WHAT MAY (Patti Page)
6. BE ANYTHING (Eddy Howard)
7. BLUE TANGO (Larry Anderson)
8. LADY BE LOVING (Frank Sinatra)
9. WONDERING (Jussie Fajans)
10. HALF AS MUCH (Rosalyn Chesney)

Mike Joseph
WTNS—Cohostan, Ohio
1. COME WHAT MAY (Patti Page)
2. HABIT ONE (Lina Stafford)
3. DELICADO (Perry Faith)
4. ECHOES AND ECHOES (Eddy Howard)
5. BE ANYTHING (Eddy Howard)
6. AT LAST (Roy Anthony)
7. IT’S A SHAME (Frank Sinatra)
8. TENDERLY (Rosalyn Chesney)
9. BERMUDA (Bill Sisters)

Robin Seymour
1. I’M YOURS (Don Cornell)
2. DELICADO (Perry Faith)
3. KISS OF FIRE (Georgia Gibbs)
4. WHAT A GUY (Doris Day)
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7. BLUE TANGO (Larry Anderson)
8. LADY BE LOVING (Frank Sinatra)
9. WONDERING (Jussie Fajans)
10. HALF AS MUCH (Rosalyn Chesney)
Lee & Lorraine Ellis
WSBR-Springfield, Mass.
1. WHEEL OF FORTUNE (Key Star)
2. BLUE TANGO (Lorry Anderson)
3. GANDY DANCERS’ BALL (Frankie Laine)
4. FORGIVE ME (Eddy Fisher)
5. AT ROUND THE CORNER (Ken Stapp)
6. PITTSBURGH, PA. (Guy Mitchell)
7. KISS OF FIRE (George Gibbs)
8. BE ANYTHING (Eddy Howard)
9. DON’T LEAVE ME ALONE TO GO HOME (Johnny Crosby)
10. EVERY TIME I LIGHT A CIGARETTE (Kitty Crowley)

Bill Hyden
KRAM—Tulsa, Okla.
1. BLUE TANGO (Lorry Anderson)
2. WHEEL OF FORTUNE (Key Star)
3. AT ROUND THE CORNER (Ken Stapp)
4. BLACKSMITH BLUES (Ella Mae Morse)
5. TELL ME WHY (Four Acers)
6. CRY (Johnny Ray)
7. WHATEVER HAPPENED THAT CRIED (Johnnie Ray)
8. A GUY IS A GUY (Don Cherry)
9. A GUCCI GIRL (Billie Holiday)
10. PITTSBURGH, PA. (Guy Mitchell)

Bruce Granger
WSOU—South Orange, N. J.
1. BLUE TANGO (Lorry Anderson)
2. LONELY LADY (Don Cherry)
3. FORGIVE ME (Eddy Fisher)
4. KISS OF FIRE (Toby Martin)
5. I’M YOURS (Tad Arden)
6. WHEEL OF FORTUNE (Key Star)
7. WHAT’S THE USE (Johnnie Ray)
8. I’M YOURS (Don Cherry)
9. BLACKSMITH BLUES (Ella Mae Morse)
10. HONEST AND TRULY (Ralph Flanagan)

Bill Stewart
WHEEL—Baton, Mass.
1. AT LAST (Ray Anthony)
2. LONELY LADY (Don Cherry)
3. FORGIVE ME (Eddy Fisher)
4. KISS OF FIRE (Toby Martin)
5. I’M YOURS (Tad Arden)
6. WHEEL OF FORTUNE (Key Star)
7. HEART OF A CLOWN (Wayne Wayne)
8. KISS OF FIRE (George Gibbs)
9. EL MAR VASO (Doris Day-Guy Mitchell)
10. HEART OF A CLOWN (Bob Egan)

Fete Ward
WARE—Wass, Mass.
1. THAT’S THE CHANCE YOU TAKE (Ray Anthony)
2. MOUNTAINS IN THE MOONLIGHT (Ray Anthony)
3. WHEN YOU'RE IN LOVE (Frankie Laine)
4. LOVE, WHERE ARE YOU NOW (Patti Page)
5. I’M YOURS (Don Cherry)
6. HEAVENLY FATHER (Beloved Hawkins & The Four Lads)
7. TURN BACK THE FOUR LADS (Ray Anthony)
8. KISS OF FIRE (George Gibbs)
9. EL MAR VASO (Doris Day-Guy Mitchell)
10. SUMMER IS A COMING IN (Nat "King" Cole)

Bert Knapp & Gary Lesters
WVJN—Norwalk, N. J.
1. BLUE TANGO (Lorry Anderson)
2. FORGIVE ME (Eddy Fisher)
3. BLACKSMITH BLUES (Ella Mae Morse)
4. YOU WILL NEVER GROW OLD (Ray Anthony)
5. WHEEL OF FORTUNE (Key Star)
6. HEART OF A CLOWN (Wayne Wayne)
7. LONELY WINE (Bill Doran)
8. EL MAR VASO (Doris Day)
9. WASHINGTON AND LEE SWING (Jerry Shandy)
10. KISS OF FIRE (George Gibbs)

Ed Perry
KFRE—Fresno, Calif.
1. LONELY LADY (Don Cherry)
2. BLUE TANGO (Hugo Winterhalter)
3. WHEEL OF FORTUNE (Ray Anthony)
4. BLACKSMITH BLUES (Ella Mae Morse)
5. GANDY DANCERS BALL (Frankie Laine)
6. DOODLE DOODLE (Mildred)
7. COME WHAT MAY (Patti Page)
8. LOVE ME (Ray Anthony)
9. FORTUNE (Ray Anthony)
10. VICTORY (Perry Faith)

Ross Smitherman
WHHS—Huntsville, Ala.
1. I’LL WALK ALONE (Don Cornell)
2. LONELY LADY (Don Cherry)
3. BLUE TANGO (Lorry Anderson)
4. LAST TIME ALONE (Ray Anthony)
5. GODDAMNED WOMAN (Patti Page)
6. EL MAR VASO (Doris Day)
7. BE ANYTHING (Eddy Fisher)
8. I’M YOURS (Don Cornell)
9. COME WHAT MAY (Patti Page)
10. KISS OF FIRE (George Gibbs)

Hal Tate
WBKB-TV—Chicago, Ill.
1. KISS OF FIRE (Georgia Gibbs)
2. I’M YOURS (Don Cornell)
3. GARY IS A GUY (Doris Day)
4. I MAY HATE MYSELF IN THE MORNING (Guy Mitchell)
5. BE ANYTHING (Eddy Fisher)
6. LADY (Tonidesired)
7. I DON’T MIND (Linda Pomeroy)
8. THAT’S THE CHANCE YOU TAKE (Eddy Fisher)
9. JUST A LITTLE LOVIN’ (Eddy Fisher)
10. HONKY TONK BLUES (Lazy Ammons)

Bob Perry
WLAW—Boston, Mass.
1. PERFECTION (Four Acers)
2. A GUY IS A GUY (Doris Day)
3. BE ANYTHING (Eddy Fisher)
4. BLUE GOODY (Johnny Gaylo)
5. AT ROUND THE CORNER (Ken Stapp)
6. PLEASE, MR. SUN (Perry Como)
7. WHAT’S THE USE (Johnny Ray)
8. DIPSY DOODLE (Moderatones)
9. THAT’S THE CHANCE YOU TAKE (Eddy Fisher)
10. PITTSBURGH, PA. (Guy Mitchell)

Sid Dickler
WMCK—WHO—Pittsburgh, Pa.
1. WHIPPING WINDS (Patti Page)
2. THERE IS NO GREATER LOVE (Billy May)
3. DELICADO (Perry Faith)
4. BLUE TANGO (Lorry Anderson)
5. ONE LITTLE CANDLE (Perry Como)
6. A GUY IS A GUY (Doris Day)
7. I’LL WALK ALONE (Don Cornell)
8. KISS OF FIRE (Eddy Fisher)
9. DIDDY DOODLE (Moderatones)
10. HALF AS MUCH (Rosmary Clooney)

Stephen Paul
WIBB—Richmond, Va.
1. LITTLE WHITE CLOTH THAT CRIED (Johnnie Ray)
2. WHEEL OF FORTUNE (Key Star)
3. BE MY LIFE’S COMPANION (Rosmary Clooney)
4. CRY (Johnnie Ray)
5. BLUE TANGO (Lorry Anderson)
6. TENDERLY (Rosmary Clooney)
7. I HEAR A RHAPSODY (Frank Sinatra)
8. PLEASE, MR. SUN (Tommy Edwards)
9. BERMONDA (Ray Anthony)
10. BROKEN HEARTED (Alon Dale)

Mac McGuire
1. PITTSBURGH, PA. (Guy Mitchell)
2. A GUY IS A GUY (Doris Day)
3. FORGIVE ME (Eddy Fisher)
4. WANTED (Jen Valence)
5. BLACKSMITH BLUES (Ella Mae Morse)
6. BE MY LIFE’S COMPANION (Rosmary Clooney)
7. I’M YOURS (Don Cornell)
8. BE ANYTHING (Eddy Fisher)
9. HEART OF A CLOWN (Wayne Wayne)
10. GONNA GET ALONG WITHOUT YA (Teresa Brewer)

Waltie Dunlap
WICC—Bridgeport, Conn.
1. WHAT'S THE USE (Johnny Ray)
2. I’LL WALK ALONE (Jane Froman)
3. KID OF FIFE (George Gibbs)
4. I’M YOURS (Eddy Fisher)
5. WHEN YOU'RE IN LOVE (Frankie Laine)
6. SOLITUDE (Burt Taylor)
7. LOVE, WHERE ARE YOU? (Patti Page)
8. THE WAY I FEEL (Four Knights)
9. GOODBYE (Jens Gran)
10. JUNCO PARTNER (Richard Hayes)

Johnny Pearson
KOWN—Omaha, Nebraska
1. BLUE TANGO (Lorry Anderson)
2. BLACKSMITH BLUES (Ella Mae Morse)
3. PITTSBURGH, PA. (Guy Mitchell)
4. WHEEL OF FORTUNE (Key Star)
5. A GUY IS A GUY (Doris Day)
6. THAT'S THE CHANCE (Eddy Fisher)
7. ANYTHING (Eddy Fisher)
8. I’LL WALK ALONE (Leroy Samuel)
9. FORFIDIA (Four Acers)
10. BE ANYTHING (Jim Eanes)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Among the many changing trends in all phases of the music biz and the recording industry, we note a new approach to the tangent trade of vocalities. In the main, the metamorphosis leans slightly to the male of the species; although the feminine chanteuses have also continued for their share of attention.

Long ago, it was but a simple matter to describe any new vocal idol of the nation by a trite, albeit factual, phrase of "weaver of dreams" or "village singer." Today, the laurels of talent and the Svengalis of immutable troughs would release a unanimous grasp of horror if confronted by anything so pedestrian.

Each vocal star, having reached his (or her) zenith as the show business firmament (even the threes of ascendency), finds that a catch appellation is helpful—nay, mandatory. Therefore, from time to time, bringing forth graces of "ob" and "ah" from the disconcerted teenagers which. This has been ascertained to his hypnolitic spell while glistening with the hollies. Actually, it’s merely those few weak innards, who fear that he may bury a bit too fast on the other side of Maytime.

The eye-roller: Among the most recent developments, this is the charger who has to mention him! Such is he has the same inimitable style. Boyer. Whereupon, he must submit the theory to test. His only plain seems to be that no plastic surgeon on earth can create another eye for him in the middle of his forehead.

The weeper: A new approach is the singer who specializes in torch ballads. A throwback to the hillbilly element, he finds that, by playing upon the amatory dispositions of his constituents, he can become their hero. Which he is. Most of these stars have direct ties with handkerchief manufacturers, whereby they get all their hand-wringage. From there...

The Adonis: With vocal prowess being of secondary import, the hand-some ones find it enough to get by. Running a close second to the Mike Cluttercha in matters of audience pandemonium, this guy has photos of himself in the dressing room, inscribed: "To my favorite vocalist, Darken Hansome. With love and devotion (Signed) Darken Hansome."

The big voice: Also a new developer. Despite the fact that he has never had any "normal" vocal training and can’t tell one note from another, this chap has the ability to make the Safedge water-glass crack in the room. Whereupon, he decides to make this pay off. His audiences delight in watching him puff out his massive chest, (normal 38 inches, expanded 38½ inches,) take a step back, and put the mike before letting his hot rusty...

Of course, there are many, many more tinctures of the new realm of vocal kings and queens. Space prohibits our including all of them. Still, it would behoove the hopeful aspirant to sing honest and develop a style of one’s own, whereby he or she can become known to the world at large.

—The wackier, the better.

ANOTHER BAM PIN-UP HIT

"I'M YOURS"
published by ALGONQUIN

Don Cornel—Coral
Eddie Fisher—Victor
Four Aces—Decca
Toni Arden—Columbia

EXCLUSIVELY LICENSED TO
BROADCAST MUSIC, INC.

THE CASINO

HIT DISCS SCORE BOX

277.8
100 SELECTED TITLES

OCTOBER 10
3

ABA-Abbey
AD-Auburn
AP-Anaheim
AT-Atlantic
B-Bullet
CA-Capitol
CH-Chess
CD-Columbia
DA-Dana
DD-Decca
DF-Disc
DY-Dyno
FE-Federal
FM-Four Star
MG- MGM
MD-Modern
OE-Oriole
OR-Orchard
PE- Prestige
RL-Red Seal
RN-RCA
RG-Regent
VI-Victor

Goody Goody

Hale, June 1890 (45 x 10009)

Great Rag Time Treatment of
"NEAR YOU"

by JOHNNY MACON BOOGIE

Recorded
Don Cornel—Coral
Eddie Fisher—Victor
Four Aces—Decca
Toni Arden—Columbia

BROADWAY RECORDS, INC.
Galatia, Tennessee
Phonograph: 380-431

OPER'S DJ'S DEALERS
YOU SHOULD KNOW WHAT TO DO

"WHAT SHOULD I DO"
by THE PAULETTE BROADWAY RECORD 1013

A Cash Box "BEST HIT"
Order from your nearest Distributor

WEMAR MUSIC CORP.
1619 Broadway, N.Y., N.Y.

BROADWAY RECORDS
New Rochelle, N.Y.

Please mention THE CASH BOX when answering ads—It proves you're a real coin machine man!
WE'RE CONFESSIONING IT'S THEIR GREATEST TO DATE—

LES PAUL & MARY FORD'S IM CONFESSIONING AND THE CARIOCA

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NO. 1 IN CHICAGO and ST. LOUIS
and S-P-R-E-A-D-I-N-G
The Original Derby
Hit Recording of
"I MAY HATE MYSELF"
(IN THE MORNING)"

by
BETTE McLAIN
(Friends and Orchestra)

An Eddie Wilcox Arrangement

DERBY #790

Derby Records, Inc.

520 W. 50th St.
New York City

4852 W. Jefferson Blvd.
Los Angeles, Calif.

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

Every Week In
THE CASH BOX

ALL FOR ONLY $15. PER YEAR
(52 ISSUES)

THE CASH BOX
26 West 47th Street
New York 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

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

"Songs For Sale" Proves To Be Super-Market For Amateur Tunesmiths

Recorded by Eddie Wilcox and the Three Bartronies on Derby
"En Thou E' Ur Ainn" by Don Kints
Recorded by Eileen Barton on Coral
"Rhode Island Redhead from Pawtucket" by Ray Gried & Kay Wells
Recorded by Teresa Brewer on Coral
"That's Ireland To Me" by Ted Martin & Joe Perragine
Published by M. S. K. Music Corp.
"You May Be The Sweetheart of Somebody Else" by Harry Howeis, Jr.
Published by Bill Kenny & Perry
Recorded by the Ink Spots on Decca
"At A Gypsy Fortune Stand" by Del Nero & Johnny Dale
Published by Hill-Range Music
"Things Will Be Different From Now On" by Linda Stone
Published by Howie Richman
With Steve Allen, as the guiding emcee, and Al Span, as the energetic
pioneering producer, Songs For Sale has been a show with a great deal of
freshness and originality. The show is seen each Saturday night on the
CBS-TV network from 9:30 to 11:00 p.m. Panel members, who judge the
tunes, have included such notable personalities as Howard Dietz, Celeste
Holm, Dorothy Fields, Benny Goodman, Duke Ellington, Gene Krupa,
and so forth.

Songs writers have come from places as far away as Italy and Scotia
to compete for the $1800 in prize money and the guaranty of a recording
by a top artist on a top label.

The show offers the public a variety of elements, which blended together,
to make for a stimulating and interesting
show. What the audience gets for itself the twist of the dial and flip of
the switch is a potpourri of fresh new
songs, beautiful sets and production,
and the wit and humor coach Steve Allen and his panel guests provide.
This adds up to an all-around, fine show.

R. I. A. Appoints Committees To Propose
Recommendations For Agency's Program

The regular monthly meeting of the Board of Directors of the Record
Industry Association of America was
held on April 24, 1952.
Four new directors were elected:
Atlantic Recording Corp., New
York City, Class D
Starr & Taylor Recording Studios,
Pittsburgh, Pa., Class E
Erato Records, Inc., New York
City, Class E
Derby Records, Inc., New York
City, Class E

The Executive Secretary reported that he had made substantial progress
in a series of conferences with individ-
ual and group meetings with various
organizations regarding the establishment
of a constructive program for the Association he submitted a long list of recommendations which
had been made to him. These were
about equally divided between matters
touching the record business as a whole and those dealing with
problems particular to only certain
companies.

It was decided to organize several
committees made up chiefly of indi-
viduals who are not members of the
Board of Directors. The individuals
be appointed will be selected for
their expert knowledge in certain
fields of activity, and each committee will
be charged with the record business
as a whole and those dealing with
problems particular to only certain
companies.

Each of the committees will be
provided with a definite list of assign-
ments and will be required to provide
the Board with a positive recommenda-
tion regarding appropriate action.
Under this plan the proposals made
will be cleared with individual mem-
bers of the Board prior to the first
meeting, and, consequently, Board
action can be prompt and will require
a minimum of further discussion.

It was generally agreed that the
members of the various committees would be that dealing with record
relations and plans to promote a greater
public use and appreciation of all
types of recorded music. The Execu-
tive Secretary reported that a pre-
liminary meeting had already been
heled by the advertising managers of some of the companies, and coopera-
tive plans along those lines had been
met with unanimous approval. In ad-
dition to the committee on public
relations, the following committees will be
organized at once:
Accounting—dealing with tax matters
and other accounting problems.
Engineering—to deal with recording
problems, uniform level for all
pop records and similar matters.
Traffic—to deal with rates and changes in classification.
Legal.

Appointments to these various com-
mittees will be made after consultation
with the chief executive of the com-
panies holding members in the Asso-
ciation, and it is believed that all
committees will be able to hold their
first meetings within the next ten days.

The Executive Secretary reported that
the recommendations received from both the Radio & Tele-
vision Manufacturers Association and the
Music Educators National Con-
ference requesting that meetings be
arranged with representatives of R. I. A. It was agreed that such
meetings should be arranged at an
early date.

This was the first meeting at-
tended by attorney Ernest S. Meyers
who was recently selected as coun-
sel for the Association.
Paris In The Spring

NEW YORK—Goddard Leiberson, (right) Executive Vice President of Columbia Records, congratulates Paris-bound Jim Winston, Sales Manager of the record company's Paris office, on his being awarded the winner of Columbia's "April In Paris" promotion contest and was awarded an all-expense-paid trip to France's capital. Paul Wexler, (left) Vice President in charge of Sales at Columbia, who thought up the whole, highly successful idea, adds his "bon voyage" wishes.

Mercury's N. Y. Office Designates Mondays & Tuesdays As Publishers' Open House Days

NEW YORK—Mercury's New York office will revise its method of dealing with publishers, Joe Carlton, New York A & R head announced Friday, May 2.

The new system will be on an open house basis with Mondays and Tuesdays designated publisher visiting days. The A & R department, or those two days, will see every publisher first come first served. And there will be a minimum of two to four weeks between repeat dates.

Special appointments will still be granted anyone with pressing matters or problems but for the most part, Joe Carlton will only see publishers on the two days specified.

This new policy is in line with that in force at most other major disceries where the A & R department also have to find time for their other duties.

One of the reasons for the change at Mercury is to remedy the complaint of some publishers that they haven't been able to get their songs before the A & R department.

Joe Carlton said that under the new system he hopes that everyone will be able to get a hearing on a free and democratic basis.

Meeting Dates Of Music Operators' Associations

May
5—Illinois Amusement Association
Place: 208 N. Madison St., Rockford, Ill.
6—Westchester Operators' Guild, Inc.
Place: American Legion Hall, White Plains, N. Y.
7—Central Association of Music and Coin Machine Ops.
Place: Yorabile Hotel, Kansas City, Mo.
8—Michigan Automatic Phonograph Owners' Association
Place: Masonic Temple, Detroit, Mich.
9—Phonograph Merchants Association
Place: 3110 8th Street, Washington, D. C.
10—Wisconsin Phonograph Owners' Association
Place: 888 S. Court, Racine, Wis.
11—Automatic Phonograph Owners' Association
Place: 311 Clark, Oakland, Calif.
12—Music Operators of Northern Illinois
Place: 222 W. Washington, Chicago, Ill.
13—Progressive Music Guild of South Jersey
Place: 222 W. Washington, Chicago, Ill.
14—Westchester Operators' Guild, Inc.
Place: 222 W. Washington, Chicago, Ill.
15—Central States Phonograph Operators' Association
Place: 621 Main Street, Peoria, Ill.

Music And Juke Box Industries Agree With The Cash Box That Unfreezing Of TV Stations May Result In 1,000,000 Juke Box Locations

NEW YORK—As soon as the unfreezing of new TV stations was announced, The Cash Box made a survey among people in the industry to determine what they thought the effects of this action would be on the juke box business.

We reported the results in the last two issues, revealing that the general opinion is that juke box locations in the next couple of years could easily grow to 1,000,000 instead of the present 550,000. And that this growth will be due to the fact that the new television stations will create numerous new artists who may sing a particular song once or twice on TV but whom the public will want to hear sing that song over and over again—and will do so on their nearest juke box.

The result of this report has, from all indications, been completely stimulating to the entire trade. From every side there is come favorable comment, noting that in the event that juke box locations did increase, there would be more records sold, more songs published, greater royalties for artists, writers, and publishers—and more profit generally for everyone in the trade.

And not only from the music trade but from operators all over the country have come messages of thanks to The Cash Box for being the first to point out the beneficial consequences of the unfreezing of the stations.

The situation we are in today is very similar to that of twenty years ago when radio first began to be felt as a power. New stars such as Bing Crosby, Guy Lombardo, Buddy Clark and many others soon made their appearance creating new hit songs, new smash records. The same thing must happen in television. As the 2000 stations get built, new stars are going to be found in every corner of the land, singing in individual styles, bringing to the public's attention new songs. And these in the future are going to create more and more demands for new juke box locations.

The unfreezing of the TV stations opens up a whole new era for the music and juke box industries. There's a great future ahead.

Gimmick Of The Week

This week it's a milk bottle—complete with a blue ribbon. It comes from E. B. Marks and plugs "You're Not Worth My Tears" with the message "Spilled Milk Is Nothing To Cry About. This Is You're Not Worth My Tears' Week." Oh that Marvin Frank.

Sweet Story

NEW YORK—The Abby Candy Makers of Hackensack, N. J., announced this week that they will start immediately on the manufacture of a jumbo-sized many flavored chocolate bar named, "The Big Joe Candy Bar." The new candy concoction is named after "Big Joe" Rosenfeld, Jr., the popular WJNO J.J. P.M. to 4 A.M. emcee of "The Happiness Exchange." The candy bar will carry a drawing of "Big Joe" along with the slogan, "Happiness In Every Bite."

One Champ To Another

NEW YORK—Sugar Ray Robinson, middleweight boxing champ, presents Nat "King" Cole with his trophy for winning the Pittsburgh Courier Poll for the fifth year in a row. Award was for having the best trio.

"It's What's in THE CASH BOX That Counts"
Benjamin & Weels tunes are rolling along at full speed. The B & W items are well represented in the rhythm field. The Dinah Washington version of "Wheel Of Fortune" is still going strong; Bette McLauren and Steve Gibson have tremendous orchestrations of "I Want Myself Myself In The Morning." Bette's disk is also being played by the pop deejays all over the country; and now Annie Laurie comes through on the Okeh label with an exciting wading of "Lonesome & Blue." The boys are so good, they disdain "strolling" from the masters. They set a new high in pianization when they lifted a bar from "Wheel" which they themselves wrote and built "Lonesome & Blue" around it. They are so happy with the response that "Lonesome" has aroused that they are spinning "Wheel" over and over again looking for a few more notes.

Lou Levy, at Leed's, Music, on the hunt for a professional Negro trio of winsome skills who can sing and are ready for the big time. Send your inquiries to Deby Coombs, Independent Press Service, 541 Madison Ave., N. Y. . . . Shiek Shafeek and His Romin' Rhanis have started with a bang. Their unit opened at the Towne Casino, Cleveland, and from the looks of things, they're set . . . Freddie Mitchell's Derby recording "Hot Ice" won a scroll for the sensational sax star last week at Harlem's Apollo Theatre. Presentation was made by stage star George Kirby with Derby ex-stylist Larry Newton on hand, . . . Ruth Brown goes into the Club Primo, Monmouth, N. J. . . . Roy Eldridge opens in Rochester on May 1st for one week. He then works his way to the coast with stops at Philadelphia and Kansas City. Out west he plans some recording sessions with Norman Granz, with whom Roy toured Europe as part of the "Jazz At The Philharmonic" tour.

Sensational Arnett Cobb played Philly's Harlem Club to capacity and won full spread in the local press. . . . Johnny Otis Trophy (to outstanding sports favorite of theatrical profession) to Jackie Robinson of Brooklyn Dodgers. . . . Billy Bunn has a unique arrangement with two recording companies. Last week RCA Victor released Billy's "That's When Your Heartaches Begin" and "Until The Real Thing Comes Alone" as a pop disk and this week Atlantic offered Bunn & The Gospel Harmonies doing two spirituals, "Thank You Lord Jesus" and "The Little Wooden Church On The Hill." A call to the source reveals Bunn has a contract with Victor to do pop and one with Atlantic to do religious numbers. . . . Eddie Vinson into Club Ebony, Cleveland, May 12th, . . . Todd Rhodes a solid hit at the Cotton Club, Chicago, where he's playing an extended engagement.

Tamara Hayes is a song stylist who bears watching. After her current Apollo Theatre stint, she's booked into Detroit's Flame Show Bar. . . . Blues king B. B. King into Atlanta's Cotton Boll, Carnation May 19th, . . . The Coves, whose two sided hit "Middle Of The Night" and "One Mint Julep" in climbing up-up-up, are working Alabama where they will hit Montgomery, Bessemer and Selma . . . Tiny Grimes and His Highlanders are current clickers at the Earlie Theatre, Philadelphia.
5-10-15 HOURS

Ruth Brown (Atlantic)

MIDDLE OF THE NIGHT

The Clovers (Atlantic)

SAVANNAH, GA.

1. 5-10-15 Hours (Ruth Brown)
2. Sweet Sixteen (Joe Turner)
3. Trouble in Mind (Dinah Washington)
4. Bo-Weevils (Ruth Brown)
5. Middle of the Night (Clara)
6. Midge (Little Joe Jackson)
7. Near Breakfast Blues (Dinah Washington)

ATLANTA, GA.

1. One Mint Julep (Clovers)
2. No More Doggin’ (Roscoe Gordon)
3. Lousy, Miss Clutzy (Lloyd Price)
4. 5-10-15 Hours (Ruth Brown)
5. Night Train (Jimmy Forrest)
6. Goin’ Home (Fats Domino)
7. Let’s Talk About Jesus (Billy & Ruth Gordon)
8. Rock Around the Clock (Clara)
9. Story Blues (Tiny Bar-B-B-Q)
10. High-Priced Woman (John Lee Hooker)

OAKLAND, CAL.

1. Get You on My Mind (John Green)
2. Goin’ Home (Fats Domino)
3. 5-10-15 Hours (Ruth Brown)
4. No More Doggin’ (Roscoe Gordon)
5. Have Mercy, Baby (The Clovers)
6. Heaven’s Father (Edna McGriff)
7. Beside You (The Swallows)
8. Dust My Brown (Eddie James)
9. Milk Train (Tab Smith)
10. I’ve Got the Last Laugh (Roy Brown)

ST. LOUIS, MO.

1. One Mint Julep (Clovers)
2. Heavenly Father (Edna McGriff)
3. Mary Jo (Four Blazers)
4. No More Doggin’ (Roscoe Gordon)
5. 5-10-15 Hours (Ruth Brown)
6. Middle of the Night (Clara)
7. Be Anything, But Be Mine (Billy & Ruth Gordon)
8. Night Train (Jimmy Forrest)
9. Sure Thing (Count Basics)
10. Big Dog (Jimmy Forrest)

“Jazz at the Philharmonic”

Ends Smash European Tour

NEW YORK—Norman Granz and his “Jazz at the Philharmonic” crew returned to the States Monday, April 21st, following a sensational three-week tour of eleven European cities. The talent roster was headed by Ella Fitzgerald and included Oscar Peterson, Flip Phillips, Max Roach, Lester Young, Ray Brown, Hank Jones and Irving Ashby.

The Granz troupe broke box office records in each of the cities it played, including Stockholm, Copenhagen, Malmo, Gotenburg, Paris, Brussels, Amsterdam, the Hague, Zurich, Geneva, and Frankfurt. Never before has an American attraction received such an ovation publicity and boxoffice-wise in Europe. Because of its overwhelming demand for tickets, “Jazz at the Philharmonic” played double headers in ten of the cities, and tickets were being scalped for unheard-of prices.

Front page bouquets were lavished on Ella Fitzgerald throughout the Continent. The celebrated songstress is without question, the hottest jazz attraction ever to have appeared there. Bravos were also heaped on the Canadian piano wizard, Oscar Peterson, who has established himself as a solid box office attraction with European jazz lovers.

Granz has recorded segments of each concert and will include them in his next album series which will be titled “Jazz at the Philharmonic Goes to Europe.” He has already lined up an eight-week concert tour of Europe next spring. Since due to the phenomenal and unprecedented success of this first try-run on foreign soil.
"MARGIE" (2:34)  
"WIGGLE WAGGLE" (2:39)  
JAMES MOODY  (Mercury 8278; 458278)  
• James Moody and his orchestra come in with a slow ballad. The opening piano solo eases it out with a straight performance for the first half, then switches to a jazz treatment. This arrangement showcases some fine trumpet playing and restless piano by the brass section for support. Flip is another moderate beat with a similar arrangement that Moody and the band did up with zest. Both sides are instrumental adaptations.

"MISTAKES" (3:02)  
"HOW LONG" (3:16)  
THE FIVE KEYS  (Addedin 3131)  
• A slowfavorite of the past is given a smooth and soulful rendition by the Five Keys. The melodic item is sung hauntingly by the lead. The group changes pace midway and the rhythmic treatment is turned off in strong style. This is a sock side. The under portion is a slow ballad dished out by the harmonizing group effectively. The boys maintain the slow beat from start to finish.

"MR. LOW LOVE" (2:32)  
"I COULD MAKE YOU CARE" (2:33)  
TERRY TIMMONS  (RCA Victor 20-4675; 47-4675)  
• A big bounce blues is socked out by Terry Timmons with gusto. The chorus maintains a rolling reading to the cute lyrics and is supported with wild enthusiasm by the musicians. The second side is a slow ballad that gives Terry a chance to show her versatility. Miss Timmons carols the melodic piece appealingly and brings in a potant side.

"I WONDER" (2:50)  
"CAN I SAY ANY MORE" (3:05)  
THE FOUR TUNES  (RCA Victor 20-4663; 47-4663)  
• The Four Tunes come up with a slow ballad and send it soaring with a moving performance. The lead gives a polished reading and is subtly supported by the balance of the aggregation. Lower lid is another slow item that the boys chart easily. The harmonizing is sincere and pleasurable and makes for two strong platters.

"THE OLD GOSPEL SHIP" (2:41)  
"WHEN" (2:31)  
SONS OF DAVID  (Sonny 4035)  
• The Sons Of David come up with a fast moving jump treatment of a gospel number. Rev. Carmell and Roy Morgan give the religious lyrics a dynamic reading. The arrangement which spots some rauous instrumentations and honky tonk piano playing, makes this different than the ordinary type of spiritual. Flip is a slow soft item, chanted by the same artists, who bring in a likely side.

"AWARD O' THE WEEK"  

"LONESOME AND BLUE" (2:31)  
"I DON'T GET MY KICKS" (2:34)  
ANNE LAURIE  (Okeh 6882)  
• Anne Laurie kicks off another Benjamin & Weiss tune in the rhythm and blues section. The thrust delivers a dynamic and stirring vocal effect as she projects the slow ballad in a thrilling manner. Titled, "Lonesome & Blue", the sentimental melody is lifted to the heights by the torch voiced artist who employs all her vocal tricks in putting the song over. The Danny Keseler orch handles the exciting arrangement in slick style and does much to make the etching an appealing side. This is an item that will run wild in the jubes. The lower lid is a slow blues that Anne reads with warmth and power as she turns out a strong mate for the upper lid. Once again the Keseler musicians come through with a potent orchestral reading. We like the upper lid and urge ops to get with it now.

"MAGGIE'S BOOGIE" (2:31)  
"RIGHT BACK ON IT" (2:50)  
FEATURING HARRIS  (Addedin 3130)  
• Peppermint Harris bangs out a rollicking boogie beat with a cute set of lyrics in his stylized vocal fashion. Peppermint's happy effort is backed up engagingly by Maxwell St. and His All Stars. The lower lid is a moderate bounce that Harris chants engagingly. The musical accompaniment is softer and in the mood of the tune.

"WHY DON'T I" (2:55)  
"ROCKIN' DADDY-O" (2:35)  
THE HEARTBREAKERS  (RCA Victor 20-4662; 47-4662)  
• A slow beat is rhythmically chanted by the harmonizing Heartbreakers. The group gives the sad lyrics a slick reading as they blend their voices in flowing style. The Heartbreakers sincere effort helps make this a strong end. Flip is a low down blues number that the vocalists sell with guts. We like the upper end.

"DOES JESUS CARE?" (3:00)  
"WHERE CAN I GO?" (3:13)  
YOUNG GOSPEL SINGERS  (RCA Victor 20-4674; 47-4674)  
• The Young Gospel Singers give an appealing reading of a most pleasing gospel number. The four vocalist dishes out a polished effort as they are treated with harmony of the group. This is a fast one and a half type of spiritual that the singers go all out on. The gang-riding rocker is a good side for the right locations.

"PEACE IN THE LAND" (2:39)  
"A FEW MORE DAYS" (2:34)  
CHRISTIAND SINGERS  (Peacock 1599)  
• A slow religious number that picks up a light bounce as it goes along is excitingly projected by the Christland Singers. Lead singer, Leroy Taylor, gives out with a stirring reading, as he and the group open lightly and work into a strong harmonizing. The lower side is a slow beat with Robert Harris handling the lead. Harris' mighty voice is smoothly handled, resulting in an effective waxing.

"BEST FOR MY LABOR" (2:37)  
"SPEAK TO ME, JESUS" (2:54)  
GOSPEL TONE SINGERS  (Victor 2796)  
• The Gospel Tone Singers sing a slow spiritual in soft and haunting manner. A. D. Batchelor handles the lead part prettily, as he and the choral combo bring in a solid side. The under end is a similar item that the group handles smoothly. William Fields does a commendable job as the lead vocalist.

"WORRIED LIFE BLUES" (2:51)  
"MONEYAIN'T EVERYTHING" (2:38)  
SUNNY PARKER  (Peacock 1595)  
• Sunny Parker belts out a slow low down blues feelingly. Parker handles the weepy lyrics in his customary style as he receives a spirited musical assist from Gladys Hampton's Blues Boys. Flip is a fast moving shouty number: that the same artists drive out with joyful abandon. The arrangements set up by the musicians lend much to the success of both sides.

"ROCKIN' WITH FES" (2:00)  
"GONE SO LONG" (2:24)  
ROY "BALD HEAD" BYRD  (Federal 12073; 4512073)  
• Taking hold of a moderate beat item, Roy "Bald Head" Byrd sends it soaring with a spirited vocal. The chant employs his vocal tricks to the utmost, and with the aid of an exciting arrangement, makes this a sock deck. The under side is a slow rhythm piece that Byrd again sells contagiously. The backed by the ball-provide fitting backdrops for Roy, and add to the appeal of the waxings.
Blending Harmony

TAX PROBLEMS THAT AFFECT YOU
by Herman Jaffe, C.P.A.

We've spoken before about the theory of spreading income—what you may apply—what the prerequisites are—and omitted mechanics—so here goes.

You started your services on January 1, 1948 and completed them exactly three years later on December 31, 1951, at which time you received a lump sum of $15,000.00. Here's how you figure:

1. Find your tax for 1951 without the $15,000.00.
2. Find your tax for 1951 with the $15,000.00 included.
3. The difference between these two tax results will be your tax cost for 1951 for the $15,000.00 earned.
4. Now add $5,000.00 ($15,000.00 ÷ 3) to your income as filed for 1949, 1950 and 1951, and figure your adjusted taxes for these three years.
5. At this point, you can determine whether it is to your advantage to spread your income over the three year period, or to add the $15,000.00 to your 1951 income.

In most cases, spreading your income is advantageous, but you are the sole judge as to whether you want to apply the spreading method.

You are a calendar year taxpayer, and you began your services on January 1, 1948 and completed them on October 10, 1951. You count the months of February, 1948 because more than half a month remains, but you omit the month of October; 1951 since less than half a month is involved.

You now find that you have a spread of 44 months, and assuming that you received $44,000.00 on October 10, 1951—your monthly income is $1,000.00 ($44,000.00 ÷ 44 months); or, in other words, you would allocate $11,000.00 to 1948; $12,000.00 to 1949; $12,000.00 to 1950; and $9,000.00 to 1951.

Let's take the same set of facts we used above i.e. you started on February 11, 1948, and completed the job on October 10, 1951, but you received the $44,000.00 on August 8, 1950. What happens now? You worked for 14 months but you received your lump sum payment at the end of 30 months. You must therefore spread your income over the 30 months of the work preceding payment so that your monthly allocation is $1,466.67 ($44,000.00 ÷ 30 months); or in other words, you would allocate $16,155.18 to 1948; $17,000.00 to 1949; and $10,266.67 to 1950.

Now that you have seen how Section 107 (A) operates—what are you doing to help yourself?

Cumberland, Md.—The Blenders, Decca Harmony group guested with “Doc” Webster at WCUM during their April 14-20 engagement at the Cadilac Lounge in Cumberland, Md. Left to right are: Ollie Jones, Abel De Costa, James De Loach, “Doc” Webster, Tommy Adams and Ernie Brown.

OKEH'S FIRST YEAR
by DANNY KESSLER

The OKEH label was reborn one year ago when Columbia decided to reinitiate what was at one time one of the great names in the record business. It was decided that OKEH would be basically a Rhythm and Blues label, and I was appointed Director of Rhythm and Blues for Columbia and OKeh records.

My first task, in rebuilding the OKeh label, was to go out and find the talent we needed. I felt that we should revive OKeh with an almost entirely new roster of Rhythm and Blues performers, new to the field and new to the public.

I toured the entire country from coast to coast including the southern states, in my search for fresh recording talent. It was on this trip that I acquired my new artists. Johnnie Ray (now recording on the Columbia Pop label), the Four Lads, Dolores Hawkins, The Treniers, Chuck Willis, Chris Powell, Bill Davis and the Sugartones were all signed to record for our OKeh label. Added to the new faces (and voices) were some of the more established Rhythm and Blues artists such as Larry Darnell, Red Saunders, Andrew Love and Tatus Turner. With this talent I felt that we had made an auspicious beginning in the rebuilding of OKeh.

I've certainly had my own personal kicks and thrills this past year, seeing some of these unknown artists, Johnnie Ray, the Four Lads and others, grow into big and increasingly popular recording names.

We will continue to build with new talent and new hits in our program to make OKeh the major label it once was in the rhythm, blues and jazz field.

I am deeply grateful to those at Columbia who have helped me so much during the past year. Jim Conkling, Goddard Lieberm, Paul Wexler, Stan Kavan, the entire sales force of Columbia Records and of course to all the disk jockeys, juke box operators and many others who have given us full cooperation.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
The new one by King Pleasure, on Prestige, which is dedicated to James Moody is a killer. Tune has a new and unusual twist that should make it a natural for both modern and regular rhythm buyers. For your Mother's Day programing both Don Cornell and Don Cherry have a sweetheart in "My Mother's Pearl." The first Don Cornell on Coral and the latter Don is on Decca. Satchmo has done it again with his "Kiss Of Fire." Dinah Washington and Margery Spamer head the bill at The Blue Room. Note for a two-weeker which begins 5/2/52. Erskine Hawkins and Ella Fitzgerald headling the big windy and a week at The Regal, as of the 16th of May. Larry Steele, heading his own package "Smart Affairs" into the Canadian wilds for 15 days.

Varetta Dillard, Savoy bluesster, is gone on "Hurry Up" b/w "Please Come Back To Me." Note from Eddie Heller, of Rainbow label, re: our mention of no publisher on his "Number Mambo." Suggest contacting anyone of the many fine firms located through the country. Larry Reams, a pretty gal and a local one and managed by her husband, has something in "Am I Blue." The New York Daily Mirror, on 4/24/52, ran a story "Only Human" by Sidney Fields, written about Billy Eckstine that should become a historical piece and should be retained in the files of all connected with show biz. Eckstine is doing a wonderful job of spreading goodwill, good fellowship and good showmanship around the country, particularly in the south. To Sidney Fields for his splendid reporterial work a huge BOX OF CASH.

We are not accustomed, these days, to the harp and the organ being used in both swing and rhythm tunes. But leave it to Mitchell Miller, the Columbia beard, to bring his old trusty French horn into the jazz field. Watch for "Serenade For Horns" b/w "Horn Belt Boogie." April Stevens out again on RCA with "Meant To Tell You." Gene Krupa, Charlie Ventura and Marty Napoleon, winging eastward from Tokyo. Short stop-overs in Berkeley, Denver and Chicago will precede a guest spot with Milton Berle on 3/15/52. Do say's across the nation are doing their part to help in the drive to recruit the 60,000 student nurses needed for hospital schools this fall.

Schaess has a great jazz disc in "Big Boy" done in 2 parts, with Jim Giuffre on the tenor reed. Sonny Til recently appeared at Mckie Fitzgerald's Hop Shop in Chi. and was so completely mobbed by an ocean of fans that he had to depart the store via the alley sans tie, coat and even shirt.

Eartha Kitt, currently being raved over, over in London, may say: "I do," any day now with the new mate will prove interesting. Will pack radio acts and general entertainment groups might write to WLS, Artists Placement Bureau, Chicago, for possible work during the coming summer months.

The Commercial Atlas Service reports some interesting facts on the business trend as of April, 1952. The ten best cities, showing a 11% to 15% gain over the previous year are: Charleston, W. Va.; Columbia, S. C.; Houston, Tex.; Louisville, Ky.; Shreveport, La.; New Orleans, La.; Fort Smith, Ark.; Indianapolis, Ind.; Little Rock, Ark. and Tucson, Ariz. The Colorado area has shown a continued decline for over two months, along with that of Darrens, Southwest Texas and the northeastern section of North Carolina have shown continued improvement for two months longer. The nation's business is back, for April, to its Jan. 1st rating, after being thru a slow depressing winter. Military building helped the picture in Little Rock and Oklahoma City. Tobacco and chemicals picked up in Louisville, while general trade should Memphis ahead of the crowd. The Freddy Atlantic 3 to Sidney New York City's lead where garment making tripped seriously, gained only 1% compared with the St. Central's 7%. Butte, Reno, Duluth and Phoenix are awaiting warmer weather. The above facts are compiled by Rand McNally & Co. and perhaps may be of service to distributors and mfrs. in determining markets.

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

Muddy Waters
"COUNTRY BOY"
B/W
"ALL NIGHT LONG"
CHESS #1509

**AWARD OF THE WEEK**

"MOMMY DONT *NO!*" 
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Watch It Climb to #1
The Calgary Range Riders (Aragon Records) start their coast to coast tour on May 23rd, which will take them through all the provinces. Tony Stoltz, who was formally with the Range Riders, is on his way to cut some more records. Tony's accordion solo of "Calgary Waltz" was a big disk here in Canada.

The Rhythm Pals/King Chapel In The Pines," is starting to kick up some noise. The group is currently being heard from coast to coast on the radio show, Burns Chuckwagon. Kersey Regan, composer and vocal artist of the best selling "I Don't Care If You Go A Little Further (Aragon)," will be starting out with his brother Bob on a tour that features a mind reading act that has caused much interest. Alberta Slim, RCA Victor artist, has just left the west coast to join the Wallace Brothers circuit. But first he is heading for New York where he is going to pick up a baby elephant and from there he will catch the show either at Windsor or Hamilton. Slim has four tunes that are going to be released by Victor shortly and the present tour is geared to tie these numbers in with his performances, which includes singing and animal tricks. Buddy Reynolds, whose compositions "Spruce Bug" and "I Want To Be Your Valentine" are showing strongly, has just gotten the first issue of a Canadian club magazine off the presses. Evan Kemp, vocalist with the King Gama's orchestra, is now singing regularly on CKNW. Evan is relieving Jimmy Morris who has been there for quite a spell. Jimmy currently has a big disk going that's tagged, "I Called Your Name." Stu Davis, the Canadian Troubadour, whose recording of "Fate Of The Flying Enterprise" is high on the Canadian best seller lists, is moving his show from Edmonton to CKXL, Calgary. Ray Little's disk version of "Can't Of The Mountains" is getting heavy deejay play. Ray is presently working steady spots all across Canada and his reputation extends even further. Pat Morgan has his own show on CDF, Vancouver, where he airs his voice regularly. It was Pat's vocal that was dubbed in for the voice of Benny Fields in the forthcoming picture, "Somebody Loves Me" featuring Betty Hutton.
Jimmie Skinner (Capitol) was host to all area d. J.s. and artists at the opening of his new “Music Center” at 222 East 5th St. in Cincinnati. Jimmie has been out of the record and sheet music business for about two months while reading this new location. He’s now right in the center of the Queen City’s business district. A daily show is given from nine to ten A.M. and autographed pictures of country entertainers are needed for store decoration. How about sending him some pictures—and drop by to see Jimmie when in that area?

Lee Sutton, popular country d. j. of KMA in Shenandoah, Iowa was host to Andy Reynolds and the 101 Ranch Boys recently. The Reynolds group is on a six week’s mid-western tour with a probable west coast engagement in the pipeline.

After six years with KFAM in St. Cloud, Minn., Dudley Dane, d. j. and librarian, joined the staff of “The Voice of America” in March. Best wishes go with Dudley in his work. Don Welsh and Don Upshur have filled the vacancy and report that 56% of the station’s mail is of the country and western variety.

Pee Wee King (RCA Victor), Neal Burris (Columbia) and Red Stewart (King) had a busy time when d. j.’s in the Norfolk area when on a three day stand there recently. Doug Smith of WTAE and Art Barrett & Sheriff Tex Davis of WSAP and WLOG all wrote about pleasant meetings across the mile with the group. Both the King group and Burris have new record releases that are picking up steam.

Dale Gallimore has taken over the country d. j. duties at WPUL in Pulaski, Virginia which were left vacant when Dave Lehman changed and recorded for National now. This adds four new connections! Art Barrett of Portsmouth’s WSAP is responsible for this report.

There’s a fellow in the Mississippi Gulf area that is stirring up a lot of commotion via his four hours per day of country music. The shows are entitled “Hillbilly Fever” and are conducted by Eddie Bishop from WVMI in Biloxi.

According to William P. Sanders of WOKO in Albany, N. Y. “Pigfoot Pete’s Jamboree” holds a top audience from the station. One of the appreciated efforts of the month is the report of records to families of members of Pete’s “Radio Rangers Club” now overseas in the armed forces.

Jimmie Martin (King) is carrying an early morning spot daily from WROL in Knoxville, Tennessee. Harold Durham does the mc. duties as well as WROL’s country record spinning. “Little Bob” Varble, well known in country circles, works with the Martin group on all engagements.

Bill Lowery of Atlanta’s WGST reports big interest in Rocky Porter’s new Columbia release. Bill m. c.’s an “All Star Hillbilly Jamboree” from the stage of the Tower Theatre each Sunday afternoon in addition to his radio work. Featured names include Boots Woodall (Mercury), The Swingbillies of WLYT. Jimmie Smith of WSB, and top name acts from out of town.

Shorts about jokes—Fred Wamble of Birmingham doing taped shows for broader stations XERD and WQMB. Among additional outlets in the offering, two Mays of WPFG in Bristol, Va. doing 13 hours of records each day. Woodson Wall of WSFG in Gulfport, Miss. hardly in need of country records for his shows since library is small and time increasing. Roy “Uncle Bill” Rhodes recently moved from KWSL to KAOK in Lake Charles, La. Robert R. Smith doing a daily “Hillbilly Spotlight” from Savannah, Georgia’s WCOP. Joe Sikes and Kearney Reese share top billing in this 1:45 half hour daily stunt “Hav-\n
rube Jamboree” from KANE in New Iberia, La. Al Brock of WTLT in Tallahas-\nsee, Fla. doing a fine job booking and managing The Swingetone Quartet through Alabama, Florida and Georgia. Another hour added to “Let’s Get To-\gether With Records” done by Joe Harris from WDKD of Newberry, S. C.

“DONT EVER TAKE THE RIBBONS FROM YOUR HAIR” (2:25)  
“SOMEONE CALLS ME DADDY” (3:00)  
EDDY ARNOLD  
(RCA Victor 20-4646; 47-4646)  

“IT’S A LOVELY, LOVELY WORLD” (2:27)  
“ARE YOU TEASING ME?” (2:32)  
CARL SMITH  
(Columbia 20922; 4-20922)  

Carl Smith takes a moderate beat and carries it softly and smoothly for a grace note in the country field. His romantic lyrics with ease as the gui-\n
tar and vocal assist make this side an good juke box fare. Flatness. Slight number, with the same type of arrangement used in many of his polished and classic manner.

“BABY, DON’T CRY” (2:37)  
“AN Angel IN PERSON” (2:26)  
BILLY STARR  
(Columbia 20928; 4-20928)  

A filling country number is given the effective treatment of Billy Starr with the result being a rather thin musical number. Vocalist takes a strong set of lyrics paired with a pretty melody and sells the ditty in appealing fashion. The under siding is a romantic piece that Starr projects effortlessly.

“I’D RATHER HAVE JESUS” (2:48)  
“I’M BOUND FOR THE KINGDOM” (2:09)  
EDDY ARNOLD  
(RCA Victor 20-4646; 47-4646)  

“Hotfoot Shuffle” (2:21)  
“FISHERMAN’S BOOGIE” (2:35)  
AL DEXTER  
(Dexco 2817; 9-2817)  

Al Dexter and his trouper hangs up an exciting boogie beat with spirit. Dexter’s solid vocal with his usual solid work on the piano the rhythm tune receives a strong musical backing from the instrumentalists who break into the vocal with choral chants to help make this wailing a strong end. The lower lid is a moderate beat that the boys spin easily. Aubrey Cans handles the vocal im-

“WORDS”  
EDDIE ZACK—Decco  
TERRY PRESTON—Capitol  
JOHNNY HORTON—Abbott  

AMERICAN MUSIC, INC.  
1767 Broadway, New York, N. Y.  Tel. South, 6700  
CO 5-7800  

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
1. **KISS OF FIRE** (Georgia Gibbs)  
2. **BLUE TANGO** (Leroy Anderson)  
3. **WHEEL OF FORTUNE** (Kay Starr)  
4. **BLACKSMITH BLUES** (Eddy Howard)  
5. **A GUY IS A GUY** (Doris Day)  
6. **I'M YOURS** (Don Cornell)  
7. **I'LL WALK ALONE** (Doris Day)  
8. **FORGIVE ME** (Eddie Fisher)  
9. **DELICADO** (Gene Austin)  
10. **PERFIDIA** (Four Aces)  

**Redwood City, Calif.**
1. **WHEEL OF FORTUNE** (Kay Starr)  
2. **BLACKSMITH BLUES** (Eddy Howard)  
3. **BE ANYTHING** (Eddy Howard)  
4. **WHEEL OF FORTUNE** (Sammy Davis Jr.)  
5. **TANGO OF THE BEES** (Johnnie Ray)  
6. **CRY** (Johnnie Ray)  
7. **TELL ME WHY** (Four Aces)  
8. **BLUES** (Eddy Howard)  
9. **PERFIDIA** (Four Aces)  
10. **HAMBONE** (Lawrence-Stanford)  

**Shoals, Ind.**
1. **BLUE TANGO** (Guy Lombardo)  
2. **WHEEL OF FORTUNE** (Sammy Davis Jr.)  
3. **CRY** (Johnnie Ray)  
4. **TELL ME WHY** (Four Aces)  
5. **BLACKSMITH BLUES** (Eddy Howard)  
6. **ANYTIME** (Eddie Fisher)  
7. **PERFIDIA** (Four Aces)  
8. **A GUY IS A GUY** (Doris Day)  
9. **HAMBONE** (Frankie Laine)  
10. **PLEASE, MRS. SUN** (Johnnie Ray)  

**Savannah, Ga.**
1. **WHEEL OF FORTUNE** (Kay Starr)  
2. **BLUE TANGO** (Guy Lombardo)  
3. **BE ANYTHING** (Eddy Howard)  
4. **ANYTIME** (Eddie Fisher)  
5. **CRY** (Johnnie Ray)  
6. **I'LL WALK ALONE** (Don Cornell)  
7. **A GUY IS A GUY** (Doris Day)  
8. **ANYTIME** (Eddie Fisher)  
9. **PERFIDIA** (Four Aces)  
10. **HAMBONE** (Lawrence-Stanford)  

**Los Angeles, Calif.**
1. **BLUE TANGO** (Leroy Anderson)  
2. **BLACKSMITH BLUES** (Eddy Howard)  
3. **BE ANYTHING** (Eddy Howard)  
4. **KISS OF FIRE** (Georgia Gibbs)  
5. **WHEEL OF FORTUNE** (Kay Starr)  
6. **A GUY IS A GUY** (Doris Day)  
7. **ANYTIME** (Eddie Fisher)  
8. **I'LL WALK ALONE** (Don Cornell)  
9. **AT LAST** (Ray Anthony)  
10. **THE THREE-FOURS** (Eddy Howard)  

**New York, N. Y.**
1. **KISS OF FIRE** (Georgia Gibbs)  
2. **BLUE TANGO** (Leroy Anderson)  
3. **WHEEL OF FORTUNE** (Kay Starr)  
4. **BLACKSMITH BLUES** (Eddy Howard)  
5. **A GUY IS A GUY** (Doris Day)  
6. **I'M YOURS** (Don Cornell)  
7. **I'LL WALK ALONE** (Don Cornell)  
8. **FORGIVE ME** (Eddie Fisher)  
9. **DELICADO** (Gene Austin)  
10. **PERFIDIA** (Four Aces)  

**Des Moines, Iowa**
1. **WHEEL OF FORTUNE** (Kay Starr)  
2. **BLUE TANGO** (Leroy Anderson)  
3. **BE MY LIFE'S COMPANION** (Mills Brothers)  
4. **BLACKSMITH BLUES** (Eddy Howard)  
5. **A GUY IS A GUY** (Doris Day)  
6. **GANDY DANCERS' BALL** (Frankie Laine)  
7. **ANYTIME** (Eddie Fisher)  
8. **CRY** (Johnnie Ray)  
9. **HAMBONE** (Lawrence-Stanford)  
10. **SUGAR BOOGIE** (Clyde McCoy)  

**Sharon, Pa.**
1. **WHEEL OF FORTUNE** (Sammy Davis Jr.)  
2. **BLACKSMITH BLUES** (Eddy Howard)  
3. **I'LL WALK ALONE** (Jane Froman)  
4. **PERFIDIA** (Four Aces)  
5. **A GUY IS A GUY** (Doris Day)  
6. **I'M YOURS** (Four Aces)  
7. **HAMBONE** (Frankie Laine)  
8. **PERFIDIA** (Four Aces)  
9. **ALONE** (Eddie Fisher)  
10. **I'LL WALK ALONE** (Don Cornell)  

**Hennings, La.**
1. **ANYTIME** (Eddie Fisher)  
2. **A GUY IS A GUY** (Doris Day)  
3. **PERFIDIA** (Four Aces)  
4. **BLACKSMITH BLUES** (Eddy Howard)  
5. **WHEEL OF FORTUNE** (Kay Starr)  
6. **BE ANYTHING** (Eddy Howard)  
7. **I'LL WALK ALONE** (Don Cornell)  
8. **PERFIDIA** (Four Aces)  
9. **HAMBONE** (Lawrence-Stanford)  
10. **SUGAR BOOGIE** (Clyde McCoy)  

**San Francisco, Calif.**
1. **WHEEL OF FORTUNE** (Kay Starr)  
2. **BLUE TANGO** (Leroy Anderson)  
3. **BLACKSMITH BLUES** (Eddy Howard)  
4. **BE ANYTHING** (Eddy Howard)  
5. **WHEEL OF FORTUNE** (Kay Starr)  
6. **PERFIDIA** (Four Aces)  
7. **TELL ME WHY** (Four Aces)  
8. **HAMBONE** (Lawrence-Stanford)  
9. **GANDY DANCERS' BALL** (Frankie Laine)  
10. **PERFIDIA** (Four Aces)  

**St. Louis, Mo.**
1. **BLUE TANGO** (Leroy Anderson)  
2. **WHEEL OF FORTUNE** (Kay Starr)  
3. **ANYTIME** (Eddie Fisher)  
4. **KISS OF FIRE** (Georgia Gibbs)  
5. **INDIAN LOVE CALL** (Armstrong-Jenkins)  
6. **I'M YOURS** (Eddie Fisher)  
7. **A GUY IS A GUY** (Doris Day)  
8. **PERFIDIA** (Four Aces)  
9. **WHEEL OF FORTUNE** (Kay Starr)  
10. **JUST A LITTLE LOVING** (Eddie Fisher)  

**Detroit, Mich.**
1. **BLACKSMITH BLUES** (Eddy Howard)  
2. **BE ANYTHING** (Eddy Howard)  
3. **WHEEL OF FORTUNE** (Kay Starr)  
4. **THAT'S THE CHANCE YOU TAKE** (Eddy Fisher)  
5. **A GUY IS A GUY** (Doris Day)  
6. **PLEASE, MRS. SUN** (Johnnie Ray)  
7. **PERFIDIA** (Four Aces)  
8. **HAMBONE** (Lawrence-Stanford)  
9. **I'M YOURS** (Four Aces)  
10. **I'LL WALK ALONE** (Don Cornell)  

**Memphis, Tenn.**
1. **BLUE TANGO** (Leroy Anderson)  
2. **BLACKSMITH BLUES** (Eddy Howard)  
3. **WHEEL OF FORTUNE** (Kay Starr)  
4. **BLACKSMITH BLUES** (Eddy Howard)  
5. **PERFIDIA** (Four Aces)  
6. **I'LL WALK ALONE** (Don Cornell)  
7. **HAMBONE** (Lawrence-Stanford)  
8. **PERFIDIA** (Four Aces)  
9. **HAMBONE** (Lawrence-Stanford)  
10. **SUGAR BOOGIE** (Clyde McCoy)  

**St. Paul, Minn.**
1. **WHEEL OF FORTUNE** (Kay Starr)  
2. **BLUE TANGO** (Leroy Anderson)  
3. **BLACKSMITH BLUES** (Eddy Howard)  
4. **BE ANYTHING** (Eddy Howard)  
5. **ANYTIME** (Eddie Fisher)  
6. **TELL ME WHY** (Four Aces)  
7. **A GUY IS A GUY** (Doris Day)  
8. **HAMBONE** (Lawrence-Stanford)  
9. **GANDY DANCERS' BALL** (Frankie Laine)  
10. **PERFIDIA** (Four Aces)
L. A. WANTS DIME PLAY


Los Angeles—Most impressive fact here is that all juke box operators are now most sincerely of the opinion that they must change over to 1 play 10¢, 3 plays 25¢, if they are to survive increased overhead expenses as well as the higher prices of new equipment.

A few operators have been called in by O.P.S. (Office of Price Stabilization) and have been fined. One op claims that O.P.S. wants him to pay $60.

He says that, in battling out this fine with O.P.S., they had very little else to state except that, in their estimation, and not that of the location owner nor the public, the machine should have continued on 5¢ play, regardless of the fact that other businesses have been called in to raise their prices to meet increased expenses.

If operators here are not giving up. Those who are purchasing new machines are asking for dime coin chutes to be placed on the machines, just as they come from the factory.

Some juke box ops are going to have their phonos “remodeled” into “new style machines” which feature the dime chutes. In this way they will be switching over on their locations so that dime play will get under way.

But this means that the majority of the juke box ops have, at long last, as they told The Cash Box, “Come to agree with you people of The Cash Box that things might not survive in this industry unless we switch over to 10¢ play.”

You are right,” they state, “in every way. You have given all of us the answer to our biggest problem — that of making a living in the automatic music business. Dime play’s the answer.

Operators in Santa Clara County are now on dime play and have been for some time. Ops in Fresno are planning to get together to arrange for a six months changeover moratorium as happened in San Jose while they switch over to dime play.

The phonos and record distrbs, it is claimed; are 100% ahead of the operators in this move.

Bir slowed down for some of the reasons they give as well as a cash down on purchases.

Operators realize that, to assure paper being worth its weight in gold, the ops must get 10¢ per play just as they are getting in these metropolitan centers as Chicago, and other cities and towns throughout the nation, so that they can afford to pay the higher prices for new equipment.

Operators comment, “Sure we want, and definitely need, the new machines. But we simply can’t see our way clear to paying for them with nickel play.”

“We must,” they state, “get a dime per play, three plays for twenty-five cents just as we can pay for those new machines, and also be able to somehow eke out a livelihood, while meeting tremendously increased overhead expenses, taxes, and all the other increases which we are faced with today.”

Praise for The Cash Box and its almost ten year-old camp can’t be op to switch over to earning themselves a decent return on their investments has been tremendous throughout this area.

Belief is that now that the Los Angeles ops are stirred up about dime play there will be some solution arranged with local O.P.S. officials and that 10¢ play is bound to get under way in this area.

For the Cash Box and its almost ten year-old camp can’t be op to switch over to earning themselves a decent return on their investments has been tremendous throughout this area.

BELLS FLOWING: Raising the new dime a play will not only bring the new dime play operators back into the fold, but will also open the door for many more new operators to come into the fold.

The “Cash Box” has been there from the beginning, and it will remain.”

MENDOTA, CAL.—The Mendota Women’s Press, which is almost ten years old, has recently continued the tradition of raising funds for Mendota’s needy citizens through the annual “Bells Flowing.”

This year, the organization has chosen to raise funds for the Mendota Migrant Center, an organization that provides support and resources to migrant workers in the area. The “Bells Flowing” event is held annually, with participants ringing bells in downtown Mendota to collect donations.

The event is well-attended, with people of all ages coming out to support the cause. The Mendota Women’s Press has been running this event for many years, and it is a beloved tradition in the community. The organization aims to raise as much money as possible to help those in need.

The “Bells Flowing” event is held annually, with participants ringing bells in downtown Mendota to collect donations. The event is well-attended, with people of all ages coming out to support the cause. The Mendota Women’s Press has been running this event for many years, and it is a beloved tradition in the community. The organization aims to raise as much money as possible to help those in need.

NEW YORK — Nat Cohn, Conat Sales Company, Inc., this city, premiered the new Roe-A-Ride Sales’ Lun-A-Ride “Rocket Patrol” with his showrooms, this city, for the local operators on Thursday, May 1.

With a typical Nat Cohn touch, the coin operated airplane ride was exhibited in a colorful decorated display, and an elaborate buffet sandwich and liquid table was set up for the pleasure of visiting columnists.

All during the day, operators and wholesalers dropped in, experimented with the ride, and talked business with Cohn.

Sam Kohn of Roe-A-Ride Sales, Philadelphia, Pa., was on hand all day, assisting Cohn in discussions with the columnists.

“We are exceptionally well pleased with the acceptance of the ‘Rocket Patrol’,” reported Cohn, “and we’re particularly elated over the number of orders taken.”

Amco Revamps “Turf King” Into “Hialeah”

Baltimore, Md. — Amco Engineering Company, Inc., this city, headed by Russell Ramsdell and Pete Gottlieb, has announced here, announce it is revamping “Turf King” into “Hialeah.”

Two plans are being offered the operators. They can ship their “Turf King” machines to the firm, who will completely refurbish it into “Hialeah” with new units, etc., new 12 color screened back glass, and 5 color print job. The second plan offered is for the operator to send for the “Hialeah” kit, and make the conversion himself.

The firm has been converting this machine in its own territory for quite some time, and response has been most wonderful, they state. At this time, Amco is set up to convert this machine for operators throughout the entire country.

Amco is preparing an advertising program, which will begin with the next issue of The Cash Box, which will explain in detail all the features combined in the revamp.
Moving music for profit is a selling job the "D" does exceedingly well. Its earnings record in thousands of locations makes it easy to place in "top" spots.

Moving in the "D" requires no costly crew. One man handles it easily. Locations are proud as punch with its compact size and beauty.

Moving light and color attract crowds. They like this modern juke box, have complete confidence in its unfaltering performance.

Moving a well-loaded cashbox is a regular occurrence with the new "D", even in an ordinary location.

Moving upward in income convinces the spot that choosing an operator with an AMI to install is a wise decision.

Moving around amongst firm friends is commonplace with the "D" operator. He makes more money, they make more money. Everybody's happy.

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The "Rocket Patrol" ushers in a new era in coin operation. It's new! It's different! It's location tested! It earns fabulous profits!

WRITE-WIRE or PHONE FOR COMPLETE DETAILS!

LAKE CITY SPECIALS!

SHUFFLE GAMES in lots of $10 and up

Wm. HAYBURNERS $265.00
Wms. SPARK PLUGS (like new) 275.00
Wms. SEA JOCKEYS (New) 300.00
Jumbo BEAR GUNS 310.00
Sally TURF KINGS 195.00
Wms. LUCKY INNINGS 65.00

LAKE CITY AMUSEMENT CO.
4533 PAYNE AVENUE, CLEVELAND, OHIO
(Tel.: HE 1-7577)

Silberman Reports "The Cash Box" West Coast "Bible"

Editorials, News, Ads—And Particularly The "Price Lists" An Absolute Necessity

on the West Coast without the use of the current week's issue of "The Cash Box."

"I have never," he continued, "seen any trade publication which has reached such a point of acceptance in any industry."

"Furthermore," Silberman says, ""The Cash Box" by working so closely with the industry has created a very outstanding acceptance which, in itself, will always rank as the finest example of trade magazine publishing ever yet known to any industry."

ORDER NOW . . .

Formica Flipper Button

SHIELDS

gives protection where it's needed

$1.25

for Gottlieb—Williams —Gem—Chi. Coin Pin Games

Simple To Attach!

Keep Cabinet Around Flipper Button Looking New!

Enhances Appearance Of Game!

1/3 Deposit Balance C.O.D. On Orders For $10.00 Or More

Nate Schneller, Inc.
222 W. Diamond St., Phila. 22, Pa.

"It's What's in THE CASHE BOX That Counts"
ONLY THE WURLITZER 1500

COMBINES THE TWO GREATEST MONEY-MAKING FEATURES IN THE AUTOMATIC PHONOGRAPH BUSINESS

Why Buy Two When ONE Will Do?

COMPANIONS TO THE 1500 Coin Catching Wall Box

THE 24-RECORD, 48-SELECTION

All-Speed WURLITZER MODELS 1400-1450

SHOWS 104 TUNE TITLES ON ROTATING PAGES

SINGLE BUTTON SELECTION

The Rudolph Wurlitzer Company • North Tonawanda, New York
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.
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. Randolph St., Chicago 1, Ill.
* 6399 Wilshire Blvd., Los Angeles 43, Calif.
Take the Lead—IN PLAY...
IN EARNINGS with

GOTTLIEB'S NEW

ACTUAL PROOF!
109 TEST REPORTS...

covering a period of 54 days continuous operation of 15 test machines in 15 different cities... prove conclusively that hit 'n' run presents more player appeal and earning power than any machine in its price class!

DELIVERY NOW FROM YOUR DISTRIBUTOR!
ORDER TODAY!

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

"There is no substitute for Quality!"

Distributes “Bank Shot” In 5 States

At Last-Entire Laymon Staff Pictured

LOS ANGELES, CALIF..—It took a “National Wurlitzer Days” showing to get the entire Paul Laymon staff together for a picture. The group is shown above, with the new Wurlitzer 1600 model in the center. Left to right: Ed Wilkes; N. J. (Red) Creswell; Paul (The Gardner) Laymon; Lucille (Gorgeous) Laymon; Karel Johnson; Ollie Sutton; Russell Early; Mrs. Russell Arlyne Early; Jimmy Wilkins; Charles Daniels; and Ray Knipstein.

IRV SANDLER

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.
Premo Inc.
593 10th Ave., New York 18, N.Y., LO 5-1880
123 W. Runyon St., Newark 8, N.J., BL 3-8777

Closeout!
KING PINS $274.50

(NEW)
1/3 Deposit, Balance C.O.D.
WRITE — WIRE — PHONE
DAVID ROSEN
855 W. Broad Street, Philadelphia, Pa.
PHONE: STEVENSON 7-2503

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
### Never Before—And Maybe Never Again—

| GE. GEORGE | 375.00 | JST. “11” | 34.50 |
| DOUBLE ACTION | 175.00 | ONE TWO THREE | 39.50 |
| ROSE BOW | 175.00 | BANK A BALL | 39.50 |
| KING PIN | 155.00 | KNOCK OUT | 117.50 |
| CARNIVAL | 25.00 | HARVEST TIME | 100.00 |
| ROYIN ROOD | 45.00 | 25.00 | 45.00 |
| 49 MAJORS | 75.00 | FLYING TAQUERS | 110.00 |
| MR. BOSTON | 89.00 | BOWLING CHAMP | 74.50 |
| TANKS | 35.00 | COUNTY FAIR | 225.00 |
| SUPER HORSE | 39.50 | CHICAGO COIN HORSE | 80.00 |
| CINDERELLA | 39.50 | SHOES (Brand New) | 120.00 |
| GRAND AWARD | 35.00 | UNITED SKEE ALLEY | WRITE |
| TRIPLE ACTION | 50.00 | TURF KINGS | 174.50 |
| HOT RODS | 50.00 | CITATIONS | 59.50 |
| HUMPTU DUMPTY | 25.00 | GOLD COINS | 35.50 |
| | | | 275.00 |

**Every Machine Guaranteed Regardless of Price**

### Monroe Coin Machine Exchange, Inc.

| 2423 Payne Avenue, Cleveland 14, Ohio | Tel: (216) 1-6001 |

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### Bill Whitcomb Named Sales Manager For Southern Music Distrib.

#### Headquarters To Be In Jacksonville, Fla.

ORLANDO, Fla.—Ron Rood, president of Southern Music Distributing Company, whose headquarters are in this city, announced this past week that Bill Whitcomb had been appointed sales manager of the firm.

Bill’s headquarters will be at the firm’s Jacksonville, Fla., offices at 418 Margaret St.

Whitcomb is one of the best known and most experienced coinmen in Florida.

Not only did he service machines and have his own route at one time, therefore knowing the problems of the operators intimately, but, he was on the road for Southern Music Distributing Co., during 1948, 1949 and 1950.

“Bill Whitcomb did an outstanding job selling Rock-Ola phonos and shuffleboards, as well as Gottlieb, Keno and Genco games, during those years,” Ron Rood stated.

“Bill is responsible for starting many of the Rock-Ola operators in the Florida territory.”

Rood also stated that Bill Whitcomb has been assigned a big job in the territory he will cover.

“This territory,” Ron Rood stated, “will range from just below Columbus and Macon, Ga., including Savannah, on the east coast of Georgia, to the southern tip of Florida.”

“He will cover the entire state of Florida,” Rood says, “except the extreme northwest portion.”

Whitcomb is widely known thruout the state. For the past year and a half he was manager of the Jacksonville offices of Bush Distributing Co.

Bill Whitcomb stated in regard to his re-entrance into the Southern Music Distributing Co, in his new position as sales manager:

“I want every operator to know that this is, in my estimation, the greatest opportunity I have looked forward to, so that I could better serve every operator in our territory.”

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### Thru the Coin Machine

#### Upper Mid-West Musings

The unusually warm spring weather is giving the operators more incentive to get their routes lined up for the expected big summer business and if it continues this way there is no doubt what there will be a number of tourists coming through this area this summer. — Walter Fischer of Pipestone, Minn. was in the Twin Cities for the first time in many a moon. — Mike Illies of Long Prairie, Minn. sold out his operations to Bill Arndt also of Long Prairie. — The Minneapolis Lakers played the New York Knickerbockers for the NBA championship and the final game which was won by the Lakers was occasion enough to bring Nels Nelson of Alexandria, Minn. into town. — Reported as being on the sick list are B. F. Krautz of Tracy, Minn. who is in the hospital, and Archie Al Beun, LaBeau Novelty Co., St. Paul, Minn. — Pickering Novelties and Pぬンαhνe the routes were brought for the Grand Rapids, Minn.; Gerald Johnson of Menomonie, Wis.; Kenny Anderson of Austin, Minn.; and murmors of Iowa, Minn.; Wes Rydell of Mora, Minn. and Charles Sersen of St. Cloud, Minn. We are very sorry to report that George Haas is associated with the Coin Operated Amusement Co. in La Crosse, Wis. passed away two weeks ago.

Mr. and Mrs. Wilson of Wilson’s Coin Machine Exchange, Winnipeg, Canada, took a few days off from business to take a brief holiday, then it’s back to work for them. — In town for a few days was Bill Kapel of the Novelties Sales Company of Fargo, N. D. Seen here and there at the various distributors houses and picking up supplies and records were Ed LaBlanc of St. Cloud, Minn.; Bill McRoux of Virgil, Minn.; Pete Vanderhyde of Dodge Center, Minn.; Gordon Dunn of Moose Lake, Minn.; Frank Phillips of Winona, Minn.; Art Hangen of Grand Forks, N. D.; Frank Conkle of Bemidji, Minn.; New Jahnke of Hutchinson, Minn.; Jim Stansfield of Winona, Minn., and also C. T. Terweier of Winona, Minn. — Elgin McDaniel of the Wadena Amusement Co. of Wadena, Minn. reports that if this nice weather continues it looks like he will be pretty busy fixing up his locations so that he can take off to go fishing on opening day.

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Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
**Alberta, Canada, Legalizes Vendor Type Equipment**

**ALBERTA, CANADA —** The Alberta government has introduced legislation permitting the use of coin-operated machines, provided there is no element of chance in their operation. The government's bill is designed to legalize pay telephones, parking meters, cigarette vending and drink vending machines, and similar equipment which have been operating in technical violation of Alberta law for all these years.

Editorializing on this bill, one of Canada's newspapers, comments humorously:

“Well, if the legislature wants to sanctify these tantalizing machines with the blessing of legality, it can go ahead. But let none of its members kid himself that the element of chance is absent from their operations!

“Pay telephones? Did anyone ever walk away from one after completing a call without sliding his finger into the coin-return slot to see if there was a nickel there? Granted, it only happens once or twice in a lifetime, but then, how often does a slot machine pay off?

“Cigarette machines? We once inserted the price of one pack and two packs came out, with an extra box of matches to boot. We've been squandering our small change on the things ever since in hope of a repeat performance.

“Parking meters? Show us a man who puts a coin into a parking meter and we'll show you a born gambler. He's naturally going to overstay his limit. Maybe only a few seconds, maybe five minutes, even by a quarter of an hour. And that's where the game comes in. Who's going to get to the car first—the motorist or the traffic officer on duty?”

---

**Canadian Finance Minister Recommends Excise Tax Reduction On Coin Machines, Cigarettes & Soft Drinks**

**OTTAWA, CANADA—** The finance minister, in submitting his budget, recommended certain reductions in excise taxes.

The resolution read:

Resolved that it is expedient to introduce a measure to amend the Excise Tax Act and to provide:

That the excise tax on goods enumerated in Schedule I of the act that are present subject to the rate of 25 per cent be reduced to 15 per cent.

Among the items included are coin machines, electrical appliances, and phonographs.

Of interest to Canadian operators of cigarette vendors is the proposal to change from 2½ to 2 cents for each five or fraction of five cigarettes contained in each package.

Operators of drink vendors are interested in the proposal to reduce this tax from 30 percent to 15 percent.

---

**WANTED LATE BINGO TYPE GAMES**

**WANTED**

Stones—or any other type of Candy Machine. Write us, giving description of condition, make, quantity and price in 1st letter.

**Supreme Distributors, Inc.**

3700 N. E. 2nd Avenue, Miami 37, Fla.

---

**CASH WAITING FOR**

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

**INTERNATIONAL AMUSEMENT COMPANY**

1423 Spring Garden St.
Philadelphia 30, Pa. (Tel.: RE 6-7712)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
America’s Finest NATIONALLY RECOGNIZED FISHING TACKLE AT SPECIAL LOW PRICES TO BONA FIDE OPERATORS

**KING FISHER**

**BAMBOO FISHING SET**

22 Fly Rod. Out of the fine young bamboo with 12-ft. selected Bamboo Pole. Packed in individual, wood-grained celluloid case. $28.00

25 Other Fishing Sets in Stock: Fly fishing sets, Spin fishing sets, Surf fishing sets. Write us for your needs.

**SHEFFIELD SALES**

(Firmness, Axe Premium Sales Co.).

3198 MILWAUKEE AVE., CHICAGO, ILL. (Tel: Avenues 3-9380)

Notice! YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN ‘THE CASH BOX’ YOUR DEPOSIT IS GUARANTEED

A $ LONG AS you are a paid up subscriber to ‘The Cash Box,’ the publisher guarantees any advertisement that appears in ‘The Cash Box’ where the advertiser requires you to send a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed by ‘The Cash Box.’ This is ‘The Cash Box’ Free Deposit Insurance Plan. An exclusive and original feature of ‘The Cash Box’ only. Should a publisher cease operations, your deposit will be refunded to you at once.

THE CASH BOX
26 W. 47th St., New York 19, N. Y.

"It's What's in THE CASH BOX That Counts"
ALL-WAYS Tops in the Field

Bally's Atlantic City
by Wurlitzer

WANT MORE CIGARETTE SALES?

OPERATE THE KEENEE DELUXE ELECTRIC VENDOR

| Operates on any combination of nickels, dimes and a quarter thru a single coin opening. |
| Double column dispenses alternately at bottom. Always fresh cigarette. |
| Holds 432 packs. |
| Dispenser ever or King size packs. Instantaneous price adjustment on each column. |

THE PACK YOU SEE—IS THE PACK YOU GET!

WRITE OR PHONE

MILLER-NEWMARK DISTRIBUTING COMPANY
3413 GRAND RIVER • DETROIT, MICHIGAN
41 FAIRBANKS STREET, N. W., GRAND RAPIDS, MICH. • Phone: 7-8532

For Sale

TEN YEARS OF INVALUABLE DATA . . . INFORMATION . . . AND EXPERIENCE

APPLY TO

The Cash Box
26 WEST 47TH STREET, NEW YORK 19, N. Y.
All Phones: 24-3640

32 WEST RANDOLPH ST., CHICAGO 1, ILL. 6399 WILSHIRE BLVD., LOS ANGELES 48, CAL.
All Phones: DE 3-0045

WANT MORE CIGARETTE SALES?

OPERATE THE KEENEE DELUXE ELECTRIC VENDOR

| Operates on any combination of nickels, dimes and a quarter thru a single coin opening. |
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All Phones: DE 3-0045

The Cash Box: Tent Anniversary issue will feature all data, information and experience that everyone in the entire industry wants to have at hand at all times. Listings of all manufacturers, distributors, sources of supply, as well as historical and statistical information of the past ten years, information impossible to obtain in many instances, all in one week's issue—The Cash Box Tent Anniversary Issue—and all for the price of the week of Ads start going to press on May 12 (one month in advance) better rush the biggest and most outstanding ad you've ever featured today to assure yourself obtaining the best possible position. (Your ad will stay PUT and BE SEEN for months and months and months as everyone constantly uses The Cash Box Tent Anniversary Issue as a SOURCE OF INFORMATION.)

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

52 Classified Ads of 40 Words Each

ONE 40 WORD CLASSIFIED AD EACH WEEK FOR AN ENTIRE YEAR -
52 WEEK'S ISSUES - ACTUAL COST OF 52 - 40 WORD CLASSIFIED ADS
AT REGULAR RATE OF 10¢ PER WORD ........................................... $208.00

PLUS - FREE - Full Year's Subscription - ACTUAL COST ........ 15.00

TOTAL VALUE - - - $223.00

America's outstanding magazine publishers call this, "America's Greatest Advertising Bargain." Imagine—a 40 Word Classified Ad FREE Each and Every Week in the Biggest and Most Famous Classified Advertising Section in the Entire Industry—PLUS—FREE Full Year's Subscription to "The Cash Box"—
A TOTAL VALUE OF $223.00—ALL FOR ONLY $48. Send your check for $48 along with your first 40 word classified ad TODAY! THIS IS THE GREATEST GIFT YOU CAN BUY YOURSELF!! DO IT NOW!!

$223.00 Value
Only $48

THE CASH BOX, 26 WEST 47th ST., NEW YORK 19, N. Y.
WANT—100 good used Vending Machines for bulk merchandise: Nuts, Candy, Chewing, etc, I.e. state name, condition and price first letter. PASCOS MUSIC CO., 39, NEW PORT RICHEY, FLA.

WANT—45 RPM Records, new or used. Notify: The Wax Nogs, Allenville, Box 100, Nineveh, Calif. Highest prices paid. Write stating quantity on hand. TONY CALGANO, 915 N. SHERIDAN, CHICAGO, 19, ILL. Tel.: Armitage, Chicago 39, ILL. Tel.: Dickens 2-7060.


WANT—will buy phonograph records made before 1940; any quantity or dealer stating a minimum for 112 or $25 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Chrysalis. J.A. SULLIVAN, 1207 N. ELM, DUR- Der, 125 W. 66th STREET, NEW YORK, N.Y.

WANT—Wurlitzer 800 and 1015’s, 1/2" motors, including motors for stands used with 1015’s. Wurlitzer Exporting company, LAREDO, TEXAS.

WANT—United Twin 8 ft.; Shuttle Allis 8 ft.; and Scientific Que Balls. Quote lowest price in full letter. LOEWY & CO., 594 TENTH Ave., NEW YORK, N.Y. Tel.: Clicker 4-5100.

WANT—All types Arcade Equipment, Seeburg Bear Guns, Seeburg 1000's, Quote lowest prices or will trade new and used machines in original condition. Write, Wire Phone: C. A. ROBIN- SOHN, BEAR GUN CO., 1428 STATE ST., ATLANTA, GEORGIA. Tel.: Dinkirk 3-1810.

WANT—Panoramas Lith-Lite-A-Line: Five Stars操纵, Color Island; Bright Lights; Bright Points; Kneery Four Way long and short; Views; also 12 ft. shuffleboards, MON- Arch COIN MACHINE INC., 2227 NO. LINCOLN AVE., CHICAGO 11, ILLINOIS. Tel.: Lincoln 9-3996.

WANT—AA-A Equipment only at wholesale prices for export: Seeburg, Bear Guns, Bally, A-l, REX, Hollo- chate; County Fair; Spark Plugers. Kneery; Lincoln; Lincoln and Bears; Arcade Equipment: Coin Counters; Coin Changers. LIEFMAN, 12 BABY POINT RD., TORONTO, CANADA.

WANT—Close Outs: Local model pho- tographs. ACTIVE AMUSEMENT CO., 301 NO. GOSSET STREET, ANDERSON, S. C. Tel. 2310.

WANT—Tubes: 2051, 7071, 6871, 751, 65C7, 2A1, 646, 6K7, Metal, 6W7 Metal, 6L7 Metal. Will pay $40.00 banded. Have minimum quantity 50 of a type. Have you other types in quantity? Lefferts, Inc., 1800 5TH AVE., NEW YORK, N.Y.

WANT—Turf Kings; Spark Plugs; Jalopies; Goliath; Goliathettes; 3 Pla; Meara-Mor Boxes; Scales, 1217, 1017, 1400, 1250; AMI & C D; Seeburg M100’s, 75 and 45. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONT. CANADA.

WANT — your used or surplus rec- cords. We buy all year round and pay top prices for our top race. No lot too large or too small. We also buy closest inventories of complete record catalogs. E. ROY CO., 46 NO. MAIN ST., PROVIDENCE, R. I. Tel.: Union 1-4520.

WANT—Coney Islands; Bright Lights; Bally Islands; Bright Spots and Leaders. Also used and new 45 and 78 rpm. Also need boxes. Best price. WESTERN DIS- TRIBUTING CO., 2112 ELLIS AVE., NI- UNE, SAVANNAH, GEORGIA.


WANT—All types of post-war flipper five ball games, in any quantity. Give name, condition they are price, and wanted when and ready to ship. INTERNATIONAL AMUSE- MENT CO., 123 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Will pay top dollar for A.B.C.'s; Brite Bites; Brite Spots, Please tell the name, condition, and price first letter. Write or phone: CLEVELAND COIN MACHINE EX- change, INC., 1219 28TH AVENUE, CLEVELAND, OHIO.

WANT—Wurlitzer Model 1250’s; Seeb- urg M1000’s 45 RPM. Will pay cash or trade 2-100’s. Others and Chicago Coin 4 Player for 2-1015’s. Write or phone: BURLINGTON, IOWA. Tel.: 3-4623.

WANT—Ringo Rolls. State price and condition first letter. SYSTEM AMUSEMENT CO., 810 WEST EA. SPOKE, WASH.

WANT—Cash and Change. State price and condition first letter. AMUSEMENT MACHINE, INC., 210 WEST 4TH ST., CLEVELAND, OHIO.

FORSale

FORSale—Seeburg 100, with 2 100C Wall $900; One 100 Seeburg 725, A-1 Condition, MASON NOVELTY CO., BOX 252, SYRACUSE, IN- DIANA. Tel.: C. M. CASON, SYRACUSE, IN- DIANA.

FORSale—15 Wise Owl Quartz 85 ea.; 1 Pop Up $10; One Shipman Select-A-Beat (like new with stand) $15; 1 H246M Seeburg Hideaway $175; 13 2T-1L-56 Seeburg Wall boxes $45 ea.; 5-450C MUSIC DIS- TRIBUTORS, INC., 231 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.


FORSale—2 Seeburg Shoot the Bear machines $275 ea.; 1 Bright Lights $300 ea.; 4 Just 21-Flipper Seeburg and Bally ma- chines in good condition and ready for shipping. B. Curiale- dis. 1/3 deposit. balance C.O.D. LEE NOVELTY CO., 1004 SPRING ST., SHREVEPORT 69, LA.

FORSale—Coin Operated Pool Tables. 3½'x6'. Games require no quarters. Balls return Q-Ball and Scratch Ball. F. M. Curiale, 3344 Woodlawn, New Orleans, La. Write for details.

FORSale—Clean, ready for loca- tion: Wurlitzer 1015's $165; Wurl-itzer 1008's $175; Seeburg 146's $175; Seeburg 140's $125; Oakey 1422's $85; Wurlitzer 2031 Wall Boxes $8.50; Seeburg 3 Wire $10-25c Wall Boxes $10; Seeburg Wall Box $5; Bally Wall Box $5; Packard Wall Boxes $7.50. CAIN- CAILOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-2210.

FORSale—Univited Twin Rebound $160; General Shuttle Target $150; United Twin Shuffle-Cade $125; C. C. Trophy Ball and other Hobie Bar- Rolls. MOHAWK, SKILL GAMES CO., 67 SWAGGERTON ST., SCHENECTADY, N. Y. Tel.: 47-1900.
**CLASSIFIED ADVERTISING SECTION**

**FOR SALE—**Will accept best offer on 40,000 new and used records in good condition and crated. “Radio” JOE WARRINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYO.

**FOR SALE—**One Ball Sale—Universal Winner $100; Bally Top Kicker $75; Brunswick Mfg. Co., Inc., 13¢ deposit, balance C.O.D. T & L DISTRIBUTING CO., 1231 CEN- TRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 8751.

**FOR SALE—**One Thing $9.50; 1; 1942 Rockola $145; 1; Mills Combination $250; 1; Brunswick 234, 4¢ deposit, balance C.O.D. Across the Board. Write: AUTOMATIC AMUSEMENT COMPANY, 1060 N. LEON AVENUE ST., EVANS- TOWN, 10, IND.

**FOR SALE—**Operators of Arcades, Bowling Alleys, Skating Rinks, etc. Can get in for Group Operation on ticket or cash plan. Write for full details. C. businessman. LOWY & CO., 594 TENTH AVE., New York, N.Y. Tel.: Clicker 4-2106.


**FOR SALE—**Ready for location: Arizona $60; Camel Caravan $65; Time $75; Utah $85; Freshie $65; Freedom $85; Hartland $70; J. W. S. $70; St. Louis $50; RIP Snorter $60; Select-a-card $70. New $40; Technicolor $55; The moon $150; Dale Gun $65; Silver Bullets $100; Complete Used Arcade CO., 419—9th ST., N.W., WASHINGTON, D. C.

**FOR SALE—**Bowling Champ $89; Utah $105; Freedom $105; S. Utah $105; York $105; J. W. S. $105; Model T $89; St. Louis $85; Utah $85; Ohio $85; New $85. Complete, no defects. For sale or trade. RUGER MFG. CO., 6707 SEVENTH ST., M. CARIEL, PA. Tel.: 30611.

**FOR SALE—**Coney Islands $450; ABC Bingo $75; Zingo $35; Total Rolls $50; High Rolls $75, 3020 Wall Box $39; Grand Award Pin $40; One Two Three $50; Barnacle Bill $40; Baseball $50; Wurlitzer $50. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

**FOR SALE—**Spring Special. 100A Seeburg $725; AMI Model C$ $550. Wurlitzers $550. Used $50. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

**FOR SALE—**Seeburg Columbia $50; Mills Thrones $25; Bally Shuffle $25; Slantback $25; Wurlitzer $25. Complete, no defects. For sale or trade. RUGER MFG. CO., 6707 SEVENTH ST., M. CARIEL, PA. Tel.: 30611.

**FOR SALE—**Reconditioned Wurlit- zers: 1250's $500; 1100's $550; 1015's $225; 1080's $200. See- burgs 146M $187; 147M $225; 140M $325; Wall Boxes 3W2- L6 $13.80; W1L-6 $15.10 less tubes. Packard Manhattan's $169.50. O'Hagan's Superb's $119.50. 4322 W. MAIN ST., RICHMOND 2, VA.

**FOR SALE—**Bally Cistions, Champions, Turf-Kings: Universal Winners; Coney Islands and games and slots. We now have in stock Bally's Futurity and other games. West Virginia Bally Distributors, ALLAN BALLY SALES INC., 928-30 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 5472.

**CLASSIFIED ADVERTISING SECTION**

**FOR SALE—**The finest reconditioned phonographs and games in the coun- try. Every single one guaranteed regardless of price. Before you buy go to the best. PHILADELPHIA COM- MERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: Riverside 4131.

**FOR SALE—**Can you afford 92¢ per week to get ahead and stay ahead of inflation? We will exchange your old phonographs for the latest in our line. For every phonograph you have a 40 cent ad in this section plus a free full year subscription to The Cash Box. "The Bible of the Cash Box" ready to check for $43 today plus your first 40 word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

**FOR SALE—**Shippins brand new trip- le location for $125. Sales of $10,000 to $20,000. SEE NEW DOUBLE AC- TIONS, $35; Star Coin $50; REXCO $75; Seeburg $100. Complete with all accessories. CASH OR C.O.D.

**FOR SALE—**1080's Harvest $9.50; Universal Super Twin Bowling $25.50; Chicago Seeburg Alley $19.50; United Shuffle Alley Express $19.50, Bally Champ $19.50; Bally Speed Bowler $15.50. Complete, no defects. For sale or trade. W. J. M. VENDING CO., 615—10th AVE., NEW YORK CITY, NEW YORK.

**FOR SALE—**40 Seeburg Wil- 1144 Wurlitzers; complete, deposit, balance C.O.D. or Sight Draft. KOEPPEL DISTRIBUTION 1150 W. 26TH STREET, CHICAGO, 11, ILLINOIS. Tel.: Logwood 4-202 and 4-2024.

**FOR SALE—**King Pin $250; Horse Feathers $250; Delux $150; $200 ROLLER ROCKOLA $150; 1/3 deposit, balance C.O.D., SOUTH SHORE AMUSEMENT CO., 2520 S. 122ND AVE., DETROIT, MICH. Tel.: 62-2300.

**FOR SALE—**Complete Shuffleboard Refinishing Equipment. Two special shuffleboard equipped trucks. We will install entire equipment in any part of the country, and show you our formula for refinishing. Four years experience, finishing and manufactur- ing of shuffleboard boards. Reason for selling, present owners going in working business. Box 220, WHEELER & HUNT, 5473 GRAND AVENUE, DETROIT, MICH. Tel.: Flax 4-4140.

**FOR SALE—**Clearance Sale: Closeout brand new Modenr Speakers built especially for corner use Deluxe Tone Colmunication Co., 124 E. 73rd Street, New York. Captu- rful lightup effect 8' P.M. Speaker, Height 57 1/2" x 35¢ ea.; brand new Turf Kings $355; brand new Rock-Ola phonographs — Thunderbolt Mechanical Ponies, 1/3 deposit, balance C.O.D. EASTERN VEND- ING CO., 714-942 LIN- DEN AVENUE, BALTIMORE 1, MD. Tel.: Mullberry 2110.

"It's What's In THE CASH BOX That Counts"
FOR SALE — Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are never reissues, only the original. Don't steal our cards. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUE-MOUND RD., MILWAUKEE 13, WIS. Tel: Blue-mound 8-7600.

FOR SALE — New and used Turf Kings, write. Bally Champions and Citations, write. New Music Mite, surprising prices, write. Muller 46 and 47; Wurlitzer 1015; Seeburg 4631 and 47M, write. LAKE CITY AMUSEMENT CO., 4535 PAYNE AVE., CLEVELAND 3, OHIO. Tel: Henderson 1-7577.

FOR SALE — The finest used phonographs in all our history now available. Write for the card stock list. Our prices on any phonograph you want before you buy. UNITED, INC., 4227 WEST VIET ST., MILWAUKEE, WIS. Tel: West 3-2324.

FOR SALE — Exhibit Pilot $45: Thing 895: Three Musketeers $85; Bowling Champ $85; Tri-Score $100; Just $21.80; Buffalo Bill $60; South Pacific $80. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel: Tyler 4-3510.

FOR SALE — Chicago Coin Classic $115: Universal Super Twin Broller 8115; Bally Speedy Boller $50; Shuffle Alley with fly-away pins $25. ALLIED COIN MACHINE CO., 786 MILWAUKEE AVE., CHICAGO 22, ILL. Tel: Can 6-0293.

FOR SALE — Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genco and others. Genco Distributing & TRADING, INC., 2200 N.W. 7th AVE., MIAMI 34, FLA. Tel: 3-7648.

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX".

Notice:

Notice — These 3 telephone numbers are important to you: The Cash Box, race, hillbilly and old favorites. 6-2640; The Cash Box, Chicago, ILL, Dearborn 2-0015; The Cash Box, Los Angeles, California, WEBSTER 3-0347.

NOTICE — Louisiana & Mississippi Operators — your authorized AMI phonograph distributors in DIXIE: COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel: Magnolia 3931.

NOTICE — Change to dime play. Hawley Conveyor Kit for old style and new style Packard boxes. Lots of 25, $8 each. Keeps your dime box new and contains new glass, dime bushings, parts for Euclaw, $1.75. Hawley part C-2004. Other five-cent boxes. Specify your needs. J. R. HAWLEY DISTRIBUTING CO., 901 ENCINO BLVD., LOS ANGELES, CALIF.

NOTICE — Carolina Operators— One stop record shop. All labels in popular, race, hillbilly and old favorites. 78's or 45's only. 70c ea. with title strip. Send for list of available records. Bargain sheet. DARLINGTON MUSIC CO., 132 NO. MAIN ST., DARLINGTON, S.C., Tel: 200.

WURLITZER

SAEBURG

FOR SALE — 5 Turf Kings $175 ea.; 2 Citations $40 ea.; 1 Chicago Shuffle Baseball $35. All machines A1 condition. NASTA SHOW 1950, 1010 POYDRAS, NEW ORLEANS 12, LA. Tel: MA 6386.

FOR SALE — Chicago Coin 2 Player Bowling Alley $15; Seeburg 860; Citation Non-Coin with Metered Control. New 1st Camera Chief 161; New Advance Peanut Machines 812; Bally Rapid Fire $75; Gottlieb Double Mayfair; Malibu Coin Co., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE — America's finest reconstructed phonographs and music accessories. Everyone of our reconditioned machines must meet our high standard of beauty and condition regardless of price. Tell us what you need. Our prices are lower than you buy. ANGOTT DISTRIBUTING CO., INC., 2416 WILLIAMS AVENUE, CLEVELAND, OHIO. Tel: 4-0735.

FOR SALE — Seeburg M100 (78); Rockola 1228's AMI Model "C"; Wurlitzer 1015 and 1250 at low prices. Write for your nearest 430 machines. Give details first letter stating model, quantity, condition and price. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH 4, N. J.

FOR SALE — Contact us before you buy. We carry all types of coin machines. Large Central Pennsylvania distributor for Universal, Columbia, Chicago Coin, Keeney and Rally, Williams, Autographic, Rockola RC, 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel: 2-3326 or 2-1648.

MISCELLANEOUS

EXPLANATION

1. Prices UP
2. Prices DOWN
5. No quotations Last 2 to 4 Weeks
3. Prices UP and DOWN
6. No quotations 4 Weeks or Longer
4. No change from Last Week

6. 5, 10, 25 Baromatic

FOR SALE — 3 electronic telephone numbers are important to you: The Cash Box, race, hillbilly and old favorites. 6-2640; The Cash Box, Chicago, ILL, Dearborn 2-0015; The Cash Box, Los Angeles, California, WEBSTER 3-0347.

5. 5, 10, 25 Baromatic

NOTICE — Your deposit is GUARANTEED.
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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Price</th>
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<tr>
<td>A</td>
<td>Noisemaker</td>
<td>18.00</td>
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<tr>
<td>B</td>
<td>Markette (Got 4/48)</td>
<td>18.50</td>
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<tr>
<td>C</td>
<td>De-Luxette</td>
<td>18.50</td>
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<tr>
<td>D</td>
<td>Huffy (Got 4/48)</td>
<td>19.50</td>
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<td>27.50</td>
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<td>V</td>
<td>Sorry (Got 4/48)</td>
<td>28.00</td>
</tr>
<tr>
<td>W</td>
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<td>28.50</td>
</tr>
<tr>
<td>X</td>
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<td>29.00</td>
</tr>
<tr>
<td>Y</td>
<td>Sorry (Got 4/48)</td>
<td>29.50</td>
</tr>
<tr>
<td>Z</td>
<td>Sorry (Got 4/48)</td>
<td>30.00</td>
</tr>
</tbody>
</table>

**Note:** The above prices are approximate and may vary depending on the store and location.
### This Week's Used Market

The annual Spring trading moved along at a steady clip this week in the used equipment market. However, this week was not as active as the previous one, and prices generally held steady. The market has not seen any significant drops or increases, and prices remained relatively consistent.

### Manufacturers and New Equipment

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

**XMI, INC.**

- P-40 Phonograph - $795.00
- Model HS-750 Hideaway - $750.00
- 5-6 Wall Box (40 Selections) - $590.00
- 5 Wall Box (40 Selections) - $535.00
- Amivox - $27.50

**BALCO, INC.**

- Fairytale - $735.00
- Spot Light - $295.00
- Athletic Model - $925.00
- The Champion (Mech. Horse) - $1,195.00
- Chicago Coin

**White Kids**

- Band Box (New Model) - $295.00

**H. C. EVANS & CO.**

- Continental 1015 - $1069.00
- Jubilee Phone 40/45 - $825.00
- Jubilee 40/78 - $795.00

**THE EXHIBIT SUPPLY CO.**

- Jeff 'n Run - $379.50
- Big Bronze - $997.50
- Silent Salesman (Card Vendor) - $795.00

**INTERNATIONAL MUTO CORP.**

- Photomat 52

**J. H. KEENEY & CO., INC.**

- De Luxe League Bowler - $469.50
- 6-Player League Bowler - $469.50

**The popular items once again showed to good advantage. Most prices have held up with very little change being recorded after the week's trading. There has been no noteworthy change in prices, and the division is holding its own.**

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### Arcade Equipment

**Most Active Used Shuffles**

- Up-Bally Hook Bowler - $175.00 - $200.00
- Down-Bally Shuffle Clamp - $85.00 - $95.00
- Down-Bally Speed Bowler - $25.00 - $30.00
- Held-Cliff Coin Bowling - $19.00 - $20.00
- Down-Cliff Coin Classic - $65.00 - $85.00
- Down-Cliff Coin Trophy - $50.00 - $60.00
- Down-Challenger - $200.00 - $300.00

**The most active used product in this week's used market:**

1. **Down-Wurlitzer 1015** - $165.00 - $255.00
2. **Down-Wurlitzer 1100** - $300.00 - $375.00
3. **Down-Wurlitzer 1080** - $145.00 - $210.00
4. **Held-Wurlitzer 1250** - $400.00 - $500.00
5. **Held-Scotty 1125** - $200.00 - $275.00
6. **Held-Scotty 1125** - $100.00 - $175.00
7. **Held-Scotty 1125** - $125.00 - $275.00
8. **Held-Scotty 3645** - $275.00 - $375.00
9. **Held-Scotty 5036** - $275.00 - $375.00
10. **Held-Scotty 5036** - $275.00 - $375.00

---

### ARCADE EQUIPMENT

<table>
<thead>
<tr>
<th>Model</th>
<th>Price Range</th>
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</thead>
<tbody>
<tr>
<td>Bally</td>
<td>$210.00 - $215.00</td>
</tr>
<tr>
<td>Global</td>
<td>$200.00 - $225.00</td>
</tr>
<tr>
<td>Chicago</td>
<td>$150.00 - $175.00</td>
</tr>
<tr>
<td>Rock-Ola</td>
<td>$125.00 - $175.00</td>
</tr>
</tbody>
</table>

**Rock-Ola Mfg. Corp.**

- **Super Rocket** (52-50 Phonograph) - $950.00
- **Model 1538, 9-60-25 Wall Box** - $59.00
- **Model 1605, 9-60-25 Wall Box** - $59.00
- **Model 1424, Pinball Machine** - $440.00
- **Bally, Mfg. Co.** 545 Phonograph - $295.00
- **Williams De Luxe World Series** - $350.00
- **The Rudolph Wurlitzer Corp.**
  - **Model 1450 Phonograph** - $295.00
  - **Model 1500 Phonograph** - $300.00
  - **Model 5024 21-25 Wall Box (40 Selections)** - $295.00
  - **Model 5204 Wall Box 25-25-25 (40 Selections)** - $295.00
“BIG BRONCO”

ONLY HORSE “SAFETY-APPROVED” BY UNDERWRITERS LABORATORIES

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

“IT TROTS!
Pull The Reins
IT GALLOPS!

BACKED BY 14 YEARS OF DEVELOPMENT AND 51 YEARS OF EXPERIENCE MANUFACTURING QUALITY MACHINES
UNITED'S 6 PLAYER SUPER SHUFFLE ALLEY

BIG, BOLD ILLUMINATED SCORE INDICATORS

EACH PLAYER CAN SEE HIS SCORE AT A GLANCE

HIGH SCORE FOR THE WEEK

JUMBO DISAPPEARING PINS

PLAYER WRITES NAME ON BACK-Glass

FAST REBOUND ACTION 20-30 SCORING

FORMICA PLAYBOARD

STRIKE OR SPARE FLASHER LIGHTS

CAN PICK UP 7-10 SPLIT

HIGHEST SCORE KEY CONTROL

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

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- Feature gets big, fast extra play
- New style "Spottem" appeal
- Attracts extra coins every game possible to spot six numbers
- Popular "Corners" idea promotes plenty extra-coin play
- Corner numbers score 200

**EXTRA BALLS FEATURE**
- With advancing arrow suspense gets extra play
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