When Billy Eckstine and Fran Warren appeared at the N. Y. Paramount recently, it became an occasion for a get-together with other MGM record stars who were in town. Pictured above are Woody Herman, who last week showed off his band at Al Collins’ Carnegie Hall concert; Tommy Edwards, who’s been turning out one good disk after another; Fran Warren, whose latest is “Heavenly Father” backed with “Leave Them Alone”; Billy Eckstine, currently going strong with two disks, “Kiss Of Fire” and “Hold Me Close To You”; and Harry Meyerson A & R head of MGM.
THE WURLITZER FIFTEEN HUNDRED

SAVES YOU THE PRICE OF AN ADDITIONAL PHONOGRAPH

ENABLES YOU TO USE YOUR ENTIRE RECORD LIBRARY

HELPS YOU REGAIN CONTROL OF YOUR BUSINESS

Why Buy Two When One Will Do?

The Rudolph Wurlitzer Co.,
North Tonawanda,
New York
"You Mean It's Actually Ten Years?"

"Holy smokes, it seems like you just started a few years ago.

"Of course I remember getting your 'Confidential Price Lists' for some years before you came out with The Cash Box.

"By golly, ten years!

"It's hard to believe that ten years have sped by so fast.

"Seems like just yesterday when you walked into my office and told me all about your 'idea' of starting a new trade magazine called The Cash Box.

"Then, when you told me your plans and how you intended to make The Cash Box work, so that the people who were still in the business during the war would have a medium where they could actually 'talk to each other,' well, I remember telling you that 'this was the greatest idea of all ideas.'

"And now it's ten years!

"And I just can't get over it!

"Gosh, when I think back to all the 'great ideas' you presented to the trade.

"Like the 'National Coin Machines Board of Trade'; 'The National Tax Council'; 'National Public Relations Bureau'; 'The Confidential Price Lists'; the 'Classified Advertising Subscription' and 'School For Mechanics'; '70%-30% Commission Basis'; '10c Play'; and so many, many others that are, today, leading conversations thruout the entire coin operated machines industry.

"Take your battles against the 'Buckley Bill,' the 'Scott Bill,' the 'Bryson Bill,' and all your great, great editorials.

"Well, all I can say, is that you deserve many, many more years of life in this industry.

"Believe me, if not for The Cash Box there just wouldn't have been anyone to courageously fight for us. Stand up for us. Get into the thick of the arguments. And logically and clearly explain to them.

"So it's really ten years?

"That's right, you started in June, 1942 if I remember, and that means that this June, 1952, you'll be ten years old.

"Well, Cash Box, you deserve every honor and every break from every man, woman and child in this business.

"Believe me you've done one helluva job, and are doing even a greater job.

"You've done things that have never before been done in all the history of this industry.

"If any publication ever deserved the biggest, greatest, grandest testimonial of all-out commendation, you people at The Cash Box most completely deserve it. I mean every single word of what I've said.

"Well, fella, good luck, may you enjoy many, many more years of publication.

"Oh, by the way, don't forget to put in a Page Ad for me in that big issue.

"I want to be in that 'Tenth Anniversary Issue' of The Cash Box if only from the standpoint that you deserve this sort of tribute from my firm for how much you helped us, and the entire industry, to progress.

"Of course, and at the same time, I want my Ad to stand out and to be in an issue that will be, as you explained,treasured by everyone who gets it for the complete information it will contain."

(Editor's Note: The above is a transcription of a conversation held over the long distance phone with a noted member of the industry. It is our sincere hope that its import will reach home to all in this industry.)
If someone had dared to predict twenty years ago that today America's juke boxes would at any one time hold 15,000,000 records or 30,000,000 different sides, he would have probably been considered at the least somewhat extended in his optimism but more likely absolutely crazy.

For record companies twenty years ago were resigning themselves to utter defeat. It was the general opinion in the industry that it could never compete with radio where everything could be heard free.

And yet the record business was wrong. Because another industry—the juke box industry—grew up and developed to provide a market for records which was then undreamed of.

In the period of two decades, the number of juke boxes has grown from almost zero to more than 550,000. They have become located on every crossroad of this nation giving the public the kind of music it wants to hear at a price it can afford.

The juke box not only saved the record business from extinction but has brought it to the point where today it is the acknowledged hitmaker in the music business. Everyone knows there is no hit song, no star singer, no successful songwriter or publisher without hit records.

And it is all basically due to the juke box.

It was the juke box which opened up a whole new vista to the recording business. It was the juke box which took the top artists who were being developed through that new medium, radio—just as they will now be developed through that currently new medium, television—and brought them to the public, singing their hit songs over and over again on records, those same songs which they could only do once or twice on their radio shows—and all this at a nominal price.

No wonder the juke box industry developed and grew. It was serving a very definite need. It fulfilled an absolutely necessary function.

And just as in the era of radio it has grown to the point where it consumes 50,000,000 records a year and is a showcase on each and every day for 15,000,000 records at a time or 30,000,000 different sides, so in the era of television will it expand to even greater degrees.

For great as has been the growth of the juke box business, we have not even begun to scratch the surface of its possibilities.

Within the next few years the number of juke boxes will very likely double, saving over one million machines on location.

Imagine that in terms of record sales, writers’ royalties, publishers’ profits.

Yes, the juke box business has created a prosperous, healthy record industry. But it has only just started. The best is yet to come.
Don Tibbetts, (WXXL-CBS-Concord, N. H.), has revamped his morning schedule on Saturdays. From eight to ten Donn includes among his regular features a new gimmick called “The Tops In Pops Panel.” The panel consists of four listeners who sit in with Donn and review all new sides received up till Saturday’s Top Shelf Show. Artists and publishers alike are pouring in their latest plug songs and disks for review and rating. Another top feature of the show is the spinning of the Top Ten songs as judged by The Cash Box reports. 

Arnold Lewis (WALK-Pathogue, L. I.) has inaugurated a location luncheon deejay show which will be known as “Luncheon At Felsee’s.” Arnold, who will play records and do interviews, kicked off the show on May 21. Del Parks has taken over the deejay spot at WPEN-Philadelphia, from 6:05 to 9 A.M. on Monday through Saturday. Bill Silbert starts a DJ-TV show on the Daumert network May 31. The show will originate from Palisades Amusement Park 5 days a week.

Ed Bartell (KQV-Pittsburgh) is one of the country’s fast-rising disk jockeys. Ed does five days a week from 4 to 5 P.M. right from one of the national Top 10 stores in Pittsburgh. In addition to these remotes, Bartell does a daily 2:30-3 P.M. and a 6:40-7 P.M. stint from the studio. The early show is pop and the later show is hillbilly. Bartell, the vocalist with such name bands as Horace Heidt, Dick Himber, Tommy Tucker, Gray Gordon and others, prior to his taking over wax spinning duties nine years ago. Art Brown (WWDC-Washington, D. C.) is on the lookout for talented children under 12 years old in the Washington area for his “Starlet Revue.” Art will accompany all youngsters on the piano or organ. The versatile deejay has also ventured into the concert field. On Sundays from 5 to 6 P.M., Brown will play the Caucas in Meridian Hill Park. The concerts will begin on May 28 and admission will be free. The belled instrument was presented by Queen Juliana of Holland as a gift from her people. Bed Brees has just acquired the 10 to 11 A.M. spot on WPEN-Philadelphia, from Monday through Saturday. That makes a total of twenty shows a week for Brees. Members of the Washington Advertising Club are still chalking over a campaign speech that Jacki Milton Q, Ford gave on behalf of his boss Ben Strouse, WWDC, v.p. and general manager. Strouse is a candidate for the Board of Directors of the Ad Club and designated Ford as his campaign manager. The WWDC deejay went into action at the Ad Club’s pre-election meeting wearing a ‘coon-skin cap, drinking Hatocelo and smoking a big black cigar.

“The Harry Kaye Show” on the midnight-5 A.M. slot at WCAU-Phil. is being deluged with mail from local listeners as well as audiences from 43 of the 48 states. Listeners in Canada, Alaska, Puerto Rico, Guatemala, and as far away as Denmark and New Zealand have also been heard from. To accommodate the phenomenal mail pull of the show, the station started a “Pin Point Club.” Within a two week period, Kaye signed over 4000 membership requests from listeners. Kaye has had many name stars guest on his show, among them: Johnnie Ray, Patti Page, Sarah Vaughan, Farley Granger, The Four Aces, Denise Darcro, Guy Mitchell, and many more. The highlight of Paul Dixon’s career was when his “Music Shop,” originating in Cincinnati, O., which operates on a weekly budget of $15, replaced the $40,000, a week Amence-Langford variety show every week day morning over ABC originating in Cincinnati.

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

(Deco 28226; 9-28226)

**THE CUBAN NIGHTINGALE**
A dynamic rendition of a fast moving Latin number is belted out zestfully by the Camarata orchestra. A potent side.

**THE FLUTER'S SAMBA**
(2:01) The orchestra comes up with a spirited arrangement of a quick paced samba. Good for listening.

**VIC DAMONE**
(Mercury 5585; 558545)

**HERE IN MY HEART** (3:51)
A ballad that's coming fast is given a top notch going over by Vic Damone. The heartfelt and expressive reading is gonna get lots of spins.

**TOMORROW NEVER COMES** (2:45)
A slow ballad is treated warmly by Damone. The orchestra once again offers a lush backing.

**RALPH MARTERIE ORCHESTRA**
(Mercury 5852; 585245)

**I'M YOURS** (2:59) A current hit that has turned out the Ralph Marterie orchestra with Ray Shaw taking charge of the lyrics.

**THE MUSIC GOES AROUND AND AROUND** (2:46) A happy sounding olde is given a jump treatment by the orchestra.

**FRANKIE LANE & DORIS DAY**

**SUGAR BUSH** (2:30) Frankie Lane and Doris Day offer their polished version of a delightful boun-
cer. The Lubok choir adds to the poten-
tial of the lid.

**HOW LOVELY COOKS THE MEAT** (2:27) The Lainy-Day combo conjure up an alternately fast and slow paced rendition of another good number.

**BILLY WILLIAMS QUARTET**
(Mercury 5866; 586645)

**STAY** (2:51) The Billy Williams quartet comes up with a good sound as they present their stylized rendition of an attractive ballad.

**SWEETIN'** (2:35) A cute ditty with a light bounce is given added vocal send off by Betty White.

**JOHN LAURENZ & BETTY WHITE**
(Palace 102)

**TELL ME THAT YOU LOVE ME TONIGHT** (3:00) John Laur-

zen sings a lovely old ballad in English and Italian. The feeling vocal is backed by the Victor Arno ork.

**SWEETIN'** (2:30) A cute ditty with a light bounce is given added vocal send off by Betty White.

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**PEGGY LEE**

**LOVER** (3:18)
**YOU GO TO MY HEAD** (3:11)

(Deco 28215; 9-28215)

PEGGY LEE

- Peggy Lee is headin' back to the top of the female singers list via her new effort. The number used is a wonderful olde that's labeled "Lover" and it contains the necessary qualities to go big again. The arrangement is fertile and different and should create plenty of excitement. Peggy offers a stirring and driving rendition as a fast driving musical backdrop as set up by the Gordon Jenkins orchestra. This big production item makes for a wonderful sound that's gonna have juke box adherents tossing coin after coin into the machines. Flip is another olde that's done in a contrasting pace. Here, Peggy delivers a soft, sultry vocal that makes this level another strong contender. The Jenkins crew once again supports her all the way. However, the lid that's gonna move fast and furiously is the first deck and ops oughta get it now.

**PAUL NERO ORCHESTRA**
(Rhythm Records 1002)

**WHISTLER'S FATHER** (2:29) Paul Nero, his orchestra and violin bounce through a light number that showcases some fancy fiddling.

**SITTIN' NEATH THE WILLOW TREE** (3:07) A simple sounding end that features a fum vocal is eased through pleasantly by the ork.

**JAYE PACE**

Keystone 1415

**I'M THE WORLD'S BIGGEST POOL** (2:39) A soft, soothing treatment of an attractive ballad is presented by vocalist Jaye Pace.

**BECAUSE I SAID I LOVE YOU** (2:53) Another slow number is belted out listenably by the songster and orchestra.

**FOUR Aces**

(Merion 1004)

**WANTED** (2:46) A strong ballad is treated to the distinct styling of the Four Aces with Al Alberts handling the lead vocal.

**TOO MUCH IN LOVE** (2:39) The harmonizing quartet turns in a credible job on a light bounce and once again the group supplies the predominant backing.

**RUSTY DRAPER**
(Mercury 5851; 585145)

**DEVIL OF A WOMAN** (2:35) A fast moving, dynamic Latin tempo item is belted out in a spirited and exciting manner by Rusty Draper. Orch credits go to Nelson Riddle.

**BOUNCING ON THE BAYOU** (2:42) Another big sounding end with a dynamic arrangement handled expertly by the artists.

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**THE CASH BOX**

**BEST BETS**

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

- **HERE IN MY HEART**
  - Vic Damone
  - Mercury 5585; 558545
- **SUGAR BUSH**
  - Doris Day & Frankie Laine
  - Columbia 39693; 9-39693
- **STAY**
  - Billy Williams Quartet
  - Mercury 5866; 45-5866
- **WANTED**
  - Four Aces
  - Merion 1004

**BETTY BREWER**
(Deco 28202; 9-28202)

**I MAY HATE MYSELF IN THE MORNING** (3:06) Betty Brewer offers a slow rendition of a grand Benjamin and Weiss tune. Sy Oliver sets the lid up musically.

**YOU'VE GOT ME CRYING AGAIN** (2:50) Slow, sentimentall ballad is treated softly by the chipp and orchestra. Vocal group adds to the side.

**MOREY AMSTERDAM**
(Deco 28215; 9-28215)

**TRUE, MON, TRUE** (2:36) A single cut of Morey Amsterdam's new number is dished up vocally by comedian Morey Amsterdam, Milton De Lugg and his group present the backing.

**MY WIFE DOES THE CUTEST THINGS** (2:52) Another amusing novelty is offered by the comic.

**SNOOKY LASON**
(Tennessee 816)

**TIME** (2:39) A slow, pleasant ballad is handled easily by Snooky Lason with a subdued orki setting the lid off effectively.

**STAY AWAY FROM DIXIELAND** (2:47) The artist lends vocal assistance to a Dixieland beat. A lively side.

**DINAH SHORE & TONY MARTIN**

(RCA Victor 20-4718; 47-4718)

**IF SOMEONE HAD TOLD ME** (2:14) Dinah Shore and Tony Martin duo with a lovely tune and turn in a slow and soothing Job. Rene Rea backs the end musically.

**NO OTHER GIRL FOR ME** (2:12) A slow waits tempo item is dished up by the same combo with a fitting backdrop set up by the ork.

**FREDDY MARTIN ORCHESTRA**

(RCA Victor 20-4713; 47-4713)

**SAD TALK** (2:50) A slow tune is delivered with finesse by the Freddy Martin orchestra with vocal credits going to Murray Arnold.

**THERE'LL BE NO NEW TUNES ON THIS OLD PIANO** (2:06) A sweet bounce is belted out by the ork and vocalist with some interesting piano runs highlighted.

**LISA KIRK & BOB HAYMES**
(RCA Victor 20-4715; 47-4715)

**WAIT TILL THE SUN SHINES** (2:29) Lisa Kirk and Bob Haymes present an easy jump version of an oldie.

**FIFTY YEARS AGO** (2:51) The artists deliver a cute number in an informal manner with talking injected throughout.
NEW YORK—Dolly Davis, Jubilee recording star, held a cocktail party for her friends, disk jockeys, jake operators and the trade press at Al and Dick's Steak House. A tribute to Dolly's popularity was the magnificent turnout that jammed the studio to its wall. Dolly, the prexy, greeted each and every one as they arrived, and gave each a copy of Dolly's new release "I'm Getting Sentimental Over You" and "Smooth As Silk" as they left.... Latest flash from the rumour factory has it that Sunny Stevens will shortly sign with RCA Victor. Sunny has been gaining steadily in popularity, with TV shows and personal appearances in top theatres in Philadelphia, Detroit and New York. Thrusday made it with her Derby recording "Wheel Of Romance" and the RCA Victor folks are gartered with a great line gal with a great look out for hot talent,... Gloria Wiefel, secratary to Frank Walker, president of MGM Records, getting married June 7?...Irwin Zucker, eastern record promotion man for Coral Records, is going to do what we all dream of. One June 10, Irwin will sail from the U.S. shores for a three month tour of Europe. He intends to survey the music field while there.... Rosemary Clooney and Gene Krupa are together again. This has been an exciting week with all the hullabaloo centered around three new singers. It is a rare thing when a young vocalist clicks with his first record—but here we have three young vocalists getting comings on their first try. Frank Stevens has two great sides in his Grumercy disc "Never Leave Me" and "Heart For Sale," Steve Lawrence comes through with two big ones for King with "Princess" and "Never Leave Me," and Len Forrest makes good with a bang with his Regent release of "Mammy Of Mine" and "Dixie Train." "Mammy" was featured 26 years ago by Al Johnson but was never recorded by him.... MGM Records is once again arranging for tie-ins throughout the country with drive-ins. Drive-ins will play MGM Records exclusively on the public address systems after and after shows and during intermissions. Randy Wood, prexy of Dot Records, will be out of action for a Victor recording of "Booher's" close to the limit. Red working for Haggard Music recuperating from a bad case of paint poisoning.

CHICAGO—Enjoyed ourselves at a very terrific cocktail party given for the Four Aces by Decca's offices here. Slim Weimer, who heads Decca in Our Town, tremendously pleased (one of those branching, big, silent guys, who just loves to see his suppliers giving themselves) and everyone having the grandest good time. Gotta hand it to this Slim Weimer for his hospitality. And, that nicest, the Four Aces turned out to be terrifically swell guys, all of 'em. Say, you should be here, if you want here a voice as a voice, and can sing it from lowdown to uptown, then catch this Marty Drake, currently with "Bugs & Yox" here in Chi. Of whom Edward (Met) Johnson said is one of the great voices of our time. If ever a voice should be featured on disc—ive choose Marty Drake. ... Sweeter than sweet: Maggie Whitting. And nicer than nice: Lou Busch (otherwise Joe "Fingers" Carr, Maggie's swell buddy). Two very good people. Who are so really sweet to meet and talk with. And so earnest about wanting to please the people. ... Percy Faith assists. His own making. With that warm, friendly, mellow baffle. ... David LeWinter in his 7th year at the Paramount (which is a record, we believe, that'll never again be equalled) is one of the most terrific little orks on jazz and rhythm tunes we ever did hear. ... Perry Lee and Gordon Jenkins: "you ask if two more better?" have got a Mammy Fox and Barney Fields of Paramount Music here all attentively with their rendition of that old favorite "Lover." ... That Ella Fitzgerald, who at the Regal—so very, very, very recent, that it is the right way of describing this real swell group.... Here's to the house down. But down. And out. Everytime. To come of it, we hear from a noted deejay that Tony Bennett, Guy Mitchell and Al Martino used to room together. Then each one departed from the room.

LOS ANGELES: There's one way to judge the sales of any record, and that's by looking at the orders as they pile in—which exactly what did at Lew Chawton, Imperial office the other day while he received several long distance calls for large quantities of Fats Domino's "Go "Home" and Slim Whitman's "Indian Love Call". Got proofs in thirty with the girls in Los Angeles while he was on a distance phone and gathered he wasn't a bad fellow to work for: One of the girls has been with him six years, another five years and the newcomer two years, making it somewhat of a longevity record among independent firms in the business on this Coast. ... At Modern, where the Bihari Family is really doing a job these days, we found Joe just back from a trip South, where he recorded a number of singles in Illinois. His plan is to go out in this business and make spiritual music. ... Tempo's entry into the blues and rhythm field in a healthy start with Little Billy Big doing a nice ballad on "The Saddest Dreams". ... Have a visit from the Good Time Jazz at its new large quarters on Melrose Place, with Nokie Edwards and Bob Keister are club charges while headman Lester Koenig is shooting a motion picture for Paramount in Rome..... The boys believe they've got a fine one for the boys in Bob Austin's "South," making its first ever local treatment, with Clancy Hayes doing the honors.

Ralph Bascapé of Federal just back from New York, where he spent some time with our Bob Austin, and also got over to Cincinnati to cut The Royals and down to Durham, N. C., to do a spiritual session with a new group, "The International," who was given an assay by a popular disc jockey on WABC-Cash of station WTIK. ... King's Al Sherman also just in from Phoenix with reports that Lucky Millinder's "Loaded With Love" and Earl Bostic's "Linger Awhile" are taking off up tharway. ... Back a tour on behalf of his numerical name making recording artist clients was promotion man Jerry Johnson, who covered 164 radio stations in Salt Lake, Boise, Spokane, Butte, Cheyenne, Denver, Santa Fe and points north and west.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
DINAH SHORE
(RCA Victor 20-4719; 47-4719)

"DELICADO" (3:00) A current biggie is handled exquisitely by Dinah. The 13-piece orch supplies the Latin background.

"THE WORLD HAS A PROMISE" (3:27) A delightful and catchy folk item is presented engagingly by vocalist and orch. Tune should build.

THE FOUR KNIGHTS
(Capitol 2087; F-2087)

"IT'S A SIN TO TELL A LIE" (2:48) The Four Knights deliver a case of bounce vec oldies. The slow item is stepped up in the middle with a jump tempo.

"I'M THE WORLD'S BIGGEST FOOL" (2:46) A slow piece is worked over by the group with the aid of an echo effect.

JEANNE GAILE
(Capitol 2088; F-2085)

"THE ROOM SONG" (2:52) A cute novelty with an infectious bounce is handled adeptly by Jeanne Gaile with a big boost from the Cliff Stone crew. If number happens, this hit should get a share of the loot.

"I WAS JUST WALKIN' OUT THE DOOR" (2:51) A slow, sentimental tune is dished out in country style by the thrush.

HELEN O'CONNELL
(Capitol 2090; F-2090)

"FAREWELL" (2:28) A slow folk and western type number is delivered warmly by Helen O'Connell with a triple guitar backdrop set up by the Harold Mooney orch.

"STAR EYES" (2:37) A tuneful item with a light Latin beat provides a better material for the chip. The Mooney orch once again sets the mood.

PAUL WESTON ORCHESTRA
(Columbia 19735; 4-39736)

"SO HELP ME" (2:09) Paul Weston's orch handles a lilting tune in smooth fashion. Side is ornamented by the Lahoff Choir and Fred Lowery's whistle.

"BEAUTIFUL OHIO" (2:41) Weston crew cut sounds soothing rendition of a soft, slow tune with whistling and chorale group again featured.

RAY BLOCH ORCHESTRA
(Coral 60747; 9-60747)

"NEVER LET HER GO" (2:45) A melodic jump tune is dished up tastily by the Ray Bloch orchestra along with Larry Douglas and the Sunlight Singers.

"YOU'LL NEVER BE MINE" (3:10) Douglas offers an impressive vocal to a slow and pretty waltz tempo tune. The waltz rounds the side out.

MUSIC called the lovely

"NEVER LEAVE ME" (2:57) "HEART FOR SALE" (2:13) FRANK STEVENS (Gumerry 1027)

"POINCIANA" (2:50) "NEVER LEAVE ME" (2:56) STEVE LAWRENCE (King 11015)

FRANK STEVENS

A young vocalist makes his debut with two winning performances. Frank Stevens presents an expressive reading of a lovely romantic ballad on the top half that's titled "Never Leave Me." The pretty melody is carried impressively by the songster along with the lush backing set up by the orch. Flip is called "Heart For Sale," and here too the chorus has himself a lid that could move to the top. The fine voice of this artist is gonna take a nick for itself in jive box circles and ops are advised to stock up now.

"MAMMY OF MINE" (2:47) "DIXIE TRAIN" (2:51) LEN FORREST (Regent 195)

"THE DAY OF JUBILEO" (2:25) "YOU'LL NEVER BE MINE" (2:55) GUY MITCHELL

Columbia 39753; 4-39753

LEN FORREST

A new voice and an old familiar sound is what Len Forrest offers on his first recording effort. The vocal quality is reminiscent of the late Al Jolson and Len manages to capture lots of the warmth of this trooper. The tune labeled, "Mammy Of Mine," is an old-time Jolson number that moves along with a big bounce. The string backing offers an authentic setting. Flip is a similar side that moves with a quicker pace and here too the artist turns in a grand job. Both sides look big and ops should get going right soon.

GUY MITCHELL

Guy Mitchell scores again with his presentation of a pulsing folk type number. The songster cruises through the bouncing number with the same authority that has made so many of his previous wares top money making material. "The Day Of Jubilee," is powerfully projected by Guy while supported by a rhythmic backdrop by the capable Mitch Miller orch and chorus. Flip is an engaging side that's done with a modified waltz tempo by Gey and the crew. The fullness of the voices and the beautiful orchering make the top level a potenti one and ops oughta act accordingly.

MORSE MILLER ORCHESTRA & RAY MCKINLEY
(Coral 60750; 9-60750)

"BUNK HOUSE BOOGIE" (2:40) Mitch Miller and Ray McKinley give out with a forceful rendition of an oldie in jump tempo along with the C Notes and Stan Freeman harp-according.

"CUBAN NIGHTINGALE" (2:36) A fast moving Latin beat surrounded by Mitch's French Horns is carried through exctly.

DE PAUR'S INFANTRY CHORUS
(Columbia 39743; 4-39743)

"PEACE IN THE VALLEY" (2:46) The big voices of the De Paur Infantry Chorus come up with a smooth rendition of a slow numeber.

"MOVE OVER, GENERAL" (2:40) The male vocal group offers a stirring sound on a match tempo that features George Marshall.

MARY SMALI
(King 15187)

"MERRY-GO-ROUND BROKE DOWN" (2:12) Mary has a cute bouncing version of a real oldie as the Vic Mizzy orch offers the backdrop.

"YOU'D THINK I WAS IN LOVE" (3:07) A multiple voice rendition of a slow easy moving tune is dished up pleasantly by the chip.

PETER LIND HAYES
(Deco 28205; 9-28205)

"YOU'RE SO MUCH A PART OF ME" (2:28) A cute buoner with matching lyrics is delivered splendidly by Joe Lilley along with his wife Mary Healy.

"BEWARE OF THE BEAR" (3:18) With the support of the Charlie Barnet orchestra Hayes presents a bouncing novelty.

RING CROSBY & JUDY GARLAND
(Deco 28210; 9-28210)

"MINE" (2:44) Bing Crosby and Judy Garland offer a polished performance while doing with a pleasant, moderate beat number. Joe Lilley's orch backs the pros.

"YOU'VE GOT ME WHERE YOU WANT ME" (2:49) A light jump is carried engagingly by the vocalists and is adequately backed by the musical crew.

LES BROWN ORCHESTRA
(Coral 60754; 9-60754)

"KISS OF FIRE" (2:47) The current popular tango, "El Choclo," is given slick instrumental coverage by the Les Brown orch while supported vocally by the Jud Conlon Singers.

"I WAITED A LITTLE TOO LONG" (2:46) The vocal group is featured with a slow item that builds into a jumpy side. The tune should happen.
UNMASKING THE NATION'S NEWEST RECORD HIT!

"THE MASK IS OFF"

on

PYRAMID RECORD 900 and (45x900)

backed with

"GOOD NIGHT"

AS RECORDED BY THE THRILLING NEW SINGING STAR DISCOVERY

BUDDY COSTA

Orchestra and Chorus Conducted by JOE REISMAN

Manufactured and Distributed Thru—

ORDER NOW FROM THESE DISTRIBUTORS . . .

JUBILEE RECORD CO., INC.
315 W. 47TH ST., NEW YORK, N. Y.

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

IS

NOW IN PREPARATION

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.
A New York Cowboy

The Cash Box, Music
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May 31, 1952

Los Angeles—Robert Q. Lewis on route from Las Vegas to New York stopped off in Los Angeles to tape a few shows with Bob Crosby, Margaret Whiting and Jimmy Wakely. In addition to the interviews taped with the Capitol artists shown above, Robert Q. also did some with Joe “Fingers” Carr and Stan Freberg.

The HALE You Say

by Natt Hale

Down through the years, the juke box has taken on added significance in the motion and exploitation of phonograph records, besides providing the manufacturers and distributors as an enormous sales outlet. It appears to be an amazing testimonial, at times, that the rank and file of the coin machine gangtry seem to have an intuitive approach to the new trends which continually crop up to heighten and bewilderg the ordinary record “experts”—the sales managers, A. & R. directors, promotion specialists, etc.

Of recent years, however, it would seem that the assorted geni who have been the plague and bane of the juke operators have now come up with a new device to carry out their Machiavellian schemes.

Why not make the juke box their Number One outlet for promotion and exploitation?

So be it

Despite the already deceptiveness of most boxes, the master-minds of p. & e. set about to provoke the hard-pressed ops by designing display pieces, special photos, perambulating “gimmickle,” perpetual-motion oddities, colored title strips, hangers and streamers for surrounding areas of the box, stickers, and etc., etc., etc. Everything.

(Oh Brother. . . !)

In order to correctly analyze this current situation, it might be well to describe another one of our hypothetical locations, where a brand-new 2000-select box has recently been installed. With a seating capacity of some thirty-four people, the spot has 235 wall boxes to take care of the “transient” trade. . . (It’s the transient visitor to any location, you know, who insists on giving the owner a list of 78 “must” records to forward on to the collector. “If they’re not on the next time I come in here, I’m gonna’ do my drinkin’ some other place—”)?

In spite of the number of wall boxes, we can’t make our three selections with any appreciable discrimination. Why? Because, across the face of each wall box is a huge, violently multicolored sticker containing a portrait of a femme in what should be described as a futuristic Bikini suit sun suit. This gal, evidently, is all excited about a record by Darken Hamsone entitled, “You Do Things To Me.” So, caressing little or naught for the vocal inspiration or pictorial onslaught on behalf of Mr. Hamsone, we tread our weary way to the juke-box itself, whereby we can insert our two bits with comparative individualism.

But—can we?

The first graphic to engage our retinas is a little figurine which seems to be prancing to and fro across the floor of the box. In vivid lettering on the miniature sandwich-board which adorns the figure, we read: “What Am I Doing? Why, ‘I'M WALKIN’ MY BABY BACK HOME’ Play Record No. 46-D.”

Still displaying unusual character fortitude, we attempt to focus the orbs on the mass array of title strips below.

But—no-sir!

Our attention is directed to the wall behind the machine, where a neon sign flickers on and off. The verbiage thereon informs us that: “Lotta Curves says: ‘Spider’s Frey’ is my best record to date. Listen to it. Pie-e-a-see . . .”

Once more, we make a hearty endeavor to concentrate on the vast array of titles, and we believe that, after last, we’ve concluded on at least one disc we’d like to hear. Now for the other two—

But—

Out of the corner of our left optic, we detect the petite American flag which keeps flapping in the breeze of a deftly-concealed fan within the juke box. Pasted against the back of the box, a small sign proclaims: “Listen to 34-B. Let’s make the Reds see red, when they see our red, white and blue.”

Then, in flaming vermillon, a scoreful finger points at us accusingly, stating: “Well—aren’t you going to play Number 34-B? Be patriotic!”

Resignedly, we make our way back to the bar to ask the bartender to change a bill for us and give us 20 quarters. Who are we, not to be patriotic? In time, we insert all the coins in the chute and press the concatenation of levers, registering a play for every platter on the box.

We’d feel guilty if we didn’t play every one. And we know that the flaming finger would haunt us for the rest of our days.

Well—that’s how it goes...
WAYNE HOWELL: "The new Mario Lanza!"
VINCE WILLIAMS: "Looks like the next singer to break through!"
DANTON WALKER: "... HE SINGS!"
BARRY KAYE: "Taking Philly by storm!"

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JUBILEE Causes a HEAT WAVE Across The Nation

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May 26 the i

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Cash Box May 24th

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BY EDNA McGRIFF

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The Cash Box, Music
Page 16 May 31, 1952

Vic Damone Keeps On Singing—But Now It's For The Troops

Vic Damone is an entertainer. No matter what else he may be doing, his main job is to entertain people. And so it's not surprising to learn that although he is currently in the army, deep in the heart of Germany, as the expiration zone, Vic is still at it. Now he is probably working harder, bringing his shows to the troops, than he ever did in private life.

For his duties involve a constant one-nighter grind, six nIGHTS a week with matinees thrown in here and there for kicks.

When Vic first arrived in Germany, he was assigned to the 15th Army to organize a show called "The Pyramid Of Stars." It was composed of several variety acts and toured the entire area, making quite a name for itself.

Lively Shindig Introduces Dolly Dawn's New Disk

NEW YORK—In one of the liveliest shindig's of the year, a crowd drawn from the music trade gathered in Al and Dick's Steak House on Wednesday, May 21, to honor Dolly Dawn. Jubilee Records thrash, on the release of her new record "Getting Sentimental Over You" and "Smooth As Silk." A steady stream of visitors representing the various sections of the music industry, from publishers and record companies to juke box operators and disk jockeys, made their way into the private dining room to wish the star well.

On hand to greet the guests were the officers of Jubilee Records and Connat Distributors.

The new release is the second for Dolly on the Jubilee label. Her first was the current pop favorite "I'm Any thing." Dolly, who has had much experience singing with bands, has appeared in some of the leading night clubs in the country. Originally she hit the spotlight with George Hall's band at the Taft Hotel, New York. Hall is currently managing the affairs of the chanteuse.

Dolly opened at the Casa Selvile, Long Island, on May 23 for a two week run.

Topper Issues First Disks

CHICAGO—Topper Records' brand new label established here by Dick Moran and Jack DeSolt, announced its first two releases this past week. First disk features Johnny Holiday on "My Tears," a song was popular with GI's in Germany during the past war. Backing of disk is, "To You With Love," with lyrics by Barbara Rockefeller.

On its label, noted TV piano ace, records "Barefoot Boy" backed with "Ace In The Hole."

Now that practically everyone has seen that show, a new one has been dreamed up by Vic, this called "The Big Show."

It's composed of a company of 27 artists plus 11 technicians. They travel by bus or plane, whenever necessary, and reach every installation within reaching distance.

The group works 41 days at a time and then gets 2 or 3 days leave. Doing a show in a different camp or installation every night, the company also pitches in for various hospitals it may run across at matinee performances.

On the couple of days that Vic gets off, he has used his time to make his Mercury recordings. The label in "Here In My Heart" which he did with 40 of Germany's most accomplished musicians and which was rushed back to the States for release.

Currently Vic is playing a week's engagement in Birmingham—and a week in one place is tantamount to a vacation for the singer.

Marvin Cane, his manager, who recently returned from Europe, where he spent a weekend with Vic in Paris, reports that Vic's feeling well, looks well and is happy with his work.

When he finishes his army duty in about nine months, Vic will be back entertaining us civilians again, on his club dates, theater engagements, Mercury Records and MGM films.

"Mask Is Off" Causes Pubs' Bidding Speere

NEW YORK—A new sensation soared over the New York music world last week, a tune called "The Mask Is Off."

Put out on the independent Pyramidal label, and sung by Buddy Costa, the number immediately attracted wide attention from the publishers. It was rumored one day last week that half the publishers in town were bidding for the tune but Miller Music of the Robbins, Feist and Miller combine finally won out.

Connat Distributors have taken over the national distribution and manufacture of the record.

Music Publishers Holding Makes New Appointments

NEW YORK—Music Publishers Holding Corp., announced this week the following changes in its managerial set-up. The changes became effective May 19.

J. Tatian Roach was appointed to the post of Director of the Standard and Educational Departments; Carl Kritosner became General Sales Manager, and Murray Moskowitz takes over the duties of assistant to Roach in addition to continuing as Production Manager.

J. Tatian Roach has been associated with Music Publishers Holding since 1938, serving primarily in the educational field.

Carl Kritosner has been with the firm since 1933 and is considered one of the top men in the industry on trade matters.

Murray Moskowitz joined the organization in 1948 in the production department and his experience makes him an invaluable assistant.
Marty Drake Should Be On Wax
Says His Chicago Audience

CHICAGO—Marty Drake, the featured singer in "Bagels And Yox," the American Yiddish Revue now playing at the Blackstone Theatre, has been winning plaudits from theatre goers and has attracted a great deal of attention in the music trade. Drake is one of those "Big" voices that can carry through any tune and handle it to perfection. It is the impression of many in the trade that the songster would be a sensation on records.

Drake has many years of experience in operatic and popular singing. He was known as Martin Drake when he sang with the Civic Center Opera. He has appeared at Cafe Society and other night spots. Marty Drake was selected as one of the twelve outstanding singers by Edward Johnson for a Met Opera Company scholarship. He has also been seen on Broadway with the late Al Jolson in "Hold On To Your Hats."

Here is what one of the wisest heads in the trade had to say about Drake: "Here's a young guy with just about everything that any A & R head can ask for. An experienced voice for his years because of his many trials and triumphs. A voice that is seeking wax to express itself, and a voice that has everywhere to go, since he can qualify for opera or pop."

Columbia Renews Doug
Edwards’ TV News cast

NEW YORK—Columbia Records' twice-a-week sponsorship of the "Doug Edwards and the News" CBS-TV show be extended to July 1st in order to continue television promotion of the company's new $12.95 three-speed record player attachment, according to an announcement by Irving Townsend, Advertising and Sales Promotion Manager.

The fifteen-minute program, one of the top-rated daily TV news presentations, has been sponsored by Columbia on Tuesdays and Thursdays for a thirteen-week period beginning February 26.

**CASH BOX**

**Rhythm & Blues Ramblings**

Since a mention in Sam Evans' column last week about the Herb Abramson (Atlantic's proxy) editorial in company's weekly newsletter, Atlantic has been swamped with requests for a copy. Herewith is Abramson's viewpoint of record biz...

Atlantic has just completed the most successful month in its history. Thanks to the combined efforts of each and every Atlantic distributor and their salesmen, and the cooperation and good will of the disk jockeys, the press, the retailers and, ultimately, the public, we have been able to rack up the largest single month's total sales in our four year history.

Having reached these heights, we are all setting our sights for new and higher goals. The result of our combined efforts proves that THE RECORD INDUSTRY IS HEALTHY AND PROFITABLE— THERE IS NOTHING WRONG WITH IT THAT GOOD MERCHANDISE (AND GOOD MERCHANDISING) WON'T CURE! Some people would have us believe that business conditions are at a precariously dangerous low and that depression is in the offing for the indies in our industry. The truth of the matter is, that leveling off from spectacular war time and immediate post war highs, our industry has firmly established itself as a steady, profitable and expanding field of commerce.

With four hits out of the top ten, Atlantic's sales are better now even in the "Drinking Wine," "Teardrops" and "Anymore, Anyplace, Anywhere" periods. Thanks to HEALTHY CONDITIONS IN THE INDUSTRY, efficient organization within our distributor network, top quality merchandise which catches or sets public trends, and some fraction of Lady Luck's smile, we are, all of us, enjoying a very good business period. As we said at the outset: "Business is good, thank you!"

**The Swallows have just completed a very successful engagement at Weeks Cafe, Atlantic City. The group will begin a tour of one-nighters on May 23 that will run through June 11. . . . Billy Bowen of the Ink Spots has signed a Juicy contract to record for MGM Records with his Buttermilk Four. The deal was engineered by Larry Douglas, columnist of the New York Age. . . . The Trensiers recording of "Hadiroke" on the Okeh label is going strong. . . . Erroll Garner returns to Boston's Club Storeville for his third appearance in six months, May 15 through May 23. Garner returns to Boston fresh from his recent Piano Parade tour which co-starred Art Tatum, Pete Johnson and Meade Lux Lewis. On May 26, Garner will open a week at Storeville, New Haven.**

**Introducing THE GREATEST NAME IN R&B**

**A Twin Bill of Rhythm Hits**

**THE SENSATIONAL GUY Brothers "Doll Winner" BASCOMB**

**S-101**

**BLACK-OUT**

A COMBINATION OF NOVELTY AND SWING THAT IS THE HOTTEST ITEM SINCE THE CHICAGO FIRE

FOR RHYTHM AND A BEAT THIS RECORDING HAS ALL THE INGREDIENTS TO START A STAMPEDE IN THE JUKE BOXES

**STATE'S 5052 Cottage Grove Ave. Chicago 15, Ill.**

"It's What's in THE CASH BOX That Counts"
Eddy Howard Challenges Don Cherry For Golf Honors

CHICAGO—After reading here about the challenge issued to Perry Como by great golfer, Don Cherry, Eddy Howard, who is well known throughout this area as one of its top golfers, now issues a challenge to Don to play him when he next arrives in the Windy City and name his handicap or play even up.

Tho Don's reputation at golf has preceded him almost everywhere in the country, Howard is extremely well thought of here by all the music men. In fact, some claim that, 'way back when, Eddy was actually a pro.

Therefore, since Don and Eddy are among that rare golfer's classification of "the 70 shooters," the match should prove extremely interesting and would, without doubt, pull a packed gallery from the music biz here.

Laine Expands Enterprises

Hollywood—Frankie Laine continues to extend his operations. Frankie Laine Enterprises has announced that on or about July 1st shirts will appear in the department stores under the label "Styled by Frankie Laine," Carl M. Lertzman, managing director of the Laine Enterprises, says the company has been doing sales and promotional work for years and will devote his entire time to the promotional selling of the products under the "Laine" banner.

MAD ABOUT THE BOY

"I CAN'T FACE THE MUSIC"

[WANTHING CRYING THE BLUES]

DINAH WASHINGTON

5842

Going Strong!!

BE ANYTHING

(But Be Mine)

Winnie Brown

8270

I'LL ALWAYS BE IN LOVE WITH YOU

b/w

SEQUEL

Paul Quinchette

8272

LET ME FLY YOUR KITE

b/w

SAD NEWS FROM KOREA

Lightnin' Hopkins

8274

It's Your Move Now

TO GET

CHECKER RECORDS

NEWEST & GREATEST SENSATION

Dee Jays Say: "It's Sure to be NUMBER ONE"

SAX MALLARD

AND HIS ORCHESTRA'S

Sensational Recording

"I'M YOURS"

BACKED WITH

"TEEN TOWN STRUT"

CHECKER #755

RUSH YOUR ORDER TODAY

750 E. 49th Street

CHICAGO 15, ILLINOIS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

1. MOODY MOOD FOR LOVE

King Pleasure (Prestige)

2. MIDDLE OF THE NIGHT

The Clovers (Atlantic)

3. 5-10-15 HOURS

Ruth Brown (Atlantic)

4. HEAVENLY FATHER

Edna McGriff (Jubilee)

5. THAT'S WHAT YOU'RE DOING TO ME

The Dominoes (Federal)

6. KEEP ON CHURIN'

Wrennis Harris (King)

7. TROUBLE IN MIND

Dinah Washington (Mercury)

8. HAVE MERCY, BABY

The Dominoes (Federal)

9. STOLEN LOVE

The Larks (Apalula)

10. SO TIRED

Ray Milton (Specialty)

HEAVENLY FATHER

Edna McGriff (Jubilee)

NO MORE DOGGIN'

Ruth Brown (Atlantic)

MOODY MOOD FOR LOVE

King Pleasure (Prestige)

SO TIRED

Ray Milton (Specialty)

HEAVENLY FATHER

Edna McGriff (Jubilee)

I'M A SENTIMENTAL FOOL

The MerryLords (Jubilee)

MAIL MAN BLUES

Lloyd Price (Specialty)

5-10-15 HOURS

Ruth Brown (Atlantic)

DUST MY BROOM

Ezio James (Trumpet)

I CAN'T loose WITH THE STUFF I USE

Lester Williams (Specialty)

SAX MALLARD

AND HIS ORCHESTRA'S

Sensational Recording

"I'M YOURS"

BACKED WITH

"TEEN TOWN STRUT"

CHECKER #755

RUSH YOUR ORDER TODAY

750 E. 49th Street

CHICAGO 15, ILLINOIS

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

NEW YORK—William Wieman, who had been the operating head of Music Publishers Holding Corporation for the past twelve years, died at the age of 59 after an illness of three months. Funeral services were held on Sunday May 18 from the Universal Chapel, Lexington Avenue and 32nd Street. He is survived by his wife, Tina.

After a brief fling at prize fighting, he became associated with the business end of the entertainment world, working with such stars as Mary Robson, Chasney Olcott and Fluke O'Hara, as stage manager and director. He was also an earlier in motion picture epic.

Twenty-five years ago he joined the Eddy B. Marks Music Corporation. Starting as a salesman, he rapidly rose in the organization until he became the general manager. In 1929 he left Edw. B. Marks to become the operating head of the Standard and Educational Departments of Music Publishers Holding Corporation, a subsidiary of Warner Bros., and the largest music publishing firm in the country.
ROSCOE GORDON

"TELL DADDY" (3:15) Roscoe Gordon gives out with a lowdown delivery of a slow blues number. Roscoe's stylized vocal tricks receive solid support from the musical group.

"HEY, FAT GIRL" (2:25) Fib

PETE "GUITAR" LEWIS

"RAGGEDY BLUES" (2:20) Pete "Guitar" Lewis belts out a bustling big beat blues excitement for a sock hop. Orking is smooth with emphasis on the brass.

"HARMONICA BOOGIE" (2:25) A happy instrumental feature Pete mugging a terrific harmonica. Orking is on the light side.

LITTLE ESTHER

"AGED AND MELLOW" (3:42) The sixteen year old star belts out a moderate beat item with feeling and warmth. Little Esther's stirring warbling makes this side a must.

"BRING MY LOVIN' BACK TO ME" (2:46) The thrush has an other contester with her lush reading of this slow blues. Full orchestral backing rounds out a strong dish.

RAY FRANKS

"STRIPPED GEARS" (2:49) Jay Franks and his Rockets of Rhythm come up with a fast moving instrumental that is alive with bounce. Arrangement features the sax.

"FISH TAIL" (2:35) Franks and the Rockets handle a change of pace on this end. The slow bounce again spotlights some solid saxing.

IKE TURNER

"TROUBLE AND HEARTACHES" (2:44) Ike Turner handles a moderate tempo ditty with soft lyrics in easy fashion. Turner is backed with some ok orking by the Ben Burton aggregation.

"YOU'RE DRIVING ME INSANE" (2:39) Vocalist comes up with a strong reading of a slow blues. The orchestral handling of an interesting arrangement makes this an ok deck.

LOUIS JORDAN

"JUNCO PARTNER" (2:42) "AZURE-TE" (3:05) Louis Jordan (Decca 28211; 9:28211)

French dialect rolls off the tongue of Jordan with a contagious enthusiasm that relays itself to the listener. The rollicking and raucous delivery of the chanter sells the number with an explosive force that makes this end a must for all ops. Louis is set up in top flight manner by the Tympany Five who provides a light backing that supports his dynamic presentation in strength. The saxing is a slow fox trot that Johny Jordan sings in his stylized manner. This haunting melody is smoothly projected by the talented vocalist. Louis Jordan also gets off some slick saxing on this end. We like both sides but look for the upper plate to make noise quickly.

LOUIE BROOKS

"ONE SLOW ROCK" (2:41) Louie Brooks and hand drive out a moderate beat instrumental that showcases some solid saxing. Side also spots a nice bit of piano playing.

"KEEP PUSHING" (2:39) Pip is a real driving tune with a big bounce. Exacting arrangement again features sparkling piano runs and a strong sax.

THE RADIO FOUR

"SENDING UP THIS PRAYER" (part one) (2:45) The Radio Four chant a slow spiritual with a light bounce. Lead vocal does a clear, strong voiced job.

"SENDING UP THIS PRAYER" (part two) (2:41) Under sidings is a continuation of the first side in the same vein.

BILLIE McALLISTER

"31 E. BLUES" (2:36) A moderate beat blues is given a down low treatment by Billie McAllister. A top flight vocal receives the full orchestra treatment.

"ALRIGHT BABY" (2:39) Billie bangs out a shouty vocal of this driving item. The thrush goes with it when having she has and turns in a great side.

THE SWALLOWS

"YOU WALKED IN" (2:16) The group harmonizes on a slow, romantic item. Lead vocalist does well with a humming background.

"I ONLY HAVE EYES FOR YOU" (2:24) The Swallows present a smooth and easy rendition of the slow oldie. The blending of voices is effective and the side is a strong one.

GOSPEL TRAVELERS

"GOD'S CHARIOT" (part one) (2:42) The Gospel Travelers belt out a fast moving religious number zestfully. Gimicks of storm sounds lend effective support.

"GOD'S CHARIOT" (part two) (2:30) The second part is similar and the sound effects continue with more of a same.

THE SPIRIT OF MEMPHIS QUARTET

"WHAT AWFUL DAY" (2:39) The Spirit of Memphis Quartet blends its voices on a slow beat gospel tune. Lead vocalist gives a strong, clear voiced rendition with strong harmony backing.

"EASE MY TROUBLE IN MIND" (2:32) The group sings another spiritual very much like the upper lid.

SHIRLEY HAVEN and The Four Jacks

"I AIN'T COMING BACK ANYMORE" (3:04) Shirley Haven gives out with a smooth and full vocal effort on a moderate beat item. Shirley's lush piping is supported in subdued manner by the instrumentalists and the Four Jacks harmony.

"SURE CURE FOR THE BLUES" (2:40) The chantress does a sock vocal with an exciting, driving beat. Handclapping and a male vocal make this another potent platter.

LITTLE WALTER J.

"JUST KEEP LOVING HER" (2:39) A fast moving blues is belted out by Little Walter J. The singer's vocalizing is musically assisted by a harmonica and guitar.

"THAT'S ALRIGHT" (2:42) The artist pipes a slow blues with feeling. Harmonica and guitar again provide the backdrop.

TAMPA RED

"PUT I FORGIVE YOU" (2:52) Tampa Red delivers a stirring vocal to a slow, low down piece. Red's dramatic singing is set up with some excellent piano playing.

"I'M GONNA PUT YOU DOWN" (2:48) Flip side is a moderate beat with Red driving out a cute set of lyrics in an exciting manner. Orking features some outstanding pianoing and a hot sax.
Art Rupe, of Specialty, TWA'd into town to complete his new distribution setup, as predicted in this column two months ago. Jimmy Martin is the new man on the label for the mid-west. Indie has a strong stable in blues and religious, and is faring nicely from its west-coast invasion, which may be a Californian institution after the smoke and fog of Pittsburgh. The smog of Los Angeles is in comparison... DJ's across the nation found a sweet tune to play during this past week as a result of the Golden Carnival Week... Fred Fisher Music Co., Inc., building up a drive on "That's When Your Heartbeats Begin." Both Billy Bunn on RCA, and the Ink Spots on Decca, have nice versions.

NBC's Golden Gate outlet KNBC, has appointed Wallace G. Ray as a staff announcer. Ray formerly served on staff at KBLF in Red Bluff, Calif. This is an upgrading of a Negro to a staff position in a fast growing trend... We are particularly proud of the splendid work being done by Jack Walker, of Atlantic. Of course, first must come the opportunity. There is always someone to fill the job. In short course we expect to find a fair and equal representation, racially speaking, in the record mgf, and dist. biz... "Lydia Bailey," the new 20th Century Fox Technicolor flicker, previewed in Haiti, where it was filmed. Special showings in key cities are being arranged, usually well through the local office of the Urban League. Film is great and should do right well box-office-wise... Martha Glaser, the scribe of NYC's West 48th St., ripping her lid over the recent story on her Kraut partner, in a national news mag. Garner doing The Storeyville in New Haven this week... There is a smart program director at WNIR, in New York. He picked up the option of Lucky Millinder for the show "Lucky's Lounge," aired Sat. from 8 to 9 P. M. During the week of Apr. 25, The Four Aces vowed 'em up Montreal way. Playing at the Stoville (stage and screen), act got more than their share of applause according to rave reviews in local papers.

Tommy Edwards, the MGM throarter, is available for bookings in some good territories. He's the kid we want to see get more before the public... Sophie Tucker can easily get all of the electoral college voters with her plea "For President." The flip is even better "Max The Income Tax Man." Real nice for your private enjoyment, but perhaps a bit too-out for the FCC. Don Bell, KRNT, Des Moines, checks the leading music stores to get the top 5 tunes for his every afternoon show. His morning slot is well balanced, across the board... Don Robey, sugar daddy of Peacock Records in Chicago, a real sugar cane due to one Marie Adams. Her "My Search Is Over" has.

Walker A. Buck, vice president and general manager of RCA Victor, states: "Free enterprise is the basis of American Civilization." How true, Brother, how true. . . Bill Davis, who does weird things with an organ, coming into the famed Blue Note, With Okeh recording of "Assure'te You've Gone Rid- ing," Bill and his trio are getting some nice air plays across the country... There is a dearth of news from the Alabama, Georgia and Miss. areas. We would appreciate hearing from deejay, dist., box-man and station managers in those sections, send care this writer, WGN, Chicago. . . We are watching with keen interest the final stages of AGVA's battle to ban from the airwaves free interviews by singers and performers. Our only wish is-if this is put into effect-let it be all over the country, or not at all.

As things stand right now, musicians cannot be interviewed in Chi, and perhaps one or two other cities. But elsewhere musicians are being interviewed (and for free). Now the talk is that we can't even interview singers. If this rule is adopted and made final as of the union meeting June 12, it takes effect June 23, then let it be effective all over the country, and not just in the cities where the union is strong, or has its headquarters.

Sam Evans is the Jazz and Blues expert heard nightly on WGN, Chicago's Mutual outlet, and on WIRB TV.
Watch IMPERIAL
For SPIRITUALS

CECEL L. SHAW
and the UNION SPIRITUAL HARMONIZERS

"Jesus Be My Keeper"
"Pray On, My Child"

AND

"Jesus, Give Me Life"
"See My Jesus By And By"

REV. G. W. KILLENS and the MT. CALVARY BAPTIST CHURCH

"Testing Faith"
"Fighting For Jesus"

THE SILVER LIGHT QUARTET

"Jesus, Lend Me A Helping Hand In Your Name"
"Unfair Deeds"

Imperial 5179

NEW YORK—Al Jelane, young singing star (left), presents his newest Octave release "The Hills Far Away" to Rev. Emilio Di Matteo, Pastor of Saint Anthony’s Church, 6500 Richardson Avenue, Bronx, New York, Sunday, May 15th. In presenting this record, Al is donating his entire proceeds towards the School Building Fund. Also shown are Rev. Anthony F. Mestico, Asst. Pastor, and Ted Curacci, General Chairman of the Drive.

Imperial 5184

Imperial Records

Great PERMO POINT Performers

IT PAYS TO STANDARDIZE ON PERMO POINTS

PERMO, Inc.
* CHICAGO 26, ILLINOIS

McMURDO, MAYO & BATTLE

Myers and Merion Push New Four Aces Release

PHILADELPHIA, PA.—Myers Music and Merion Records (formerly Victoria Records) this week sent a special vinyl pressing of the Four Aces’ release “Wanted” to every radio and television station in the country.

James Myers, who is handling the campaign, supervised the recording of “Wanted” just as he did for “It’s No Sin” the group’s first big disk.

In the past few days, publishers have been bidding for the tune but Myers Music intends to hold it. There are already three other recordings out by Joe Valine on Scoop, Variety Boys on Oscar and Charlie Stone on Arcade Records.

It is expected that the majors may be covering on the tune shortly.

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

The tax free dividend has once again reared its ugly head.

Section 115 of the Internal Revenue Code provides that, as a general rule, a distribution made on a corporation by its stockholder in its stock or in rights to acquire its stock shall not be treated as a dividend to the extent that it does not constitute income to the stockholder within the meaning of the Sixteenth Amendment to the Constitution.

Neither Congress nor the Courts have so far devised a working rule for determining with a reasonable degree of certainty when a stock dividend is taxable and when exempt. At present, a stock dividend is not taxable, if after distribution, the proportional interest of the stockholder is no different than before the distribution.

On April 30, 1952, the Tax Court with one dissenting opinion ruled that where the sale of new preferred stock had been arranged by the issuing corporation on behalf of its stockholders in advance of the distribution of such stock, the distribution was a taxable stock dividend.

In this case (C. P. Chamberlin et al. v. Commissioner of Internal Revenue) only common stock was outstanding, and the corporation decided to issue preferred stock as a stock dividend. This would have met the requirements of the law since the proportional interest of each stockholder would remain the same; but, since an agreement for the sale of this preferred stock had been arranged by the issuing corporation with an insurance company prior to the distribution of this new preferred stock, this of course, materially altered the original stockholders proportionate interests in the net assets of the corporation, thus creating a taxable stock dividend.

The real purpose behind the distribution of the preferred stock dividend where only common stock existed was the contemplated sale of this preferred stock to an insurance company with a view to an early retirement of such stock and the payment thereon of the long-term capital gains tax.

A question is now raised as to whether a stockholder who is the recipient of a tax free stock dividend later by the course of its disposition, change the status of such a tax free transaction to one of taxable liability.

That’s What ADVERTISERS Gain
When They Place Their Ad In The TENTH ANNIVERSARY Issue

Dated: JUNE 21

LAST MINUTE CLOSING DATE JUNE 11

FOR PREFERRED POSITION RUSH YOUR AD NOW!

THE CASH BOX
26 West 42nd Street, New York 18, N. Y. (All Phones: Ww 9-1960)

CHICAGO OFFICE
32 West Randolph St., Chicago 1, Ill. (All Phones: DUn 2-4041)

LOS ANGELES OFFICE
6399 Wilshire Blvd., Los Angeles 5, Cal. (All Phones: WEst 7-1447)
Zooming To The Top

LOS ANGELES—The Whippoorwills, new group zooming to the pop top fast via their Viva recording of “Blue Raindrops,” went strictly western for an appearance with RCA-Victor’s Tex Williams (left) on his NBC coast-to-coaster.

Meeting Dates Of Music Operators’ Associations

June 5—Illinois Amusement Association
Place: 208 N. Madison Street, Rockford, Ill.

5—Washington Music Guild, Inc.
Place: 3110 H Street, Washington, D. C.

9—Wisconsin Phonograph Operators’ Association
Place: To be announced.

10—Automatic Phonograph Owners’ Association
Place: Sheraton-Gibson Hotel, Cincinnati, Ohio

10—California Music Guild
Place: 311 Club, Oakland, Calif.

12—Michigan Automatic Phonograph Owners’ Association
Place: Macabee Building, Detroit.

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

12—Music Operators Of Northern Illinois
Place: Double Joe’s Restaurant, Route 14, Harvard, Ill.

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

THE CASH BOX

HILLBILLY, FOLK & WESTERN JUKE BOX TUNES

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

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

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

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

WONDERING
Webb Pierce
(Decca 46364; J-46364)

DON’T STAY AWAY
Lefty Filzrell
(Columbia 20911; 4-20911)

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

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

HONKY TONK BLUES
Hank Williams
(MGM 11160; K11160)

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

10

CLIMBING DAILY

“I’LL SAIL MY SHIP ALONE”

by DOODLE-DOO-DO”

by JANE GRANT

DOT RECORDS, INC.

Columbia, Tennessee

Phones: 880-881

Tops For POP

ROSEMARY CLOONEY

COLUMBIA RECORDS 3070 (45-3070)

“BUSY IN THE MACHINES

Pee Wee King’s

“BUSY BODY” and

“I DON’T MIND

RCA Victor 20-4655 (47-4655)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
The Kate Smith TV'er was again host to country artists from WSM on May 21 and 22, Carl Smith (Columbia), Lonzo and Oscar (Decca), Moom Munic (King), and the Square Dancers. Country talent has drawn top attention from Kate Smith viewers which accounts for the recent call-backs.

Carl Butler (Capitol) has returned to his old stand at WROL in Knoxville after several months at WKL in Versailles, N.Y.

Station WYVO in Logan, West Virginia has recently gone on the air. Schedule fills twenty hours per day. One of the top time holders is Happy Ison, a veteran in the country record spinning field. Station also features the West Virginia Wildcats for live spots and personal appearances in the local area.

WSM's array of talent opens on the roof of the Astor in New York the night of the 20th. Eddie Hill (Mercury) is featured and m. c. backed with his own sidemen, Martha Carson (Capitol) will also be a full time name for the 16 weeks along with The Box Tops, valley heartbeats (RCA Victor). First two weeks will feature Red Foley (Decca) and The Duke of Padukah as guest stars.

Jack Norman, a new name at WNPT in Tuscaloosa, Ala., has taken over the "Search For Talent" show that is staged at local Dinette Theatre every Saturday. Show has copped top area attention in attendance as well as from their broadcast.

Cactus Joe Nixon of WORE in Oak Ridge, Tenn. running a Saturday morning kiddie show from local grocery. Show is drawing plenty of attention from oldsters as well as youngsters—show is put on with full regalia—beards, boots, guns and horses. Cactus Joe also m. c.'s several at WKL in Versailles, N.Y.

"Cowboy" Don Prazzelli is in his third year with his Benson Dude Ranch Program from Omaha's KBOO. Peraza has held almost all of the thirteen spots he started with the last one opened on the 8 A.M. WARE deejay show. Phil Alarie is the director of the French programs on the Massachusetts station. The show mentioned is the brainchild of Bud Shurian and is aired on the board with an assortment of folk music under the heading of "Rhythm Roundup" and is M.C'd by Bud as "Cousin lem." Pete Ward does one half hour on Saturday morning called "Dickey's Western Jamboree."

**WOODS**

**EDDIE ZACK—Decca**

**TERRY PRESTON—Columbia**

**JOHNNY HORTON—Abbott**

**AMERICAN MUSIC INC.**

1015 West, N. Y. 9200 Sunset Blvd. Hollywood 27, Calif. C 3785

**TANNEN MUSIC. INC.**

16 W. 57 St. New York 19, N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
### New York, N.Y.
1. **Kiss of Fire** (Georgia Gibbs)
2. **Blue Tango** (Leroy Anderson)
3. **Wheel of Fortune** (Kay Starr)
4. **I'm Yours** (Don Cornell)
5. **I'll Walk Alone** (Don Cornell)
6. **Here in My Heart** (Al Martino)
7. **Wheel of Fortune** (Leroy Anderson)
8. **Blacksmith Blues** (Ella Mae Morse)
9. **Pittsburgh, Pa.** (Guy Mitchell)
10. **Delicado** (Perry Faith)

### Philadelphia, Pa.
1. **Here in My Heart** (Al Martino)
2. **I'm Yours** (Don Cornell)
3. **Kiss of Fire** (Georgia Gibbs)
4. **Wheel of Fortune** (Leroy Anderson)
5. **I'm Going to Get Along Without Ya** (Leroy Anderson)
6. **I'm Yours** (Eddie Fisher)
7. **Mountain Blues** (Nora Bayes)
8. **A Guy Is a Guy** (Don Cornell)
9. **I Waited a Little Too Long** (Key Starr)
10. **Wheel of Fortune** (Kay Starr)

### St. Louis, Mo.
1. **Kiss of Fire** (Georgia Gibbs)
2. **Delicado** (Perry Faith)
3. **I'm Yours** (Don Cornell)
4. **Wheel of Fortune** (Leroy Anderson)
5. **Here in My Heart** (Al Martino)
6. **Wheel of Fortune** (Leroy Anderson)
7. **A Guy Is a Guy** (Don Cornell)
8. **Blacksmith Blues** (Ella Mae Morse)
9. **I'll Walk Alone** (Louis Armstrong)

### Des Moines, Iowa
1. **Wheel of Fortune** (Kay Starr)
2. **Blue Tango** (Leroy Anderson)
3. **Blacksmith Blues** (Ella Mae Morse)
4. **Be Anything** (Eddy Howard)
5. **Wheel of Fortune** (Leroy Anderson)
6. **Be My Life's Companion** (Mills Brothers)
7. **I'll Walk Alone** (Don Cornell)
8. **Forgive Me** (Eddie Fisher)
9. **Tell Me Why** (Four Aces)

### Omaha, Neb.
1. **Wheel of Fortune** (Kay Starr)
2. **Blue Tango** (Leroy Anderson)
3. **Blacksmith Blues** (Ella Mae Morse)
4. **Anytime** (Eddy Howard)
5. **A Guy Is a Guy** (Don Cornell)
6. **Pittsburgh, Pa.** (Guy Mitchell)
7. **Be Anything** (Eddy Howard)
8. **I'll Walk Alone** (Don Cornell)
9. **Forgive Me** (Eddie Fisher)

### Indianapolis, Ind.
1. **Blue Tango** (Leroy Anderson)
2. **Blacksmith Blues** (Ella Mae Morse)
3. **Anytime** (Eddy Howard)
4. **What's the Use** (Johnnie Ray)
5. **Brokenhearted** (Johnnie Ray)
6. **Cry** (Johnnie Ray)
7. **Tell Me Why** (Four Aces)

### St. Paul, Minn.
1. **Blacksmith Blues** (Ella Mae Morse)
2. **Blue Tango** (Leroy Anderson-Winterhalter)
3. **A Guy Is a Guy** (Don Cornell)
4. **Wheel of Fortune** (Kay Starr)
5. **Anytime** (Eddy Fisher)
6. **Pertidea** (Four Aces)
7. **Cry** (Johnnie Ray)
8. **Tell Me Why** (Four Aces)

### San Francisco, Calif.
1. **Blue Tango** (Leroy Anderson)
2. **Wheel of Fortune** (Kay Starr)
3. **I'm Yours** (Don Cornell)
4. **I Got a Girl** (Don Cornell)
5. **Kiss of Fire** (Georgia Gibbs)
6. **Delicado** (Perry Faith)
7. **What's the Use** (Johnnie Ray)
8. **Brokenthread** (Johnnie Ray)
9. **I'm Yours** (Eddie Fisher)
10. **Cry** (Johnnie Ray)

### Detroit, Mich.
1. **Pittsburgh, Pa.** (Guy Mitchell)
2. **Wheel of Fortune** (Kay Starr)
3. **I'm a Guy** (Don Cornell)
4. **Anytime** (Eddy Fisher)
5. **That's the Way** (Johnnie Ray)
6. **Brokenhearted** (Johnnie Ray)
7. **Tell Me Why** (Four Aces)
8. **At Last** (Ray Anthony)
9. **Cry** (Johnnie Ray)
10. **Tell Me Why** (Four Aces)

### Reno, Nev.
1. **Pittsburgh, Pa.** (Guy Mitchell)
2. **Wheel of Fortune** (Kay Starr)
3. **I'm a Guy** (Don Cornell)
4. **Anytime** (Eddy Fisher)
5. **That's the Way** (Johnnie Ray)
6. **Brokenthread** (Johnnie Ray)
7. **I'm Yours** (Eddie Fisher)
8. **Cry** (Johnnie Ray)

### Kansas City, Mo.
1. **Kiss of Fire** (Georgia Gibbs)
2. **Blue Tango** (Leroy Anderson)
3. **Wheel of Fortune** (Kay Starr)
4. **Blacksmith Blues** (Ella Mae Morse)
5. **A Guy Is a Guy** (Don Cornell)
6. **Anytime** (Eddy Fisher)
7. **I'll Walk Alone** (Don Cornell)
8. **Delicado** (Perry Faith)
9. **Pertidea** (Four Aces)

### Richmond, Va.
1. **Blacksmith Blues** (Ella Mae Morse)
2. **Blue Tango** (Leroy Anderson)
3. **Wheel of Fortune** (Kay Starr)
4. **I'm a Guy** (Don Cornell)
5. **Kiss of Fire** (Georgia Gibbs)
6. **I'll Walk Alone** (Don Cornell)
7. **Forgive Me** (Eddie Fisher)
8. **Tell Me Why** (Four Aces)
9. **Forgive Me** (Eddie Fisher)
10. **I'm Yours** (Eddie Fisher-Four Aces)

### Shreveport, La.
1. **Blue Tango** (Guy Lombardo)
2. **Wheel of Fortune** (Kay Starr)
3. **Blacksmith Blues** (Ella Mae Morse)
4. **A Guy Is a Guy** (Don Cornell)
5. **Anytime** (Eddy Fisher)
6. **Pittsburgh, Pa.** (Guy Mitchell)
7. **I'll Walk Alone** (Don Cornell)
8. **Forgive Me** (Eddie Fisher)
9. **Tell Me Why** (Champ Butler)
10. **I'm Yours** (Four Aces)

### Kinston, N.C.
1. **Blue Tango** (Guy Lombardo)
2. **Wheel of Fortune** (Kay Starr)
3. **Blacksmith Blues** (Ella Mae Morse)
4. **A Guy Is a Guy** (Don Cornell)
5. **Anytime** (Eddy Fisher)
6. **Pittsburgh, Pa.** (Guy Mitchell)
7. **I'll Walk Alone** (Don Cornell)
8. **Forgive Me** (Eddie Fisher)
9. **Tell Me Why** (Champ Butler)
10. **I'm Yours** (Four Aces)

### Dallas, Tex.
1. **Kiss of Fire** (Georgia Gibbs)
2. **Blue Tango** (Leroy Anderson)
3. **Wheel of Fortune** (Kay Starr)
4. **Blacksmith Blues** (Ella Mae Morse)
5. **A Guy Is a Guy** (Don Cornell)
6. **Anytime** (Eddy Fisher)
7. **Pittsburgh, Pa.** (Guy Mitchell)
8. **I'll Walk Alone** (Don Cornell)
9. **Forgive Me** (Eddie Fisher)
10. **Tell Me Why** (Four Aces)

### Cleveland, Ohio
1. **Blue Tango** (Leroy Anderson)
2. **Wheel of Fortune** (Kay Starr)
3. **Blacksmith Blues** (Ella Mae Morse)
4. **A Guy Is a Guy** (Don Cornell)
5. **Anytime** (Eddy Fisher)
6. **Pertidea** (Four Aces)
7. **Cry** (Johnnie Ray)
8. **Tell Me Why** (Four Aces)
9. **At Last** (Ray Anthony)
10. **I'll Walk Alone** (Don Cornell)

### Phoenix, Ariz.
1. **Wheel of Fortune** (Doris Day)
2. **Blue Tango** (Doris Day)
3. **I'm Yours** (Four Aces)
4. **I Got a Girl** (Louis Armstrong)
5. **Anytime** (Eddy Howard)
6. **Tell Me Why** (Four Aces)
7. **Majorette** (Johnnie Ray)
8. **Cry** (Johnnie Ray)

### Memphis, Tenn.
1. **Pittsburgh, Pa.** (Guy Mitchell)
2. **Wheel of Fortune** (Kay Starr)
3. **I'm a Guy** (Don Cornell)
4. **Anytime** (Eddy Fisher)
5. **That's the Way** (Johnnie Ray)
6. **Brokenthread** (Johnnie Ray)
7. **I'm Yours** (Eddie Fisher)
8. **Cry** (Johnnie Ray)

### Denver, Colo.
1. **Wheel of Fortune** (Kay Starr)
2. **Blue Tango** (Doris Day)
3. **I'm a Guy** (Don Cornell)
4. **Anytime** (Eddy Fisher)
5. **That's the Way** (Johnnie Ray)
6. **Brokenthread** (Johnnie Ray)
7. **I'm Yours** (Eddie Fisher)
8. **Cry** (Johnnie Ray)
9. **Tell Me Why** (Four Aces)
10. **Forgive Me** (Eddie Fisher)

### The Cash Box Record Report May 31, 1952
Letters Of Praise Flood Chicago's Juke Box Ops For Work To Help Curb Juvenile Delinquency

Churches, Schools, Playgrounds, Boys Clubs, Other Institutions Tell Press And Public of Great Work Being Done by Chicago's Juke Box Ops

Want New Type Game

Ops and Distris Agree With 'The Cash Box' That New Type Game Needed to Revive Entire Amusement Field. Can Reopen Territories And Boom Business.

Harry Salat Joins With Paul Golden's LaRu Novelty

CHICAGO—Ever since appearance here of many feature articles regarding the fact that there is a growing demand from everywhere in the field for a new type of amusement game, operators and distributors have advised The Cash Box to keep up its efforts to continue operating.

They claim, "The need for a new type of amusement game grows greater each day."

One distrib stated, "If we had a new, moderately priced game right now, we could put dozens of new people in the business.

"Many are calling on us," he reports, "and would like to enter the amusement game field as soon as possible, but they're frightened away by the prices we have to get for the new equipment."

Operators, likewise, also believe that a new type amusement game is needed.

Said one very well known midwest operator, "A new type amusement game would not only revive business for everyone, but most important, it would provide a new opportunity for our people."

"That," he claims, "is what's most important nowadays."

"We don't care how many new people get into the business."

"We care that we can help, but we need something new for those slots to make them worth continuing operating."

Most important of all the comments which have reached this publication, is that an entirely different new type game would be placed in the many, many locations, everywhere across the country, that has not been created because of local and Federal rulings.

"There must be some manufacturer who is planning to present an entirely new type of product in the amusement field, and we will be the first to buy it," he says, "and he will certainly find one of the largest markets. No manufacturer has ever yet known," he predicted.

And are agreed as to the moderate price of any new type product.

In fact, in the opinion of the man, the manufacturer hasn't let up for an instant seeking new type amusement products for the field.

In fact, some of the manufacturers have been working ahead in this regard for many, many months. There is no doubt that, even sooner than many expect, some new type products may be presented which will answer the great need of the entire amusement field and, perhaps, start the new big boom under way.

All are looking forward to when such a new type product comes to the market.

CHICAGO—Just three words, used by a director of one of the City of Chicago's Playgrounds, probably tell the very story of what the public, as well as churches, charitable institutions, boys' clubs, and many other organizations think of when they help curb juvenile delinquency which Chicago's Juke box operators have instituted.


Edward J. McCabe of the Davis Square Park, Chicago Park District, 44th Street and St. Paulina, could only say:

"This is the greatest thing that has happened to benefit our park."

"Red" Donans of the Rock Island, "We have sold the box, and we will be able to attract a great many more "boys" back to the parks here and bring them in off the streets."

Out in Hegewisch, Ill., John Finn, Executive Director of the Hegewisch Community Center, could only say:

"Thank you. We give you every one of the box operators for me. They must realize what a marvelous thing they have done for our community."

S. F. Nagy, Secretary of the Hazel Crest, Ill., Lions Club, advised:

"You juke box operators of Chicago are blessed because of your generosity and your charity to help our kids get off the streets and enjoy grand music."

Daniel DeFale of the University of Chicago Settlement, "We will have the boys at home with us, and we will be able to get back the kids right away.

"You are helping," he stated, "with the donation of this gorgeous juke box to curb delinquency."

Mrs. Chas. A. Silberman of the Deborah Boys' Club at 3401 W. Ainslie St., stated, when she heard that this grand club of teenagers had received a free juke box:

"I'm absolutely speechless. Never before, in all of our history, has such open-hearted generosity been demonstrated to us. This is the greatest work in the history of this city."

"If anyone, anywhere, I want to state here and now, that the Juke box and women of Chicago are the finest, and most charitable and understanding people I've ever heard of in all my life."

"Hardly a day, Shanower of the Lincoln Boy's Club, division of the Chicago Boy's Club, 8010 North North Avenue, could only say:

"God bless you all. All of you juke box people. This is forever to your credit on God's permanent register."

Mr. Joseph Rema of the Teen- age's Club, Forest River, said:

"This is so great that I've absolutely speechless. You juke box people are God's angels."

Sol Frankel, Club Director of the BBR (Boy's Brotherhood Republic) of the Young Men's Jewish Council, 1530 South Hamlin Ave., could only say:

"Humbly, and in all my prayers, thank you! All of you juke box people of Chicago."

Montmorveur Mubay of the Maryville Academy, Des Plaines, Ill., stated:

"This is, without doubt, the finest and most beloved work that man could undertake—to help children."

Mr. and Mrs. Abe Haciwaris of the Olive Branch, 1411 N. Cleveland St., could only say, with much emotion:

"Thank you. Thank you. And tell every juke box person in Chicago that our hearts are full of thanks to them."

Miss Jewel Malm, of the Association House of Chicago, 2100 W. North Ave., told Robert E. Gnarr:

"This is the finest thing that has happened to us. God bless you, juke box people of Chicago."

Stewart W. Knarr, Director of the Valentine Boy's Club, 3400 South Emerald Ave., in reply to the fact that Mrs. Kosos Profit was donating a juke box to his grand organization said:

"I've never been before so highly and so open-heartedly honored. I want to thank everyone in the juke box industry of Chicago for this marvelous donation."

Steve Antonik of the Marshall Square Boy's Club, 2626 W. Cermak Road, said, "Believe me, this is something that none of our boys and girls will remember as long as they live."

And so many, many more letters of praise have flooded in to these operators here are not only thrilled, but tremendously proud of this concerted effort on the part of their organization to help these charitable institutions thruout their great city to combat the juvenile delinquency which has been spreading instead of receding.

Editor's Note: It has never been the policy of THE CASH BOX to put itself on the back, but, because our publisher, Bill Gerriks, is located in Chicago, we feel, the Bill may be found on this footnote, that he should be given the credit due him for organizing this drive on the part of Chicago's juke box operators to get them to come forward with these donations which are winning such outstanding honor and glory for them from among the leading charitable institutions, as well as the press and the public, in the big shoudered hustling, bustling City on the shores of Lake Michigan.)

Music Guild of Nebraska Celebrates First Birthday

OMAHA, NEBRASKA—The Music Guild of Nebraska is a year old this month, it was officially organized May 6, 1951 to help unite automatic phonograph operators for their mutual advatage, inculcate just and equitable principle of trade, acquire and disseminate useful business information pertaining to the trade, improve the standards and methods of doing business and to promote the general welfare of its members.

On June 15th, 1952, the Music Guild of Nebraska will hold its anuual state convention at the Paxton Hotel in Omaha where there will be a display of all the latest music equipment and also the latest recordings.
Want a clear profit picture?
Ask your AMI distributor about operating in fringe areas. He can help you!

…Challenge to TV
…Challenge to Juke Boxes!

Acid test of a juke box, as of a TV receiver, is how well it operates in fringe areas.

Distant juke box locations often get better than average play. They are profitable, however, only when the equipment is dependable, when it gives top performance for extended periods without constant, costly service attention.

Operator experience proves that it is good sense, good business, to rely on AMI to do the job in the fringe area.

The "D" is available in 60 and 40 selection models, blond or mahogany cabinets.
Juke Box Operators!!

SAVE MONEY!!

BY SAVING VALUABLE TIME GETTING ALL THE BEST MONEY-MAKING RECORDS FOR ALL YOUR PHONES AND ALL FROM...

ONE SPOT

Belmont Central Records
5607 W. Belmont Ave., Chicago 34, Illinois

Telephone: Berkshire 7-7247

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

MOUNTAIN MISCELLANY

Odes of "chit-chat" from Wyoming this week. . . . Understand the tourists like Wyoming's good air, good people, good fishing and good beer. All the operators are getting their spots lined up for the summer trade, including Morris Avery at Greybull, Wyoming, who reports he will have very little spare time for the rest of the season. Morris is the owner of a very large route around the Cody & Greybull area. . . . Looking around the country for more year-round operators we get one of the tourist business along the highway are Blackie Roy, Rawlins, Wyoming . . . Carl Lindquist, Jackson Hole . . . Bert Orr, Laramie, and N. L. "Suede" Anderson, Meeteetse. . . . Understand Charlie Williams of Kemmerer is an old hand at his business, and he is in the work every day with the help of some Texas money that he brought with him from his ranch. Keeps real busy Charlie does, counting his money and driving up and down the road in his Cadillac collecting songs. . . . Radio Joe Warring, one of the old operators in Thermopolis, Wyoming reports he is feeling much better. Glad to hear it Joe. . . . Received some good news from Powell, Wyoming. Bob Netherly's little girl who has been in the hospital is now at home. . . . I think we should add John Hendricks, Dan Stewart Company, Salt Lake City, to our list of "bad abouter's." John no sooner returned to Salt Lake from Wyoming than he "took off" again for Colorado and New Mexico. . . . Understand Mel Gardner, Ogden, Utah had a little discussion with one of the mechanics about the proper way to unlubricate a machine. The discussion ended with the mechanic having a skinned shin and Mel a bruised finger. If you ever want Mel's help in unlubricating a machine better hurry up and offer him a tip. . . . Just talked to Jack Osburn, Glenwood Springs, who is contemplating selling his route in Colorado. . . . Andy Stevenson, Consolidated Amusement Company, Salt Lake City, just returned from a six day visit in Phoenix, Arizona where he was looking over his route. Seen around town were James Rainey, Ogden, Utah; Glen Jones, Jones Music Company, Heber City, Utah; Del Murdock, Ogden, Utah; Norman Cragun, Ogden, Utah; and Ray Sims, Sims Music Company, Ketchum, Idaho.

CHICAGO—Advice from well known ops who visited The Cash Box this past week was directed to many operators throughout the nation who would not only benefit themselves, but also help the entire industry, if they would adopt better business methods.

These men reported that many of the old, old faults have once again come into being. They claim this is due to neglect on the part of most such operators.

America's Finest PREMIUMS AT SACRIFICE PRICES
Just Tell Us What You Need! WRITE OR PHONE SHEFFIELD SALES (Formerly: Ace Premium Sales Co.) 1058 Milwaukee Ave., Chicago, III. (Tel.: Avenue 3-9338)

Special Sale! Practically new and rebuilt STAUFFER Cartridge Machines, 8 Col., 1 King Size Capacity ~ 550
Supreme Distributors, Inc. 1700 N. E. 2nd Avenue, Miami 37, FLA.

These men stated that an auto trip thru most of the country would shock a great many progressive coinmen.

As one of these men said, "Just came back from a trip and stopped at many places on my way in. If some of the leading association heads were with me they would be so shocked that they would come back and set up an entire new set of rules and regulations to benefit their members as well as the whole industry."

This op, as well as others, have seen machines completely vermin infested. They have learned from the storekeepers of such machines that even tho these retailers have called about the condition of the machine many, many times, service is so late, and repairs so poor, that they just leave the machine alone and forget about it, or else have it thrown out of their place.

Many operators have been known to boast, brag, and, as these men stated, even flash cash before location owners and customers. This certainly is the very worst tactic which can be adopted by any operator, they claim.

They also state that they don't believe the average operator of any real size today personally knows even 20 percent of his location owners any more.

He leaves all that to his service men, the buyers, and he is then shockingly surprised when he suddenly loses about ten of his best spots to some wide awake competitors or some new man entering the business.

As these men pointed out, in the old days every operator had one of his location owners by their first names. Not only that but he also had their dates on birthdays and anniversaries.

Today, they claim, aside from a few locations, some of the larger operators are even finding their own machines on some spots when they drop into these places accidentally.

Another poor business tactic, one of the men said was, while he was eating in a restaurant and the place was jammed, with some people even waiting for a place to sit, he walked to the restaurant and collector. They promptly started to upset the plate by moving the phone and game and making a racket and a clatter, until the location owner walked over and actually ordered them out of the place.

Even that wouldn't be as bad as some operators making it their business to drop into spots of other ops and cutting commissions without even asking any questions as to what the spot earned, how long the present operator had been there, and so forth.

In addition, many ops simply walk into a spot, throw a roll of bills on the counter, and tell the owner, "That's what you get when you turn your location over to me."

Featuring old and worn out machines is common, these men stated. On his trip, this op remarked, a large percentage of the equipment he found on country locations especially, was so old and so worn out and bedraggled looking that he just couldn't picture the operator of this type of machine carrying a living or, what's more even having the nerve to foist it on a location.

Many, many more faults were brought into the open. These men suggested, that, "First of all, ops should clean their own house, adopt better business methods, they'll find," they claim, "that this will not only benefit them, but will also benefit the entire industry, and bring them better understanding from all business men and officials everywhere."

Uncle Sam's big push for economy! More money for Uncle Sam means less money for you, yes, even less money for you. All revenue sources have increased 35 to 50%. Do you know you can get a 10% saving by writing to your favorite record company? We are authorized to sell their new and old records, as well as books, magazines, etc., at the wholesale cost plus 5c per record. We will ship anywhere at cost plus 5c each per record. Also we will ship F.O.B. Chicago.

Write now and get your money's worth! We Ship Anywhere.
You’re on the Super Highway to Profits with...

GOTTLIEB’S
CROSSROADS

5 BALL-TRAP Holes in the CROSSROADS Circle—
Center hole scores 1 million—4 outer holes score ½ million.
All holes light corresponding Roll-Over Buttons for Super
High Score • FILL the 4 outer Ball-Traps for 1 REPLAY •
FILL ALL 5 BALL-TRAPS for 3 REPLAYS • Make 1 to 7
SEQUENCE—light Bottom Roll-Over.

REPLAYS on HIGH SCORE up to 8 MILLION • REPLAYS
FOR “CROSS COUNTRY” POINT SCORING

2 MYSTERY HIGH SCORING “POP” BUMPERS
2 POINT SCORING CYCLONIC KICKERS
2 SUPER-POWER FLIPPERS

DELIVERY NOW
FROM YOUR
DISTRIBUTOR
ORDER
TODAY!

1140-50 N. Kostner Ave.
Chicago 51, Illinois

“There Is No Substitute for Quality!”

Paris Jazz Exposition Features Wurlitzer Phono

At the Paris Jazz Exposition, Wurlitzer Distributor, Mark Montus, displayed the Wurlitzer 1400, a new model that was highly regarded. The Wurlitzer was known for its high-quality sound and was a popular choice among jazz enthusiasts.

Now Delivering...
The 2 BEST Shuffle Games
On the Market

KEENEY’S
SUPER DeLuxe
LEAGUE BOWLER

AND

SIX-PLAYER
LEAGUE BOWLER

Runyon
Sales Company
Factory Representatives for AMI Inc.
Permaid Inc.
593 10th Ave., New York 18, N.Y.
123 W. Runyon St., Newark, N.J., 81-2-8777

Closeout!

Seeburg ‘46 $99.50
Seeburg ’47 139.50
Rock-Ola ‘49 and ’50
(flat rate) 295.00
Seeburg Wall Boxes
(Brand New) 32.50
Packard Wall Boxes 5.95

David Rosen
Exclusive AMI Dist., Pa.
855 N. Broad Street, Philadelphia 23, Pa.
Phone: Stevenson 2-2903

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

Due to Greatly Increased Size the 10th Anniversary Issue

IS

NOW IN PREPARATION

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.
Wants Florida Option For Insurance Scales When Manufactured

MIAMI, FLA.—Willie (Little Napoleon) Blatt of Supreme Distributors, Inc., has taken the editorial, which appeared a few issues ago in The Cash Box, very seriously.

Willie, "Your idea for a weighing scale plus insurance policy is one of the greatest ever yet presented to the industry. The first locations that struck my mind were hotels where people are traveling and on the go. The only thing I disagree with is that the charge should be 5c instead of 10c.

Anyway, please publish the fact that I'll take the option for the entire State of Florida for the insurance scale as soon as it is manufactured, regardless of who manufactures it."

Dave Taub, Former Op, Does Bang-Up Job With New Driving Range

HILLSIDE, N. J.—Dave Taub, former New Jersey operator, rated a front cover on the well known golf magazine "The Metropolitan Golfer," in its latest issue, showing the club house and titled "Crescent: A Bold Approach To Driving Range." Sid Dorfman, editor of this fast moving publication, really did Dave proud.

The story inside the magazine included a photo of Dave (smiling, of course) which stated:

"Dave Taub, a Hillside, N. J. golfer, and co-owners Seymour Berks and Barry Taub, brought a new concept of driving range appearances to Union, N. J., when they opened the Crescent Golf Fairways, clubhouse of which is shown on the cover. "Dave Taub, who has a striking promotional flair, and his partners put more into a driving range than anyone has before dared to attempt. And it's paying off in such a way that undoubtedly other ranges will take special note."

"For example, a Philadelphia named A. L. Porter, who already owns a driving range he described as "ordinary," visited Crescent and came away determined to build one like it in the Quaker City. "Taub also has a franchise on new-est automatic tees, an essential for a modern driving range, and plans to tour the country selling the tees in key cities."

Vending Machines Now Listed in The Cash Box "Confidential Price Lists"

NEW YORK—Demand from operators, jobbers and distributors, all who have stepped up sales and general trade-in business on vending machines in the "Confidential Price Lists" of The Cash Box, has multiplied during the past weeks. As usual, the wishes of the trade is a command.

Therefore, starting with this issue The Cash Box will once again list the selling activity of vending machines every week in its "Confidential Price Lists," so that the entire trade will have an "official" recognition basis for the prices that these machines are being sold at.

Some years back The Cash Box presented prices for all types of vending machines in "The Confidential Price Lists." However, due to inactivity in this field at that time, they were dropped out.

The listings shall be augmented as time goes by, and every type of machine showing activity in the market will be listed.

Lake City Amusements

CASH WAITING FOR

LAKE CITY SPECIALS!

SHUFFLE GAMES in lots of $5...

SPECIAL! Turf Kings $159.50

LAKE CITY AMUSEMENT CO.

4533 PAYNE AVENUE, CLEVELAND, OHIO

(Tel: HE 1-7577)

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

OPERATE THE KEENEE DELUXE ELECTRIC CIGARETTE VENDOR

★ Operates on any combination of nickels, dimes and a quarter thru a single wide packages.
★ 9 Double columns dispense alternately at bottom. Always fresh cigarettes.
★ Holds 424 packs.
★ Dispenses regular or King size packs. Instantaneous price adjustments on each column.

THE PACK YOU SEE—IS THE PACK YOU GET!
Swing-up front for easy loading.

WRITE PHONE
PAN AMERICAN SALES COMPANY, INC.
323 South Alamo • San Antonio, Texas • Phone: Garfield 9581

MARVEL’S New Model ELECTRIC SCOREBOARDS

2-faced—adjustable for all boards. Chrome tube supports. 50 or 100 play by simple plug switch over.

OVERHEAD—
Horsecollar (15-21-50 pts.) $125.00
Marvel Score (15-21 pts.)... on
WALL MODEL
Horsecollar (15-21-50 pts.) $95.00
Marvel Score (15-21 pts.)... on

Terms 1/3 dep. Bel. C.O.D. or S.D.
F.O.B. Factory, Chicago

THRU THE COIN CHUTE
THRU THE COIN CHUTE

DALLAS DOINGS

Tommy Chatten has returned from a trip to West Texas—the dust bowl, he calls it. On his trip he saw Travis Roberts, Pino Karr and Olen Dreyer in San Angelo; Barry Walton in Mineral Wells; Pete Bautista in Big Spring; K. M. Keel in Bullinger; L. D. and Warran Highwater in Fort Worth; and George Bury in Harris. Some Dallas visitors who were in Commercial Music this week looking over the new shuffle game were W. W. Brown, E. W. Cox, J. L. Eaton, Henderson; Fred Ellis, Waco; Mr. Guion, E. L. Certain, Baby Jones, of Stephenville; Cecil Epps of Waco. We talked to Audrey Hunter over at State Music Distributors Inc. this week. She says that the boss, Abe Susman, has just bought a new air conditioned Cadillac. The old one—with 15,000 miles—had a windshield wiper out of wacks says Abe laughingly.

Mrs. Hunter says that Mr. and Mrs. Johnny Coldwell of Paris were in town on a buying spree. She also tells us that Earl Burnes of Dallas Phonograph is expanding his route with new AML’s. Allen Wallace of Mineral Wells was in town this week. Our sympathy to the family of H. W. (Herb) Carpenter, who died recently of a heart attack. Mr. Carpenter was at one time one of the biggest coin machine operators in Wichita Falls. He died at his home in Denver, Colo., and was brought back to Wichita Falls to be buried. George Benne, owner of the 3 Rivers in Ft. Worth, says that Earl Heelzel and Irving Weiller of Uni-Con Distributing Company in Kansas City have been his visitors this week. Ditto for Bob Breither chief engineer from Bally in Chicago. His relatives, Mrs. L. E. Warren and Tom White of Williamson, W. Va., have been his house guests this week. They have just returned from a vacation in Mexico.

Lou Sebastian, of Rock-Ola, has been a visitor in Dallas this week.

The auditor over at Walbox, Robbie K. Metz, is vacationing in Florida. Wrenn says he will be getting deliveries on the Bally Coin Operated Horse, “The Champion.”

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

MARIAN MURMURS

One of the attractions here is the weekly fights at the Miami Beach Auditorium. Many local coinmen attend regularly, and whenever a visitor comes along, it’s a good bet he’ll join the gang. At the last fight we saw Ray Haas, Chicago, and Stanley “Mash” and tells us he feels the same. Also in attendance was Lou Koren with his Chicago manager Vic Comforl. Lou has been so rushed lately that he just can’t get away from the King Cole Hotel. He tells us he planned a first fight at the end of this month, but right now he’s really gone beyond what he thought possible. Customers are clammering for equipment for Decoration Day. “We’re doing a lot of business,” says Joe Young, “the Champion.”

Sam Tarzan and his missus return home after a trip to Chicago and New York to visit family and friends. Sam has been collecting on a loan in this state for quite a long time. Lou’s King Cole Hotel has been so crowded this past season, he’s starting to build an extension to be able to accommodate the overflow. He says that the extension is due to lack of rooms. As usual, the local group were on hand—Willie Blatt, Willie Levey, Morris Marder, Dave Friedman and Whitey Phineas.
CHICAGO CHATTER

Instead of losing in interest in the program to help curb juvenile delinquency, juke box ops throughout Chicagoland are actually showing even greater interest, among both young and older players. Chicagoans, used to putting the donations box in their juke boxes and phoning in the numbers each day. . . Bill Weisman was one of the latest ops to come in the drive. Phil offered quite a few old phones to be donated to youth orga-

nizations, and he figures that, so far, he has only a few phones left. In this work Andy has already placed some phonos to help keep the boys and girls off the streets and interest the kids in teenage clubs created for them by parents and civic organizations. While Andy figures that all it takes is a phone call to have her get out and do some good for the community, he is glad to have his juke boxes. Weissman, Chicago Sun-Times, sent a marvelous letter of thanks to the ops. Ray Cun-
liffe took the letter to the Indiana Music Ops. Assn. meeting in Gary to read it.

The Very Rev. Monsignor E. V. Mulcahy of the Maryville Academy in Des Plaines, Ill., wrote: "We pray that God may bless you for your unsullied efforts for the good of the children of Des Plaines. . . . We are very grateful to you for your thoughtfulness of our efforts for God's underprivi-
eged children." This letter went to Bob Lindelof of Skokie, Ill. Bob placed the phone in his office. He figures that the consignment of "Big Bronco," a machine that he has been using for years, will be used for the cottage up at Eagle River, Wis. And, especially, of scooting over the lake for the children of the cottage. . . . The program and the firm's new games that he's doing the work of about three

men. Sam gets down early works late into the evening. . . . Bill Deselm suf-
fers a mid-week homecoming, and every week folks gets right to his ear—as if he was holding a phone. All due to the way that "Six Player" is going. Calls from everywhere in the country come in all day long for the new machines. . . . Things have been going well with the new machines. . . . Some Phonos don't know it yet but some factories here boilled at poor selling.

Paul Haeberch over at Keeny performance to come up with some surprises soon. The boys are coming in hot and cold. . . . Ted Rubenstein learned that it doesn't pay to go out of your way too much to do favors for some guys. Ted a sappy guy this past week when he found that people who he believed his friends suddenly turned colder than cold.

H. F. (Denny) Dennison and his "Whistle Stop" restaurants got themselves into a jam with a large price drop. Especially an article which appeared in The Wall Street Journal regarding this new eatery chain. First one opened in Albany Park section. . . . Sam Lewis at ChiCoin reports that their new bowler is clicking everywhere. . . . Banks are taking a lot of money out of the machine.

Some well known Chicagoans interested in that big 1,000 machine route in California (advertised here last week) have started communication with Bud Potts of Potts Distrib. One of the saddest facts in the music industry is the fact that the average phon box doesn't even know how much he is paying. . . . Ted Rubenstein learned that it doesn't pay to go out of your way too much to do favors for some guys. And a sappy guy this past week when he found that people believed his friends suddenly turned colder than cold.

The Tenth Anniversary Issue of The Cash Box is only three weeks away. This will be, without any doubt, one of the most magnificent issues ever turned out. The magazine is in chronalogical order for the past ten years, will make The Cash Box' Tenth Anniversary Issue one publication that everyone will have in their libraries. It will give the information to all who want to know about this, that, or the other thing. And, especially, where they can buy what they need. This issue had been worked on ever since the magazine was ever has ever used. This issue will be preserved for a long, long time to come. Get your ad in today—. . . With Decoration Day here this Friday, many are planning family picnics. The boys are looking somewhere in the country, fishing, fishing, and some will be opening up country cottages for the sum-

mer. Almost everyone planning to dash out of town. All praying that the weather will be very, very beautiful. "At least, no rain," as some stated.

please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
A Washington, D. C. Operator Writes:

The Cash Box, New York, N. Y.

Gentlemen:

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

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

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

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

IS IT WORTH $15 A YEAR TO YOU TO GET FAIR AND EQUITABLE, COURTEOUS AND UNDERSTANDING TREATMENT FROM YOUR "PERSONAL PROPERTY" TAX COLLECTOR AND KNOW, AT THE SAME TIME, THAT HE BELIEVES YOU BECAUSE YOU CAN PRODUCE OFFICIALLY-ACCEPTED, BONAFIDE VALUATION RECORDS?

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

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

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

THE ANSWER IS: "The Confidential Price Lists" which appear in each and every week's issue of THE CASH BOX—and which are an integral part of The Cash Box—"The Operator's Bible"! The One Magazine The Operator Can Believe In and That He Can Trust! The One Magazine that is Exclusively, Completely and Solely dedicated to the Operator! And Printed For The Operator's Best Interests!

It costs you only $15 a year to have the "OFFICIAL" prices. Prices that are accepted by Canada—by U. S. Government departments—by States throughout the entire nation—for valuations which you present to your Collector of "Personal Property Taxes". These prices are authentic and meet his standards.

Is a HAPPY, SMILING OPERATOR—subcribe to THE CASH BOX today. All for only $15 per year—just about 36¢ per week!

TEAR OUT AND MAIL TODAY TO...

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

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

FIRM NAME

ADDRESS

CITY

Individual's Name

ZON:E STATE

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE—Will accept best offer on 40,000 new and used records in good condition and erated. "Radio" 1015, 3:00-3:30. \$7.00. MUSIC, THERMOPSIS, WYOMING.

FOR SALE—4 Bally Shuffle Lanes, like new $40 ea.; Shuffle Champs $7.5; Speed Bowlers $45; playing fields refinished, rails painted; guaranteed condition; also 1015 Wurlitzers $195; 1100 Wurlitzers $350; 1475 Seeburg $160, 100A Seeburg $75. Perfect condition. SHELBOURNE-the 801 MAIN ST., BUFFALO 3, N.Y.

FOR SALE—1 Chico Thing $59.50; 1 Chicken Sam with Target $79.50; 1426 Rosevelt $14.50; 5 Constellation $14.5; 1 Brand New across the Board. WRITE AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA ST., EVANSVILLE 10, IN.

FOR SALE—Operators of Arcades, Bowling Alleys, Skating Rinks, etc. Can sell for Group Operation on ticket or cash plan. Write for full particulars and photo. DAVE LOWE & CO., 547 TIBURNE, New York, N. Y. Tel.: Clickering 4-5100.

FOR SALE—Carnival $25; Champion $50; Turf King $150; Play Ball $40; Thing $55; South Pacific $65; Bullets $10; Just Lucky $10; Lucky Inning $50; Double Header $55. J. ROSENFELD COMPANY, 3220 OLIVE STREET, ST. LOUIS 3, MO. ; Tel.: Olive 2800.

FOR SALE—Ready for location: Arizona $25; Thing $75; Utah $85; Freshie $65; Football $65; Harvest Time $85; St. Louis $75; Selecta-card $40; Lucky Inning $50; Majors $10; Tulsa $55; The Moon $50; Dale Gun $65; Silver Bullets $100. AMUSEMENT ARCADE CO., 419—25th st., N.W., WASHINGTON, D. C.

FOR SALE—Bowling Champ $69; Utah $69; Mermaid $139; 4 Horsemen $130; Play Ball $50; Thing $99; Thing $79; Pinbowlwer $109; Rosevelt $129; Star Series $79. ROANOKE VENDING MACHINE EXCHANGE INC., 116 W. WASHINGTON ST., CHARLESTON, W. VA. Tel.: 30311.

FOR SALE—Coney Island $450; ABCLUBING CO., 25th $125; Total Rolls $50; High Rolls $75; 3020 Wall Boxes $85; Grand Award Pin $150; One Two Three $50; Barnacle Bill $40; Ballerina $350; Save-A-Card $50; Star $100. V. YONTZ, BYESVILLE, OHIO. Tel.: 3781.

FOR SALE—Reconditioned Wurlitzers: 1250's $500; 1100's $350; 1015's $225; 1080's $200. Seeburgs: 880s $235; 148M $325; Wall Boxes 3W2-150 $150; 1W5 $150. T&L $225; P.A. $150; P.H. $169.50. O'CONNOR DISTRIBUTORS, INC., 2520 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—Music Operators—Protect your cash, Steel doors with Zahed wood or Lined Oak deal that matches finish on all sebburg 100 selections. For sale—Blonde Mahogany for Evans Con- trollers, single door. Seeburg $3; Evans $3.50. Lots of 10, $2.75; 10 or more, $2.50. GILETTE DISTRIBUTORS, INC., 25 W. 42nd ST., CHICAGO 39, ILL.
**CLASSIFIED ADVERTISING SECTION**

**FOR SALE—** Finest premiums for stimulating play on your amusement machine equipment. Resale value maintained by operators. The premiums we feature are for operators only. We don't sell stores. Write for our detailed price list. HASTINGS DISTRIBUTING CO., 6100 BLUE-MOUND RD., MILWAUKEE 13, WIS. Tel.: Blasemound 8-7600.

**FOR SALE—** New and used Turf Kings, write. Bally Champions and Citation write. New Music Mike, sur- prising prices. write. Rock-Ola '46 & '47; Wurlitzer 1015; Seeburg 46M and 47M, write. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, OHIO. Tel.: Henderlon 1-5777.

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

**FOR SALE—** Chicago Coin Classic $115; Universal Super Twin Bowl $115; Bally Speed Bowl $50; Shuffle Alley with fly-away pins $25. ALLIED COIN MACHINE CO., 786 CLEVELAND AVE., CHICAGO 22, ILL. Tel.: Canal 6-0293.

**FOR SALE—** Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genius and others. TANAR DISTRIBUT- ING, INC., 2820 N. 7th AVE., MIAMI 34, FLA. Tel.: 3-7648.

**FOR SALE—** 3 Turf Kings $175 ea.; 2 Turf Kings $140 each. Coin Shuffle Baseball $35. All machines AI condition. NASTASI DIST CO., 1010 PODYRAS, NEW ORLEANS 12, LA. Tel.: MA. 6386.

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**WURLITZER**

**SEEBURG**

**THIS WEEK'S USED MACHINE QUOTATIONS**

14th Year of Publication
72th Consecutive Week's Issue

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**How To Use the "Confidential Price Lists"**

(Also Known As the "C. M. L. (Coin Machine Industry) BLUE BOOK")

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. The "Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to fly out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for used machines. The subscriber at least has a last known price as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may pay $210.00. Of course, sales, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for quality, are available at prices higher than prices due to the added costs of reconditioning.) "The Confidential Price Lists" are quoted as averages—any price that depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

EXPLANATION

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

---

**PHONOGRAPHIC**

**PRICE LIST**

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**Notice!**

You CAN SAFELY SEND DEPOSITS TO ADVERTISERS in "THE CASH BOX"

Your Deposit is GUARANTEED

A LONG AS you are paid a buyer and subscribe to "The Cash Box," at the time you answer any advertisement that appears in "The Cash Box," where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to $100 is guaranteed by "The Cash Box." This is "The Cash Box" Free Deposit Insurance Plan. An exclusive and unique feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX

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

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**Copyright 1922. Reproduction Not Permitted.**
## ROCK-OLA

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<td>$25.00</td>
</tr>
<tr>
<td>Foosball</td>
<td>$20.00</td>
</tr>
<tr>
<td>Shuffle</td>
<td>$15.00</td>
</tr>
<tr>
<td>Pong</td>
<td>$10.00</td>
</tr>
<tr>
<td>Backgammon</td>
<td>$7.50</td>
</tr>
<tr>
<td>Chess</td>
<td>$5.00</td>
</tr>
<tr>
<td>Bridge</td>
<td>$2.50</td>
</tr>
</tbody>
</table>

## A I M

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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<tbody>
<tr>
<td>Hi-Boy</td>
<td>$45.00</td>
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<tr>
<td>Skee-Ball</td>
<td>$25.00</td>
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<tr>
<td>Foosball</td>
<td>$20.00</td>
</tr>
<tr>
<td>Shuffle</td>
<td>$15.00</td>
</tr>
<tr>
<td>Pong</td>
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<td>$5.00</td>
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<tr>
<td>Bridge</td>
<td>$2.50</td>
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## AIREON

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Hi-Boy</td>
<td>$45.00</td>
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<tr>
<td>Skee-Ball</td>
<td>$25.00</td>
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<tr>
<td>Foosball</td>
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<tr>
<td>Pong</td>
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<td>Chess</td>
<td>$5.00</td>
</tr>
<tr>
<td>Bridge</td>
<td>$2.50</td>
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## MISCELLANEOUS

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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<tbody>
<tr>
<td>Hi-Boy</td>
<td>$45.00</td>
</tr>
<tr>
<td>Skee-Ball</td>
<td>$25.00</td>
</tr>
<tr>
<td>Foosball</td>
<td>$20.00</td>
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<tr>
<td>Pong</td>
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<tr>
<td>Chess</td>
<td>$5.00</td>
</tr>
<tr>
<td>Bridge</td>
<td>$2.50</td>
</tr>
</tbody>
</table>

**Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (G) Genco; (Gt) Gottlieb; (K) Keeny; (U) Unmeaningfully.**

1. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00
2. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00
3. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00
4. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00
5. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00
6. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00
7. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00
8. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00
9. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00
10. **Arbitron** (B 56/47) 25.00 40.00 30.00 25.00

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### CIGARETTE MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>DuGrenier &quot;W&quot; (col.)</td>
<td>$69.50-85.00</td>
</tr>
<tr>
<td>DuGrenier &quot;S&quot; (7 col.)</td>
<td>$69.50-85.00</td>
</tr>
<tr>
<td>DuGrenier &quot;S&quot; (9 col.)</td>
<td>$69.50-85.00</td>
</tr>
<tr>
<td>DuGrenier Champion</td>
<td>75.00-97.50</td>
</tr>
<tr>
<td>DuGrenier Champion (11 col.)</td>
<td>92.50-120.00</td>
</tr>
<tr>
<td>Easton Electric C8</td>
<td>150.00-185.00</td>
</tr>
<tr>
<td>Lehigh PX (10 col.)</td>
<td>100.00-145.00</td>
</tr>
<tr>
<td>Lehigh King Size</td>
<td>125.00-145.00</td>
</tr>
<tr>
<td>National 750</td>
<td>79.50-89.50</td>
</tr>
<tr>
<td>National 950</td>
<td>65.00-140.00</td>
</tr>
<tr>
<td>National 900</td>
<td>79.50-125.00</td>
</tr>
<tr>
<td>National 9-A (9 col.)</td>
<td>100.00-125.00</td>
</tr>
<tr>
<td>National Electric</td>
<td>119.50-139.50</td>
</tr>
<tr>
<td>Rowe Electric (8 col.)</td>
<td>75.00-95.00</td>
</tr>
<tr>
<td>Rowe Regional (6 col.)</td>
<td>92.50-100.00</td>
</tr>
</tbody>
</table>

### This Week's Used Market

With the summer season drawing closer, the action in the used machine market continued at a high level. The activity that has been enjoyed by all the divisions of the market remained quite steady. The one noticeable increase was recorded by the shufle games.

The pin section showed strongly, as most of the older players were active along with the newer games, that have recently entered the used equipment field. The more popular games drew well and continued to bring a healthy price.

Music behaved in its usual manner with activity and prices remaining quite firm. The fluctuations in this section were negligible. The shufle games were heavy trading with the popular Wurlitzer machines.

As stated previously the shufle items showed a sizable increase over the action recorded last week. Though action had been strong before this week, these added quotations have brought this division the most active it has been in some time.

The present issue also inaugurates the listing of the used cigarette machines. This new section will be continued from this week on.

### Manufacturers'New Equipment

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

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI, INC.</td>
<td></td>
</tr>
<tr>
<td>Model D-40 Phonograph</td>
<td>$795.00</td>
</tr>
<tr>
<td>Model HS-SM Hinderman</td>
<td>$775.00</td>
</tr>
<tr>
<td>5e-10 Wall Box (40 Selections)</td>
<td>59.50</td>
</tr>
<tr>
<td>5e Wall Box (40 Selections)</td>
<td>53.50</td>
</tr>
<tr>
<td>Amvox Speaker</td>
<td>27.50</td>
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</table>

### BALLY MFG. CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Futurity</td>
<td>$735.00</td>
</tr>
<tr>
<td>Spot-Lite</td>
<td>629.50</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>629.50</td>
</tr>
<tr>
<td>The Champion (Mech. Ratchet)</td>
<td>1,385.00</td>
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### CHICAGO COIN

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>White Kids</td>
<td>229.50</td>
</tr>
<tr>
<td>Hand Box (New Model)</td>
<td>6 Player De Luxe Bowling Alley</td>
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</tbody>
</table>

### ROCK-OLA MFG. CORP.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Super Rocket '52-55 Phonograph</td>
<td>$945.00</td>
</tr>
<tr>
<td>Model 1388, 5e-10/25e Wall Box</td>
<td>995.00</td>
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<tr>
<td>Model 1356, 5e Wall Box</td>
<td>249.00</td>
</tr>
<tr>
<td>23 Wire</td>
<td>39.50</td>
</tr>
<tr>
<td>Model 1342 Pleymaker</td>
<td>440.00</td>
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### RISCAUTRA, INC.

<table>
<thead>
<tr>
<th>Model</th>
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</thead>
<tbody>
<tr>
<td>5-45 Phonograph</td>
<td>239.50</td>
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</table>

### UNITED MFG. CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Six Player De Luxe Shuffle</td>
<td>485.00</td>
</tr>
<tr>
<td>Six Player Super Shuffle Alley $55.00</td>
<td></td>
</tr>
</tbody>
</table>

### WILLIAMS MFG. CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Williams De Luxe World Series</td>
<td>$555.00</td>
</tr>
<tr>
<td>Olympia</td>
<td>295.00</td>
</tr>
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</table>

### THE RUDOLPH WURLITZER CORP.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model &quot;1400&quot; Phonograph</td>
<td>2,450.00</td>
</tr>
<tr>
<td>Model &quot;1450&quot; Phonograph</td>
<td></td>
</tr>
<tr>
<td>Model 1500 Phonograph</td>
<td>995.00</td>
</tr>
<tr>
<td>Model 4661 5e-10/25e Wall Box</td>
<td>(60 Selections)</td>
</tr>
<tr>
<td>Model 5024 Wall Box 5e-10/25e</td>
<td>(104 Selections)</td>
</tr>
<tr>
<td>Model 510&quot; Speaker</td>
<td>80.00</td>
</tr>
<tr>
<td>Model 5110&quot; DeLuxe Speaker</td>
<td></td>
</tr>
</tbody>
</table>
"BIG BRONCO"

ONLY HORSE "SAFETY-APPROVED" BY UNDERWRITERS LABORATORIES

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

IT TROTS!
Pull The Reins
IT GALLOPS!

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

"It's What's in THE CASH BOX That Counts"
UNITED'S 6 PLAYER SUPER SHUFFLE ALLEY

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

BIG, BOLD ILLUMINATED SCORE INDICATORS

EACH PLAYER CAN SEE HIS SCORE AT A GLANCE

HIGH SCORE FOR THE WEEK

FEATURE
PLAYER WRITES NAME ON BACK-Glass

JUMBO DISAPPEARING PINS
FAST REBOUND ACTION 20-30 SCORING
FORMICA PLAYBOARD
STRIKE OR SPARE FLASHER LIGHTS
CAN PICK UP 7-10 SPLIT

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

HIGHEST SCORE KEY CONTROL

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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REALISTIC WESTERN PONY

STRONG AS STEEL
REINFORCED PLASTIC HORSE
BEAUTIFUL, DURABLE FINISH

LIFE-LIKE ACTION

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

RIDE THE CHAMPION

10¢

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

Equipped with
NATIONAL SLUG REJECER

FLOOR SPACE
ONLY
22 IN. BY 49 IN.

SIMPLE, STURDY
MECHANISM
EASILY ACCESSIBLE
FROM ALL 4 SIDES

NEW DOUBLE-SCORE
FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL
ATTRACTS EXTRA COINS EVERY GAME
POSSIBLE TO SPOT SIX NUMBERS

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

EXTRA BALLS FEATURE
WITH ADVANCING ARROW SUSPENSE GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

Operators everywhere are
cutting for profits with
ATLANTIC CITY
Order from your
Bally distributor today.

NEWEST 3-CARD 5-BALL REPLAY HIT

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DIVISION OF LION MANUFACTURING CORPORATION
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