Since a jet plane is probably the only thing with as much dynamic appeal as Georgia Gibbs' new Mercury hit “Kiss Of Fire”, it was only natural for the Air Force to christen one of its F-86 Saber Jets “Kiss Of Fire” during its recent recruiting drive in Chicago. Here Georgia is pictured with the plane named for her record.
Hand in hand for profit!

DOUBLE YOUR PROFITS
WITH THE
"PROFIT-Twins"

ROCK-OLA 50
SELECTION 3 WIRE
UNIVERSAL WALL BOX
MODEL 1542

the all star
ROCK-OLA
profit twins
BOTH: PERFECTLY MATCHED AND
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Both Now at Your Rock-ola Distributor

ROCK-OLA MANUFACTURING CORP. 800 North Kedzie Avenue · Chicago 51, Illinois
Almost every operator has walked into one (or more) of his locations and found his machine turned to the wall with the plug pulled out, or somewhere in a back room buried among empty beer cases, and heard this galling expression from one of his location owners, “I Bought My Own Machine.”

There is nothing more maddening to any operator. Especially when the operator has worked harder than he ever did in all his life to “build the spot.”

To enter the barroom and drop a twenty or a ten, or even more, on the bar and plead and “sell” the bartenders and even the owner of the joint to “help get play started for the new game.”

Certainly, it’s galling.
It’s maddening.

And, usually, when the operator checks up on the “reason why.” Tries to get to “the bottom of the thing,” he always finds that the location owner bought his own machine:

“But, because,” as he tells him, “at last found that magazine that sells on the newsstands that told me where to buy and what to pay for the same machine.”

(We leave the rest to the thoughts of those men who have endured this experience.)
How long is Ten Years?

How long is ten years? A long, long time.

The past decade has brought profound changes to the entire world, changes in habits, customs, thinking, activities. We have come through war, readjustment, and now further preparation. We have witnessed political and social developments which can’t help but affect the lives of every single one of us.

And in our own world—the music world—we have been the audience and the participants in just as tremendous an upheaval.

Remember back to the music business of 1942? It was the era of bands. Band business had become big business. Everywhere in the nation, expensive aggregations were playing for dancehalls, proms and every other type of function.

Since that time, we have gone through many, many phases—and many, many names.

We have all watched bands decline in drawing power and vocalists rise to the top. We’ve watched records become so important that one hit disk can mean stardom and all the rewards that such a status implies. We’ve gone through one trend after another, war songs, coming home songs, folk music, revivals and the current sound phase. We remember name after name after—stars who reached the top and then either secured their position there or slipped back and disappeared from the scene.

We have watched the methods of merchandising tunes and records undergo a complete upheaval.

We have witnessed the rise of the juke box and the disk jockey to the point where they have become the main focal points for the selling of records.

During this period, juke boxes have increased in number to such an extent that by now they account for the direct sale of one quarter of all records sold—just to keep them filled. And this doesn’t take into account their promotional effect on the further sale of millions and millions of records.

We have watched too the rise of the disk jockey, who because of radio’s need to fill time effectively and at comparatively small cost, has become a major entertainment factor in our country, putting a form of entertainment inexplicably allied with the record industry.

With all this activity, with all this change, with all these new developments, this has been a fascinating decade. And it’s a decade we shall portray fully, in its entirety, in The Cash Box Tenth Anniversary Issue.

This will be the greatest, most ambitious publication ever undertaken in the music business. It will be a reference book that will be used over and over and over again for many months to come.

In it will be represented almost everyone who in any way contributes to this business. For a magazine that will be seen by the audience that this one will reach, a magazine that will be used as intensively as this one will be used, demands everyone’s participation.

In all sincerity, we know that YOU will want to be represented in it with your most important advertisement, your most important message.

Ten years is a wonderful anniversary to celebrate—and it is a long time.

But somehow we here at The Cash Box have been working so hard to make this the best, most serviceable, most necessary magazine in the trade, that we can hardly believe a decade has already passed.
THE TEN RECORDS

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

1. KISS OF FIRE .................. Georgia Gibbs (Mercury)
2. I'M YOURS .................... Don Cornell (Coral)
3. HERE IN MY HEART .......... Al Martino (BBS)
4. BLUE TANGO ................... Leroy Anderson (Deco)
5. DELICADO ...................... Percy Faith (Columbia)
6. WHEEL OF FORTUNE ......... Kay Starr (Capitol)
7. I'LL WALK ALONE .......... Don Cornell (Coral)
8. WALKIN' MY BABY BACK HOME Johnnie Ray (Columbia)
9. FORGIVE ME ................. Eddie Fisher (RCA Victor)
10. A GUY IS A GUY .............. Doris Day (Columbia)

THE CASH BOX

Chuck Thompson (WFOR—Hattiesburg, Miss.), reports that his fine feathered friend, Elmer (real live trained bantam rooster), is now heard crowing daily for his sponsor, a soft drink firm, over at least 36 radio stations in the South. Needless to say, Elmer's income is no longer "chicken feed." Chuck says all this "farm to fame" success story has not affected Elmer. He's the same nice chicken he was two years ago when he first caused Chuck to change the name of his early morning show to "Chuck and Elmer." ... "To the thrill of Mrs. Harry and Stye (WZIP—Boston), are two new night time deejays who play off-the-beaten track records. Nancy Anderson is doing a night time show on WQOD under the name "Princess Midnight." We understand she is a very pretty blonde. ... Art Brown (WWDC—Washington, D.C.), is now nursing a crop of banters on both hands. It's all due to the thrill which Art has arranged to play on Sunday Concerts at Meridian Hill Park this summer. The banters came after Brown tried out the instrument. He forgot to bring along a plumber and a helper to get the banters going. ... Sonny Howard, new Mercury find, making the rounds. He recently guested with Bob Clayton on WDH—Boston, and Howie Leonard and Bob Perry, both of WLAB—Boston.

JOHN WRISLEY

John Wrisley, program director, WFGM—Flitchburg, Mass., is as busy as the proverbial bee—what with his radio activities and his two K's (Kathy and Karen). ... Bill McVeany (CKOC—Hamilton, Ont.), bedded down with the measles. Bill's doing his shows from his home. ... Bob Wolff (WWDC—Washington, D.C.), says with his tongue in his cheek, "There doesn't seem to be any future for sportscasters. The owners of the ball parks are looking to television. And some sponsors are putting out statements that radio isn't what it used to be. It looks like a cold winter for me."

... Alix Blake (WABY—Albany), who has just celebrated the first anniversary of his program "Star Dreams," came up with the winner of the National Perry Como Doodling Contest. William Shield, 16-year-old of Shaker Road, Albany, sent his entry to Alix. Incidentally, this was the first contest ever run on Blake's program. There were a total of 180 disk jockeys who participated in the contest, with an estimated total number of approximately 50,000 entries. ... Two new jockeys on 'Norm-Prescott's WORL—Boston, are Alan Dary and Stan Richards. Alan Dary and Norm Prescott combined their shows for the big Johnnie Ray drive and did a big job on the sale of Johnnie's album. Prescott has a beautiful new apartment in Brighten and he is busy furnishing it. Norm's strength with the teen agers is unbelievable.

JOE DELANEY

Joe Delaney (WJMR—New Orleans, La.), acted as M.C. for the recent Louis Armstrong concert at the Auditorium in New Orleans. Joe has been using guest reviewers on his Saturday morning show and he has now expanded the idea to include deejays from other stations. Recent jockeys who have appeared on the Delaney show have included Leon Kelber, WDSU; Dick Martin, WLL; and Larry Regan, WTPS. Joe writes, "... many thanks for the wonderful treatment accorded me by The Cash Box. The appearance of my name in your column has started the mail coming in huge quantities. In addition, quite a few of the local ops got in touch with me proving that they read The Cash Box from cover to cover."

... Robin Seymour (WKMH—Dearborn, Mich.), did a record promotion on the new Como-Fisher release "Watermelon Weather" and "Maybe" that had 12 plays in five hours.

WEEK OF MAY 31

1. MAYBE / WATERMELON WEATHER 20-4746 (47-4746)*
   Perry Como and Eddie Fisher

2. That's The Chance You Take / Forgive Me 20-4734 (47-4734)*
   Eddie Fisher

3. JUST A LITTLE LOVIN'/I'M YOURS 20-4690 (47-4690)*
   Eddie Fisher

4. MARRIED BY THE BIBLE, DIVORCED BY THE LAW/LADY'S MAN 20-4733 (47-4733)*
   Perry Como

5. Blue Tango 20-4518 (47-4518)*
   Hugo Winterhalter

6. Any Time 20-4539 (47-4539)*
   Eddie Fisher

7. Kiss of Fire 20-4671 (47-4671)*
   Tony Martin

8. Remember When 20-4616 (47-4616)*
   Eddie Fisher

9. Why Did You Leave Me / Lonesome-That's All 20-4687 (47-4687)*
   Perry Como

10. VANESSA 20-4691 (47-4691)*
    Hugo Winterhalter

11. Rutza, Rutza / Boo-Hoo 20-4665 (47-4665)*
    Foot Sisters and Henry Kent

12. Delicado / Plank, Plank, Plunk 20-4697 (47-4697)*
    The Three Sons

13. LOOPED 20-4735 (47-4735)*
    Melvin Smith

14. PERFIDIA / AT LAST 20-4693 (47-4693)*
    Glen Miller

15. NIGHT TRAIN 20-4692 (47-4692)*
    Tommy Dorsey

* indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records, on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

RCA VICTOR Records

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
RAY ANTHONY ORCHESTRA
(Capitol 2104; F-2107)

"AS TIME GOES BY" (3:05)
Ray Anthony and his orchestra deliver a slow, oldie in a wonderful manner. The Les Baxter crew, with the vocal of Tommy Mercer insure this side of plays.


RALPH FLANAGAN ORCHESTRA
(RCA Victor 20-4747; 47-4724)

"I UNDERSTAND" (3:05) Here is a pretty ballad that is currently being revived and the Flanagan ork and chanter Harry Prime give it an added push. Could build.

"SOUTH" (3:05) A seafull instrumen
tral arrangement is banged out by the ork with all sections of the band featured.

LES BAXTER ORCHESTRA
(Capitol 2106; F-2106)

"LONELY WINE" (3:08) A slow pleasant tune is eased through by Bob Eberly with an orchestral setting by Dave Cavanaugh and his boys.

"LOST IN MEDITATION" (2:48) The orchestra comes up with another slow tune and brings it in instrumentally. A listenable deck.

BOB EBERLY
(Capitol 2103; F-2103)

"ISN'T THIS A NIGHT FOR LOVE" (2:46) A pleasing ballad is projected smoothly by vocalist Bob Eberly with an orchestral setting by Dave Cavanaugh and his boys.

"HILLS OF PRIDE" (2:33) A country type number is warbled adequately by Bob as the ork supplies the slow waltz tempo.

JAN GARBER & LEE BENNETT
(Capitol 2107; F-2107)

"BUSYBODY" (2:17) A cute, bouncy ditty from the western hit parade is taken for a spin by the Jan Garber orchestra, featuring sin
ger Roy Cordell. A pleasant lil.

"HINDUSTAN" (2:50) Lee Bennett and his orchestra, and together with the group presents a light number with an oriental sound.

SUNNY GALE & EDDIE WILCOX O.
(Derby 796)

"DO YOU CARE" (2:56) Chirp

ty the evening is a good ballad while support by the sunny voice of Eddie Wilcox and Songstress is building a following.

"MY LAST AFFAIR" (2:40) Another ballad is carried in top flight manner by the vocalist and ork with a resulting good sound.

Buddy De Franco Quartet
(MGM 11250; K11256)

"GET HAPPY" (2:38) The Bud
dy De Franco quartet belies out its version of a fast moving oldie. Buddy's adept clarinetting is high-lighted.

"SAMIA SHUFFLE!" (2:40) An original composition of Bud
dy's is sent soaring with a slow jump tempo and once again the lid features some fine woodwind playing.

BILLY FARRELL
(MGM 11256; K11256)

"STAY" (2:44) A pretty ballad that could click is given good coverage by Bill Farrell. The Joe Lip
an orchestra rounds the side out musically.

"BREAK THE BANDS THAT BIND ME" (2:51) A fair tune carried in a slow waltz tempo is deliv
ered by the songster creditably.

Duke Ellington Orchestra
(RCA Victor 20-4742; 47-4722)

"DANCERS IN LOVE" (2:17) An easy jump provides Duke El
ington with a chance to display some interesting piano runs. Alvin Raglin supports the ivories with his bass perfor
cances.

"COLORATURA" (8:00) A slow item is jumped up in the middle and showcases the fancy trumpet ing of William Anderson. The ork sets the solo off.

Erroll Garner
(RCA Victor 20-4742; 47-4722)

"STAIRWAY TO THE STARS" (2:58) A lovely old ballad is given the stylized going over of piano virtuoso Erroll Garner. Result is smooth, mood music.

"I CAN'T ESCAPE FROM YOU!" (5:01) Another slow piano piece is dished out tastefully by the pianist.

Eddie "Piano" Miller
(RCA Victor 20-4695; 47-4695)

"LONELY WINE" (2:26) A pleasant number is given an old ork and piano treatment by Eddie Miller. The soothing sound is listenable.

"SUNDAY RAG" (2:30) A good jump item is handled tuned fully by the, chord sweeper with a rhythmic accompaniment.

Joe King & Eddy
(Rainbow 177)

"HELLO EVERYBODY" (2:45) A song and dance vaudeville type presentation is hanged out by Joe King and Eddy. The talking pres
e ntation of the bouncer is listenable.

"CONEY ISLAND BABY" (2:49) A similar number is treat
ed joyfully by the artists on the flip and should provide good bar room material.

Ned Harvey Orchestra
(Rainbow 176)

"TRUE BLUE HEART" (2:50) A really bushy tune with a moderate beat is enjoyably delivered by the Ned Harvey ork as Lee Rogers chants the lyrics.

"TAFFY" (2:45) Ned offers a pleasing background as Bill Heyer and Taffy dish up a talk-sing vocal of a cute bouncy item.

Jerry Wayne
(Derby 798)

"PEACE OF MIND" (2:55) A slow tune is smoothly treated by Jerry Wayne with the support of the chor
group.

"TING-A-LING IN MY HEART" (2:46) Flip is a good presentation of a slow, light bouncy melody as performed by the songster.

Skip Martin Orchestra
(MGM 11248; K11248)

"I CONCENTRATE ON YOU" (2:39) The Skip Martin crew delivers a pleasing arrangement of a Cole Porter oldie with an easy jump beat.

"VILIA" (2:48) A faster jump item is given a rhythmic going over by Skip and the boys resulting in a listenable lid.

Leroy Holmes Orchestra
(MGM 11247; K11247)

"ISN'T THIS A NIGHT FOR LOVE" (2:41) Leroy Holmes ork handles a slow, flowing ballad pleasantly with able support from the romantic voiced Peggy Anne Ellis.

"OOH THAT KISS" (2:28) The musical group offers an OK rendi
tion of a slow, light bouncy melody with creditable vocalizing by Peggy,

THE CASH BOX

THE BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "DISK & SLEEPER" and "EXCELLENT" of the Week, are those mos
t likely to achieve popularity.

* "THE MASK IS OFF" Buddy Caste
Pyramid 900

* "THERES DOUBT IN MY MIND" Burt Taylor
Columbia 39754; 4-39754

* "CRAZY CAUSE I LOVE YOU" Ames Bros.
Coral 60751; 9-60751

* "PRETTY BRIDE" Sunny Gale & Eddie Wilcox

* "DO YOU CARE?" Buddy Caste
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.
 RECORD REVIEWS

JEI SOUTHERN & VICTOR YOUNG ORCHESTRA
(Decca 28224; 9-28224)

"WHEN I FALL IN LOVE" (3:05) Jeri Southern offers a deep, sultry voiced vocal to a slow attractive ballad in winning style. Her own piano accompaniment and the Victor Young orchestra aid immeasurably.

"A MIGHTY PRETTY WALTZ" (3:30) Jeri comes through with a wonderful reading of a slow Waltz item and here too the background is set up fittingly by the orchestra.

DOLORES GRAY
(Decca 28218; 9-28218)

"DIAMOND MINE IN MADAGASCAR" (2:57) A pretty melody, an Armenian sound, and a wonder-\n\nful vocal by Dolores Gray add up to a potent lid. Camarata supplies her with musical assistance to the bouncy tune.

"DANCING ON THE GRAPES" (2:15) Flip is a similar sounding number, but here it moves along at a dynamic pace. The stirring reading by the vocalist and the lush backing make this a good one too.

SONNY CALELLO
(Jamison 5361)

"WEDDING DAY" (2:36) Sonny Calello, supported fittingly by the Don Costa orchestra, handles a slow melodic number in pleasing style.

"IN MY GARDEN" (2:24) Both vocalists and orchestra receive added assistance from the Robar Twins as they give all on a fair sounding tune.

RAY CURA
(Mercury 3565; 3565 x 45)

"DESIREE" (2:49) A slow romantic ballad is turned out appealingly by Ray Cura. His crooning and the lush backing compliment the tune effectively.

"BLUE BOY" (2:50) Flip is a pleasant item that once again is on the receiving end of Ray's impressive charting.

BOB ANTHONY & LAURIE SISTERS
(Doxy 979)

"I JUST CAN'T CONTROL IT" (2:35) Bob Anthony and the Laurie Sisters harmonize on a slow ballad with the support of the Buddy Koster ork.

"SHOULD YOU FORSAKE ME" (2:35) A pretty melody with a tango beat is presented smoothly by Bob and the girls while backed by the Koster crew.

THE CASE BOX

SLEEPER OF THE WEEK

MADABOUT THE BOY" (2:45)

"I CAN'T FACE THE MUSIC" (2:21)

DINAH WASHINGTON
(Mercury 5842; 5842 x 45)

VERA LYNN
(London 1227; 45-1227)

VERA LYNN

Here's one that should put the English singing star Vera right up with the best. Her latest offering is a lovely tune and Vera gives out with a grand vocal that sends the melodic piece soaring.

"THE PARTING SONG" (2:44)

AUWIEDERSEHEN SWEETHEART" (2:48)

BURT TAYLOR
(Columbia 39754; 4-39754)

"THERE'S DOUBT IN MY MIND" (2:39) Burt Taylor takes full advantage of the multiple voice technique as he chants the lyrics to a pretty ballad impressively. Percey Faith does a good job of setting the lid up musically.

"MORE OR LESS" (2:40) Another lovely ballad is given a feelingful reading by Burt, and with the backing provided by the ork, the lid winds up as a strong end.

BIBI JOHNS
(RCA Victor 20-4714; 47-4714)

"THE NIGHT IS FILLED WITH ECHOES" (2:10) The new romantic voice of Bibi Johns projects a pleasant ballad in feelingful fashion with echo effects and the aid of the Hugo Winterhalter crew adding to the appeal.

AMES BROTHERS
(Coral 60751; 9-60751)

"CRAZY 'CAUSE I LOVE YOU" (2:05) A fast bouncer is belted out in sock fashion by the harmonizing Ames Brothers. The string backing stands out and adds to the appeal.

"STARDUST" (3:08) The wonderful old pop classic is worked over in the stylized fashion of the vocal group along with the Ray Ross orchestra.

EILEEN BARTON—BUDDY GRECO—PINETOPPERS
(Coral 60753; 9-60753)

"YOU BELONG TO ME" (2:41) Eileen Barton, Buddy Greco and the Pinetoppers collaborate on a cute dirty that bounces along at a merry clip. A pleasant disc.

"RED ROSE WALTZ" (2:55) A flip item that carries easily via the combined effort of the artists.

EVELYN KNIGHT
(Decca 28227; 9-28227)

"IT'S BEST WE SAY GOOD-BYE" (3:20) Chirp Evelyn Knight wends her way through a slow and melodic ballad impressively while the ork presents a fitting backdrop.

"PRETTY BRIDE" (2:37) The chart item deals up her vocal version of a cute dirty that's based on an old number. The artist creates a good sound.

RALPH MARTERIE ORCHESTRA
(Mercury 5860; 5860 x 45)

"IN A PERSIAN MARKET" (2:42) The Ralph Marterie orchestra offers a slick instrumental arrangement of a good jump item. The beat is projected forcefully.

"STREET SCENE" (2:12) A grand old piece with a slow haunting melody is presented orchestrally by the group with a cello solo by Ennio Bolognini. Good sound.

BUDDY COSTA
(Pyramid 900)

"THE MASK IS OFF" (2:46) Buddy Costa comes up with a stirring reading in a big voiced manner of a lovely melody that moves up with a light, tango beat. The lush ork playing provides this production number with the proper setting.

"GOOD NIGHT" (2:41) A slow oldie receives another expressive effort from Buddy and here too the ork and group set the musical mood effectively.

JERRY WALD
(Decca 28203; 9-28203)

"YOU'RE THE CREAM IN MY COFFEE" (2:37) A bouncy rendition of a cute oldie is delivered by Jerry Wald and his group with a fitting vocal by Chris Connors.

"CHEROKEE" (2:37) A very fast moving version of a grand oldie is run through rhythmically by Jerry and the boys.

JUNE 7, 1952
UNMASKING THE NATION'S NEWEST RECORD HIT!

The Mask Is Off!

backed with GOOD NIGHT

WITH THE THRILLING NEW SINGING DISCOVERY

Buddy Costa

ORCHESTRA AND CHORUS CONDUCTED BY JOE REISMAN

on

PYRAMID RECORD 900 and (45x900)

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

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1913 Grove St.
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MUSIC SALES
1117 Locust
Memphis, Tenn.

COSNAT DIST.
278 Holsey St.
Newark, N. J.
NEW YORK:

Johnnie Ray has taken over the town again. Not only did he tear down the house at his Paramount opening, but he and his new bride have been making a round of parties. ... And talking about parties, this was THE week. ... Biggest was one tossed at Art Ford's WNEW studio for Billy May, who's back about the Paramount. Just about anybody who was anybody in town attended. ... Other major events of the week were Ralph Marterie's opening at Frank Dailey's Meadowbrook, Dolly Dawn's opening at the Casablanca and the shindig for Danny Sutton at LaCava's. ... "I'm A Sentimental Fool" is starting to build on the Jubilee R & B label with the new group, The Marylanders. We hear one of the top recording names on a major label is inter-cited and that several other majors are planning to cut it. ... Dave Miller is really setting the world afire these days with his firm, Palda Records, working on three hits, "Here In My Heart," "Break The Joint," and "Wanted." ... Sidney Mills, the new pope of a baby boy. ... Buddy Hall, who should certainly be on wax, is currently doing guest shots with Wayne King. After that he's booked into Milwaukee and then the Chicago Theater for two weeks. ... "The Mask Is Off" looks like a big one with the majors set to use their top artists. ... London has another sleeper in Vera Lynn's "Ain't Wierder'n A Sweetheart" which has a background of 50 voices comprised of English army and airforce men. ... Larry Newton reports that Derby Records has signed Sylvia Rhodes, a Pittsburgh thrush. By the way, Larry's secretary, Marry Amsterdam, marched to the altar this week.

CHICAGO:

Looks like big things are finally starting to happen to Lennie "Mr. Dixie" Forrest, the new singing sensation on the Regent label. His first two sides, "Mammy Of Mine" and "Dixie Truth" sold over 25,000 copies in the first week. Listening to Lennie belt out a tune is like hearing the Al Jolson of old. Seems the kid, who's only 22 years old, has been singing in this style for years but was only recently discovered. ... The newest addition to the middle-of-the-road field for stay-up-laters is Mark Rogers of Station W.C.F.L. His music makes for some mighty pleasant listening. ... Another edie hitting the comeback trail is "Maybe" as a result of the newest disc on "Blue Shadows" which joins together two of their greatest names, Eddie Fisher and Perry Como. What a duo! ... The most gala site club opening here has been held at the Chez Paree as all of Chicago turned out to greet Jane Froman who returned after an absence of four years. Jane, who possesses one of the great voices today is really packing 'em in and has to beg off after each show. Andy Ackers, formerly accompanist for Mindy Carson, is doing a great job backing Jane. ... Marty Drake of "Bagels and Yoke" called to thank us for all the kind words we said about him. That's all right, Marty, you have your terrific talent to thank for that. ... Another blow has been dealt to Chicago's entertainment biz. The Oriental Theatre, which has been closed for years and years is closing its doors. Seems a shame that a city of this size cannot support a fine theatre like this which through the years had headlined some of the greats in show biz. Too much mooba being asked by studios for first-rate pix, they say.

LOS ANGELES:

While spirituals have found their way strong onto the juke-boxes in many areas of the country, it's not too often that gospel numbers close a spot on charts out this way. ... That's why it's news that Peacock's "Mammy Of Mine" by the Bells Of Joy is finding its way into many locations, which doesn't make Irving Shurken of Allied Sales at all unhappy. ... It's no secret that Leo and Eddie Mesner of Aladdin and Intro are ready to release the first records on their new label, Orpheo, a name Leo figures is especially appropriate. ... Their first sides will be from European masters. ... A tune we can recommend something we don't often do—for any of the enterprising blues and rhythm outfits to look into is "Even," which Art Schwartz and Irvin Gwirtz are working on. ... Mike Kurlan cheerfully notes that Coral's Lawrence Welk continues to be a rent-payer, mortgage-lifter and such, what with the Argon Ballroom man coming up with another big seller in "I Will Build A Dream House," just what Mike will be doing for long if Welk keeps on selling the way he has. ... Over at Jimmy Warren's Central Sales, we listened to an interesting and unusual musical number by Mayfield, titled "Louisiana" on Specialty and flying off to a good start via d-j, Hunter Hancock. ... While nothing coming through of Hoagy Carmichael's "Blue Bells," it's still Percy Mayfield all the way. ... Jimmy is now handling Jake Turner's label and has one taking off in Mr. Doll Davis on "Rollin' and Rockin'". ... Mary Solie at Leuenagen tells us that Les Paul's "Carnival" on Capitol is scored heavily with most operators' locations and that Vita's "Blue Shadows" has turned out to be a real winner. We're giving all the fisher support and only one minor label recording to date. ... Ralph Bass of Federal has cut his first sides on Little Willie Littlefield and Lil Greenwood and is banking heavily on that that "Monday Morning Blues" to do great things. One the two artists and no harm to the Syd Nathan label whatsoever. ... Tex Williams swapped his 10-gallon lid for Ken. Kefauver's cousin cap at a political shindig in the Biltmore Hotel though the RCA-Victor artist made a point of not endangering anyone but was "Just Politicking". ... A great kickoff for Tommy Cunn's Palace label is songwriter Harry Tobias' testimonial that the finest recording ever of his "At Your Command" is by Johnny Lafon on the new line.
Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending May 31 without any changes on the part of THE CASH BOX.

Buddy Deane
WITW—Baltimore, Md.
1. I'll Walk Alone (Don Cornell)
2. I'm A Kiss (Elvis Presley)
3. Blues Tango (Leroy Anderson)
4. A Guy Is A Guy (Doray Day)
5. Love Theme From Romeo (Oscar Peterson)
6. Forgive Me (Eddie Fisher)
7. Kiss Of Love (Elvis Presley)
8. At Last (Ray Anthony)
9. For the Love of You (Jimmy Ruffin)
10. Whistle Of Fortune (Kirk Star)

Johnnie Pearson
KOWH—Omaha, Neb.
1. Kiss Of Fire (Tony Martin)
2. I'll Walk Alone (Don Cornell)
3. Blue Tango (Leroy Anderson)
4. I'm A Kiss (Eddie Fisher)
5. Blacksmith Blues (Elvis Presley)
6. Wheel Of Fortune (Ray Conniff)
7. Be Anything (Peggy Lee)
8. I'll Go A Guy (Doray Day)
9. And So I Waited Around (Billie Holiday)
10. Ho He (Almey Carran)

Claude Taylor
WPA—Jacksonville, Fla.
1. Blue Tango (Dick Haymes)
2. Kiss Of Fire (Georgia Gibbs)
3. Whistle Of Fortune (Bobby Wayne)
4. A Guy Is A Guy (Doray Day)
5. Forgive Me (Eddie Fisher)
6. The Canary (Les Paul)
7. Gentle Johnnie (Doray Day & Guy Mitchell)
8. When I Heard Another (Jenny Lomond)
9. Under A Blanket (Bob Smith)
10. I'll Go A Guy (Don Cornell)

Hy Davis
WJXT—Jackson, Miss.
1. Lone Wolf (Bill David)
2. I'm Yours (Toni Arden)
3. Kiss Of Fire (Tony Martin)
4. Walking On (Norman Kaye)
5. Honeymoon (Alan Dale)
6. Heavenly Father (The Warms)
7. Walklin' My Baby Back Home (Elvis Presley)
8. Delicado (Starr Kenton)
9. Do You Care (Les Paul)
10. Locomotive Blue (Teddy Knight)

Earl Pudney
WGY—Schenectady, N. Y.
1. A Guy Is A Guy (Doray Day)
2. I'll Walk Alone (Don Cornell)
3. Philadelphia (Guy Mitchell)
4. Blue Tango (Leroy Anderson)
5. Blacksmith Blues (Elvis Presley)
6. Kiss Of Fire (Georgia Gibbs)
7. Wheel Of Fortune (Kirk Star)
8. Walkin' My Baby Back Home (Doray Day)
9. Forgive Me (Eddie Fisher)
10. Here In My Heart (Al Martino)

Leigh Kamman
WCHC—New York, N. Y.
1. Wheel Of Fortune (Kirk Star)
2. I'll Walk Alone (Don Cornell)
3. Home In My Heart (Tony Bennett)
4. A Guy Is A Guy (Doray Day)
5. Honest & Truly (Billy May)
6. Same To Can (Sammy Vaughan)
7. Kiss Of Fire (Leroy Anderson)
8. You're Driving Me Crazy (Les Paul)
9. Goody Goody (Maddies)
10. I'm Not Here Alone (Elvis Presley)

Bob Murphy
WJMK—Detroit, Mich.
1. Jump Through The Ring (Vic Damone)
2. How Much Will I Miss You (Johnny Desmond)
3. My Girl (Frank Sinatra)
4. Somewhere Along The Way (Bob Eberly)
5. Lover (Peggy Lee)
6. I'm So In Love With You (The Dells)
7. What Good Is A Girl (Dorothy Lamour)
8. Crazy 'Cause I Love You (Dean Martin)
9. A Day Away From You (Elvis Presley)
10. Blue Tango (Los Bixlers)

Bob Losen
 WEWJ—Hartford, Wis.
1. Here In My Heart (Al Martino)
2. Kiss Of Fire (Georgia Gibbs)
3. Delicado (Peggy March)
4. Forgive Me (Eddie Fisher)
5. Whistle Of Fortune (Ray Conniff)
6. Dry Bones (Frenchie Boudreaux)
7. I'll Walk Alone (Don Cornell)
8. Mountains In The Moonlight (Jahnna Ray)

Bill Hyden
KGML—Tulsa, Okla.
1. Blue Tango (Leroy Anderson)
2. Kiss Of Fire (Georgia Gibbs)
3. Blacksmith Blues (Elvis Presley)
4. A Guy Is A Guy (Geoff Morgan)
5. Kiss Of Fire (Tony Martin)
6. Walkin' (Jane Froman)
7. I'm Yours (Eddie Fisher)
8. Anytime (Eddie Fisher)
9. Lovely Is A Guy (Doray Day)
10. A Guy Is A Guy (Doray Day)

Mac McGuire
1. Wanted (Four Aces)
2. Blue Tango (Leroy Anderson)
3. A Guy Got Along Without You (Teresa Brewer)
5. A Guy Is A Guy (Doray Day)
6. Blacksmith Blues (Elvis Presley)
7. I'm Yours (Don Cornell)
8. Anytime (Eddie Fisher)
9. Be Anything (Eddy Howard)
10. Delicado (Bobby Darin)

Bud Brees
1. Gone Get Along Without You (Teresa Brewer)
2. Kiss Of Fire (Georgia Gibbs)
3. Mountains In The Moonlight (Johnny Ray)
4. Be Anything (Eddy Howard)
5. You're My Baby (Johnny Ray)
6. A Day Is A Day (Doray Day)
7. Delicado (Peggy March)
8. Walkin' Away (Jimmie Page)
9. I May Hate Myself In The Morning (Sara Prince)
10. Let There Be Love (Lil James)

Paul Flanagan
WTBY—Troy, N. Y.
1. Here In My Heart (Al Martino)
2. I'm Yours (Eddie Fisher)
3. Walkin' My Baby Back Home (Doray Day)
4. Delicado (Peggy March)
5. Somewhere Along The Way (Not "King Cole"
6. One Little Candle (Guy Mitchell)
7. Kiss Of Fire (Georgia Gibbs)
8. I'll Walk Along The Way (Johnny Ray)
9. The Bigger The Figure (Luis Prima)
10. Tenderly (Rosemary Clooney)

Larry Gentile
WCHC—New York, N. Y.
1. Kiss Of Fire (Georgia Gibbs)
2. I'll Never Change (Don Cornell)
3. I'll Still Love You (Amos Brothers)
4. Forgive Me (Eddie Fisher)
5. Walkin' My Baby Back Home (Johnny Ray)
6. When You're In Love (Frenchie Boudreaux)
7. Lover (Peggy Lee)
8. It's Impossible To Be Wrong To Me (Dorothy Lamour)
9. You're Not Worth The Trouble I Feel (Mills Brothers)

Robin Seymour
WKMH—Dobbs & Detroit, Mich.
1. Here In My Heart (Al Martino)
2. I'm Yours (Don Cornell)
3. Delicado (Peggy March)
4. Somewhere Along The Way (Guy Mitchell)
5. Kiss Of Fire (Georgia Gibbs)
6. Walkin' My Baby Back Home (Johnny Ray)
7. Lover (Peggy Lee)
8. It's Impossible To Be Wrong To Me (Dorothy Lamour)
9. I Waited A Little Too Long (Elvis Presley)
10. Cuban Higginbothams (Kirk Star)

Howard Miller
WBCN—Baltimore, Md.
1. Here In My Heart (Al Martino)
2. Delicado (Peggy March)
4. Forgive Me (Eddie Fisher)
5. Poor Stuff (Fairly Aces)
6. Half Of My Heart (Rosemary Clooney)
7. I'm Sorry (Bobby Wayne)
8. How Much Will I Miss You (Johnny Desmond)
9. Why Did You Leave Me (Marnie Kaye)
10. You're Not Worth The Trouble I Feel (Mills Brothers)

Bill Dickler
WMCK & WHOD—Baltimore, Md.
1. Half As Much (Rosemary Clooney)
2. Little Train A-Chuggin' (Merle Mack)
3. Did You Ever (Mariah Carey)
4. I'll Walk Alone (Don Cornell)
5. Why Did You Leave Me (Marnie Kaye)
6. Somewhere Along The Way (Guy Mitchell)
7. Return To Sender (Johnny Ray)
8. Silly Devil (Ella Mae Morse)
9. I Waited A Little Too Long (Kirk Star)
10. Battle Hymn Of The Republic (Don Cornell)

It's What's in THE CASH BOX That Counts!
Entire Town Turns Out For Art Ford Party To Billy May

NEW YORK—The entire town turned out for a party thrown by Art Ford at WNEW last Thursday, A.M., in honor of Billy May, who is currently starring at the Paramount.

In an amazing tribute to the popularity of Art Ford among those in the show world, more than 160 artists, representing every phase of the theater and music worlds, showed up at a shindig that started at midnight and lasted until five in the morning. Ford circulated in and out of his celebrity-filled audience with his portable mike for off the cuff comments, as the event was broadcast over WNEW. The lanky deejay must have aired a million dollars worth of talent during his three hour show in a dazzling display of luminaries.

Ford opened with his guest of honor, Billy May, and then played some of the orchestra leader’s Capitol records. Then he brought one star after another up to the mike for interviews. Although there were too many to present to give any sort of comprehensive list of names, such celebrities as Marlon Brando, Dolores Gray and many, many others came to the microphone.

This Could Turn Into A Tournament

CHICAGO—When The Cash Box erroneously reported that Perry Como, with a four point handicap had beaten Don Cherry in a battle of the baritones on the golf links, little did we realize that it would start a battle of challengers to replace the battle with clubs. (Ed. comment—actually Cherry had given Como an 8 point handicap.) Neither did we realize that bystanders would get into the act, as did Eddy Howard, who last week challenged Don to a game with or without a handicap.

Crooner Cherry read of this latest entry into the “Battle of Birdies” in the May 31 issue of The Cash Box and called in, not more than ten minutes after the mailman had delivered his copy, to advise us and the world that not only could he accept Howard’s challenge, but that he would play both Eddy and Perry together. And to go a bit further, Don said “let them name the time and place and just give me two hours to get there.”

Not to be outdone, The Cash Box artist, Bruno Dutkowski, who fancies himself quite a man with the niblick, throws his hat into the ring with the following: “If anybody is handing out eight point handicaps I want to get into this game. Maybe we can make this a tournament. I might also add, that if you have to be an artist to qualify, I play a mean tissue paper and comb.”

Marterie Opens At Frank Dailey’s Meadowbrook

CEDAR GROVE, N. J.—Ralph Marterie and his band open a three week stay at Frank Dailey’s Meadowbrook to a jam packed room of enthusiastic youngsters on Wednesday, May 28. Marterie comes up with a crowd pleasing stilt as he belts out a solid six hours of dance music with but an occasional light break.

Appearing with the group are Jerry Murad’s Harmonicas and Dolores Marshall, who are also Mercury recording artists.

Among the tunes presented during the evening were Marterie’s newest Mercury releases “Street Scene” and “Downtown Market,” and the Harmonicas “Hootin’ Blues.”

Ralph Marterie’s aggregation will move into the New York Paramount Theatre on June 18 and is scheduled for a “Show of Shows” television show in August.

Buddy Costa, “Mask Is Off” Sensation, Signed By GAC

NEW YORK—Buddy Costa, new singing sensation, who hit the jackpot with his very first recording, “The Mask Is Off” on Elmo Ross’s Pyramid label has been signed by General Artists Corporation.

Costa, a youngster almost entirely unknown to the trade just a short weeks ago, shot into public eye with his thrilling rendition of a tune that, it is rumored, is being covered by several majors. The young singer is backed with full orchestra and chorus conducted by Joe Reisman.

A full scale promotional campaign is being planned with a national publicity relations man still to be named. Over a thousand deejays throughout the country have received copies of the number and airplay has been tremendous.

The manufacture and distribution is being handled by Jubilee Records Co., of New York, and Jerry Blaine, president, has lined up about 50 distributors in the key spots of the nation.

Entire Town Turns Out For Art Ford Party To Billy May

NEW YORK—Mayor Martin Kennelly of Chicago, (left) and Mayor Vincent Impellitteri of New York (right) chat with Nat “King” Cole at the recent Mayors’ Convention at which he entertained. Both Mayors had just heard Nat “The Mayor of The Paramount Theater” where he had been playing to capacity audiences at the time. Nat’s current Capitol disk “Somewhere Along The Way” is beginning to make noise around the country.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine.
We watched a couple of artists make records last week. One was Wini Brown who can't help but become one of the nation's really big stars with all the talent she displays. The other was Bobby Shad, Mercury's R & B boy, who was cutting the session. And when we call Bobby Shad an artist, we mean just that, for the way he handled the session was sheer artistry. . . . Danny Kessler in out of town so fast it's hard to keep up with him. He just popped into New York from one trip, gave himself time to grab a couple of fresh shirts, and is off again for a trip through the south. Danny has signed Red Rodney and his sextet to record for the Oleh label. Rodney, famous "bopper" and star trumpeter in the Benny Goodman, Woody Herman and Jimmy Dorsey orchestras, has already waxed his first sides, to be released in the very near future. Red is currently packing the "folk-Moravian" nite spot in Philadelphia, his home town.

Erroll Garner has added two new sidemen to his group, beginning with his new Haven, Storeyville engagement, May 24th. Bass replacement is Rodney Richardson of Cleveland, one time Basin street man. On drums, Garner now has Joe Harrison of Pittsburgh, former drummer with Dizzy Gillespie's big band. . . . Roy Brown's Mighty Men a hit at the Cobra, San Diego. . . . Coote Williams' ok into Club Birdland, New York. . . . Louis Krefitz, Atlantic Records' legman, back in town and very excited over the sensational reaction to Louie Tate's "Can't Stop My Loving." Lou brought back tremendous reports from Atlanta, New Orleans, and the Tennessee area. . . . Irr Marcus, sales manager of Peacock Records, has changed his itinerary. He had originally planned to work his way south to Florida, but now is on his way to Chicago instead. He will return to New York for the NAMM show.

Dinah Washington, The Ravens, Arnett Cobb Band, Harold (Rhythm) King and debut of 5-year-old Leslie Uggams represents one of the best entertainment menus to play Philly's Earl Theatre in a decade. All previous attendance records smashed. The Uggams is the niece of Elise Uggams, famed singer with "Porgy and Bess" currently playing Houston, Texas, and is the biggest juvenile "find" to hit the boards in some time. She was spotted by Ella Fitzgerald on Paul Whiteman's Teen Tot TV show. . . . Rainbow Records announced it's entry into the Rhythm and Blues field. The new releases will carry a yellow label with blue printing. Floyd Williams, alto saxation, and his band have waxed "Creepin' In" and "Jambo Jump" for the first Rainbow release under the new label. . . . Teddy McRae and Charlie Singleton are doing the B & R work for the diskoery. . . . The Swallows, King Records stars, who are on a tour of one nighters until June 12, will appear at the Sportsmans Club, Newport, Kentucky starting June 13 through June 16. Their latest release, "Beside You" has moved up into the King list of three top sellers.

Joe Morris and Blues Cavalcade slated for Boston soon. . . . Earl Bottle is slated for Club Ebony, Cleveland, O. on June 9.

"It's What's in THE CASH BOX That Counts!"
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To
The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. HAVE MERCY, BABY
   The Dominos (Federal)
2. LAWDY, MISS CLAUDY
   Lloyd Price (Specialty)
3. SO TIRED
   Ray Milton (Specialty)
4. ONE MINT JULEP
   The Clovers (Atlantic)
5. HEAVENLY FATHER
   Eddy McRae (Jubilee)
6. LAWDY, MISS CLAUDY
   Lloyd Price (Specialty)
7. MOODY MOOD FOR LOVE
   King Pleasure (Prestige)
8. ONE MINT JULEP
   The Clovers (Atlantic)
9. NO MORE DOGGIN'
   Reacee Gordon (R.P.M.)
10. SWEET SIXTEEN
    Jon Turner (Atlantic)

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   King Pleasure (Prestige)
6. ONE MINT JULEP
   The Clovers (Atlantic)
7. NO MORE DOGGIN'
   Reacee Gordon (R.P.M.)
8. HOPE, SKIP AND JUMP
   Eddy McRae (Jubilee)
9. HEAVENLY FATHER
   Eddy McRae (Jubilee)
10. SWEET SIXTEEN
    Jon Turner (Atlantic)

The Cash Box, Music
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Como Wins "Michael" 2nd Year In Row

Perry Como, who has probably won more awards during the past few years than any other singer in the business, has now topped another kudo with the coveted "Michael" award, by which he was named "best male vocalist" on the air for the second year in a row.

The "Michael" award, radio and television’s counterpart of Hollywood’s famous "Oscar," is presented by the Academy of Radio and Television Arts and Sciences in recognition of meritorious achievement in the broadcasting industry.

Currently climbing high on record bestseller lists with his new album, "Perry Como TV Favorites," Perry’s considerable talents are also displayed on his TV show, seen Mondays, Wednesdays, and Fridays, 7:45 to 8:00 P. M. EDT, over the CBS Network.

ANOTHER SMASH

Spiritual Hit!

Bells of Joy

SINGING

"STOP RIGHT NOW, IT'S PRAYING TIME"
"HE'S MY FRIEND"

Andrew "Much Feeling" Tiggs

"MOTHER'S LETTER"
"ROCK SAVOY ROCK"

ANOTHER Peacock HIT! WATCH IT!!

Mildred Jones

Presenting

"LOVE SICK GAL"
"IT'S BEEN A LONG, LONG TIME"

Red Hot Line

Peacock RECORDS, INC.

Good Variety
SOUTHERN CLOUDS
(Chance 5001)

© "SIT DOWN SERVANT" (2:41)
The Southern Clouds blend their voices on a slow beat gospel tune. Lead vocalist turns in a strong effort.

© "SING TO THE POWER OF THE LORD" (2:39) Flip is a driving spiritual with the "Clouds" belting out a "light" jubilee style deck.

LESTER WILLIAMS
(Specialty 431)

© "TRYIN' TO FORGET" (2:06) Lester Williams gives out with the vocal while his band lends solid support on this slow low down piece.

© "LET ME TELL YOU A THING OR TWO" (2:15) A live number with a moderate beat is taken for a merrv spin. An exciting arrangement embellished with shouting from the band makes this a sprightly side.

THE ORIGINAL GOSPEL HARMONETTES
(Specialty 828)

© "WHEN I REACH MY HEAVEN EMPLOY ME ON HIGH!" (2:29) The Original Gospel Harmonettes belt out a quick tempo jubilee number with zest as they bring in a dynamic dish.

© "I'M GOING TO DIE WITH THE STAFF IN MY HAND" (2:35) The group does a good job on a similar type tune that's presented in the same style.

THE PILGRIM TRAVELERS
(Specialty 825)

© "HOW ABOUT YOU" (2:05) The harmonizing group delivers a slow rhythmic beat gospel number in fine style and with stirring effect.

© "LEANING ON THE EVER-LASTING ARM" (2:09) Flip is the same type as the top level with similar treatment.

THE SPIRIT OF MEMPHIS QUARTET
(King 4538; 4538 x 45)

© "THAT AWFUL DAY" (2:39) A slow religious piece receives the harmony treatment of the Spirit of Memphis Quartet who are backed solidly by the musical group.

© "EASE MY TROUBLE IN MIND" (2:32) A slow rhythmic gospel tune is sold in polished manner by the singers. Lead vocalist comes through with a potent solo.

ROOSEVELT SYKES
and His Honey Dippers
(United 120)

© "HEAVY HEART" (2:40) Roosevelt Sykes sells a slow blues with a real low down treatment. A dramatic arrangement makes this a strong saxing.

© "RAINING IN MY HEART" (3:06) A slow blues lament receives the same solid arranging and vocal effect.

FOUR BLAZERS
(United 114)

© "MOOD INDIGO" (2:17) The Four Blazes collaborate on a slow mellow melody with beautiful effect. The mood music is delivered smoothly by the combination. A good side for the hearkeners.

© "RAINING IN MY HEART" (2:23) The boys come through with a change of pace as they rock out a fast moving beat. The Four Blazes are really hot on this end and they threaten to melt the wax.

MEL WALKER
(Savoy 849)

© "HELP ME BLUES" (2:41) Mel Walker handles a slow piece with sad lyrics in easy fashion. Walker's stylized chanting of the light features some slick saxing.

© "HEARTACHE HERE I COME" (2:15) The singer sells a slow ballad with feeling and comes up with a side that could make plenty of noise. Here's one that should be placed in the jukebox.

JOHN "SCHOOLBOY" PORTER
(Chance 1119)

© "BREAK THRU" (2:45) John "Schoolboy" Porter and his schoolboys drive out a fast moving instrumental with an exciting arrangement that emphasizes the brass.

© "JUNCO PARTNER" (2:43) Porter and his group wax the current top plug tune with pulsating treatment. The tenor sax is the featured instrument as it gets off some top flight runs.

EDDIE JOHNSON and His Orchestra
(Chess 1512)

© "BACK UP" (2:49) Eddie Johnson belts out a fast number with gusto and is aided on the vocal by thrusts. Edna McLaren, the quick jump is supplemented by handclapping and cute lyrics.

© "THIS LOVE OF MINE" (2:35) Flips an instrumental moderate beat item. A strong arrangement features some slick saxing.

THE ROYALS
(Federal 1207)

© "STARTING FROM TONIGHT" (2:50) The Royals blend their voices on a slow romantic ballad in mellow style.

© "I KNOW I LOVE YOU SO" (2:34) The boys have another slow one on this deck. The harmony is their specialty and the Royals project the soft soothing piece with warmth. The result is a sock dish.

PAUL BASCOMB
(States 102)

© "BLACKOUT" (3:08) Paul Bascomb and his All-Star Orchestra were their talents to a slow beat number and come up with a good instrumental.

© "BLUES AND THE BEAT" (5:06) The group comes up with a slow blues that they change to a moderate beat about midway. An exciting arrangement features some smooth sax solo bits.

THE RAVENS
(Mercury 8583)

© "CHLOE-ET" (3:01) The Ravens give their usual talented treatment to the slow standard glide. The harmonizing of the group is done softly in back of the lead singer to bring in an exciting side.

© "WHY DID YOU LEAVE ME" (2:44) The under siding is another slow beat that the boys sing in low down style. Result is a very effective and dramatic side.

THE CARAVANS
(States 103)

© "TELL THE ANGELS" (2:55) The Caravans, a fem quartet, chant a slow religious number in an inspirational manner. Albertine Walker handles the lead in strong style.

© "THINK OF HIS GOODNESS TO YOU" (2:47) The group presents a stirring side with a similar number on the lower lid. Organ sets the musical mood.
NEWARK, N. J.—Paul Brenner, (left) who has shown what can be done with a record show on television, is pictured here in the course of his WATV. Newark, N. J., "Rate The Record" program. Paul has a panel of 4 high school pupils and a professional reviewer on to the professional's score wise. As an Paul's sponsor, Thyoquent, recently renewed for an unprecedented 52 weeks. Shown in the picture with Paul, to the right of the blackboard, as this week's professional critic, is Sid Barnes, music editor of The Cash Box.

Majors Rush To Cut "Auf Wiederseh'n" A Vera Lynn Smash On The London Label

NEW YORK—With only Boston, Detroit, Chicago and New York board from so far, London has already sold 55,000 copies of Vera Lynn's newest disk "Auf Wiederseh'n Sweetheart." This was done in only four days and is beyond the figure set by a previous London smash "Third Man Theme" in the same period of time. The record was made in London with 50 airmen and army men accompanying the thrush as a choral background. In England it has already sold 60,000 in only ten days of action.

The records being distributed here are both imported from England and manufactured in this country. Daily shipments are arriving and 35,000 is expected on the Queen Elizabeth.

The song has aroused interest in many of the majors and it is reported that several artists cut it over the weekend.

Victor Plans Summer Promotion In Chicago

CHICAGO, ILL.—RCA Victor announced plans for a promotional summer program and sales drive.

Main feature of promotion is a Sunday evening disc jockey program on Station WIND (in the 9:30 to 10:00 p.m. spot) to be titled: "RCA Victor Disc Jockey Parade."

The program will feature a guest disc jockey each week. Along with a top guest artist from the Victor label, one who is appearing in Chicago at the time.

Among the djs who have thus far been invited to participate are: Howard Miller, Sam Evans, Marty Hogan, Jim Lounsberry, Eddie Hubbard, Fred Reynolds, Bill Evans, Mel Bellairs and Linn Burton.

Guest stars slated to appear include, Dinah Shore, Perry Como, Eddie Fisher, etc. Should definitely make for good listening.

"It's What's in THE CASH BOX That Counts"
WSM’s “Grand Ole Opry” group opened at New York’s Astor Roof Monday night, May 26, with an array of big names on hand lead by Tennessee’s Governor Gordon Browning who obliged with a rendition of Tennessee Waltz. Opening has stirred up as much attention as to hit the big city in years.

Jack Howard in Philadelphia promoting Bill Haley’s Alley record with sales taking first place in the Philly area. Haley is a new name in the country field and the steel guitar work of Hoot Raltes according to KWKW’s Frank Page who says his Listen to the master was exciting.

Kansas City’s KCMP popping with country news! Milt Dickey, artist and announcer, featured on two sides. Raltes sides due for immediate release. Scotty Nellis returns from retirement June 3rd to again join the Milt & Scotty act on station.

Dal Stallard, country program head, is looking and making talent hunt shows in the K.C. area.

JIMMIE OSBORNE
(King 1066 and 45-1066)

"WE CAN’T TAKE IT WITH US TO OUR GRAVE" (2:27) J. O. Williams has just released a fine ballad with beautiful vocals and harmonizing. Jims voice is a real treat on this one.

"THE MAN BEHIND THE HROTTELLE" (2:25) A fast moving novelty is given a good vocal by Doane O’Dell who chants the bitly text faultlessly.

"MABEL, MABEL" (2:26) Another cuite, fast tempo novelty is belotted out by O’Dell with contagious songs. This is a fine live tune with in- fectious lyrics.

WADE MAINER
(King 1074)

"STANDING OUTSIDE" (3:08) A moderate beat article is taken for a bouncy spin around the wax by Wade Mainer, Wade’s chant- ing is given an effective chorus assist.

"I’M NOT LOOKING BACKWARD" (2:52) Another moderate beat gospel tune is chanted on this side by Wade. A similar arrangement and tune, but it comes out a better side.

TEXAS JIM ROBERTSON
(RCA Victor 20-4710; 47-4710)

“For PUT YOUR ARMS AROUND ME!" (2:20) Texas Jim Robertson sells a slow country wayer expres- sively with his deep throat vocal. A few chorus backing helps him put the mellow turn over in pleasing style.

LOW IN THE LEHIGH VALLEY" (2:20) Robertson handles a change of pace in rollicking style as he sings the fast tempo tune in top flight manner.

JIMMIE SKINNER
(Capitol 2108; F-2108)

“DEAR WEDER LIFE AWAY” (2:29) A slow sentimental piece is given the nasal treatment of Jimmie Skinner effectively. Jim- mie’s easy delivery of the sad lyrics is backed softly by strings.

“TELL THEM” (2:48) Skinner makes a similar number with warmth.

TERRY PRESTON
(Capitol 2105; F-2105)

“I LOVED YOU” (2:36) Terry Preston’s feelingly delivered of the slow romantic melody makes this an instant hit.

“COUNTING MY HEARTACHES” (2:40) Vocalist sings a slow country lament with string backing.

Mervin Shiner
(Ddeo 28220; 9-28220)

“THE MAN IN THE MOON CRIED LAST NIGHT” (2:25) A slow tune with sad romantic lyrics is sung hauntingly by Mervin Shiner. The chanter is set up with string sup- port and the total effect makes for a potent contender.

“YOUR HEART IS TOO CROWDED” (2:47) Flip is a slow dirty that Shiner sings in his usual smooth and polished manner.
<table>
<thead>
<tr>
<th>Location</th>
<th>Titles</th>
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| New York, N. Y. | 1. *Kiss of Fire* (Georgia Gibbs)  
2. *Blue Tango* (Lesley Anderson)  
3. *A Guy Is a Guy* (Don Cornell)  
4. *I'll Walk Alone* (Don Cornell)  
5. *Be Anything* (Eddy Howard)  
6. *Blacksmith Blues* (Ella Mae Morse)  
7. *Here in My Heart* (Al Martino)  
8. *Forgive Me* (Eddie Fisher) |
| Redwood City, Calif. | 1. *Blue Tango* (Lesley Anderson)  
2. *Blacksmith Blues* (Ella Mae Morse)  
3. *Wheel of Fortune* (Kay Starr)  
4. *Be Anything* (Eddy Howard)  
5. *Kiss of Fire* (Georgia Gibbs)  
6. *I'll Walk Alone* (Don Cornell)  
7. *Blacksmith Blues* (Ella Mae Morse)  
8. *Forgive Me* (Eddie Fisher) |
| Des Moines, Iowa | 1. *Be Anything* (Eddy Howard)  
2. *Kiss of Fire* (Georgia Gibbs)  
3. *Wheel of Fortune* (Kay Starr)  
4. *A Guy Is a Guy* (Don Cornell)  
5. *I'll Walk Alone* (Don Cornell)  
6. *Blacksmith Blues* (Ella Mae Morse)  
7. *Be Anything* (Eddy Howard)  
8. *Forgive Me* (Eddie Fisher) |
| Malta, Montana | 1. *Blacksmith Blues* (Ella Mae Morse)  
2. *Wheel of Fortune* (Kay Starr)  
3. *I'll Walk Alone* (Don Cornell)  
4. *Be Anything* (Eddy Howard)  
5. *Forgive Me* (Eddie Fisher)  
6. *A Guy Is a Guy* (Don Cornell)  
7. *Tenderly* (Don Cornell)  
8. *Be Anything* (Eddy Howard) |
| Chicago, Ill. | 1. *Here in My Heart* (Al Martino)  
2. *Kiss of Fire* (Georgia Gibbs)  
3. *I'm Yours* (Don Cornell)  
4. *A Guy Is a Guy* (Don Cornell)  
5. *Delicado* (Percy Faith)  
6. *Blacksmith Blues* (Ella Mae Morse)  
7. *Pittsburgh, Pa.* (Guy Mitchell)  
8. *Forgive Me* (Eddie Fisher)  
9. *Blue Tango* (Lesley Anderson)  
10. *I May Hate Myself in the Morning* (Bette McQuain) |
| Los Angeles, Calif. | 1. *I'm Yours* (Eddie Fisher—Toni Arden)  
2. *I'll Walk Alone*  
3. *Here in My Heart* (Al Martino)  
4. *Kiss of Fire* (Georgia Gibbs—Billy Eckstine)  
5. *Blue Tango* (Lesley Anderson)  
6. *I'll Walk Alone* (Don Cornell)  
7. *A Guy Is a Guy* (Don Cornell)  
8. *Delicado* (Percy Faith)  
9. *Blue Rainboads* (The Whisperwills) |
| St. Louis, Mo. | 1. *Here in My Heart* (Al Martino)  
2. *Blue Tango* (Lesley Anderson)  
3. *Delicado* (Percy Faith)  
4. *Somewhere Along the Way* (Not "King" Cole)  
5. *I Waited a Little Too Long* (Key Starr)  
6. *Indian Love Call* (Louis Armstrong—Gordon Jenkins)  
7. *I Remember When Eddie Was Just a Boy*  
8. *Sugar Bush* (Donnell Day & Frankie Laine)  
9. *Lover* (Peggy Lee & Gordon Jenkins) |
| Denver, Colo. | 1. *Blacksmith Blues* (Ella Mae Morse)  
2. *Blue Tango* (Lesley Anderson)  
3. *A Guy is a Guy* (Don Cornell)  
4. *Wheel of Fortune* (Kay Starr)  
5. *I'll Walk Alone* (Don Cornell)  
6. *Be Anything* (Eddy Howard)  
7. *Forgive Me* (Eddie Fisher) |
| San Francisco, Calif. | 1. *Blue Tango* (Lesley Anderson)  
2. *Wheel of Fortune* (Kay Starr)  
3. *A Guy Is a Guy* (Don Cornell)  
4. *I'll Walk Alone* (Don Cornell)  
5. *Be Anything* (Eddy Howard)  
6. *Forgive Me* (Eddie Fisher) |
| Ohio | 1. *Kiss of Fire* (Georgia Gibbs)  
2. *Blue Tango* (Lesley Anderson)  
3. *Wheel of Fortune* (Kay Starr)  
4. *A Guy Is a Guy* (Don Cornell)  
5. *I'll Walk Alone* (Don Cornell)  
6. *Blacksmith Blues* (Ella Mae Morse)  
7. *Be Anything* (Eddy Howard)  
8. *Forgive Me* (Eddie Fisher)  
9. *Perfidia* (Four Acors) |
| Cleveland, Ohio | 1. *Kiss of Fire* (Georgia Gibbs)  
2. *Blue Tango* (Lesley Anderson)  
3. *Wheel of Fortune* (Kay Starr)  
4. *A Guy Is a Guy* (Don Cornell)  
5. *I'll Walk Alone* (Don Cornell)  
6. *Blacksmith Blues* (Ella Mae Morse)  
7. *Be Anything* (Eddy Howard)  
8. *Forgive Me* (Eddie Fisher)  
9. *Perfidia* (Four Acors) |
| Phoenix, Ariz. | 1. *Kiss of Fire* (Georgia Gibbs)  
2. *Blue Tango* (Lesley Anderson)  
3. *Wheel of Fortune* (Kay Starr)  
4. *A Guy Is a Guy* (Don Cornell)  
5. *I'll Walk Alone* (Don Cornell)  
6. *Blacksmith Blues* (Ella Mae Morse)  
7. *Be Anything* (Eddy Howard)  
8. *Forgive Me* (Eddie Fisher) |
| Cincinnati, Ohio | 1. *Here in My Heart* (Al Martino)  
2. *Walking My Baby Back Home*  
3. *I'm Yours* (Eddie Fisher)  
4. *Kiss of Fire* (Georgia Gibbs)  
5. *Delicado* (Percy Faith)  
6. *Walking My Baby Back Home*  
7. *Be Anything* (Eddy Howard)  
8. *Forgive Me* (Eddie Fisher) |
| Richmond, Va. | 1. *I'm Yours* (Eddie Fisher)  
2. *Delicado* (Percy Faith)  
3. *Walking My Baby Back Home*  
4. *Kiss of Fire* (Georgia Gibbs)  
5. *Without A Song* (Johnnie Ray)  
6. *Be Anything* (Eddy Howard)  
7. *Forgive Me* (Eddie Fisher)  
8. *Lady Love* (Vivian Maier) |
| Kansas City, Mo. | 1. *Kiss of Fire* (Georgia Gibbs)  
2. *Blue Tango* (Lesley Anderson)  
3. *Wheel of Fortune* (Kay Starr)  
4. *Blacksmith Blues* (Ella Mae Morse)  
5. *A Guy Is a Guy* (Don Cornell)  
6. *I'll Walk Alone* (Don Cornell)  
7. *Be Anything* (Eddy Howard)  
8. *Forgive Me* (Eddie Fisher)  
9. *Perfidia* (Four Acors) |
| Detroit, Mich. | 1. *A Guy Is a Guy* (Don Cornell)  
2. *Kiss of Fire* (Georgia Gibbs)  
3. *Blacksmith Blues* (Ella Mae Morse)  
4. *Delicado* (Percy Faith)  
5. *I'm Yours* (Don Cornell)  
6. *Wheel of Fortune* (Kay Starr)  
7. *I'll Walk Alone* (Don Cornell)  
8. *Blue Tango* (Lesley Anderson)  
9. *I'll Walk Alone* (Don Cornell) |
| St. Paul, Minn. | 1. *Wheel of Fortune* (Kay Starr)  
2. *Blue Tango* (Lesley Anderson)  
3. *A Guy is a Guy* (Don Cornell)  
4. *I'm Yours* (Four Acors)  
5. *Blacksmith Blues* (Ella Mae Morse)  
6. *Be Anything* (Eddy Howard)  
7. *Forgive Me* (Eddie Fisher) |
| Omaha, Neb. | 1. *Wheel of Fortune* (Kay Starr)  
2. *Blue Tango* (Lesley Anderson)  
3. *A Guy is a Guy* (Don Cornell)  
4. *I'm Yours* (Four Acors)  
5. *Blacksmith Blues* (Ella Mae Morse)  
6. *Be Anything* (Eddy Howard)  
7. *Forgive Me* (Eddie Fisher) |
| Indianapolis, Ind. | 1. *Here in My Heart* (Al Martino)  
2. *I'm Yours* (Don Cornell)  
3. *Kiss of Fire* (Georgia Gibbs)  
4. *I'll Walk Alone* (Don Cornell)  
5. *Blue Tango* (Lesley Anderson)  
6. *Blacksmith Blues* (Ella Mae Morse)  
7. *Delicado* (Percy Faith)  
8. *A Guy is a Guy* (Don Cornell)  
9. *Wheel of Fortune* (Kay Starr) |
MIAMI—Fla.—At last week's meeting of MAMOA (Miami Automatic Music Operators Association) a resolution was passed condemning all pre-war juke boxes.

MAMOA will no longer service (or offer any association servicing) for any pre-war juke box on or after September 1, 1952.

William Blatt, President of MAMOA, reports that the resolution was passed unanimously and that all at the meeting agreed this was a progressive step forward for the organization.

In the meantime, since the report of this meeting, and since the report of the ban from association servicing of all pre-war juke boxes by the growing Miami association, praise has been heaped on the organization by leaders of the industry.

One well known music leader stated, "This is one of the most progressive steps ever made by any group of juke box operators."

"It means," he stated, "that the public in the Miami and Dade County area will be getting finer music, better tone, more beautifully attractive machines, and all will enjoy finer relationships in every regard."

All believe that this step will be taken by other organizations throughout the nation where worn-out and old and battered equipment has won anything but good will from the public as well as from location owners.

The resolution is couched in such broad language that it definitely marks a new goal for all music operators everywhere to follow.

There is also no doubt that with this resolution more and more music operators from other cities and counties in Florida, surrounding the Miami area, will enter into the fold.

William Blatt stated, "In keeping with our policy to move closely cooperate with the automatic music manufacturers and distributors we feel that we should, most definitely, ban from any further service by our association any pre-war juke box.

MILWAUKEE, Wis.—Harry Jacobs, Jr., and Sr., of United, Inc., this city, report that they have arranged one of the most attractive and outstanding one-stop music services for operators.

"In addition to the fact that music operators call at one place to look over all used equipment and, especially, the new Wurlitzer phonos," Harry Jacobs, Jr., states, "we now have a service for these operators which will save them many, many more hours of time, travel, and money."

"They can now buy all the records they need from our place of business."

"Truly," he continues, "a real one-stop music service."

"Because," he says, "the operator can obtain whatever parts and supplies he needs for all of his machines, the new and used equipment he wants and, at the same time, get all his records here for a very slight charge for the service rendered."

One-stop music spots have clogged with juke box ops all over the country because of the fact that they allow the ops to get whatever records they require all in one place, and also obtain whatever supplies, parts and equipment they need.

Operators report that the few cents difference per record is a very cheap price to pay for the service which they obtain.

The fact that they can get all the records, supplies, parts, and machines they need from one spot is invaluable to them.

M.O.A. Convention Gains Momentum;
To Be Greatest Ever Held

OAKLAND, Cal.—The M.O.A. Convention is rolling along at full speed, George A. Miller, president, reported this week. All phonograph manufacturers, record companies, needle companies and suppliers of auxiliary equipment are being called on to take part in what the members and officers of M.O.A. consider to be the largest and most important all-music convention in history.

Miller has contacted all of the executive officers and each one from time to time will take part in publicizing the various reasons why every operator in the nation should attend this convention, September 11, 12 and 13 at the Congress Hotel in Chicago, Illinois.

The convention dates will appear on all literature going out of the association office and stickers, cuts, mats, and/or so forth will be mailed to the various manufacturers so that the time, place and dates can continuously be kept before the eyes of the music operators of the nation as well as those who will hold exhibit space during the convention time.

Connecticut State Coin Assn Meets In New London

NEW LONDON, Conn.—The Connecticut State Coin Association held its regular meeting in one of the leading restaurants in this city on Thursday, May 22.

Although this organization is one of the youngest in the country, it has proven itself so rapidly and so constructively that many advantages are being derived by its members. During the recent membership drive, practically every operator in the state showed their willingness to join up.

A great deal of credit is due to the organization’s original members and officers. Abe Fish, who served several terms as president, and who is now honorary president, was one of the driving forces that brought this association to its present strong position.

The officers now serving are also strong factors in the splendid work accomplished, and for additional constructive measures under way. These officers are: James Tolisano, president; Louis J. Nicotero, vice president; Maurice Weins, secretary; Paul Rechta chess, treasurer; Frank Marks, 1st assistant treasurer; Joseph Cataldo, 2nd assistant treasurer; Bevo Onofrio, 3rd assistant treasurer; Irving Geltzer, sgt. of arms; and Kenneth H. Jarrett, solicitor.

One of the most brilliant organizational moves was to set up regional representatives from 10 cities in the state. "A certain city may have a problem" explains Tolisano, which has no bearing on the other cities. These officers there work out these problems themselves. If the problem of a city extends outside their area, and affects the other cities and members of the association, it is brought up at our meetings.

The delegates and alternate delegates are: Hartford: Abe Fish and James Tolisano; Middletown: Michael Pandolfo and Lewis Bellman; Bristol: Arthur Rode and Ernest Giramondi; North Haven: Nicotero and John Caluce; Torrington: Joseph Ficca and Charles Cataldo; New Britain: Ben Giorino and Dominick Schem; New Haven: Clarence Sorrentino and George Connelly; New London: Frank Marks and Byron Ackerly; Danbury: Vincent Donofrio and Vincent Giganti; and Norwich: Albert Gaffney and Ortolitto.
Many basketball players are wondrously made for the game. They have the reach that makes it easy to drop the ball through the hoop. "Reach" counts in music, too. The new AMI was designed to reach out for patrons' attention, make it irresistibly easy to drop coins in the chute. High enough to be seen in every location, Model "D's" attractive cabinetry and lighting, its simplicity of selection and play — all add up to a bigger score in the profit column.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

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

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You're on the Super Highway to Profits with...

GOTTGLIEB'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 Replay 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!”

Testimonial Dinner To Sidney Levine
On June 10 Drawing Guests From
All Over The Nation

NEW YORK—The testimonial dinner in honor of Sidney Levine for his
15 years of service to the music operators in this city, and for his
intense work in national legislation for the music operators throughout
the country, looms as one of the biggest and best events of the last 10 years.
The dinner, being held at the Bel
mont Plaza Hotel, this city, on the
night of June 10, is a complete sellout
at this early date, and Al Denver,
chairman, states that the banquet
room is sure to be crowded to capacity.

In addition to those people in the
coin machine business here, represen
tatives of the distributors, manu
facturers, recording companies and
other associated industries have indi
cated that they will be present.

Many well known personalities from
other sections of the country have re
served tables. Among these are George
A. Miller, president of the Music Guild
of California, as well as president of
Music Operators of America; Larry
Marvin, Oakland, Calif., member of
the Music Guild of California; Hirsh
LaViez, Washington, D. C.; Jimmy
Scheiss, president of the Connecticut
State Coin Operators Association, and
an entire delegation; and Carl Pavise,
president of the Westchester Music
Guild, and delegation.

Al Denver’s plans include, in addi
tion to the dinner, an elaborate set up
of entertainment plus dancy for
those so inclined.

Hankin Unveiling June 15

ATLANTA, GA.—The family of
the late Morris Hankin announced
they will hold “unveiling” cere
monies on June 15, when the family
and friends will gather at the ceme
tery to view the unveiling of his
tombstone.

Hankin, one of the leading dis tribu
tors in the country, died on
June 21, 1951. The friends he made
during his more than 20 years in
the coin machine business numbered
in the thousands, and it is expected
quite a number of them will attend
the “unveiling.”
MFRS DOING BIG JOB ON DEFENSE WORK

The Not Openly Discussed Or Even Generally Noticeable, Majority Of Coin Plants Have Been Taking On More Defense Contracts

CHICAGO—This is one of those queer things that can only happen during this peace-time-wartime twilight.

The manufacturers here are now delivering new coin-operated equipment in goodly quantity, they are, at the same time, also taking on more defense work.

In fact, a few plants here are even planning to expand their present manufacturing facilities with additional new buildings.

One manufacturer stated: “We are planning to add more space onto our present factory. A new defense materials contract which we are anticipating will keep us busy for about four years. "We’ll need the additional space," he stated, "to handle the manufacture of these defense materials as well as our coin operated machines."

The there hasn’t been much talk about defense work for sometime the manufacturers haven’t been idle.

Special Sale!
Practically New and Rebuilt
STLTER Cigarette Machines,
8 Col., King Size
$50
Supreme Distributors, Inc. 370 W. 2nd Avenue, Miami, 37, Fla.

FOREIGN BUYERS
We are exclusive distributors for manufacturers of Quality, Noudt, Beverage Dispensers, etc. Write for circulars and samples of products. Reference: American National Bank & Trust Company, New York, N.Y.

NPA SETS 3rd QTR. ALLOTMENTS ON SCARCE MATERIALS
Mfrs Of Civilian Products Given Increase Above Current Levels. Steel, Copper and Aluminum Metals Still Tight, But Improved

WASHINGTON, D. C.—Henry H. Fowler, director of the National Production Authority, Department of Commerce, this week announced higher allotments of controlled materials to manufacturers for the third quarter of 1952.

He attributed this improvement to Government material control measures since the beginning of the defense program and cooperation on the part of the industrial community in the conservation of scarce materials.

Fowler pointed out that many materials will continue in tight supply, although some subsidiary metals may be decontrolled as their supply improves. "We must remember that the mobilization program is only half complete, and direct defense requirements for materials is still growing," he added.

Third quarter allotments for all household durable goods will be above current levels, and some will be substantially higher. In most categories of the durable goods division Aluminum allotments will be increased from 95% to 45% of the base period consumption from the 2nd quarter; and copper allotments will be 40% rather than given for the current quarter.

In the coin machine division, manufacturers of Automatic Merchandising Machines will be allowed the following percentages based on the base period: Carbon Steel 55%; Alloy Steel 55%; Copper Brass 55%; Copper Wire 40%; and Aluminum 45%.

Manufacturers of amusement and other coin operated machines will be allowed the following: Carbon Steel 55%; Alloy Steel 55%; Copper Brass 55%; Copper Wire 40%; and Aluminum 45%.

Fowler, in releasing these allotments, noted that "authorization to many civilian industries will still be below their pre-Korean rate of use of the controlled materials, despite these welcome increases in allotments."

NPA also has set aside substantial amounts of steel and aluminum and some copper for distribution as supplementary allotments to relieve individual hardship cases. NPA advised manufacturers who find that their third quarter allotments will work a hardship to file supplementary applications immediately, as these applications will receive consideration in the order of their arrival.

Meeting Dates Of Music Operators’ Associations

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

—Washington Music Guild, Inc.
Place: 311 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: Maccabees 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.

26—Amusement Machine Operators’ Assn. of Dade County
Place: El Commodore Hotel, Miami, Fla.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”

LAKE COUNTY SPECIALS!

SHUFFLE GAMES in lots of 5

Wells. NAYBURNERS $255.00
Wells. SPARK PLUGS (like new) $270.00
South Bend BAR GUNS 365.00
West. HORSEHEADS, Floor Sample 335.00
West. LUCKY INNINGS 64.50
Wms. STAR JUKE 95.00
Wms. HORSESHOES 175.00
Daily CITATION 5.50

LAKE COUNTY AMUSEMENT CO.
4523 PAYNE AVENUE, CLEVELAND, OHIO
(Tel: Henderson 1-7777)

$10 and up

SPECIAL! Surf Kings $149.50

"IT’S WHAT’S IN THE CASH BOX THAT COUNTS"
N.Y. Coinrow Set For Overhauling

NEW YORK—Everyone is aware of the fact that a new Air Terminal Building is planned for coinrow, and construction is expected to start in a very short time. The area being used for this terminal is southeast corner of 10th Avenue and 42nd Street.

Not only will property values be greatly increased, but many thousands of people will be moving in and out of coinrows.

Now an announcement is made that the New York City Housing Authority has just been granted a loan by the State Housing Commission of $21,855,000 for a low rent project that will result in multi-storied apartment buildings for 1,300 families. These buildings will be constructed between Ninth and Tenth Avenues, running from 46th Street to 49th Street.

Looks like coinrow in a few years will be a mighty busy place.

OPS Ruling On Ten Cent Play Due For California Test

LOS ANGELES, Cal.—Southern California operators are set to bring before the United States Supreme Court in the near future a test case regarding OPS and its jurisdiction over the automatic phonograph business.

The operators are of the firm belief that they have not violated any laws by changing over to ten cent play or changing their commission structure in instances where new equipment has been placed on location. It is their opinion that due to the fact that other types of entertainment have been decontrolled, it was not the intent of Congress to include automatic phonographs under price restraint.

A staff of attorneys in Southern California is continuing this fight in behalf of the music operator until a ruling has been handed down by the United States Supreme Court. Operators all over the nation are watching the outcome.

Annual Shuffleboard Tournament Held

SAGINAW, Mich.—Play in the third annual United States Championship Table Shuffleboard Tournament began at V.F.W. Hall here Friday, May 26, as it was announced by Stanley R. Warner, tournament director. The competition, sanctioned by American Shuffleboard Leagues, Inc., includes both longboard and cushion board play.

About 300 players, representing all sections of the country, participated in the three-day meet. Play was conducted across eight shuffleboards, with each match being decided on the best four-out-of-nine game basis.

The national meet came as the culmination of an annual series of state tournaments conducted by ASL. Teams that appeared here represented the cream of more than 120 sanctioned leagues throughout the country.

RISTACRAT S-45 . . . $199.50


This is not a closeout. In order to introduce the RISTACRAT S-45 into certain territories we are being allowed to offer this precision built machine at the Cash Box Office. Descriptive literature kindly sent upon request. 50% deposit required with order.

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BALLY CHATTER

One of the greatest pieces of writing in honor of the jube box ops of Chicago—lancaster and the Herb Granato Sun-Times column, May 26. Herb mentioned the fact that it was guys like Bob Granato, Bob Lindelof, Ray Canino, Moses Proftit, Vic Comforide and Don Koren—"that was something of the guys all the box ops would have a lot of swell words for.-" To these leaders of Chi's jube box operating biz this praise was worth all of their efforts to supply free jube boxes to help curb juvenile delinquency. It was something like Bob Granato stated, "That's worth all the effort because this is the kind of recognition we, in our industry, absolutely need. This gives our transistors info to reach the column caricatures. The president of Miami music ops' association, who advised that the organization had passed a resolution eliminating any further servicing by the association. In his own jube box. That helps the entire music biz to progress and puts it on the higher plane all want and need.

Bill DeSiel of United is probably the one guy who's getting telephonics so bad. In his own words, "I was up to the town on the 96th street and they haven't seen me. I never saw anything like it. The guy's phone just rings, rings and rings all day long. He was doing his normal operation. Charlie Koenig of the St. Louis Area shows that Johnny (Beanbag) Cano in his town and that the guys cutting it up. Don't know whether most of you guys know it, but, both Joe Mahoney and Joe Carnegie have given away over 100 jube boxes to needy organizations in his part of the city... and Fred Morrelli has done the same around and about the southside. Believe you me, there are plenty swell people in this business. And the Buddy Beekley of Century Music is a happiest kid around with two tunes going great: "Wishin'" and "Junco Partner," and more new records on these coming out each day... Irv Sandler in Des Moines advises that he is more delivery and could "sell a sillion" of these Wurlitzers.

As Abraham of Cleveland found out about horses when he put four of the Bally "Champions" at the Cleveland Armory where the "Circus Kid" show was on. The kids waited in long, long lines... Years ago, Jack Nelson recalls, guys were charging $2.50 for a game and when they gave the factory what was then called 'a big order,' it was for about 50 games. Today, Jack states, factories are getting orders for "hundreds" of games that run in the $1,000 class. (This fact is true and it realizes much, much more than what used to be made with the old, Jack.) By the way also heard from Charley Kaygels that Central Distributors is moving to new and bigger quarters in Saint Louis... Art Garvey popped into town to enjoy the Memorial holidays... Jack Nelson, Jr. of Logon Distributors doing a land office biz with chocolatey gun, Wally Blatt machines. Jack carries one of the largest lines of bulk vending supplies in the midwest.

Harry Jacob, Jr. and Sr. tell us on the phone from Milwaukee that they're getting ready to attend the furniture convention. This week and that, already, many music ops have promised them "all of their record business."... Sam Taran on the long distance phone with us tells us that "the weather's gorgeous." Meldorrent says that Los Chubbs of Imperial Records who was in our office. Of how those guys chewed up telephone expenses for us. But, we think it's a little late to be trying to speed up a sales front end. We're already on a speed-up trip and trying to get as many machines as we can... while the summer outdoor season gets under way... George George and Roy Mentore send us a list of the equipment that they are selling to a future... Nelson's bought a car. Nelson's gone back to the Midwest. The band is back together.

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DALLAS DOINGS

Opportunity in Texas this week is focused on the political scene with state primaries going on in San Antonio for the Democrats and Mineral Wells for the Republicans. The operators everywhere you go are talking politics and wondering what the election will mean to business and the general financial situation of the country... We talked to Audrey Hunter over at State Music Distributors Inc. She says that business is good for them. The recent rains will improve the general situation, she predicts... Tommy Chatten of Commerce Music has just returned from a trip to West Texas. He says that the rains were a boon to the folks out there. It saved that section of the state from real financial disaster... In San Angelo he ran into a tornado... Travis (Ginny) Roberts of San Angelo is expanding his coin machine route and is building new additions to his motel... Olen Dreyer of Dreyer Music in San Angelo. He says that the rains have improved business for him. Pino Karr, also of San Angelo, agrees that business prospects are looking bright.

Holland Farrow of Dallas is busy buying the new Official Shuffle Alleys made by United. Says it is a real super duper... Bater Lecane of Fort Worth was in town this week looking over the new Wurlitzer phonograph... K. L. Shoate of Mineral Wells was in town buying Wurlitzers... Fred Ellis of Waco says that business is holding its own. Ditto for G. L. Ford of San Augustine... B. H. Williams will soon begin off on a six weeks vacation to Havana, Cuba. He is going to fly the whole way... Mike Koenig, also of Commerce Music here in Dallas, is off for an extended tour of Mexico.

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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 of July of this year.

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

Very truly yours,
J. H. Phillips
Phillips Novelty Co., Inc.
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Why have him TELL YOU what he THINKS your equipment is WORTH! And then TAX YOU ON THAT WORTH?

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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 through the entire nation—valuations which you present to your Collector of "Personal Property Taxes". These prices are authentic and yet his standards. Be a HAPPY, SMILING OPERATOR—subscribe to THE CASH BOX today. All for only $15 per year—just about 25c per week!

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THRU THE COIN CHUTE—CALIFORNIA CLIPPINGS

We've had a lot of queries from local folk as to how Bill Gerash's linguistic prowess, with what he's recently running The Cash Box in Chinese inside the Chicago Chatter column... A well known Chinese operator in these parts has read word around one spot on the Row that the literal translation meant something quite different, but he refused to divulge just what it was... worry, though, we're sure it's just a rib (a Chinese spare-rib, at that) and just to clear it up, we're taking a copy of same down to our favorite Chinese restaurant for an authentic, first-hand translation. Mr. Gerash's efforts to put out here certainly made a lot of new friends for The Cash Box and strengthened a lot of old friends... Plenty of interest over at Dan Stewart's on Rock-Ola's phonos. Dan only hopes he can get the factory to send him many more machines.

Phil Robinson of Chicago Coin is eagerly awaiting another shipment of "6 Flagg Do Luck," Bowling Alley," the way the game is catching hold in this area and up and down the coast... Jack Simon and Abe Chapman report they're really moving the "Buccasne" horse, not only throughout the United States but even shipping them overseas... Bumped into Jack Ryan, the other Jack's former sidekick at the local distiriblery, who's now making like a native Mexican with the lineso since he moved down south of the Boarder, where he's doing quite well, we gathered... It's very much on the go for Niek Carter, who reports one of the best months in some time with the AMI 80... Another local lad who isn't eating these days is Lynn Board, with Exhibit's "Bir Bronco" still being the horse to beat in this business... Yet from what Lucile Laymon tells us Bally's "Champion" is pushing right up there, with Mrs. L. noting that the line looks headed in stepping right along... At Budger Sales, the big ones are the new Keeney shuffle game and Willams' "Olympic."

More big news from Paul Laymon's was the arrival of a shipment of War-litzer 1500s, which went out on a basis of first ordered—first served... The Laymons, who just hired a new shipping room man John Bertino, were clean out of machines in a hurry and just barely held on to the floor samples, with hopes for another shipment in quick time... One of the new Warlitzers will be featured on the Harry James TV show this week... Another live one at Laymon's continues to be Bally's Atlantica City... On the Row: Pomona's S. L. Griffin swapping cameas with Charllie White with Chaf-nolly... San Pedro's Charlie Koerski and Wm. Olsen... Clyde Denninger of Balboa... Bob Chacon from Laguna Beach... Lawrence Raye of Colton... Charlie Caboose from Long Beach.

THRU THE COIN CHUTE—UPPER MID - WEST MUSINGS

With the long Memorial Day week-end, naturally there will be a lot of tour-ists out on the lakes and at the resorts and also people in town heading for the country... Darl Maxwell and Milo Porter both of Houston, S. D., made the trip into the Twin Cities together. It certainly is nice when competitors can make the trip into town together... Ed and Millie Birkemeyer of the Automatic Sales Company in Litchfield, Minn., have been taking some time off to work on their cottage at Lake Coronia which is near Litchfield. Millie states that she received a letter from Mr. Johnson, who is in the service out in the Marines... Speaking of new arrivals we must mention the birth of a baby girl to Mr. and Mrs. Robert Williams of the Automatic Piano Company in Minneapolis, also a baby boy to Mr. and Mrs. Pat Flannigan of the Ajax Novelty Company in Minneapols, little Helen who was in the Air Force, R. L. Crouse of Jackson, Minn., tells us that he is on the retirement list having sold his routes to William Halveson of Fairmont, Minn. Bob states that he intends to spend a couple of months on the West Coast and his plans for the future are still undecided at this point. Ed Chese- ney of the Outlaw Novelty Company in Aberdeen, S. D., and Duane Wilde of Aberdeen made the trip into the Twin Cities and picked up some supplies and equipment for their routes.

Also in town to see what was new in coin operated equipment and taking some machines back with them were Stan Woznak of Little Falls, Minn.; Ray Benkowski of Cloquet, Minn.; Al Eggermont of Marshall, Minn.; Dick Grant of Mound, Minn.; and Pete Wernon of Mankato, Minn.

Phil and Merce Gillenstein of the Novelty Sales Company in Farro, N. D., took a little time off to make a trip into the Twin Cities together. The man responsible for the service out in the States, who was new in coin operated equipment. Seen here and there at the various distributors and record houses picking up supplies and record for our operations were Mark Coughlin of Mankato, Minn.; Frank David- son of Spooner, Wis.; Art Hagen of Grand Forks, N. D.; John Gale of Minneominie, Wis.; Pete Vandervey of Dodge Center, Minn.; William C. Gammow of Hopkins, Minn.; Bruce Windhurst of Haron, S. D., and O. L. Coefield of Anndale, Minn.

Mr. and Mrs. Norman Gefke were seen in the Twin Cities from Sioux Falls, S. D., and this is the first time they have been in for many a moon. It was very nice meeting the charming Mrs. Gefke. In town visiting his brother is Danmy Heilman who is in the Air Force, Danvis visiting his brother Amos, of the Advance Music Company in Minneapolis, Minn.
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