Jimmy Hilliard (left), A & R head of Coral, and Don Cornell listen to a playback of Don's latest smash "I'm Yours". Don has scored 100% since starting to record for Coral. First came "I'll Walk Alone" which is currently in the top ten and now follows "I'm Yours" which should soon be there also. That makes it two out of two for Don—a pretty good average.
You can See it with Half an Eye

THE WURLITZER FIFTEEN HUNDRED has Everything

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THE TRUEST TONE
THE NEWEST WALL BOX
THE TOPS IN SPEAKERS
THE SIMPLEST STEPPER
THE AUTOMATIC VOLUME CONTROL
THE GREATEST EARNING POWER

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A Chinese Philosopher

once admonished:

"DIG THE WELL
BEFORE YOU ARE
THIRSTY"

"The Cash Box" has been, over the past many years, offering suggestions to the industry which we believe should be undertaken to strengthen the financial and moral condition of its members. Most of these suggestions have been made before the reader "gets thirsty."

For almost ten years now "The Cash Box" has been offering various plans to assist the operator of music and games to a better financial condition.

The most important is "Dime Play."

While the "dime play" angle has been undertaken in several areas (and proven most successful) other areas haven't as yet made any move — and from our observation and study, they're getting to the point where they're becoming "thirsty." Several reasons have been offered as to why it isn't possible to switch to dime play. There's the current OPA regulation; unwilling and unfair competition; certain areas couldn't stand the cost of 10c music, etc., etc.

There never is a condition that permits 100% perfection.

Some areas might not be able to stand up with dime play. However, we do say that progress is never made unless experiments are made. Those operators in tight spending areas may be right, but they'll never know for sure unless the idea is given a chance to prove itself — either dime or nickel play.

As to OPA, operators must prove to these officials that unless dime play is undertaken, they stand a very likely chance of going into the red. We don't know of any industry, with the exception of the coin operated one, which still continues to sell its product at the same price it received over the last 10 years (actually since its inception), but had to increase its cost of operation over this period, where today, cost of equipment, labor, accessories, overhead, etc., has jumped 3, 4 and 5 times beyond what it was.

We here at "The Cash Box" are able to view the country as a whole. Reports keep coming in that first this area, then another, has switched to dime play. Little by little the areas covered are being broadened, and more and more operators are coming into the fold. Eventually, it's our belief that the entire country will go "Dime Play."

Why wait until your lips are swollen and cracked and your tongue is hanging out?

DIG THAT WELL NOW!
<table>
<thead>
<tr>
<th>Week</th>
<th>Juke Box Tunes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>BLUE TANGO</strong></td>
</tr>
<tr>
<td></td>
<td>CA-1964 (F.1964)—Los Boxer</td>
</tr>
<tr>
<td></td>
<td>DE-28031 (9-28031)—Guy Lombardo</td>
</tr>
<tr>
<td>2</td>
<td><strong>WHEEL OF FORTUNE</strong></td>
</tr>
<tr>
<td></td>
<td>CA-1964 (F.1964)—Kay Starr</td>
</tr>
<tr>
<td></td>
<td>CE-60650 (5-60650)—Jimmy Scott</td>
</tr>
<tr>
<td></td>
<td>DE-27967 (9-27967)—Arthur Prysock</td>
</tr>
<tr>
<td>3</td>
<td><strong>A GUY IS A GUY</strong></td>
</tr>
<tr>
<td></td>
<td>CA-39673 (4-39673)—Doris Day</td>
</tr>
<tr>
<td>4</td>
<td><strong>BLACKSMITH BLUES</strong></td>
</tr>
<tr>
<td></td>
<td>CA-1922 (F.1922)—Ella Mae Moore</td>
</tr>
<tr>
<td></td>
<td>CO-19671 (4-19671)—Harry James O.</td>
</tr>
<tr>
<td></td>
<td>DE-27972 (9-27972)—Elly O.</td>
</tr>
<tr>
<td>5</td>
<td><strong>I'LL WALK ALONE</strong></td>
</tr>
<tr>
<td></td>
<td>CA-2044 (9-2044)—Jae Oram</td>
</tr>
<tr>
<td></td>
<td>CO-2000 (9-2000)—Jae Oram</td>
</tr>
<tr>
<td></td>
<td>CO-39654 (4-39654)—Bert Taylor</td>
</tr>
<tr>
<td></td>
<td>CE-60659 (5-60659)—Don Cornell</td>
</tr>
<tr>
<td></td>
<td>DE-38094 (9-38094)—Gone Amoss O.</td>
</tr>
<tr>
<td>6</td>
<td><strong>PITTSBURGH. PA. GUY MITCHELL</strong></td>
</tr>
<tr>
<td></td>
<td>DE-28142 (9-28142)—Jerry Gray O.</td>
</tr>
<tr>
<td>7</td>
<td><strong>ANYTIME</strong></td>
</tr>
<tr>
<td></td>
<td>CA-1985 (F.1985)—Helen O'Connell</td>
</tr>
<tr>
<td></td>
<td>DE-27972 (9-27972)—Sylv O.</td>
</tr>
<tr>
<td>8</td>
<td><strong>KISS OF FIRE</strong></td>
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<tr>
<td></td>
<td>CO-39177 (4-39177)—Tessi Arden</td>
</tr>
<tr>
<td></td>
<td>DE-28177 (9-28177)—Tessi Arden</td>
</tr>
<tr>
<td></td>
<td>DE-28177 (9-28177)—Louis Armstrong O.</td>
</tr>
<tr>
<td>9</td>
<td><strong>FORGIVE ME</strong></td>
</tr>
<tr>
<td></td>
<td>CO-67318 (9-67318)—Georgia Ould</td>
</tr>
<tr>
<td></td>
<td>MG-51170 (K1170)—Tony Martin</td>
</tr>
<tr>
<td>10</td>
<td><strong>BE ANYTHING (But Be Mine)</strong></td>
</tr>
<tr>
<td></td>
<td>CA-2011 (F.2011)—Helen O'Connell</td>
</tr>
<tr>
<td></td>
<td>CO-39650 (4-39650)—Johnny Mitchell</td>
</tr>
<tr>
<td></td>
<td>CO-39656 (4-39656)—Helen O'Connell</td>
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<td></td>
<td>CE-60686 (9-60686)—Jack Haskell</td>
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It's an almost universally accepted fact in the music business that everyone wants to go back to the "good old days." When they talk about the current trends to new sounds, shouting, crying, emotional breakdowns in the middle of numbers and all the rest, the implication is always that it would be so nice to get back to the time when a song was done straight with no extraneous embellishments—in other words to get back to the good old days. What these people don't realize is that the type of performance they're complaining about is a result of going back—only going back further than they seem willing to go—back to the time of vaudeville.

For it's obvious that the performances which are exciting the public today are sight acts transferred to records. There can be no doubt at all that someone like Johnnie Ray is at his height before an audience that can see him—and yet he has been able to transfer that excitement to wax.

One vastly important explanation for this accomplishment is the growth of television. Thousands upon thousands of people who had never before seen old time vaudeville, now have performers coming right into their living rooms. And whereas on records, it was formerly enough just to sing a song, on television it's not. You have to set it, create a background, get it across. And so we've had a return to the great belting artists who punch across a song with everything they have. That was the method of such greats as Al Jolson, Sophie Tucker, Harry Richman, Belle Baker, Eddie Cantor and many, many others.

The current trend, therefore, isn't so new after all. It literally does go back to the good old days. And this reversion has had its stimulation in television.

What's more, those who think it may let up soon are definitely on the wrong track. For the future possibilities seem to presage more new sounds, more belting, more selling of songs.

And this will be due, as The Cash Box has been the first to point out, to the expanding affects on the music business which the unfolding of TV will bring about.

Within a couple of years, there are going to be 2000 more TV stations located everywhere in the country. There will practically be no one outside of viewing distance of a TV show. And just as performers today have made the public conscious of the sight and selling ends of a song, so will a much wider public come to see the entertainment values in this type of act—and then want it reflected in the records they listen to on their nearest juke boxes and the ones they buy at their stores.

Moreover, with 2000 new stations, there will be numerous new stars, each with his own style—which of necessity must include sight values—and each competing for the public's attention.

The future, therefore, certainly looks as though it will include more of the same, not less.

And so here finally we have what everyone has always been yelling for—a return to the good old days, a return brought about by the newest medium in the entertainment business.

So what's all the shouting about?
THE TEN RECORDS

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

1. BLUE TANGO .......... Leroy Anderson (Decca)
2. KISS OF FIRE ........ Georgia Gibbs (Mercury)
3. A GUY IS A GUY ......... Doris Day (Columbia)
4. WHEEL OF FORTUNE ..... Kay Starr (Capitol)
5. BLACKSMITH BLUES .... Ella Mae Morse (Capitol)
6. BE ANYTHING (But Be Mine) ..... Eddy Howard (Mercury)
7. I'LL WALK ALONE ......... Don Cornell (Coral)
8. I'M YOURS ............. Don Cornell (Coral)
9. FORGIVE ME ............ Eddie Fisher (RCA Victor)
10. PITTSBURGH, PA ....... Guy Mitchell (Columbia)

Bob "The Robin" Martin (WMUR-Manchester, N. H. has been keeping good jazz alive in the Granite State with his P.M. offerings on Martin's Mees. Both modern and dated jazz get an equal spin on his show. Bob's theory is "you can't hit the people with a brickbat of solid jazz and garner a well rounded audience." His is a slow paced style of presentation. The reaction has been just. So great, in fact, that The Robin and his pretty wife, Joyce, have just opened a Saturday afternoon half hour "Joyce 'n Jazz," in which they use a panel to test reactions. Their theme is Woody Herman's "Four Brothers," which is dedicated to their four sons. Station WJXN-Jackson, Miss, soon to be the first station in the state to put into regular use 45 rpm—record distributors please take note. 45 releases should be sent to the record librarian at the station.

Bernard Malcolm, formerly of WLNA-Peekskill, N. Y., is now the proud father of a happy boy born on April 21st. Bernard is no longer with WLNA and is looking for a new affiliation. Dick Outlaw, (WILM-Wilmington, Dela.) who is heard nightly 12-12:30 A.M. will celebrate his first anniversary May 14th. The show features all types of music and has become one of the top rated shows in Delaware. Dick interviewed Nat "King" Cole last week and will have Lionel Hampton on one of his shows shortly. Jockey Outlaw also writes a page in the Cash Box as a medium of airing the top ten tunes for my show, and think it is the best trade magazine out.

Bert Knapp's "Rumba Rendezvous" (WVNJ-Newark) was recently turned into a Latin night of stars as Tito Rodriguez, Rafael de The Mambo, Caesar Concep- tion, who leads the Cine Hotel Paeto Rico, and his vocalist, Joe Vallerie, popped in for personal appearances. . Don Larkin (WAAT-Newark) recovering from a slight hospitalization. . Frank Ward has switched from WXRA-Buffalo to WENE-Endicott, N. Y.

Bert Knapp

Little Theatre Group (WCLL-South Amboy)

Multiple appearances and arranging and scheduling a movie show operator's party for Prima and vocalist Keely Smith when they appear in the area. Chief announcer DJ Bill Bohack (WPAT-Patterson) was married May 11th to Phyllis Cunninham and is honeymooning in Mexico. Bill, known for his "Grooners Corner" was recently given extra time. This was a result of hundreds of fan club letters attaching to his popularity. . Bernard Brown (WAPF-Chattanooga) often mistaked for Arthur Godfrey as they are "sounding alike." Buddy Deano (WITH-Baltimore) was voted the teen agers favorite in a recent school poll.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"MY GIRL" (2:26)  
"WALKING IN THE SUNSHINE"  
FRANK SINATRA  
(Columbia 39726; 4-39726)  
A slow, melodic tune is given the prayerful and passionate treatment of crooner Frank Sinatra on the upper portion. The lower vocal is a beautiful harmonizing, rolling backdrop for Frank's vocal effort. The under side is a jump number that's carried with zest by Frank and the orchestra. This should please his fans.

"HORN BELT ROOGIE" (2:20)  
"SERNADE FOR HORNS"  
MITH MILLER  
(Columbia 39727; 9-39727)  
Mith Miller comes up with a novel instrumental that features the French Horn. The jump tune is given a different sound by the horn blowers with assistance from harpiscord playing by Freeman. The reverse is a slow change of pace item that once again presents the mellow sound of the French Horns. Juke box potential is limited.

"STOP YOUR GAMBLIN'" (2:29)  
"THERE'S A BLUE SKY OUT YONNE"  
SPIKE JONES & COUNTRY COUSINS  
(RCA Victor 20-4669; 47-4669)  
Spikes Jones and his country cousins are improving as a serious effort. The novelty angle is left out as Spike and his crew dish up a 'pink and white' item. Both vocal and western numbers that come out as fair listening. Both platters are really meant for country loving people who are interested oughta take a gander.

"HONKY TONK BLUES" (2:20)  
"IN THE MANSIONS OF GLORY"  
JAN GARRER ORCHESTRA  
(Capitol 2068; F-2068)  
A current western biggie is given an appealing treatment by Jan Garrer Orchestra. Roy Cordell handles the vocals and helps drive out the effect. The passing number is something that showcases the fancy organ playing by Paul Mason Howard. Ope has filler material here.

"THOSE THINGS ARE KNOW"  
(2:10)  
"A SONG AS LOVELY AS YOU"  
JAN PEECE  
(RCA Victor 10-3802)  
The strong tenor voice of Jan Peece is put to work on a slow, pretty melody and the vocal artist brings out the best in it. Jan continues his fine singing on the lower side as he does out the lyrics to a few, sentimental number. The warbler's name should draw some play here.

"HUMBLE BLUES" (2:38)  
"PUNK, PLANK, PLUNK"  
BOBBY MAXWELL  
(Mercury 5844; 3844 x 45)  
A blues number is given a styled harp treatment by Bobby Maxwell. Bobby's excellent harp playing adapts itself beautifully to this fast interpretation of the blues item. The slower side is a very harp treatment of an Anderson composition and here too the result is a good sound. We like the first half.

"HERE IN MY HEART" (2:46)  
"I'M SORRY" (3:16)  
"HERE IN MY HEART" (3:06)  
TONY BENNET (Columbia 39745; 4-39745)  
ALAN DALE  
(Coral 60746; 9-60746)  
Because of the preponderance of excellent records received for review this week, the editors of The Cash Box have decided to award the following four records with the "Disk Of The Week."
NEW YORK:

Dave Miller, who stops at nothing, last Saturday was having "Hear Al Martino" skywritten above New York City. Very effective. ... Things are back to normal in this town. Guy Lombardo is once more enmeshed at the Roosevelt. ... Ruth Casey, the "Cry" girl, is certainly getting plenty of attention these days. Don't be surprised to see her on a major label real soon. ... To celebrate the sale of Billy Eckstine's 10,000,000 MGM platter, which happened to be "Kiss Of Fire," Sugar Ray Robinson presented Mr. B.—who is also a top-notch golfer—with a gold plated putter on the Paramount stage during Billy's recent engagement there. ... Mindy Carson being sought for Joe Pasternak's forthcoming movie "Small Time Girl." Mindy is also scheduled for her own TV show this summer. ... Zelda Siskind, daughter of operator Harry Siskind, helped in getting Toni Ardén out to Adelphi College, where Toni autographed 200 copies of her latest recording "Kiss Of Fire" and "I'm Yours." Toni intends making the rounds of various campuses on a frequent basis. ... Hal Fein, professional manager of Republic music, is now the father of a baby girl born May 1 and named Lisa. ... Bob Ellis back again with King Records in Cincinnati after his stretch of 18 months in the Navy where he was a radio man in Tokyo. Bob will cover national dj promotion. ... Keep your eyes and ears open for a new 16 year old singing sensation, a former Geoffrey winner, whose name is Steve Lawrence. Signed by Dewey Bergman of King Records, Steve's first release is set for the end of May. ... Jubilee artist Dolly Dawn goes into the Casa Seville on May 22. ... Dec Berber, a veteran of Leeds Music for many years, now doing free lance promotion work.

CHICAGO:

The annual Cerebral Palsy Telethon, ene'd by "Kup" brought out many of the guys and gals in the record biz who are currently in town and who helped, as they have in the past, to make this benefit successful. It was the "Biggest Show of '52," the concert starring Frankie Laine, Patti Page, Billy May and his ork and Illinois Jacquet, was held in the Civic Opera House on Saturday, May 10, for two performances, playing to packed houses at both shows. As was the case all over the country, show was a big hit. ... Before leaving town, Perry Como was buddled with New Palt. of Manhattan and has signed for an appearance later this summer at the Chicago Theatre. ... The current star of Johnnie Johnston, formerly of MGM Records, who does a terrific job. He has a warmth about him which makes him a favorite with the largest theatre audience seem very much like Bill Hayman who wrote such hits as "Mainey Dots" and the "Bake A Cake" song pens from Miami about his latest tune called "The Boom Song" which he reports has been recorded on Decca by Jane Tarry. ... Speaking of songwriting, is a phone call from Jack Patten telling us about the tune he's just written called "God Has Been Good To Me" which has been recorded on Mercury by Eddy Howard. Jack has high hopes for this tune. ... The date for the Frank Sinatra opening at The Reg Pinci is June 5. ... Having completed their Pacific tour, the Gene Krupa Trio is now touring the East and will make a three-day return appearance at the Club Silhouet... Anita O'Day, formerly with the Krupa group, brings her particular style of song to the Blue Note following Dinah Washington. ... Also heading Chicago way is Dorothy Shay the "Park Avenue Hillbilly" who opens at the Empire Room of The Palmer House on May 15.

LOS ANGELES:

Did a little spinning ourselves past week, making the rounds with Bill Gersh, publisher of The Cash Box, who planed in from Chicago for a whirlwind call on some of the industry's leading men and on the record industry as a special ambassador de luxe on the 10th Anniversary Issue of this magazine slated for publication within month. ... The headman's itinerary after leaving this town was set to cover the southern towns and outlying areas, key spots where jukebox hits are really made, Bill tells us. ... Among the record toppers we called on with Mr. G. were Glenn Wallichs of Capitol, Leo Chalif of Imperial, Leo Meiller of Aladdin, Art Rupe of Specialty, Irving Finkel of Tempo and the Rite Bros. of Modern and RFP. ... Almost wound up in Santa Ana while escorting the boss to Pasadena, where Larry Mead of Viva Records and perfection Plastic holds forth with Larry to learn that his record of "Blue Raindrop," with Sweet Georgia Brown and The Whisperin' Will is really off to flying start in this region, and Larry credits the Jukebox with picking right up on the fine sound. The tune was given by local deejay Bob Me. Laughlin. ... The disc should start showing soon in other parts of the country. ... Quite a pleasant surprise to meet Harmony Records prexy A. Heney (no kidding, that's the name she goes by) and finding her an eye-pleasing blonde who lives up to the moniker. ... Later that day, we joined our publisher in catching a session of the label with Harry Geller at the baton and Art Morton taking turns with Jud Conlon and the Rhythmaires in cutting several sides. ... Score a fast and probably very smart move by Capitol Records in signing Al Martino, whose "Here In My Heart" on the B. S. label out of Palma is heading for the hit department. ... Gordon Wolf of Sunland Music reports he's moving the record out in big bunches. ... Others signed by Capitol; Fred Astraire, to supervise a tap dance music album, and Georgia Carr, a popular nightclub entertainer out of San Diego. ... Ralph Bass of Federal will team with Les Sills in presenting Earl Bostic in concert at Shrine on May 26.

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

**"THE BIGGER THE FIGURE" (2:55)**

**"BONEY BONES" (2:40)**

**LOUIS PRIMA ORCHESTRA**  
(Columbia 19735; 4-39735)

- The Louis Prima orchestra, featuring the incomparable Deanie Louis, himself, makes merry on the top deck with an extremely potent novelty. The tune is based on the opera "The Barber Of Seville" and the lyrics are good. Of chuckles from the juke audie- ences. Louis offers his stylized vocalizing, which is tailor-made for novelty of this type. The orchestra rounds the lid out with a fitting instrumental background that portrays the authentic operatic feeling. The lower lid is another novelty item that moves along at a happy pace as handled by the Prima crew. The lyrics on this end are a complete turnabout and this change of pace should present an interesting coupling. Louis has had many big ones before but this should be one of his biggest.

**"I PASSED YOUR HOUSE TONIGHT" (2:51)**

**"BET-I-CHA" (2:38)**

**DEAN MARTIN**  
(Capitol 2071; F-2071)

- A slow easy ballad is given the typical going over by balladeer Dean Martin. The pleasing item should satisfy his fans. The second end is an exciting number that flavored with a Latin type beat. The vocal group and the Dick Stabile orchestra add immeasurably to the total effect. Opos may be interested.

**"HOW MUCH WILL I MISS YOU?" (2:52)**

**"BATTLE HYMN OF THE REPUBLIC" (2:57)**

**JOHNNY DESMOND**  
(Coral 60736; 9-60736)

- A slow ballad is given an expressive reading on the first deck by Johnny Desmond with orchestral assistance from the Tony Motola crew. The result is a good disking. The second lid is a spiritual type rendition of the classic Civil War composition, Johnny, a vocal group, and the orchestra collaborate creditably on this platter.

**"AGAIN AND AGAIN" (2:22)**

**"TORMENT" (3:15)**

**LOU DINNING**  
(Capitol 2076; F-2076)

- Lou Dinning offers a listenable presentation of a simple bouncy item on the top level. The effort surpasses the material as Lou's happy face is fair disking. The lower portion is a slow, easy number that receives a similar going over and results in an ok half. Nelson Riddle and the orchestra get musical credits here.

**"HO-HO" (2:18)**

**"COME OUT, COME OUT WHEREVER YOU ARE" (2:27)**

**MINDY CARSON**  
(RCA Victor 20-4681; 47-4681)

- Mindy Carson has two delightful sides to work with on this new release. The first one is a cute bouncer with equally cute lyrics and Mindy brings it in a happy sounding dish. The second lid is a musical interpretation of an old kiddie chant. Here, too, has ops some pleasantful listening that should draw coin.

**"BEST BETS**

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

**"HERE IN MY HEART"**  
Tony Bennett  
Columbia 39745; 9-39745

**"RAMINAY"**  
Jo Stafford  
Columbia 39725; 4-39725

**"HO-HO"**  
Mindy Carson  
RCA Victor 20-4681; 47-4681

**"HOW MUCH WILL I MISS YOU?"**  
Johnny Desmond  
Coral 60736; 9-60736

**"BE ANYTHING" (2:45)**

**"SLEEPING BEAUTY" (2:41)**

**VILLA LONDO (London 1202; 45-1202)**

- Vera Lynn offers her rendition of a delightful item that is handled expertly by the vocalist and the Roland Shaw orchestra and should get some of the spin out the top. The under side is a soft and mellow, waltz tempo item that's going through easily by the artists. The strength of the upper one should give added impetus to this disk.

**"TENDERLY" (2:58)**

**"MUOCHO SWING" (2:39)**

**JOE LOCO ORCHESTRA**  
(Tie 115)

- A grand oldie is transformed into an interesting mambo by Joe Loco's orchestra. This instrumental piece should go in proper placement. The second half offers the mambo happy group with another instrument, which should get the same response in the right spots.

**"JUST LIKE THAT" (2:15)**

**"SOME LITTLE SOMEONE" (2:36)**

**JOHNNY LONG ORCHESTRA**  
(KT 31571)

- The Johnny Long orchestra together with the glee club present one of their typical arrangements of a catchy bouncer. The vocal crew offer some interesting chancing while the orchestra is hot and shiny. The bottom dish is a similar sounding number that moves along spiritedly. We like the first half.

**"I'D BE A FOOL AGAIN" (2:41)**

**"JUST A LITTLE WALK WITH ME" (2:36)**

**THE BLENDES**  
(Decca 28092; 9-28092)

- The Blenders wear their way through a slow attractive ballad in cover material. The vocal level is a high one that at most comes out as a listenable piece of wax. Our nod goes to the upper end.

**"RUTZA RUTZA" (1:58)**

**"RIDDLE DE RIDDLE DE DAY" (2:31)**

**JOHN SCHUMANN**  
(Capitol 2089; F-2089)

- The wonderful blend of the Walter Schumann choir is put to full use on a dynamic folk tune that moves along with zest. The vocal arrangement is tops and the result is a pleasant end. Flat is the light bounce that shows the group vocal talents to good advantage. The first side should be watched.

**"I WAS JUST WALKIN' OUT THE DOOR" (2:41)**

**"THAT'S I SHOULDN'T" (2:02),**

**JANNIE GAYLE**  
(Capitol 2088; F-2088)

- A slow number is delivered on the top with the Jannie Gayle. Backed lightly by the orchestra, the lid winds up a good filler material. The under portion finds the artist with a novelty that's handled cutely while the upper one should get the advantage. Our choice is lower siding.
Let A Song Be Your Umbrella

PHILADELPHIA—Four models, sporting Lavender parasols and portables marched along with 125,000 people in Philadelphia's Easter Parade. WIP, Philadelphia's Mutual outlet broadcast the entire score of the Capitol album, "With A Song In My Heart," during the peak of the parade. The confusion caused was a "promotion man's delight."

The HALF You Say

by natt hale

NATT HALE

Comes a pause in the day's occupations when we take time to reflect on what will be the next mood or whim to capture the public fancy and favor. The record biz being what it is, the moguls of the various manufacturers meet in solemn conclave to determine the trend of the industry and what to do to what the collective appetites of the discerning disc-ciples.

Good reason prompts this group to give attentive thought to the problem. So fickle is the general public to the fare which has been dished up on the gross pletes of late, that the competitive titans held the closed session in comparative quietness which permeates throughout their respective operations and promotes a new filial bond of unity.

The result of this convention seems to be a unanimous approval of the seeming epidemic for straight instrumental. Yep, the overwhelming acceptance by the hordes of "eighty-nine centers" of the more aesthetic type of musical presentation has made discriminates of us all. Yeah, man. Back to the studios hætas the lords of A. & R. to conceal the combined talents of three or four latent musical geni with instructions to pour forth the greatest and prettiest array of notes ever set to treble staffs. Into the meeting is called the top company orkster to lend his potent ability to the secret composition.

Once this new manuscript is completed, each of the foremost studio musicians is personally contacted for appearance at the session, which is to be held behind locked and guarded doors, welded shut for a period of six hours.

Each of the musicians takes an oath and signs his moniker in blood not to reveal the nature, style or character of the composition.

This is to be an earth-shaking event. Top secret! Next to this, the formula for the hydrogen bomb pales by comparison.

The entire double session is devoted to recording, re-recording and re-recording the greatest instrumental composition to come out of the waxing emporiums in many a moon.

The seventeen "takes" on the number are carefully assembled for editing, splicing, echo chamber effects, etc. The leader, producer, chief arranger and the head of A. & R. get into a huddle to discuss the possibility of committing homicide with each of the musicians, so that the secret wouldn't leak out. Somewhere, one of these characters had read that the Shah Jahan had had the designers of the Taj Mahal put to death upon completion of the mausoleum, so that it could not be duplicated. It seems like a good idea, no?

The initial test pressings are carefully screened by a jury composed of all the top brass of the company. Pronounced at the greatest advancement in the record business in the past—the last sixty days—the record is assigned to all four million presses in the plant. This is primarily intended to commit promotional mayhem amongst the employee gentry, so that the word would spread to the distributor outlets and their respective department heads.

Word is released to the juke-box tycoons that "this is a natural for the box."

Word is released to the disk jockeys that "this is a natural for disc jockey shows."

Word is released to the dealers that "this is a natural for retail sales."

The gospel is spread throughout, that the release of this recording would be a boon to the musical world in particular and to the United Nations in general.

So what happens?

Everybody gets excited—but the audience! The record-buying public doesn't go for straight instrumentals anymore.

The new trend is for singing animals. "Why don't we have more of those on record?"

Well—what're you gonna' do?

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
MOA CONVENTION SET FOR CHICAGO'S CONGRESS HOTEL SEPTEMBER 11-13

OAKLAND, CALIF.—George A. Miller, president of MOA (Music Operators of America) announced this week, in a wire to The Cash Box, that the organization had set September 11, 12 and 13 as dates for the annual MOA convention to be held in Chicago at the Congress Hotel. The dates set precede those of the NAMA Convention, which will be held in the same city on September 14 to 17 at the Palmer House.

Miller stated, “We are fortunate to obtain these dates. They were the only ones the hotels could offer, and it was made possible only after many changes and adjustments by the Congress Hotel.

“We are planning to make this the biggest of all music conventions and have already been assured by many record companies, who have not shown in the past, that they will be present. The majors will also be there. Many manufacturers of auxiliary equipment have signified their intention to be represented. Nothing is being left undone to have the largest representation possible.”

Meetings will be held every day, and up for discussion will be: public relations, promotion of the music industry, and many legislative matters of great interest to all. During the convention entertainment is being planned to occupy the free time. The three day meet will be closed with a grand banquet.

General Committee for Arrangements include: George A. Miller, Ray Cummings, Al Denver, Phil Levin and Hirsh de LaViez. Convention Committee is composed of Richard Schneider, Clint Stetson, Claton S. Pierce, Morris Goldman, Les Montooth, Ben Ginzberg, Jack Mulligan, Tom Withrow, Dick Steinberg and Mike Imig. Advisory Committee: Sidney Levine, legal counsel and Irving Ackerman, associate counsel.

The Cash Box has worked for many months toward the holding of the MOA and NAMA conventions at the same time, even at different hotels if so desired, so that operators could attend both meets without too much additional expense. The present arrangement will prove beneficial to all concerned.

“Rutza” Goes to Chicago

NEW YORK—A couple of weeks ago, The Cash Box breathlessly reported the world-shattering news that Perry Como had beaten Don Cherry at golf—with Don giving Perry a 4 stroke handicap.

Alas, now we find it just isn’t so. Don Cherry’s headquarters comes an amended version of the titanic battle. It turns out that the handicap was 4 going out and 4 coming back, in other words 8 strokes instead of the 4 we reported. The final outcome was Don 76, Perry 78, as aptly reported Don 78 and Perry 77.

In any event, says Perry couldn’t beat him in a million years with a 4 stroke handicap and certainly couldn’t hope to beat him with hurl this challenge at Perry: “I’ll gladly give him a 4 stroke handicap for 18 holes and bet him the state of Texas against his Chesterfield show on the outcome.”

And just to show Perry what he really can do, Don went out and won the out-of-the-way Willies medal at the Richardson Memorial Tournament last Thursday, May 8. He came out first with a 2 under par 70, leading a field of sixty which included such top notchers as Frank Strazan.

Incidentally, Mitchell Ayres, Perry’s conductor, was also in the Richardson tournament and he made an 81.

Thiele Named Hilliard’s Assistant At Coral

NEW YORK—Bob Thiele is now assistant to Jimmy Hilliard, A & R head of Coral Records, it was learned this week.

Thiele is well known in the record business, having started Signature records several years ago in which he worked very closely with Ray Bloch. Since Bloch is now also on Coral’s staff, this comes as a reunion for the two men.

Coral recently bought many of the old Signature masters, which featured such names as Alan Dale and Connie Haines, and has already released them.

Since the folding of Signature, Thiele had composed several older independent labels.

Eckstine Disk In Demand

NEW YORK—Dick Cowitt, of San- ford Record Distributors, MGM dis- tribut, made it official, saying that there is a greater demand for Billy Eckstine’s “It’s Really Ron Brown” than any other disk since his “I Apologize.” Dealers have been contacting Coral, asking what promotion to expect on the record and placing advance orders. The song is featured by Billy in MGM Movietone and the record company expects to go all out on it.

Mercury Rushes “Rutza”

NEW YORK—Mercury Records this week took the new song-hit “Rutza Rutza” seriously. Since the Hebrew translation of “Rutza” is “hurry,” Mercury really hurried to get going with its new Bobby Wayne-Jack August record.

Hurryingly rippling off one side of Watertown, New York, the company has backed up “Rutza” with “I’m Sorry,” currently stepping out as a ballad hit in a record.

Within 48 hours over 300 dubs were made for distrubs and jocks all over the country.

So much hurry, hurry! Mercury di- viders at the Cross Roads, “Rutza Rutza” had almost 75,000 en route to distrubs and all this no more than a few days after a hurried recording session.

“It Must Have Been Two Other Guys” Says Don Cherry

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Alas, now we find it just isn’t so. Don Cherry’s headquarters comes an amended version of the titanic battle. It turns out that the handicap was 4 going out and 4 coming back, in other words 8 strokes instead of the 4 we reported. The final outcome was Don 76, Perry 78, as aptly reported Don 78 and Perry 77.

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Danny Sutton

EVERYBODY'S WILD ABOUT
DANNY

WINCHELL—
Danny Sutton is headed for stardom. I like him.

KATE SMITH—
Danny has the voice and the looks that insure his success.

JOHNNIE RAY—
Danny is the greatest new singing bet around. I pick him to click.

SARAH VAUGHAN—
Danny's record "Is It True" is a natural. It should turn the trick for him.

MARTIN BLOCK—
Welcome to a newcomer named Danny Sutton whose first record stamps him a future singing star.

ART FORD—
Danny is the best singing prospect we've heard in years. His first record is breaking for a hit.

DOROTHY KILGALLEN—
Danny Sutton singing "Is It True" is the tops in this town.

Federal 14003

promotion
ART FRANKLIN

direction
ANGELO PAPALIA • LUCKY MILLINDER

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
A GUY IS A GUY
A “Hit Parade” favorite and current best seller. Recorded by Doris Day—
Columbia; Ella Fitzgerald—Decca; Peggy Taylor—Mercury.

LADY LOVE
From the Columbia Picture, “Sound Off,” starring Mickey Rooney. Re-
corded by Vaughn Monroe—RCA Victor.

LITTLE TRAIN A-CHUGGIN’ IN MY HEART
An infectious novelty rhythm song with three unusual record interpretations
to attest to its wide appeal. Recorded by Jane Froman — Decca; Marion

MY GIRL
A ballad in the tradition of great American standard songs. Recorded by
Frank Sinatra—Columbia; Tommy Edwards—MG.

(That Is When A Man He)
PUT THE FOOT DOWN
(MI CAFETAL)
The No. 1 Latin-American favorite, available for the first time with an
English lyric adaptation. Recorded by Paulette Sisters and Larry Clinton
Orchestra—Columbia; Los Migos—RCA Victor; Hermanas Limas—
Okeh; Alejandro Cardonaesq Dan Zonera—RCA Victor; Tony Camargo
—RCA Victor.

SUMMER IS A-COMIN’ IN
This seasonal song has had wide acceptance on important radio and TV
presentations. Recorded by Nat “King” Cole—Capitol.

THE BIGGER THE FIGURE
Based on “Largo al Factotum” from Rossini’s “Barber of Seville,” this
novelty has acquired sufficient recognition to indicate it will attain wide-
spread popularity. Recorded by Louis Prima—Columbia.

WIMOWEH
(Hey Up Joel! On Your Way!)
Over 400,000 records sold. By request of many performers a new English
lyric has been made available for this African chant. Recorded by The
Weavers-Gordon Jenkins—Decca; Jimmy Dorsey—Columbia; Yma Sumac
—Capitol; Noro Morales—Okeh.

In Preparation
SO HELP ME
Based on Tschaikowsky’s “Caprice Italiene.” A new ballad that has created
considerable pre-release trade interest. Scheduled for May 15 release.
Recorded by Paul Weston-Norman Luboff Choir—Fred Lowry—Columbia.

from the catalogs of
CROMWELL MUSIC, INC. • DARTMOUTH MUSIC, INC. • ESSEX MUSIC, INC. 
FOLKWAYS MUSIC PUBLISHERS, INC. • HOLLIS MUSIC, INC. • LUDLOW MUSIC, INC.

Twentieth Century Osculation
NEWARK—Paul Brenner, WAAT, Newark, disk jockey, is seen present-
ing Mrs. Fred Musone, winner of the “Kiss Of Fire” contest, with a
Webster-Chicago Wire Recorder. Georgia Gibb, whose “Mercury ‘Fire’
disk leads the parade, looks on.
Paul Brenner’s “Requestfully Yours” show ran the contest for two
weeks. Gimmick was to give a one-
two-or-three word description of lis-
tener’s reaction to Georgia Gibb’s ver-
sion of the popular tango originally
known as “El Chelo.”
Sponsors were happy in view of the
more than two thousand entries that
poured into the station during the
two-week span.

Westchester Ops’ First Banquet Great Success
WESTCHESTER, N.Y.—The West-
chester Operators Guild held its first
annual banquet on Tuesday evening,
May 13th, at Bill Reiders Restaurant,
Westchester county.
Approximately 300 people, opera-
tors, their families and guests, crowd-
ed the main dining room of the pop-
ular club to celebrate the second anni-
versary of the association. Malcolm
Wein, council for the organization,
acted as master of ceremonies for the
business end of the dinner and intro-
duced the officers of the Guild.
The only speech of the evening was
made by Carl Pavesi, president, who
welcomed the guests.
Highlight of the evening was an
outstanding floor show that featured
“top” name artists in the recording
field. Among the entertainers in
attendance were: Dolly Dawn, Bill Ken-
nedy of the Ink Strokes, Tony Bennett,
The Brewster Boys, Trudi Richards,
Lilly Ann Carol, Bob Sands, Velma De
Campon, Dick Brown, Hugo Winter-
halter and Frank Stevens.
Many of the record companies and
record distributing companies in the
local area were represented. Among
those present were: Al Levine, Capitol
Distributors; Paul Southard, Times
Columbia Distributors; Lou Bozstein,
Leslie Distributors; Bill Shokett,
Malverne Distributors; Howard Kaye,
N.Y. branch manager of Columbia
Records; Irwin Zucker, Coral publicity;
Leonard Wolf, Decca publicity, Al
Simpson, vice president of Decca Dis-
bursing Corp.; Jerry Blake, Elliot
Blaine, Ben Blaine and Hy Green of
Jubilee Records and Cosmat Distribu-
tors.
In attendance were representatives
of AMI, Wurlitzer, Rock-Ola and See-
burg distributors.

Victor Develops New LP Envelope
NEW YORK—RCA Victor an-
nounced last week the development of
a radically new type of envelope for
long play records, which for the first
time permits individual records to be
readily identified when stacked ver-
tically on home library and dealer
shelves. The new envelope features a
stiff book-type “backbone” on which
the artist’s name and title of com-
position is impressed in clear legible
type.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
...TONY BENNETT RECORDED ‘HERE IN MY HEART’ LAST WEDNESDAY AND IN 48 HOURS SOLD OVER 300,000...

Walter Winchell, Daily Mirror, May 5

Tony Bennett does it again...

"HERE IN MY HEART"

Columbia 39745

Tony sings from the "heart" with the same greatness that made million sellers of "Because Of You" and "Cold Cold Heart"

COLUMBIA RECORDS

for music that sends them... to you!

"It's What's in THE CASH BOX That Counts"
Music powerhouse A BLUE HONEST KISS LAST stirring WHEEL KISS WALKIN'. PERFIDIA SOLITUDE impresses unbeatable. GONNA A MAY ANYTIME, I'M PITTSBURGH, BE musical WALKING PITTSBURGH, GANDY DO I'LL BLUE AND THAT'S BLACKSMITH KISS I WAITED I BLACKSMITH.

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Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending May 10 without any changes on the part of THE CASH BOX.

Bill Reynolds
WSTC—Stamford, Conn.
1. I'LL BLUE KISS (Chet Baker)
2. BLUE TANGO (Les Brown)
3. I'M LOOKING IN YOU (Four Temptations)
4. KISS OF FIRE (Georgia Gibbs)
5. IT'S A SIN TO TELL A LIE (Buddy Greco)
6. I'LL WALK ALONE (Don Cornell)
7. PITTERFADA (Four Aces)
8. GANDY DANCERS BALL (Frankie Laine)
9. BE ANYTHING (Eddy Howard)
10. HAMBONE (Laine-Stafford)

Ray Perkins
KFEI—Denver, Colo.
1. BLUE TANGO (Les Brown)
2. BLACKSMITH BLUES (Alma Moris)
3. WHEEL OF FORTUNE (Kay Starr)
4. PITTSBURGH, PA. (Guy Mitchell)
5. A GUY IS A GUY (Oscar Day)
6. I'LL WALK ALONE (Don Cornell)
7. PITTERFADA (Four Aces)
8. GANDY DANCERS BALL (Frankie Laine)
9. BE ANYTHING (Eddy Howard)
10. HAMBONE (Laine-Stafford)

Lou Barile
WKAL—Rome, N. Y.
1. WHEEL OF FORTUNE (Bobby Wayne)
2. BLUE TANGO (Les Baxter)
3. 'I'LL WALK ALONE (Don Cornell)
4. HEART OF A CLOWN (Bobby Wayne)
5. PITTSBURGH, PA. (Guy Mitchell)
6. FORGIVE ME (Eddy Fisher)
7. HALF AS MUCH (Rosamay Clooney)
8. BROWNHEARTED (Johnny Ray)
9. BLACKSMITH BLUES (Tony Harper)
10. A GUY IS A GUY (Oscar Day)

Norm Prescott
WORL—Boston, Mass.
1. MOUNTAINS IN THE MOONLIGHT (Johnny Ray)
2. WALKIN' MY BABY BACK HOME (Johnny Ray)
3. KISS OF FIRE (Georgia Gibbs)
4. 'TIL THE SUN TELLS A LIE (Buddy Greco)
5. I'LL WALK ALONE (Don Cornell)
6. FORGIVE ME (Eddie Fisher)
7. A LITTLE LITTLE LONESOME (Johnny Ray)
8. I'LL NEVER WALK ALONE (Perry Como)
9. I WAITED A LITTLE TOO LONG (Johnny Ray)
10. RAMINAY (Joe Stafford)

Maurice Hart
KFWE—Hollywood, Calif.
1. KISS OF FIRE (Billy Eckstine)
2. A GUY IS A GUY (Dale Day)
3. BLACKSMITH BLUES (Ella Mae Morse)
4. FORGIVE ME (Eddy Fisher)
5. PITTSBURGH, PA. (Guy Mitchell)
6. HALF AS MUCH (Rosemary Clooney)
7. ONE LITTLE CANDLE (Perry Como)
8. DANCING BELLS (Roy Martin)
9. GODDIE GOGO (Tadd Johnson)
10. WHISPERING WINDS (Patti Page)

John Wisley
WFGM—Fitchburg, Mass.
1. I'LL WALK ALONE (Don Cornell)
2. 'TIL THE SUN TELLS A LIE (BuddyGreco)
3. A GUY IS A GUY (Don Cornell)
4. I'M YOURS (Don Cornell)
5. I'LL WALK ALONE (Don Cornell)
6. FORGIVE ME (Eddy Fisher)
7. GODDIE GOGO (Tadd Johnson)
8. I WAITED A LITTLE TOO LONG (Johnny Ray)
9. KISS OF FIRE (Georgia Gibbs)
10. DANCING BELLS (Roy Martin)

Cathi Donovan
1. WHAT'S THE USE? (Johnny Ray)
2. I WISH I COULD WORRY (Artie Shaw)
3. MOUNTAINS IN THE MOONLIGHT (Johnny Ray)
4. I'M NOT GOING TO TELL A LIE (Buddy Greco)
5. A GUY IS A GUY (Don Cornell)
6. I'LL WALK ALONE (Don Cornell)
7. FORGIVE ME (Eddy Fisher)
8. KISS OF FIRE (Georgia Gibbs)
9. TANGORN (Terry Brevoort)
10. DELICADO (Perry Faith)

Dick Outlaw
WILM—Wilmingtom, Del.
1. I'LL WALK ALONE (Don Cornell)
2. I'M YOURS (Eddie Fisher)
3. NEW YORK, NEW YORK (George Washington)
4. A LASTING THING (Sammy Davis)
5. WHITE FOUL (Les Brown)
6. KISS OF FIRE (Billy Eckstine)
7. A GUY IS A GUY (Don Cornell)
8. PITTSBURGH, PA. (Guy Mitchell)
9. PITTERFADA (Four Aces)
10. CRY (Johnny Ray)

Mac McGuire
1. BE ANYTHING (Eddy Howard)
2. A GUY IS A GUY (Don Cornell)
3. I WANT YOU (Les Brown)
4. PITTSBURGH, PA. (Guy Mitchell)
5. FORGIVE ME (Eddy Fisher)
6. TANGORN (Terry Brevoort)
7. I'M YOURS (Don Cornell)
8. WHISPERING WINDS (Patti Page)
9. KISS OF FIRE (Georgia Gibbs)
10. GANDY DANCERS BALL (Frankie Laine)

"It's What's in THE CASH BOX That Counts"
NEW YORK—Bob Haymes, left, composer of some of the selections being sung above; Jimmy Mundy, arranger; and Tony Acquaviva, conductor; seem downright joyful as they listen to their recordings that have some of the majors bidding to buy the masters. Acquaviva, who tried to sell his services as an orchestra leader along the usual pattern, was not meeting with too much luck: until two weeks ago he was successful in arranging $100,000 of backing from people who believed in his music. Tony set up his own record session at a cost of $7,700 and turned out six sides of commercial longhair music along the Monotronics style and seems to have hit the jackpot. Several of the majors are in the bidding, Acquaviva, who manages Bob Haymes too, not only is hitting with the disk companies but seems to be making a dent as a conductor with bids already in to Guest-Conduct the Boston and Pittsburgh Symphony orchestras. The moral: budding singers and orchestra leaders, seems to be simple. If you want to hit, you've got to do it yourself.

ATHLETIC CLUB OF PHILADELPHIA
CINCINNATI—Rex Dale, WCKY disk jockey, tries unsuccessfully to obtain a taped interview with Dean Martin and Jerry Lewis during their recent engagement here in the Queen City.

Later the boys settled down and Dale obtained a funny, if not educational, interview from them.

Laine Completes One-Note Tour

NEW YORK—Frankie Laine, who completes a highly successful 30-day "Bigleet Show of '62" tour of one-nighters with Patti Page on Sunday (May 11), will arrive in New York on Monday (May 13) and remain here until Thursday (May 16) when he will fly to St. Louis to open a two-week engagement at the Chase Hotel. During the tour, Laine broke all-time records for grosses in Montreal, Detroit and Pittsburgh. During his short stay in New York, Laine will make a recording for Columbia of "High Noon," the Western-type folk song from the picture of the same name.

Quick, The Mop!

CHICAGO—Chicago's Oriental Theatre is being subjected to many copious tear-shedding this week and next. Besides the well-known Johnnie Music stoves which go with their costume, the moister, on the bill are Billy Ward's Dominoes, the well-known vocal quartet, whose New Federal recording number, "Have Mercy, Baby," has lured the entire crowd breaking down and sobbing for a full five minutes. According to weepers from the Windy City, the engagement may cry-ate a lot of interest—if the performers don't dampen the audience's ardor.

NAMM Show To Be Held In N. Y. July 28-31

NEW YORK—The four-day annual Music Industry Trade Show, sponsored by the National Association of Music Merchants, will be held in New York City this summer July 28-31.

The Hotel New Yorker will be the site and it will take eight floors to display the neons of new band and orchestra instruments, pianos, organs, recorders, phonographs, record sets, sheet music, records and all types of musical accessories.

The record firms and music publishers will be there in full force, all being represented by their top artists. The purpose of the exposition is to bring buyers and sellers together. Buyers include representatives of some 200 retail music business in music merchandising. Total registration is expected to exceed 8000 persons.

On the selling side will be about 250 manufacturers who will take the occasion to introduce their new models and ideas.
Anniversary Issue

Dated JUNE 21, 1952

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 MUSIC INDUSTRY . . . TODAY AND TOMORROW

Due to Greatly Increased Size the 10th Anniversary Issue

STARTS ON THE PRESSES A MONTH IN ADVANCE OF CLOSING DAY

LAST MINUTE CLOSING DATE

JUNE 11, 1952

RUSH YOUR RESERVATION NOW—OR BETTER STILL, SEND IN YOUR AD 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 48, Calif.
Robert Marks Heads West Coast Office of E. B. Marks

Woodruff Takes Over N. Y. Spot

NEW YORK—Robert B. Marks has been appointed head of the Edward B. Marks Music Corporation’s West Coast office in Hollywood, where he will concentrate on mechanicals, synchronization deals, television, transcriptions, disc jockey contact work and all mediums of song exploitation. He is expected to take his new post about August first, after having concluded various business and personal matters in New York. Mrs. Marks and their two children will accompany him.

For the past ten years Bob Marks has been an integral figure in the exploitation department at E. B. Marks’ New York office. His place in New York is to be filled by Fred Woodruff, for many years a member of the Marks professional staff. Bob Marks will have complete charge of contacting the smaller record companies, of promoting the firm’s rhythm and blues material, as well as its popular folk numbers, including the increasingly prominent hillbilly catalog belonging to the Marks subsidiary, Piedmont.

Last, and perhaps most important, he will assume charge of the large and invaluable collection of Latin-American music, so successfully promoted during the last twenty-five years. Both Robert Marks and Woodruff will work under the aegis of Harry Link, well-known general professional manager of the Marks firm. This is the first time that a member of the Marks family will direct the Hollywood office. Mr. Marks is the nephew of the founder of the firm, Edward B. Marks, a son of the vice president and cousin of the president of the concern, which was established in 1894.

Jazzbo Collins Sponsors Jazz Concert At Carnegie Hall

NEW YORK—Jazzbo (Jazzbo) Collins, WNEW disk jockey, announced this week that he is promoting a jazz concert at Carnegie Hall, May 29. The show will feature Woody Herman and his orchestra, Dinah Washington, Tommy Edwards, the Mills Brothers and comic Herky Stiles.

Package was assembled by Abe Turchen, Woody Herman’s manager who is booking it in various locales himself.

Joe Whalen Opens Own Firm

CHICAGO—Joe Whalen, veteran music man in both New York and Chicago has just opened his own publishing house in Chicago’s Woodside Building. He has reactivated his ASCAP catalog with several religious numbers, including “When The Family Says The Rosary” and “Put Christ Back Into Christmas.”

There are several records set on both songs and the first release is scheduled within the next week by Albe Records featuring Richard Paige and a choral group.

Piano Parade

Kickin’ The Blues Around

with Sam Evans

On the coast it’s Billy Holiday holding the spotlight at the 11th Annual Monterey Jazz Festival, which has teamed up on her present western tour. . . . Tab Smith, who blows a beautiful horn, at the Crooke Palace Club in San Diego. . . . popularity and more quite likely it’s the best in a Fitzgerald; kiddie singer is closer to sweet sixteen than many may know. With the coming of the ripe age she could be a world clinch job story of her artistic and voice in far more grown up stuff. . . . Miss Ethel Waters, the greatest, comes in from New York this week. . . . Art Wilde and Cress Courtney of The Gale office doing front work for “The Biggest Show Of ’52.” Said show has as manager one of the newest guys in the business, Chuck Carpenter. As a result of his able handling of this huge package in its tour around the country, Chuck should be up for one of those lush assignments, such as taking a group across the pond.

Jimmy Daniels, mgr. of Jackie Brenston, Roscoe Gordon & Edna McReany, busy as a bee setting dates for his string of blues artists. . . . Poppa Stoppa, New Orleans deejay, playing the whole crew for a dance 5/11. . . . Jackie Brenston into Cleveland’s Club Ebony, 6/2, with a guarantee of $1200 plus 50% of net door. This information from Daniels. . . . Tony Martin, with his big full voice, singing “For Chuck Carpenters.” This information from Tony when Tony was playing 4th sax with the old Tom Gerun band. Woody Herman played clarinet in the same outfit. Tony then answered to the name Al Morris. . . . The St. Louis Jazz Club is having a special meeting 5/11, to hear some new or reissued records, Club meets regularly at The Hamilton Hotel. For those who might like to join this interesting club, there is a type of low cost out of town membership available; this will bring you all releases and general dope on the jazz field.

The Boulevard Room, in Kansas City, co-starred Stuff Smith and Gladys Palmer for a recent week, to be followed by Coleman Hawkins. . . . The Ravens doing a one-ner for The Royal Scott Social Club in St. Louis, prior to a recording session in Chi. for Ava Shad on the 12th of May. . . . Mitch Miller cutting sides on Ken Griffin. . . . Danny Kessler cutting a closed session on Johnnie Ray; followed by a 2 hour delight with Ahmed Jamal and His Three Strings, cutting all originals. . . . Bill Gerth, the boss, and his Musgas winged in from the coast with a bag of oranges and some tall tales. . . . Spider Burke has a new show on KXLW, St. Louis, that includes both live and recorded talent. Show is aired every Sat. 6 to 8 P.M. . . . Muddy Waters, Chess’ little dividend check, will fracture you with his “Country Roy.”

Jazzbo Collins Sponsors Jazz Concert At Carnegie Hall

NEW YORK—Jazzbo (Jazzbo) Collins, WNEW disk jockey, announced this week that he is promoting a jazz concert at Carnegie Hall, May 29. The show will feature Woody Herman and his orchestra, Dinah Washington, Tommy Edwards, the Mills Brothers and comic Herky Stiles.

Package was assembled by Abe Turchen, Woody Herman’s manager who is booking it in various locales himself.

Joe Whalen Opens Own Firm

CHICAGO—Joe Whalen, veteran music man in both New York and Chicago has just opened his own publishing house in Chicago’s Woodside Building. He has reactivated his ASCAP catalog with several religious numbers, including “When The Family Says The Rosary” and “Put Christ Back Into Christmas.”

There are several records set on both songs and the first release is scheduled within the next week by Albe Records featuring Richard Paige and a choral group.

A GREAT NEW RELEASE

“H OWLING WOLF GETTING OLD & GREY”

by/”Mr. HIGHWAY MAN”

CHESS #1590

SAVoy DOES IT AGAIN!

T. J. FOWLER’S Double Sided Smash HIT!

“FOwLER’S “NIGHT BOOGE” By/W "CRwALER"

SAVoy RECORD CO., INC.
50 Market St., Nework 1, N.J.

 Awards O’ the Week

“MOODY MOOD FOR LOVE”

by KING PLEASURE

PRESTIGE #924 (43 x 924)

Watch It Climb to #1

Awards O’ The Week

“Award O’ The Week

“MOODY MOOD FOR LOVE”

by KING PLEASURE

PRESTIGE #924 (43 x 924)

Watch It Climb to #1

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
One of the real nice guys in the record distributing business is Bob Pare, who heads up Portem in New York. Bob handles a number of R & B labels and does a strong job all up down New York state. He's one guy who came into the field the hard way — i.e. through the route of classical music. With a conservatory of music background and a stint with Linusphone before the war, Bob has been attached to music and records, almost all his life. He started Portem just after the war, in which he served with the Marines, and since then has built it up to be one of the major distributors of independent labels in this area.

Dolphins, largest record shop in Hollywood, Calif., and open twenty-four hours a day, helped kick off the new Dominion release "Have Mercy Baby" on the Federal label. Dolphins gave the disk airplay on their three hour radio program and the response was amazing. The record store re-ordered three times in three days and sold several hundred in that short time. "Have Mercy Baby" has already shown up on the "Hot" chart in Oakland.

New Orleans deejay Ken Elliot (WWZE) spun Jubilee "I'm A Sensational Fool" by the Merrymen, and the spark hasn't stopped flying yet. Elliot started getting calls from his listeners and others deejays, with the result that Ken had to lend his plate, the only one in New Orleans, to five other jockeys for their programs. Distributors from that city have placed orders for several thousand disks and the blueses are soaring in the clouds. ... Skippy Williams, tenor sax, has put a group together called "Sharks, Shells, Shafekes—whatever that means. The boys dress in full robes and turbans. Group is now touring Canada. ... Dinah Washington's seaboard tour of one nighters calls for two TV appearances. ... The Covers served "Mint Juleps" in Alabama this week. Lucky Millinder, whose program on WWEN, New York, "Lucky's Lounge" is aired every Saturday from 8 to 9 P.M., was scheduled to lay off for the summer. However, the program has met with such a terrific mail and telephone response that Lucky has been advised the show will be kept running right through the hot months and into the new season.

Willie Bryant, Harlem's new mayor and deejay on WQV, New York, has signed to play the Howard Theater in Washington, D.C. on May 30th. ... Joe Turner twin billed with Count Basie's ork for a week at Harlem's Apollo Theater May 9 to 15; a reunion for these two Kansas City music makers. ... The Blenders, hot vocal outfit coming out with their latest Decca release "I'll Be A Fool Again" and "Just A Little Walk With Me." ... B. B. King, whose RPM "Three O'Clock Blues" is one of the top blues sellers, is completing a 53-day theatre tour. ... Willis Jackson goes into Harlem's Apollo on May 18th. Universal's p.a., Ted Yates, to wed Dorothy Whaton, Bellevue Hospital recreation director May 19th. ... The Dick Bones (he's Universal Attractions' one nighter looking boss) celebrated their 10th wedding anniversary May 13th.
HEAVENLY FATHER
Edna McGriff (Jubilee)

MIDDLE OF THE NIGHT
The Clovers (Atlantic)

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

GOING HOME
Fats Domino (Imperial)

NO MORE DOGGIN'
Ronnie Gordon (RPM)

DUST MY BROOM
Elvis Presley (Sun)

GIVE ME CENTRAL 209
Lightnin' Hopkins (Starr's)

LAWDY, MISS CLAUDY
Lloyd Price (Specialty)

YANCEY SPECIAL
Lloyd Petron (Swingtime)

MARY JO
Four Blazers (Apollo)

ONE MINT JULEP
The Clovers (Atlantic)

BE ANYTHING,
But Be Mine
Wini Brown (Monogram)

MIDDLE OF THE NIGHT
The Clovers (Atlantic)

NO MORE DOGGIN'
Ronnie Gordon (RPM)

HEAVENLY FATHER
Edna McGriff (Jubilee)

SO TIRED
Ray Milton (Specialty)

5-10-15 HOURS
Roy Milton (RPM)

WADING THROUGH BLOOD AND WATER
Dixie Humming Birds (Peponeck)

WHEN HE SPOKE
WARD SINGERS (Savoy)
"KISS OF FIRE" (2:28)
"WHISPERING WINDS" (2:23)
IKE QUEEZE KANSAS FIELDS QUARTET

The El Choco tan-o now receiving major coverage as "Kiss of Fire" is presently being slated for a big hit number as a showcase for his talented tenor saxing. Backing in the usual a" la style, Kansas Fields, Drums; Mal Waldron, Piano and Al Mathews on the Bass. Flip is another pop favorite with a slow tempo that the boys beat out in unison time. He's saxing again and takes the spotlight on this side.

"HEART AND SOUL" (2:34)
"LOVE ME, PRETTY BABY" (2:37)
MILT JACKSON'S QUARTET

Milt Jackson's Quartet, with Milt Jackson on the vibes, beats out a moderate tempo tune softly. Jackson's vibes runs solidly backed by the instuments and in subdued manner by the bass, piano and drums as the quartet vaxes a likely end. The under is a solid piece that acts as a showcase for the Jackson vibing.

"DRILL, DADDY, DRILL!" (2:55)
"MUST GO OUT AND PLAY" (2:56)
DOROTHY ELLIS

(Federal 12070)

A bustling bouncy novelty with its double entendre lyrics is treated to a forceful reading by thrush Dorothy Ellis. Dorothy's dynamic vocal is backed solidly by the instrumental group which handles the exciting arrangement. Handclapping in the back rounding off the vocal effects. The oking is strong and the coupling is a two-sided buy for ops.

"THIS IS HAPPINESS" (2:30)
"LOVE IS HERE TO STAY" (2:43)
DIZZY GILLESPIE

(Atlantic, 966)

Dizzy Gillespie covers the mambo beat tune already making noise in the E & F field with an instrumental adaptation that comes out an exciting side. The bit vocal and chorus chanting by the musicians are incidental. Flip is an old Gerahlvin tune that displays some terrific drumming and is another pleasantable end.

"DARLIN" (2:35)
"BOO correlates" (2:39)
LARRY DARNELL

(Okeh, 8689)

A slow ballad is projected easily by Larry Darnell as he handles the sentimental lyrics in smooth style. Darnell's potent vocal, receives a top flight assist from the instrumental group. The under side is a fast rhythm drive that Larry rings through with spirit. We like both sides.

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"AWARD O' THE WEEK"

"BIG DIP" (2:43)
"MY BUDDY" (3:03)
JIMMY FORREST

(United 119)

- Jimmy Forrest, saxational artist, adds to his already successful record list with a restful and polshed performance that makes this side a fitting companion piece for his "Night Train," which is still a big number on the "Hot" charts all over the country. Forrest wrote the tune, titled "Hi Dip," and in doing so provides himself with the opport nity to get off some showy saxing that will more than delight the many fans he has won for himself with previous recordings. Forrest runs and varying shades of tone as he runs through the bouncy beat. Here is an Instrumental that can't miss and is sure to catch its share of plays. Flip is a slow olde that also offers an exhibition of Jimmy's solid saxing and the result is a pleasurable end. The upper deck is the big one and we look for it to break out shortly. Ops can't afford to miss out on this deck.

"PROUD OF YOU" (2:49)
"YOU NEVER CARED FOR ME" (2:40)
SUNNY TIL

(Jubilee 5076)

- Sunny Til gives a soft and melodious treatment to a slow ballad. Sunny's easy vocalizing of the sentimental lyrics receives the able support of Buddy Lucas and his ork. The oking is easy on the ears. Flip is another slow piece that Til projects with feeling and warmth. Sunny's effortless and smooth singing of the pretty olde is musically backed on this side by the Lee Lovett Ork.

"IN THAT GREAT GETTIN' UP MORRIN" (2:20)
"LIVING IN THE GLORY LAND" (2:39)
THE FOUR INTERNS

(Federal 12071)

A driving spiritual is rocked by the Four Interns with contagious spirit. Though the arrangement is real jubilie the boys harmonize with a smoothness that keeps it out of the shotty classafication. The lower lid is a moderate beat gospel item that the group belts out with zest and brings in a bouncy side.

"THANK YOU, LORD JESUS" (3:16)
"THE LITTLE WOODEN CHURCH ON THE HILL" (2:35)
THE GOSPEL HARMONAIRES

(Atlantic 3082)

The Gospel Harmonaires, featuriing Billy Bun and his vocalists, came up with a slow inspirational number and chant is expressively. The blend of the Harmonaires voices back Bunn warmly and the result is an ok ditty. The moderate beat religious number that has a definite big bounce. The group chant this rhythmic rockin' with zest and appeal.

"CAN'T STOP MY CRYING" (2:50)
"ROCK ME DADDY" (2:00)
LAURIE TATE

(Atlantic 965)

Laurie, who cooper ted in the writing of this forceful piece, seems to have come up with a winner in "Can't Stop My Crying." The chrip runs the range of high to low, with vocal fluctuations, and shotty riffs that makes this a hot for the boxes. Joe Morris Blues Caval-cade provides a spirited musical backdrop that adds much to the success of the platter. The under side is another driving tune that Laurie and the musical group go to town on. A cute set of lyrics and the stylized treatment make this another strong end. However, the top deck is long on all the necesary merits and we look for fast action from that direction.

"LOST WITHOUT YOU" (2:20)
"I DON'T WANT TO TAKE A CHANCE" (2:33)
EARL WILLIAMS

(Okeh 6874)

Two beautiful ballads are sung by Earl Williams, with a voice that should take this platter far. Williams' effortless but powerful singing is at its best here. Ornamenting the unison style, George Williams, is top flight and provides the proper setting for the vocalist. We like both sides.

"DARN THAT DREAM" (2:26)
"IDA RED" (1:58)
CHRIS POWELL & HIS FIVE BLUE FLAMES

(Okeh 6875)

A slow ballad, that Chris Powell packed back into the years for, is given an easy spin by Chris and His Five Blue Flames. The arrangement features some solid saxing and clever countering by the group. Vince Wilson takes the sax solo and the combined efforts of Powell and the Blue Flames make this a strong side. The lower lid is a change of pace that has the combo working over a rhythmic item successfully.

"BUT NOT FOR ME" (2:25)
"ROUGH RIDERS" (2:45)
THE OSCAR PETERSON QUARTET

(Mercer, 5076)

- Oscar Peterson drops the drums from his quartet for this fast moving Gershwin piece, and runs through an exciting side. The vocalist does a small bit, but the instrumental aggregation is good. Oscar's piano playing is an asset to the Bass and Guitar. The lower lid is another fast beat that the boys hang out in likely fashion. For this number, Oscar adds the drums.

"DRAGGIN' HOURS" (3:09)
"ALARM CLOCK BOOGIE" (2:35)
ODDLE TURNER

(Atlantic 964)

Odelle Turner comes up with a very dramatic vocal of a low down blues tune. Odelle's potent chating is supported in grand style by Jesse Stone and his Orkestra, whose polished musicianship lends much to the appeal of the etching. The under portion is a lively piece that employs appropriate sound effects. Miss Turner's dynamic singing and deft handling of the lyrics make this a strong contender.

"HADACOLE THAT'S ALL" (2:46)
"LONG DISTANCE BLUES" (3:03)
THE TRENCHES

(Okeh 6875)

- A slow, rhythmic novelty is taken for the Trenches spin around the wax by the Trenches. The cute lyrics are given a sock reading by the vocalists. The ork is strong, under the direction of George Gilbeaux. The sax is solid and features Don Hill on the alto sax. The lower lid is a fast moving ditty that changes to a slower tempo toward the end. Vocalists and sax share the honors.
Wayne-Hefti Crew Start One-Nighter Tour

NEW YORK—Frances Wayne and the Neal Hefti orchestra have started a tour of mostly one-nighters that will take them through the New England states with a one-day stopover in Canada and then out to Ohio and Michigan. The band will break the tour for one day when they come back to New York City for a recording session. The Carolviers, vocal trio, will accompany the band.

Tony Bennett will join the Wayne-Hefti group in Wacoress, Mass., on May 21 and will play that city as well as New Bedford on the 22, Canoe Lake on the 23, Providence, R. I., on the 24 and Holyoke, Mass., on the 25.

Sid Fields, personal manager of Wayne and Hefti, has just announced the signing of singer Henry Jerome. Jerome as well as Sonny Howard, brothers by Fields, have signed with Music Corporation of America. Fields has left for California for a new two-week engagement to work on the Ben Blue-Colgate Game Hour set for May 26.

Slick Promotion For Angelique Records

WILTON, CONN. — Dick jockies and record reviewers this week received an elaborate folder that was heavily perfumed, contained an “invitation to light-up and listen” and a gimmick for the product. The folder also contained descriptive material and a record—and there in lies the gimmick. Also attached was a card for the dogjay or reviewer to return to the company with his comments about the merits of the product. The company received a bottle of Gold Satin perfume.

In this way, the trade learned of a new label “Angelique” that has made its appearance on the market with the release of two new sides, “Every Time I Light A Cigarette” and “Love By Chance.” The two new tunes were written by a young couple, Elsie and Lloyd. They have worked for Angelique and Company, Inc. of this city.

The label was started at a Christmas party at the Angelique’s. Jack Mason, announcer and neighbor, stopped in at the party as he does every year. Mason, who heard the tunes, saw them as a wonderful vehicle for a rising young singer, Kitty Crawford, and made the necessary arrangements. Angelique and Company provided the backing and Mason handled the arrangements and production.

Bobby Shad Turns Out Mercury’s R & B Hits One After Another

NEW YORK—Bobby Shad has completed his first six months with Mercury as head of the Rhythm and Blues department with a long line of hits. Bobby came over from Sittin In, an independent label which he started himself after working in the R & B field for a number of years with such firms as Savoy, Manor, Continental and National. A method which he used in waxing was to take a portable recorder in a car and start out on a trip on which he would record whatever seemed good. In this manner he found some of his biggest attractions. At Mercury, his first date was cutting Dinah Washington. And of the sides he cut at that time, almost everyone has hit the Hot Charts. They include; “Cold, Cold Heart,” “Miss Emotions,” “New Blowtop Blues” and “Baby, Did You Hear?”

Bobby has also added many new artists to Mercury’s roster including Wini Brown, Lightnin’ Hopkins and Johnny Otis.

Other hits which he has developed at the dinkery include “Wagon Wheels” by The Ravens; “I’ll Always Be In Love With You” by Paul Quinnette and numerous others.

Probably one of the most well known records people among djs in his field, Bobby travels constantly looking for—and finding—new artists and hit numbers.

Krupa Returns from Japan

NEW YORK—The Gene Krupa Trio, just returned from a five-week Pacific tour to Japan, will open at Charlie Ventura’s Open House in Lindenwold, N. J., for three weeks beginning Friday, May 16th. Following that they will tour around the northeastern and central states.

Barton, Sanicola Form Tabb

NEW YORK—Ben Barton and Henry Sanicola have inaugurated a new independent record label, Tabb. First release is being issued now and features Jerry Wayne.

Meetings Dates Of Music Operators’ Associations

12—Wisconsin Phonograph Operators’ Association
Place: To Be Announced.
13—Automatic Phonograph Owners’ Association
Place: Suburban Hotel, Cincinnati, Ohio.
13—California Music Guild
Place: 311 Club, Oakland, Calif.
14—Music Operators of Northern Illinois
Place: To Be Announced.
15—New Jersey Music Guild of South Jersey
Place: Walt Whitman Hotel, Camden, N. J.
21—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, White Plains, N. Y.
26—Central States Phonograph Operators’ Association
Place: 621 Main Street, Poria, Ill.

The Cash Box, Music Page 23 May 17, 1952

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

The regulations state that where you carry inventory, the accrual method of accounting rather than the cash basis should be used. Yet, many firms that carry inventory, keep their records on a cash basis. The reason for others is the ease in keeping their records and the thought that the extra work of keeping inventory and accounts receivable, and accounts payable, will not be worth while, since the records are not used in the calculation of taxes.

A change of this kind involves a serious problem. The Bureau will attempt to correct this practice in the future and the tax laws will be changed to prevent such a practice. The IRS will try to get the accounting method righted and to keep the books in order. The tax law will be changed to prevent such a practice.

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Joseph Lee "J. L." Frank, a veteran in the country music promotion field, passed away suddenly in Detroit May 4th. For several years Mr. Frank has been managing his son-in-law, Pee Wee King, and was in Detroit with King prior to the opening of the Civic Theatre.

Clare Linn of Dearborn, Michigan's WKMH reports that the station is now set up at 1500 W. Chillicothe Ave. in its new studios which afford ample space for its increased operation. Station is setting the pace in that area with country music. Linn emphasizes that they are eager to keep the entire country tuned last a lot longer in popularity than are today's trick recording methods of the pop field.

Bob McKeenan is moving his daily show around Arizona in the interests of his sponsor, Barone's Evaporated Milk. From the station, Bob's show is mostly country records, however, these persons are pined in and are all live shows done by Bob and his Arizona Hayriders.

Dick Stone on their schedule daily. He's not the one you've seen in movies—he's from Keystone, West Va. but doing a bang up job. Jack Neil, WSB's country spinner, does 20 hours a week by the tally.

Eddy Arnold did a big promotion job in the Knoxville, Tenn. area last week. Eddy headlined the Tennessee Cancer Crusade in that area doing performances through various locations. In this connection he visited every county jockey doing a personal interview with each. Many thanks to Eddy for this humanitarian service—and to "Cactus" Nixon of WOKE in Oak Ridge for passing the info to us.

"Ramblin' Lou" Schriver of WJJL in Niagara Falls has been promoting Hank Snow (RCA Victor) and Tommy Cash (M-G-M) throughout his area and dates.

Peewee Maude and Al Britt his hosts, are hosts every evening from the stage of the Ritz Theatre in Pas-cayoue, Miss. Show is entitled "Pearl River Country Review" and attracts quite an area audience. Evan is carried in it's entirety by WRJW. Peewee and Al are out with their new M-G-M release and there is a lot of comment in the area circles about it. Steppenroper's "Louisiana Hayride" three hours live folk music show toured the state during April playing to capacity crowds everywhere. Show was m. c. and looked after by Frank Page who also carries the county shows and interviews from WNOU.

Smoky Smith of KRNT in Des Moines has a busy week recently having promoted a "Grand Ole Opry" show and the week after that the studio. Smoky's "Opry" guests were Carl Smith (Columbia), Ken Marvin (RCA Victor), and Ray Price (Columbia).

WARE in Ware, Mass., has initiated a 15-minute country and western disc show across the board with Phil Alanie doing the honors. Show goes on at 5 A.M. and is showing top listeners. The "Wanted Hayride" three hours daily.

Roy Acuff (Columbia) has been busy personally supervising the remodeling and readying of his Dunbar Cave just out of Nashville for the coming season. Park opens official May 15th and has new Kiddie rides and new facilities, and the whole operation given a general "face lifting." T. Texas Tyler (Four Star) has been booked with appearances on May 18th with his own town names to be featured each weekend. Booking and promotion is handled by "Uncle Otie" Hamilton who does the country record work on WJZM in Clarksville, Tennessee.

Bruce Grant of Kansas City's WHB heads station's Saturday night "Cow-town Jubilee" which carries on for five hours from the stage of Ivanhoe Temple to Grant, along "Highway 61" also handling promotions for sponsor Golden Wedding Coffee. Gang plays in saloons of groceries for four hours each Saturday. This is in addition to Grant's daily disc shows.

The Stanley Brothers (Columbia) are touring today and tomorrow, via WYVO in Logan, W. Va., according to stations d. j. personality, Happy Inson.

The Cash Box, Music (Page 24, May 17, 1952)
NASHVILLE—J. L. (Joe) Frank, manager and father-in-law of band leader Pee Wee King for the past nineteen years, died Sunday, May 17, of a heart attack in a Detroit hotel. He was fifty-two years old. Frank was attending the wedding for Pee Wee King's opening in that city.

In the music business for twenty-five years, Frank managed a great many names in the early days of the folk & western field. Among them were: Gene Autry, Fibber McGee & Molly, Snippy Burnett, Roy Acuff, Ernest Tubb, The Hootenanny Smells, and more recently, in addition to Pee Wee, Frank managed the affairs of newcomer Neil Harris.

He saw many artist's get their start with the Pee Wee King band. One of the most popular recording artists today, Eddy Arnold, was one of them.

In addition to his managing duties, "Joe" Frank was active in the publishing field as a partner in the firm of Ridgeway Music.

Surviving, besides daughters, Lydia, wife of Pee Wee King, are wife, two other daughters, and two sons.

Modernaires Run Contest
What Is A "Dipsy Doodle"?

The dipsy doodle is the thing to beware,
The dipsy doodle will get in your hair,
And if it gets you, it couldn't be worse,
The things you say will come out in reverse.
But what's a Dipsy Doodle?
The answer to the perennial question was recently found out through a nation-wide contest. Radio listeners were asked to help the Modernaires find the answer to the question. They turn in, offered a $50 prize "for the most comical and most interesting 'Dipsy-Definition' of a dipsy doodle." Entries were submitted through the local disc jockeys. Originally, there was not a second prize, but the response was so overwhelming, that the fun-fest called for one.

The first prize, submitted by Al Ross, WBAL, Baltimore, Md., went to Mrs. David Rosenthal of Towson, Md., who said that a Dipsy Doodle was:

T earing,
H appy,
E lusive,
S taring,
I possibly a
S y oung,
O mped,
D elightful,
L ovable,
E if.
New York, N. Y.
1. BLUE TANGO (Leroy Anderson)
2. WHEEL OF FORTUNE (Kay Starr)
3. A GUY IS A GUY (Don Cornell)
4. BLACKSMITH BLUES (Elma Marx)
5. I'LL WALK ALONE (Don Cornell)
6. PITTSBURGH, PA. (Guy Mitchell)
7. A GUY IS A GUY (Don Cornell)
8. KISS OF FIRE (Georgia Gibbs)
9. FORGIVE ME (Fddie Fisher)
10. BE ANYTHING (Eddy Howard)

New Orleans, La.
1. PITTSBURGH, PA. (Guy Mitchell)
2. A GUY IS A GUY (Don Cornell)
3. A GUY IS A GUY (Don Cornell)
4. ANYTHING (Eddie Fisher)
5. WHAT'S THE USE (Johnnie Ray)
6. BLUE WHEEL (Eddy Fisher)
7. BROKENHEARTED (Johnny Ray)
8. I'LL WALK ALONE (Don Cornell)
9. I'LL WALK ALONE (Don Cornell)
10. CRY (Johnny Ray)

Richmond, Va.
1. BLUE TANGO (Leroy Anderson)
2. A GUY IS A GUY (Don Cornell)
3. WHEEL OF FORTUNE (Kay Starr)
4. BLACKSMITH BLUES (Elma Marx)
5. WHEEL OF FORTUNE (Kay Starr)
6. ANYTHING (Eddie Fisher)
7. I'LL WALK ALONE (Jane Froman)
8. I'LL WALK ALONE (Don Cornell)
9. PITTSBURGH, PA. (Guy Mitchell)
10. KISS OF FIRE (Avery-Sketchin-Gibbs)

Birmingham, Ala.
1. I'LL WALK ALONE (Don Cornell)
2. BLUE TANGO (Hugo Winterhalter)
3. TWO LITTLE KISSES (Four Aces)
4. HERE IN MY HEART (Al Martino)
5. KISS OF FIRE (Tony Martin)
6. I'LL WALK ALONE (Don Cornell)
7. AM I IN LOVE (The Little Tittons)
8. GREEN EYES (Don Peale)
9. WHEEL OF FORTUNE (Kay Starr)
10. BLACKSMITH BLUES (Elma Marx)

Atlanta, Ga.
1. I'LL WALK ALONE (Don Cornell)
2. WHEEL OF FORTUNE (Kay Starr)
3. I'LL WALK ALONE (Don Cornell)
4. A GUY IS A GUY (Don Cornell)
5. BLACKSMITH BLUES (Elma Marx)
6. ANGELS (Eddy Fisher)
7. BLUE TANGO (Hugo Winterhalter)
8. I'LL WALK ALONE (Don Cornell)
9. BE ANYTHING (Jack Haskell)
10. HERE IN MY HEART (Al Martino)

Detroit, Mich.
1. WHEEL OF FORTUNE (Kay Starr)
2. BLUE TANGO (Leroy Anderson)
3. A GUY IS A GUY (Don Cornell)
4. WHEEL OF FORTUNE (Kay Starr)
5. BLACKSMITH BLUES (Elma Marx)
6. FORGIVE ME (Eddy Fisher)
7. I'LL WALK ALONE (Don Cornell)
8. DELICARO (Peter Faith)
9. MOUNTAINS IN THE MOONLIGHT (Johnny Ray)
10. CARDOCA (Les Paul & Mary Ford)

Kansas City, Mo.
1. BLUE TANGO (Leroy Anderson)
2. BLACKSMITH BLUES (Elma Marx)
3. BE ANYTHING (Eddy Howard)
4. I'LL WALK ALONE (Don Cornell)
5. FORGIVE ME (Eddy Fisher)
6. KISS OF FIRE (Georgia Gibbs)
7. CARDOCA (Les Paul & Mary Ford)
8. DELICARO (Peter Faith)
9. I'LL WALK ALONE (Jane Froman)
10. AT LAST (Roy Anthony)

Memphis, Tenn.
1. A GUY IS A GUY (Don Cornell)
2. WHEEL OF FORTUNE (Kay Starr)
3. BLUE TANGO (Leroy Anderson)
4. BLACKSMITH BLUES (Elma Marx)
5. HAMBONE (Laine-Stauff)
6. FORGIVE ME (Eddy Fisher)
7. I'LL WALK ALONE (Jane Froman)
8. I'LL WALK ALONE (Jane Froman)
9. GANDY DANCER'S BALL (Frankie Laine)
10. BLOW, BLOW, BLOW (Les Paul & Mary Ford)

Los Angeles, Calif.
1. BLUE TANGO (Leroy Anderson)
2. BLACKSMITH BLUES (Elma Marx)
3. KISS OF FIRE (Georgia Gibbs)
4. WHEEL OF FORTUNE (Kay Starr)
5. I'LL WALK ALONE (Don Cornell)
6. A GUY IS A GUY (Don Cornell)
7. I'LL WALK ALONE (Jane Froman)
8. ANYTHING (Eddie Fisher)
9. HERE IN MY HEART (Al Martino)
10. BLUE RAINBOWS (The Whippoorwills)

Terryville, Conn.
1. WHEEL OF FORTUNE (Kay Starr)
2. A GUY IS A GUY (Don Cornell)
3. BLUE TANGO (Leroy Anderson)
4. ANYTHING (Eddie Fisher)
5. PERFIDIA (Four Aces)
6. ANGELS (Eddy Fisher)
7. WHAT'S THE USE (Johnnie Ray)
8. CRY (Johnny Ray)
9. PLEASE ME, MR. SUN (Johnny Ray)
10. SLOW POKO (Paul West King)

Malta, Mont.
1. WHEEL OF FORTUNE (Kay Starr)
2. BLACKSMITH BLUES (Elma Marx)
3. BLUE TANGO (Leroy Anderson)
4. ANYTHING (Eddie Fisher)
5. PERFIDIA (Four Aces)
6. WALK MY WALK (Ella Fitzgerald)
7. THE BEACH BALL (Carlotta)
L. A. MUSIC OPS

HAIL DIME PLAY

Claim "The Cash Box" Report Has Stimulated Juke Box Ops' Efforts To Get O. P. S. To Agree To 10¢, 3 For 25¢ Play. Plan New Appeal To Local O. P. S. Office For Permission To Hike Price

LOS ANGELES, CALIF.—Through the entire Southern California area there is now a growing clamor for the play, 3 plays for 25c, to get under way. Especially since appearance in this publication, this past week, of the report that 54 dealers here and surrounding this city are now asking that dime play get under way.

Without regard to any rules or regulations, and in view of the fact that they found themselves losing money, some smaller ops jumped over to dime play and ran head on into O. P. S. (Office of Price Stabilization).

As these ops have since stated, and a few of them have already been fined: "We cannot see for the life of us where we, in any fashion whatsoever, are upsetting any of the O. P. S. Regulations.

"We are simply trying to earn a living. Our phonographs are placed in the average location. In no way have any effect on the higher cost of living. Nor do they, in any fashion, tend to step up living expenses anywhere."

Since the appearance of the last week's article regarding the fact that some of the leading in Southern California operators are going all out in an effort to bring about dime play, many smaller ops in the surrounding communities have also entered into the spirit of this plan.

They, too, are going to make an appeal to local O. P. S. offices to allow them to get a decent return on their investment and possibly even a profit, by allowing them to change over to dime play, 3 plays for 25c as is in effect in many of the other cities and counties through the nation.

The hope is high here that the ops will be able to convince local O. P. S. offices that they need dime play to survive.

They can show reports and charts which have been taken from The Cash Box why dime play is today imperative if the juke box operator is to survive.

They are also preparing reports from their accounts and CPA's and plan to present these to O. P. S. here in an effort to prove that they cannot any longer continue at nickel play when costs have zoomed away into the blue, blue sky.

Juke box districts here are 100 percent behind the ops. They, too, realize that they cannot go on selling equipment, especially at the prices of the new machines, if the ops can't earn a decent livelihood from what they are now operating.

Nick Carter of Nickabob Sales, Bill Happel, Jr. of Badger Sales Co., Paul A. Laymon of Paul A. Laymon Co., Dan Stewart of Dan Stewart & Co. are all for the plan.

The only man who couldn't be reached this past week was Jean Minthorne, Seeburg distrib who was in Chicago at the Seeburg distributors' meet.

In short, with all forces behind the ops and with the distributors here also working to bring about a general move to dime play, the hope is that O. P. S. will recognize the need for this higher coinage play action and will okay the use of the dime as it has been okayed for the telephone company and others here.

CHICAGO — Bally Manufacturing Company, this city, is currently in production on 3 different types of amusement machine equipment, according to Jack Nelson, general sales manager.

The latest of these to start rolling off the line at Bally is the new, ruggedly built, richly ornamented, coin-operated horse, called "The Champion."

And, only days before "The Champion" was tossed out of the plant, Bally's first shipments of "Atlantic City," a new, card-type, five-ball re-play game containing new scoring features, had arrived at its distributors throughout the country.

These two, together with Bally's jumbo pinball game "Futurity," popular in the field, and many other machines, make up the 3 different Bally products that this firm is offering operators, which need it, in a form to choose a type of equipment best suited to meet various location requirements.

"We're turning out as all three just as fast as conditions permit" stated Nelson, "and Bally distributors are evidently understood the operator in an excellent manner."

Joe Barton Named Mgr. For Bush Distrib. Co.'s JaxOffice

JACKSONVILLE, FLA.—Joe Barton has been appointed to head the Bush Distributing Company office in this city, according to an announcement by Ted Bush, head of the firm. Main headquarters of Bush Distributing Co. is located in Miami, where Bush and Ozie Truppmann supervise things.

Barton takes over the Jax offices with the good wishes of the entire Bush organization, and with the full confidence of Bush that he not only well deserves the position, but that he will do an exceptional job for the operators in that area.

"Joe, for the past six years, has been thru the entire working cycle of the coin machine business, not only as an operator, but as a technician and as a salesman," stated Bush. "He has been working all this time in the territory that he is now actively managing for our firm. He is, therefore, well acquainted with all the operators in the Alabama and Western Florida area, as well as those in Southern Georgia. He has an enviable reputation with the other operators, and they can look toward him for every cooperation."

Barton's rise in the coin machine business has been rapid and solid. He started out working for a distributing firm in Jacksonville as a mechanic. From there, he was promoted as chief operator and was given authority over the sales force, which eventually led to his appointment as sales manager.

"He is especially equipped for this coming year in handling the sales of the new Wurlitzer 1950 phonograph," stated Bush. "At the new Wurlitzer ran its Service School on this new model at the factory, Barton attended and his familiarity with the new machine will enable him to be of better service to our distributors."

Pictured above we see Ted Bush welcoming Joe Barton into the family.

Ky. State Court Of Appeals Rules Against Cash Payouts On F. P. Games

LOUISVILLE, KY. — Kentucky's State Court of Appeals has ruled (May 2) that pinball machines are illegal devices when players are paid off in cash by the location for "free games" they win.

The ruling was handed down in two cases involving five-ball machines. The five machines were among 43 seized last August in a county-wide crackdown by Barren County authorities.

The five machines, not its owners, were tried August 23 in Barren County Court, where Judge Carroll M. Redford ruled they were gambling devices and ordered them destroyed. The owners then appealed to Circuit Court. Two juries in that court on Sept. 14 found the machines were used in gambl-

ing. Circuit Judge Frank W. Jones directed the machines be destroyed. Again, the owners appealed.

The Jax office of Bush Distributing Company (above) at 60 Riverside Avenue, was built by T. R. Holliday for the express purpose of distributing coin machines, and is one of the most beautiful, as well as most practical, in the entire country.
America's Finest NATIONALY RECOGNIZED FISHING TACKLE AT SPECIAL LOW PRICES TO BONA FIDE DISTRIBUTORS

CHICAGO—“Crossroads,” new five-ball pinball game, introduced this week by D. Gottlieb & Company, this

Gottlieb Ships New 5-Ball

CHICAGO—“Crossroads,” new five-ball pinball game, introduced this week by D. Gottlieb & Company, this
city, is now available at all the firm’s distributors, according to an announcement by one of the manufacturer’s
executives.

This new game stresses extremely high scoring, although it also features many of the popular features of Gott-
lieb’s games.

There are 5 “Ball-Trap” holes in the “Crossroads” circle. The center hole scores 1 million; the 4 outer holes score ½ million each. All holes light corresponding Roll-Over Buttons for Super High Score. The player fills the 4 outer “Ball-Trap” holes for 1 replay. They all fill the all 5 “Ball-Trap” holes for 3 replays. He also tries to make 1 to 7 sequence and light the bottom replay Roll-Over.

Replays are made on high score up to 8 millions, and replays for “Cross Country” point scoring. There are also 2 mystery high scoring “Pop” Bumpers; 2 Point Scoring Cycolene Kickers; and 2 Super-Power Flipppers.

As is the case with all Gottlieb games, “Crossroads” has undergone extensive tests and distributor observ-
ation prior to the game being put on the production line.

Gas Curbs Worry Ops

CHICAGO—Curbing the use of gasoline may upset many operations throughout the nation, coin machine lead-
ers here reported, after conversations with many of their customers in coun-
try and city.

These men stated that the average country operator covers many hun-
dreds of miles each day, surveying and collecting from his machines which are usually scattered over a very wide area.


date: 09/11/1952

Miller Advises Dates Set
For MOA Meet In Chicago

Sept. 11, 12 And 13 At Congress Hotel

GEORGE A. MILLER

OAKLAND, CALIF.—George A. Miller, president of MOA (Music Op-
erators of America) wired The Cash
Box this week that the organization has set September 11, 12 and 13 as the dates for their annual MOA con-
vention and meet. The hotel which will hold the meeting is the Congress in

Chicago.

The dates set immediately precede those of the NAMA Convention, which will be held on Sept. 14 to 17 at the Palmer House. (The Cash Box has advocated an arrangement such as this for a long time, suggesting that all conventions be held the same week,
even at different hotels if so desired, so that operators can arrange to be present for practically the same out-
lay in expenses.

“We are fortunate to obtain these dates,” states Miller. “These dates are the only ones that could be obtained at any of the hotels, and it was made possible only by making some changes and adjustments at the Congress Hotel for the benefit of MOA.”

General Committee for Arrange-
mements is made up of Richard Schneider, Clem Stetsen, Clinton S. Pierce, Mor-
ris Goldman, Les Montoth, Ben Gins-
berg, Jack Mulligan, Tom Withrow, Dick Steinberg and Mike Imig. Ad-
visory Committee: Sidney Levine, legal counselor, Irving Ackerman, as-
soicate counselor.

“We are making plans and arrange-
ments to make this the biggest of all music machine conventions,” reported Miller. “We have already been assured that many record companies who have not shown in the past will be present, as well as the majors. Many manufac-
turers of auxiliary equipment will be on hand. Nothing is being left undone to have the very largest attendance possible.”

Meetings will be held each day of the convention with constructive pro-
grams. The convention will be the climax of the music industry, and legislative matters that will be of great interest to operators and outstanding speakers will be presented on each day. There will be entertainment for the wives during convention time, and as a closing feature, there will be the grand banquet.

Philadelphia Host "Miss Israel, 1952"

PHILADELPHIA, PA.—The coin machine industry can be sure that the petite and pretty 20-year-old Miss Michal Harrel, "Miss Israel, 1952," who is making her first visit to the United States since winning the World Beauty Pageant last year in Jerusalem, will take back with her all the current news in the amusement machine industry after finding in Philadelphia that her reception committee comprised four leaders in the coin machine field. "Miss Israel" came to Philadelphia last week to highlight the annual Allied Jewish Appeal Day at the Green Valley Country Club.

Joseph Ash, head of Amusement Machines Company, served as chairman of the reception committee for the charity event. For his committee members, he selected industry members who are associated with the Green Valley Country Club. Shown here with "Miss Israel, 1952" are (left to right) Sam Moss, head of Moss Amusements and secretary of the Amusement Machines Association of Philadelphia; Leo Beren, vice-president of the Berle Vending Company; Joe Ash, and Phil Prank, head of the Automatic Vending Day Corporation of Philadelphia and Chester, Pa. Ash is chairman of the Amuse-
ment Machines Division for the 1952 Allied Jewish Appeal campaign cur-
rently under way.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Listen carefully to “D’s” new sound system. Like Old King Cole, you’ll agree that here is a faithful reproduction of music in both bass and treble—of voice and instrument alike.

The all new AMI amplifier, a noteworthy advance in electronics, merits some of the credit. So, too, does “D’s” powerful oversize speaker, carefully positioned in its all wood sound chamber.

Together with AMI’s long-lasting ceramic pickup, all elements combine to bring music of unparalleled clarity—loud or soft as wanted—without scratch, blast or blare.

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

Old King Cole
Was a merry old soul
Who called for his juke-boxes three,
And tripled his delight
As he listened all night
To the tone of the new Model “D.”

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
MARVEL'S New Model ELECTRIC SCOREBOARDS
2-faced-adjustable for all boards. Chrome tube supports. 5' or 10' play by switch over.
OVERHEAD—Horsecallier (15-21-50 pts.) $125.00 Marvel Score (15-21 pts.) ca.
WALL MODEL Horsecallier (15-21-50 pts.) $95.00 Marvel Score (15-21 pts.) ca.
Terms 1/3 dep. Bal. C.O.D. or S.D. F.O.B. Factory, Chicago

MARVEL Manufacturing Co.
2849 W. Fullerton Ave.
Chicago 47, Ill.
Tel.: Dickens 2-2424

MOUNTAIN MISCALLY

Norm Bowden who heads the Service Department for Moe Libin's Central Distributing has a new daughter, Lewistown, Montana, just returned from a honeymoon trip into the warmer climates of Southern California. Norm visited along the Civic Machine Row in Los Angeles and dropped in to say hello to Jo Ann Lewis at Dan Stewart's, as Norm knew the wife was associated with Stewart's Salt Lake City office. W. E. Hall (known to the trade as Ed), Continental Regional Manager for Rock-Ola Manufacturing Company, was at the Salt Lake City to see Dan Stewart. Ed is busy as a bee trying to take care of his Eastern territory and handle some of the Western territories. He plans to hang in town for a few days trying to catch up some loose ends. As you know, Frank was promoted to R. F. Jones Company, Seattle Branch. Frank reports Seattle as a very nice town but will never forget the gang around Salt Lake City.

Tommy Thompson, R. F. Jones Co., getting all ready for his big showing (Sunday, May 11th) of the Now 50th Anniversary Seeburg. Tommy expects a huge turnout. Johnny Reuggere and C. M. McMurran, as they way Chicago, stopped to pay their respects to the R. F. Jones Company Salt Lake City office. Mr. and Mrs. Ray Ebert of Livingston, Montana, had a new baby girl. Quite a coincidence that Press Stratby, A. Newells, and Bob Bever ran into each other when making a trip through Montana last week.

Bowlery business very good in Cheyenne, Wyoming, according to Joe Spackman. He reports that in the rides that have bowlers they have the "good old days. Joe's buying a new automobile so business must be very good.

MT. RUSHMORE COIN CLIP

Two city slickers, Lou Boasberg and Arunu C'Leary, paid a visit to Taft Oder at his Slidell farm the other day. After a hearty breakfast, the boys headed back to the city—couldn't stand the fresh air... Incidentally Taft checked our complete checkup only to find that he is in the best of health. What more could you want, Taft?... There seems to be plenty of activity in the used field in three or four of the parishes that went out an Automatic games and Nick Carbalaj is trying like mad to catch up on orders.

Our good friends Buster Williams and Ed Robinson breezed into New Orleans for a couple of days. In between looking up old friends, Buster managed to spend a little time with his doctor for a check-up. Has anybody seen Elmp Pierce, the mystery man?... Summer weather has hit us squarely in the eye and recovery of the beach baking to the bane of people. Ponchartrain Beach seems to be the gathering place for many of the operators and their families. Lou Kofretz of Atlantic Records with Lois and Dick Starpel of Atlantic are in Mobile to catch The O'Connors doing a concert. We are much sorry to hear about the sudden illness of Mr. Alleman of the A.M. & E Distributing Co. Mr. Alleman was rushed to Hotel Dieu with a ruptured appendix. We sincerely hope he is up and about very soon.

We hear tell that Ray Broschert hit a hole-in-one recently and by the way, Ray now has a barbecue pit at his house. Check the score for Scotch sparrows. First you take three jiggers of good Scotch whiskey, barbecue the sparrow, serve them to your guests, then take three more jiggers of good Scotch whiskey. Sounds real fine... Emile Wille, who has the Algiers territory, says he will welcome the contemplated Mississippi River bridge. Don't be too happy, Emile, remember that moist with the muddy water has protected you from the local wolves for a long time. Lou Boasberg says he had a dream the other night. In this dream he saw a whole trainload of "Atlantic City's" being unloaded at New Orleans Novelty Company. Lou said he knew this was a dream even while he was dreaming... And with this thought Lou серьезно the Crescent City momentarily for the windy city of Chi.

CALIFORNIA CLIPPINGS

Won't come as news to anyone within shooting distance of L. A. Coin Row that Bill Gersh has been in town. Our bossman plumed in from Chicago with the Mrs. and spent almost every minute while he was here calling on many of his old friends. We got him out for some good times, including some of that famed Paul and Lucile Laymon hospitality and an escorted tour of their really out-of-this-world gardens. We've seen some prize landscaping around the town for over the years, as had the Gershs in every city of the country, but the Laymon layout comes up a blue ribbon prize-winner. Rounding out the dinner party were Charlie Daniels and very nice wife Gladys. The men good close to come up with ideas and enthusiasm that poured forth from Gersh... Bill and Abe Chapman had a recce over at Jack Simon's, where they reminisced over old times and named a bunch of cars that have been big future for the mechanical horses (or any other good going game or ride, for that matter). Seems the small town ojs from Coast to Coast are just now catching up with the horses, according to the orders that are coming in.

Spent a pleasant hour or two with Nick Carpel and operator Dwight Oasen from San Jose, the pair observing that music is holding its own up thataway. We seen Louie LaBrea with his wife and son, and his big barbecue place that LaBrea has at the corner of the hagen's as eating places have been at a premium around this area for some time... Just across the street, Fred Gaunt and Al Beltinella also expressed the opinion that the entertainment outlet has Gersh's at the top. We all agreed that the staff seems so busy these days with all kinds of new and used equipment unloading and loading that we wonder if they find time to eat... The appliance business must be but good for Bill Happel and crew down the street, what with more personnel being added to keep up with the increased stock and custome... Dick and Pete of Fullerton, they'd be the very person to say what it's like... Nick Harris and Pete Pellegrino of South Gate... Colton's Lawrence Rays... Dick Harris and Frank of Fontana... Ray Chiarrolla from Madera... Mr. and Mrs. Carr and Duke Freeman of El Centro... Looks like plenty of activity ahead for all the distributors selling equipment to the boys operating the San Bernardino Mountains of Lake Arrowhead, Big Bear and the others opening just up about this time of the year.

ARNOLD K. BREVICK

Arnold K. Brevick of Watertown, S. D. made the trip into the Twin Cities to see what was new in coin operated equipment and also to get some supplies for his route. Another operator in town from South Dakota was Darlow B. Aldrich of Huron... Harold J. Lyead of Levanon, S. D. has been too busy of late that he just managed to get into the Twin Cities for a few hours and then had to go back again and of course missed part of the action in what was the 10th Anniversary Issue of The Cash Box... We were impressed with his account too, adding up to the most comprehensive jukebox and machine notes we've seen. Dick and Pete's busy at the Fullerton Whaler... Joe Sawau brought in a few machines from Salt Lake City, only to find both Dan and Bob Bever out of town... Jo Ann Lewis filled us in on the Rock-Ola situation as being in fine shape.

Just had a call from Paul Laymon that a batch of machines that were due in about a month ago now they've been here for a month now that the top of the list will get theirs, as that's the way Paul handles the business. On the Row: William Hicken of Los Angeles is due here tomorrow and his family, including Santa Monis's Henry Gerwin... Henry Van Stelton of La Habra... Pete Shup and Pete Pellegrino of South Gate... Colton's Lawrence Rays... Dick Harris of Fontana... Ray Chiarrolla from Madera... Mr. and Mrs. Carr and Duke Freeman of El Centro... Looks like plenty of activity ahead for all the distributors selling equipment to the boys operating the San Bernardino Mountains of Lake Arrowhead, Big Bear and the others opening just up about this time of the year.

NEW ORLEANS NOTES

UPPER MID-WEST MUSINGS

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There has been a decided increase in the demand for coin operated machines in South Dakota and also to the fact that a lot of the merchants are taking and putting them outside in front of their establishments and they have been doing this since the weather turned warm. Nick Harris and Frank Phillips of Windom, Minn.; Al Eggemont of Ljos, Minn.; L. J. Savid of Red Lake Falls, Minn., and A. C. with all Agil in, has been the first time in many a moon was William Hunder of Wheaton, Minn., with his brother, Don.
Buys First Wurlitzer 1500 In Canton Area

CANTON, OHIO—Bert Bayer, owner of the Bert Bayer Novelty Co. in this city, is pictured above with his new Wurlitzer 1500. Bert was the first operator to purchase the new phonograph from Wurlitzer distributor Herb Wedewen of Northern Music, Inc., Cleveland, Ohio. He is placing his phonographs in the Canton area and the first installation was made in the Q. P. Hamburg Shop in that city.

Facilities Now Available For Converting Ampco’s “Turf King” Into “Hialeah”

BALTIMORE, MD.—Russell Ramsdell, president of Ampco Engineering Company, Inc., of this city, announced this week that ample facilities are now available for the large scale revamping of “Turf Kings” into “Hialeahs.”

Ops who own “Turf Kings” and would like to have them changed over to “Hialeahs” can be sent for and the operator can make the conversion himself. Refurbishing of the machines will consist of installing new units, new 12 color screened back glass and a 5 color paint job.

Ramsdell said that the firm had met with great success converting the machines in its own territory and that now it is in a position to handle requested conversions all over the country.

Full details of the revamping program are being explained to The Cash Box readers in a series of ads which Ampco has begun in this week’s issue.

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

Due to Greatly Increased Size the 10th Anniversary Issue

STARTS ON THE PRESSES A MONTH IN ADVANCE OF CLOSING DAY

LAST MINUTE CLOSING DATE

JUNE 11, 1952

RUSH YOUR RESERVATION NOW—OR BETTER STILL, SEND IN YOUR AD 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 48, Calif.
Williams

MAJORETTES

GIVE YOUR LOCATIONS AN EYEFUL OF "LIVE ACTION"!

• 4 KICKOUT HOLES Light up THUMPER BUMPERS for INCREASED VALUE SCORING!
• STAR HOLE SCORES POINTS—Becomes EXTRA SPECIAL for 5 REPLAYS!
• SPECIAL ROLL-OVER!
• "POINT" THUMPER BUMPER SCORES POINTS WHEN LIT!
• HIGH SCORE—POINT SCORE FOR REPLAYS!

5 THUMPER BUMPERS
5 KICKOUT HOLES
2 FLIPPERS
OPERATE MAJORETTES
for RICH PROFITS!

Williams
MANUFACTURING COMPANY

BUY MAJORETTES

At Your Distributor

Creators of Dependable Play Appeal

WANTED

STEAM—OR ANY OTHER TYPE OF CANDY MACHINE. WRITE US, GIVING DESCRIPTION OF CONDITION, MAKE, QUANTITY AND PRICE IN 1ST LETTER.

Supreme Distributors, Inc.
270 N. E. 2nd AVENUE, MIAMI 37, FLA.

FOR SALE

LARGEST, LONGEST ESTABLISHED
ROUTE IN CALIFORNIA
OVER 1,000 PHONOGRAPHs AND CIGARETTE MACHINES $100,000.00 CASH, BALANCE FINANCED

WRITE OR WIRE ONLY TO

BUD PARR
2301 W. PICO BLVD., LOS ANGELES, CALIF.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
DON'T

AMCO'S NEW JUMBO ONE BALL CONVERSION

WRITE EVERGREEN

ONLY $249.50

FIXTURES

Never before... an Invitation to a new world of profit, an invitation to a new world of opportunity. The AMCO New Jumbo One Ball Conversion Kit presents an entirely new concept in coin operated games. There is nothing like it on the market. The kit includes a complete conversion of the HIALEAH, one of the most popular games of all time.

The HIALEAH... One of the most popular games of all time. Now as a complete conversion set. This kit is complete and ready to install in any HIALEAH cabinet. It includes everything needed to convert the HIALEAH into a modern one ball game. The conversion kit is designed for maximum profit and minimum maintenance.

Features:
- Complete conversion kit for the HIALEAH
- New one ball game ready to install
- Maximum profit and minimum maintenance

AMCO ENGINEERING CO., INC.

503 EVERGREEN AVE.
BALTIMORE, MARYLAND

Phone: 322-3488

Send your old Obsolete "TURF KING" to AMCO ENGINEERING CORPORATION

503 Evergreen Ave., F.O.B. Baltimore 23, Maryland
and we return promptly to you the completely refurbished "HIALEAH", as pictured:

New Cabinets — New Ballys — New Units — New Colors

Only $249.50

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EASTERN FLASHES

The Cash Box went to another party this week—this one, the first annual banquet of the 1962 Buffalo Croquet Association, held Tuesday night at Bill Reiber's Restaurant, Elmsford, N. Y. . . . Without any previous experience along these lines, and with very few mistakes being made, the officers and executives who carried out the decided gave the banquet of their organization, their families and the many guests one of the most pleasant evenings possible.

The weather was perfect and the food was delicious. The croquet is always a big hit at these parties, and there was plenty of it. The speeches were well-received and the entertainment was enjoyable.

All in all, it was a great success and a credit to the Banquet Committee. The cash box is looking forward to next year's event with great anticipation.
This past week we decided to follow the advice of that famous publisher and great editor, Horace Greeley. And we went west. All the way west. To L.A. The town of the Big Brag. Where they brag about sunshine and sunshine. And, once a week, about a little business while. Anyway, it was very bracing, very fascinating, and very entertaining. Especially when we learned that the palm trees in L.A. were originally brought to the city by a wealthy entrepreneur. Here we found L.E.E.'s whisky picketing the distributors and jobbers who don't order the stuff. In the words of the owner, "If we get no pickets or no pickets. . . Here in L.A. with everything down, business is better than ever—for the horses. Horses, Horses. Horses everywhere. This kid, Laymon's, he's got a line in at least a dozen. They're everywhere. . . The bootleggers here bootleg on the bootleggers and it has now reached the point where the distrubes are bootlegging their own equipment into town at less money than what the machines cost them. It's wild and whirly merry-go-round with the distrubes, jobbers and operators having themselves a pay old time in the City of the Angels. . . Don't know whether the concern think of each other as "angels" but, they sure don't pronounce the word very often except in speaking with the very few fair souls who made a little side trip over the weekend to the California. Otherwise known hereabouts as Las Vegas, Nevada. Where the crap tables run around the clock 24 hours to mankind, can be played for from dimes to thousand. In the meantime, this living is glorious. One of the hottest places in the desert: gorgeous hotels, beautiful swimming pools, the world's finest entertainers entertaining and shooting their wages away on the crap tables. Where anything and everything goes. And a room can't be had for love or money over any weekend. The suckers love the City of Lost Wages. The women toughs jackpots for $100 every so often. There are even slots in grocery stores. Here's the biggest trick of all: everywhere, pink gowns go high and they're supposed to come down to Las Vegas in droves. To deposit their wages. . . Out at Paul Laymon's they've got a gorgeous sign (President of the United States L. A. Fonda and the Peace roses) that it would take a dozen of the variety sold in Our Town of the Winds to equal but one of these Laymon signs. Here Paul is actually the President Laurens and greatest statesman. Knowing one could ever wish for. Two really great, grand people. . . Harry Williams is now playing in pro-amateur golf tournaments. He's the 60 shooting amateur to date for the past week. Harry bungled his tee shot and buried the top of his head in a sacramental tombstone and was in a peeling mood.

So in the smog-sun city of Los Angeles, where it gets damper and colder than anywhere else as the sun goes down, people still eat, sleep, play, and laugh. The old-timers in Hollywood, like Ed Wilkes come from—like Indianaans, Ind. where Charley Daniels comes from—like Milwaukee, Wis. where Bill Heppler comes from—like Cincinnati, O. O. Some of them come along and say, "Oh, a Laymon came down from—like the others which makes it almost an impossibility. . . . there's this real California native with any lineage whatsoever in this City of the Angels (. . .). . . Abe Chapman had to have down to Mexico to look over a warehouse full of stuff and, at the same time, maybe get the Mexicanos to go into this sort of the thing. I've heard the rumblings and the jobbers and distibutors wondering. . . Irving Bromberg is more or less retired. Enjoys his penthouse on Wilshire Blvd. But, we've been told, Irv still keeps an eye on the largest part of the country. The local man advising that Mrs. Silverman has been called back by Uncle Sam's Navy to take command at Long Beach. And Al doing a whitebangup job of selling sugar dance dispensers, popcorn vendors, ciggle machines, etc., etc., all over the lot.

Dolores and Jean Minthorne in Chicago at the Seeburg districts' meeting there all this past week and stopping at the very swanky Ambassador East Hotel, where we looked some of their mechanical masterminds along. One of the oldest of the guys round L. A. is Nick Carter who showed us what opera tors do. . . If they have to go thru when he stacked up about three inches of tax envelopes that had to be mailed that day. "And that ain't nothing yet," as Nick says. . . Dwight Osborn down from San Jose where all Santa Claus's machines are in one place. Dwight advising that he has the guarantee to do the conversions free of charge. To get all the boys to work along with them. And give him a six months moratorium. Promising not to jump Jack. Made the trip and the collection of $16,690 over 40 percent above what they formerly were. The boys advise they wouldn't return to nickel play ever again. In fact they'd rather sell their routes first. . . As an example we questioned around the distributor's place and asked all employees where they came from (just to learn if there was one "native" amongst them). As we heard: Indiana, Illinois, Minnesota, Missouri, Mexico, Oregon, Kansas, Utah, Montana, Ohio, but, none born here in Calif. . . Boys round these parts think nothing of driving 500 to 500 miles out to the desert desert desert spot and play a game. Then call there once a week to collect. Man, oh, man, for sunny Cal.

The phone ops are now unionized, but since stickers were ruled illegal 'round these parts, dues are $10 per month per member. The L. A. boys trying hard to get together the funding. They tell us they have in the collection on the phone ops (that's Irv Bromberg's son whom we recall a kid playing pin games at 29 Dodworth St., Brooklyn) . . . He's all collected and nothing left. But evidently the phone ops in L.A. have to start all over again. Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manila, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Gum, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troubled world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troublesome world. We've heard that. . . Bill Jardine of Honolulu operates in Rangoon, Saigon, Guam, Manilla, Tokyo, Okinaawa and other places 'round the eastern part of this harried and troublesome world. We've heard that. . .
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FOR SALE—1 Chico Thing $59.50; 1 Chicken Sam with Target $79.50; 1, 1426 Rock-Ola $145; 1 Mills Condenser $145. Will trade new across the Board. Write: AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA ST, EVANSVILLE 10, IND.

FOR SALE—Operators of Arcades, Bowler Bar Stools, Slot Machines, Can be used for Group Operation on ticket or cash plan. Write for full catalogue and photos. DAVE LOWY & Co., 594 TENTH AVE., NEW YORK 11, N. Y. Tel.: Clicker 4-5100.

FOR SALE—Console—Counter Machines sold in compliance with Pub. L. 40—Will trade any new ball pin games, one balls, Bingo machines, Slot Machines, GINIS NOVELTY CO., 329 E. SEVENTH ST., MT. CARMEL, PA. Tel.: 41.

FOR SALE—Ready for location: Arizona $60; Camel Caravan $65; Thing $75; Mya $80; Piff Game $150; Footy $125; Football $65; Harvest Time $85; St. Louis $50; Rip Snorter $60; Seaburg $95; Whiz $25; Jack $50; Majors $40; Talhi $85; Shoot the Moon $150; Dale Gun $65; Silver Bullet $100; AMUSEMENT ARCADE CO., 419—9TH ST., N.W., WASHINGTON, D. C.

FOR SALE—Seeburg Deluxe, Pens $100; Y.1.Y. $125; Fun $150; Second Grade $200; sears Roebuck $250; others. Send for list. H. D. BEECH, 1701 2ND AVE., W. PALM BEACH, FLA.

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FOR SALE—Just off our route: Wurlitzer 1250-5 $225; 1250-10 $325; 1427-50 $375; 1475 $225, 1475-5 $325; 755 $275; 757 $325; 755 $275. Perfect condition. SHELDON SALES, INC., 881 MAIN ST., BUFFALO 3, N. Y.

FOR SALE—The finest conditioned pinball machines in the country. Every single one guaranteed regardless of price. Before you buy go to the Seaburg Distributor nearest you. SEABURG SPECIAL MUSIC CO., 1501 DRAGON ST, SAN DIEGO, TEX. Tel.: Riverside 4131.

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FOR SALE—Shippens brand new trip-pleasing Arcade Machines, Stomp, Machine Plus 20,000 folders — Special $39.50 complete. Shippens Folder Company, 45-15 49th Ave., Victoria, B.C. $6.00 carton 10,000. Mail check to: SCHWARTZ DISTRIBUTING CO., 1000 W. 17TH ST, MIAMI 45, FLA.

FOR SALE—Special—Seaburg Will 56 Willy Wonka — $59.50; Seaburg Will 45 — $49.50; Seaburg Will 75 — $49.50. The Seaburg — Shuffle Alley Express $19.50; Bally China Buc $24.50; B.A.T. Rifle Sport (3 gun unit) — $15.00. No cramping. AMERICAN CASINO DISTRIBUTORS, 610—AVENUE W., NEW YORK, N. Y.

FOR SALE—For $125.00 Seaburg 1108 St. Louis; Seaburg 1200 Parts Bally $10; Seaburg 3100 — $25; Bally Deluxe $75.00, balance C. O. D. SHOOTER CABLES, INC., 200 8TH AVE., PORTLAND 4, OREGON.

FOR SALE—Packard Full Boxes ready for location $12.50, satin or chrome. Seaburg Rear Games $295—$325 — Completely in top condition. WESTERN DISTRIBUTORS, 1226 6TH AVE., PORTLAND 5, OREGON.

FOR SALE—Photograph record di- rectly on phonographs for complete inspection of our stock. Continuous supply at all times. RELIABLE COLUMBIA SUPPLIES. 184-199 WINNEX STREET, HART- FORD, CONN.

FOR SALE—King Pin $250; Horse Feathers $350; Hayburner $275; Sea Jockey $295; Country Star $275; Peerless $250; Gun $250; ABC $275; Pitch 'Em & Catch 'Em $185. 1/3 deposit, balance C. D. O. LEHIGH SPECIALTY CO., 626 NO. BROAD ST., PHILADELPHIA, PA.

FOR SALE—Large quantity of Turf Kings; Champions across the Board; and Seaburg Bar Stools. REDD DISTRIBUTING CO., INC., 298 LINCOLN STREET, ALL- SVILLE, MASS. Tel.: Algonquin 4-4040.

FOR SALE—Turf Carolina $160; Winners $115; Citizens $50; Gold Cups $50; Photo Finish $75; Champions W. 904 $225; Sea Jockey $325; ABC $295; Five Stars $175. 1/3 deposit required, balance C. O. D. CHANGEMAKER, INC., 206-210 WATSON AVE., CLEVELAND, O. H.

FOR SALE—2 C. C. Things $95; Bally Carnival $35; Exhibit Gondola $35; Exhibit Corporate $35; Exhibit Two $125; Gottschall Barrels $45; Exhibit Six Shooter $195; Universal Winner $185; D. R. STEWART COMPANY, 140 E. 2ND ST., SALT LAKE CITY, UTAH. Tel.: 9-0911.

FOR SALE—Bally-Ols 1424 Walnut Hills $175; Seaburg $145; Others $25. B. C. E. D. K. Distributors, 1405 W. 4TH AVENUE, VANCOUVER 3, B.C. Tel.: clean $15; Bar Brackets $4; 1525 5-10-25c Wall bar boxes $5; Gott- schall Barrels $145; Automatic Amuse- MENT MACHINE CO., 453 WILCOX AVENUE, HARRISON 3, CON.

FOR SALE—New Genco Double Action $199.50; new Williams Sport- master $140; Bally Shuffle $80; Flyers $100; Spots $29; New Williams $53; Jockey $325; new Williams Sea Jockey $375; used Keeny 2 player $75; used Keeny 2 player $15; floor samples Mutoscope Flying Squirers $100; floor sample Williams $125. Seaburg Low Boy perfect $50; Williams Slingshot $275. Bally KO- BECK $175. Distributors and Amuse- MENT MUSICAL DISTRIBUTORS, 1221 MAIN ST., BUFFALO, N. Y.

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FOR SALE—We have on hand the largest stock of new and used pin and amusement games, phonographs, flipper pins, etc. Supplies in Michigan. We are distributors for AMI, Keeny, Genevo, Echibbit, Williams & Victor. See us first. MILLER-NEWMARK DIST.ги, 14420 N. 39TH ST., W. GRAND RAPIDS, MICH. Tel.: 9-6362; 5743 GRAND RIVER AVENUE, DETROIT, MICH. Tyler 8-2230.

FOR SALE—Complete Shuffleboard Reconditioned, genuinely re-crewed, first quality shuffleboard equipped trucks. We will install entire equipment in any condition. Send us your formula for refinishing. Four years experience in refurbish- ing and manufacturing of shuffleboards. Reason for selling, present owner buying government work. BOX HOLDER, 14806 BENTLEY AVE., DETROIT, MICH.

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FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want between June 1, 1952, and June 30, 1952. United Phonograph, 4227 WEST VIET ST., MILWAUKEE, WIS. Tel: West 3-3224.

FOR SALE—Reconditioned: Bally Carnival $25; Citation $30; Champion $30; Famous Turf King Big Bally Inning $165; Chicago Coin Play Ball $40; Super Hockey $50; Thing $55; Amatco $45; Wurlitzer $65; Century Pacific $65; Gottlieb Bank-A-Ball $75; Buffalo Bill $35; Select-A-Card $45; Bowles $25; Just 21 $25; United $85; $55; $75; $95; Universal Winner $95; Photo Finish $50; Williams Lucky Inn $60; Double Header $55. J. ROSENFIELD CO., 1023 OLIVE STREET, ST. LOUIS 3, MO.

FOR SALE—Chicago Coin Classic $115; Universal Super Twin Bowl $115; Bally Speed Bowl $50; Shuffle Alley with Fly-away plus $25; ALLIED COIN MACHINE CO., 786 MILWAUKEE AVE., CHICAGO 22, ILL. Tel: Carol-Gold 2-7791.

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; Exhibitor; Genco and Multi-Distributor, INC., 2280 N. 7th AVE., MIAMI 34, FLA. Tel: 3-7648.

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

13th Year of Publication
710th Consecutive Week's Issue

"THE CONFIDENTIAL PRICE LISTS"
(Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK")

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any reputable "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" reports exactly the same market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how many they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show the market price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may quote $100.00 whereas someone on the East Coast may think it worth $75.00. Of course, aerial, appearance, demand, territory, condition of equipment that may be taken into consideration. (Some equipment offered by out-of-state firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices in most cases.) The CPM's are based on "true market price" that be taken into consideration. (Some equipment offered by out-of-state firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices in most cases.) The CPM's are based on "true market price" that may vary. A rental of $1.00 a week, for instance, may vary from $1.00 a week in one area to $2.50 a week in another. "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: The "The Confidential Price Lists" should be read as follows: First price listed is lowest price for 5 weeks. Second price listed is highest price.

EXPLANATION
1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added
8. Machines Just Removed
9. Machines Added or Removed in Last 2 to 4 Weeks

WURLITZER

SEEBURG

Price List

<table>
<thead>
<tr>
<th>Phone Numbers</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.23456789</td>
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<tr>
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</tbody>
</table>

Listings of equipment prices, including: Phonographs, Coin-Operated Games, Arcade Games, etc. Prices listed are subject to change without notice. All information should be verified before purchase.
This Week's Used Market

The spring buying spree continued along at full steam this week with nearly all the used machines getting some degree of action. The enthusiasm for trading is expected to wane for some time and is expected to move right into the winter months. This week, the used dealers of the market shied away from the activity in a proportional manner. And what little activity there was last week, held its own with slight but negligible fluctuations in the downward direction.

The market showed up strongly once again with the usual high numbers receiving the normal sales. The new pieces that have entered the used machine lines recently also came up with heavy action. This division revealed a slight drop in price, but those decreases were most prevalent with the older pieces.

The music equipment held fast just as it did last week, and nothing much at all that it will change appreciably in the near future. The bulk of the activity was again concentrated to the heavy pieces and those that have consistently moved well in the market.

Shuffle items showed up strongly this week, and did so during the past few months. The surprising feature is the emergence of the arcade games as an active division since the market has been in it for some time. This added action was noted in last week's analysis and there was no noticeable change this week.

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

**Most Active Used Music**

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
</tr>
</thead>
</table>
| Down-Wurtler 195     | $850.00-
| Held-Wurtler 1100    | 350.00-
| Up & Down-Wurtler 180 | 175.00-  |
| Up & Down-Wurtler 175 | 200.00-  |
| Up & Down-Wurtler 150 | 150.00-  |
| Up & Down-Seeburg 165 | 110.00- |
| Up & Down-Wurtler 145 | 110.00-  |
| Up & Down-600 975    | 75.00-  |
| Up & Down-Wiltex 56 | 15.00-  |

**Most Active Used Pin Games**

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
</tr>
</thead>
</table>
| Up-A.C. (Un 5/51)   | $200.00-
| Down-Bank-A-Ball (Got) | 150.00-  |
| Down-Bright Light (B 3/51) | 350.00- |
| Down-Bright Spot (B 3/51) | 450.00-  |
| Held-Camel Caravan (W 5/51) | 65.00- |
| Up-Campan (5/51)    | 50.00-  |
| Down-Carnival (B 4/51) | 45.00-  |
| Held-Champion (B 4/51) | 45.00- |
| Up-Conley Inlay (B 9/51) | 450.00- |

**Most Active Used Arcade Equipment**

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Held-Bally Big Inning</td>
<td>125.00-</td>
</tr>
<tr>
<td>Held-Bally Heavy Hitter</td>
<td>42.50-</td>
</tr>
<tr>
<td>Held-ChinBowling 75</td>
<td>50.00-</td>
</tr>
<tr>
<td>Held-ChinBowling 65</td>
<td>45.00-</td>
</tr>
</tbody>
</table>

**Manufacturers New Equipment**

Products listed here are currently in production. Prices are manufacturers' list prices.

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Player League Bowler</td>
<td>460.50</td>
</tr>
<tr>
<td>4 Way Bowl (envy)</td>
<td>60.00-</td>
</tr>
<tr>
<td>2 Player Broom Ball (envy)</td>
<td>40.00-</td>
</tr>
<tr>
<td>All-Electric Cigarette (Vendor)</td>
<td>290.50</td>
</tr>
<tr>
<td>All-Electric Vendor with Chamelecon)</td>
<td>287.00</td>
</tr>
</tbody>
</table>

**ROCK-OA MFG. CORP.**

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Jeepster 100</td>
<td>395.00</td>
</tr>
<tr>
<td>Jeepster 125</td>
<td>490.00</td>
</tr>
<tr>
<td>Jeepster 150</td>
<td>750.00</td>
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</table>

**ELECTRIC**

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
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<tbody>
<tr>
<td>Flyer 3/25 250</td>
<td>95.00-</td>
</tr>
<tr>
<td>Flyer 3/25 500</td>
<td>105.00</td>
</tr>
<tr>
<td>Flyer 3/25 600</td>
<td>125.00</td>
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</table>

**RISTADANS, INC.**

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
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<tbody>
<tr>
<td>6-12 Player De Luxe Bally</td>
<td>495.00</td>
</tr>
<tr>
<td>6-12 Player Super Deluxe Bally</td>
<td>350.00</td>
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**WILLIAMS MFG. CO.**

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
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<tbody>
<tr>
<td>De Luxe World Series</td>
<td>250.00</td>
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</table>

**THE RUDOLPH WURTLER Co.**

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Exhibit Supply Co.</td>
<td>495.00</td>
</tr>
<tr>
<td>Big Brother</td>
<td>495.00</td>
</tr>
<tr>
<td>Big Brother (Vendor)</td>
<td>750.00</td>
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</table>

**GIVENS & CO., INC.**

<table>
<thead>
<tr>
<th>Model/Make</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>De Luxe Table 500</td>
<td>495.00</td>
</tr>
<tr>
<td>De Luxe Table 600</td>
<td>495.00</td>
</tr>
<tr>
<td>De Luxe Table 700</td>
<td>495.00</td>
</tr>
</tbody>
</table>

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