The Dominoes cry "Have Mercy Baby" to the crowds that besiege them outside of the Apollo Theater in New York. The spectacular singing group headed by Billy Ward and managed by Rose Marks drew the kind of tremendous crowds they have been attracting all over the country. As a matter of fact ever since "Sixty Minute Man" brought them to the forefront, these artists, who record for Federal Records, have continued to set new attendance and disk sales marks.
Lets You Into the Best Paying Places

Operators are finding that the 104-selection Wurlitzer Fifteen Hundred, with its exclusive 45-78 RPM record intermix feature, is a musical master-key that opens better location doors and greater money-making opportunities.

Two More Exclusive Wurlitzer Play-Promoters

Series Fifteen Hundred Phonographs, operated with Wurlitzer’s amazing Electronic Volume Level Control plus Wurlitzer’s sensational 104 title, rotating page, single button selection Wall Boxes, provide the finest music installation ever engineered.

SEE YOUR WURLITZER DISTRIBUTOR

THE

Wurlitzer

FIFTEEN HUNDRED

The Rudolph Wurlitzer Company • North Tonawanda, New York
operators, distributors, manufacturers propose plans to help all enjoy better profit play action.

since the appearance here of the editorial, regarding the fact that better programming of all music means bigger profits for music operators, the entire automatic music field has been stirred to the point where it's clear that plans have been proposed, and how better programming can become fact.

it was some years ago when this publication first proposed that the nation's juke box operators arrange for more correct and effective playing.

the cash box pointed out at that time, and since that time, that profit and loss from any location can be measured the difference of but a few cents, by properly programmed records.

this publication has spent many thousands of dollars bringing operators the top records of each week; what the disc jockeys are playing, what the regional juke box reports are each week; what the retailers are selling; complete reviews of all the newest releases; as well as such specialized reports as the country, folk, western and all the jazz and blues records clicking all over the nation, including spirituals, canada's top ten and mexico's best records.

in the past, the cash box has built up its national, international basis.

it has cost this publication many, many dollars each and every week to bring this information to the automatic music industry.

and so it was that the cash box has built up this international basis. that's because this publication realized that: "better programming — bigger profits" which was most clearly defined and was the headline of an editorial that appeared in its august 23, 1952 issue.

since the appearance of that editorial, many have written and wired the cash box, proposing that this effort be kept up by this publication.

articles by leaders in the field have appeared in practically each week's issue since that editorial.

there have continued to urge the cash box to pound home what this would mean to every operator, especially to those music operators who have been neglecting correct programming of their music equipment.

as that editorial ("better programming — bigger profits") pointed out, and as the cash box now states, when the automatic phonographs of the industry featured anywhere from 10 to 24 selections, programming was more or less based upon the latest tunes, whether pop, country, folk, western, jazz and blues, or any other category most popular in the territory and in the location where the juke box was placed.

but, in the past four years, the picture has radically changed, as far as selectivity of automatic music is concerned. today, the average juke box ranges anywhere from 40 to 104 selections.

that means programming has become extremely important. it also means that but a few good records, not of the latest pop variety, not of the classic or other category, but a well-chosen program to fit within the people in that individual location, can mean the difference between profit and loss on that specific phonograph.

these manufacturers realize this to be facts. each and everyone of them has put energy and effort behind the plan for better programming.

the distributors, too, now realize what this means to their future business.

the operators have always known that certain records, regardless of how old they are, are favored on certain locations. based upon this, the selectivity of the present automatic phonos, too, are somewhat puzzled as to what is in the matter of correct programming.

it is sad to state that the majority of juke box distributors can't even name the top ten current pop tunes, not to even mention any of the other record categories. these men have always depended on "someone in the back room" to take care of the operator.

now, these men, because their factories are pointing out to them the need for better programming, are now beginning to delve deeper into this tremendous necessity. this vital need of the music operator.

the men are now turning more and more to the cash box, and its many reviews, charts, and inside information regarding recordings.

one distributor probably put the thoughts of all the nation's distributors, operators and manufacturers into his letter to the cash box:

"there is no doubt," he says, "that the cash box is the most important, potent, and vital factor in the continued better future welfare of all the nation's automatic music industry because of its tremendous coverage of all recordings, and the way it disseminates that information to all the trade.

"without the cash box," he continued, "we would be in the dark as to what to recommend and how to help our customers continue in business on a profitable basis.

"your editorial, 'better programming — bigger profits'," he concluded, "has awakened the entire automatic music industry. keep it up. every operator here has not only remarked about this editorial but each and everyone of them is now working right with us on your charts and reports have already come in to my office here that they are earning better profits following 'the cash box'!"
MORE 45's NEEDED

Record Firms Are Not Pressing 45 rpm Disks In Large Enough Quantities or Fast Enough To Meet Operators' Demands

The general consensus among juke box men is that the record companies are not pressing 45 rpm disks fast enough for today's market.

While 45's are being demanded more and more strongly, most disk firms are still keeping to a ratio between 45 and 78 rpm records that served them a couple of years ago.

Right now is the time to alter that situation.

There has been a tremendous change in the use of record speeds in the past two years. Particularly in juke boxes, 45 rpm disks have become—and are constantly becoming even more—the accepted speed.

There are many reasons for this development. 45's are easier to handle, easier to store and give a great deal more play for the same cost per record.

Every manufacturer of juke boxes has now made provision for 45 rpm disks. And machines that handle 45's are being sold today in greater and greater quantities.

Still record companies go on putting out their initial disks on 78 rpm and paying little heed to the demand for 45's.

It's true that most pressing facilities are geared for 78 rpm disks and that most plants have more 78 presses than 45. But it would seem that the time has now come to make the capital investment in new 45 presses to take care of the demand. Otherwise diskeries are apt to lose a great many potential sales and in some cases keep a disk which could have been a smash down to the so-so category.

A juke box operator needs records just when he orders them. He has to cash in on a hot record at the time it's hot, not a month or two later.

In most cases ops can afford to keep orders in effect for about 2 weeks. But after those two weeks most ops cannot afford to accept back orders for the tunes have usually passed their peak play. Yet 45 rpm disks stay on back order for much more than two weeks at the present rate of pressing. This means that many orders are being cancelled and many disks which otherwise could have been sold and played are just being lost.

The demand for 45 rpm disks among ops has to continue to grow, not diminish, because of the unquestionable advantage they have over 78 rpm records. Moreover as more and more new juke boxes are manufactured, bought, and put on location, the need for these disks will become more insistent.

Therefore it is incumbent upon every record company to see that 45 rpm presses are installed in their pressing plants in adequate quantities and that 45 rpm disks are manufactured and distributed as fast as the 78 rpm disk and at the same time.

An operator who goes through the expense of buying new equipment and providing his location with the best music machines that he can, should not be penalized by being unable to buy the speed record which that machine uses and thus have to lose income while the tune is at its peak.

All record companies realize that 45 rpm disks are here to stay. They all press in that speed. Now is the time to start pressing ENOUGH to meet the demand.
**THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>&quot;You Belong To Me&quot;</td>
<td>Jo Stafford (Columbia)</td>
<td>Victor</td>
</tr>
<tr>
<td>&quot;Wish You Were Here&quot;</td>
<td>Eddie Fisher (RCA Victor)</td>
<td>Victor</td>
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<tr>
<td>&quot;I Went To Your Wedding&quot;</td>
<td>Patti Page (Mercury)</td>
<td>Mercury</td>
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<tr>
<td>&quot;AUF WIEDESERH'N SWEET-HEART&quot;</td>
<td>Vory Lynn (London)</td>
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<tr>
<td>&quot;5. SOMEWHERE ALONG THE WAY&quot;</td>
<td>Not &quot;King&quot; Cole (Capitol)</td>
<td>Capitol</td>
</tr>
<tr>
<td>&quot;HALF AS MUCH&quot;</td>
<td>Rosemary Clooney (Columbia)</td>
<td>Columbia</td>
</tr>
<tr>
<td>&quot;SHOULD I&quot;</td>
<td>Four Aces (Decca)</td>
<td></td>
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<tr>
<td>&quot;JAMBALAYA&quot;</td>
<td>Jo Stafford (Columbia)</td>
<td>Victor</td>
</tr>
<tr>
<td>&quot;LUNA ROSSA&quot;</td>
<td>Alan Dean (OGM)</td>
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**ALL ABOUT DISK JOCKEYS**

Our editorial "Know Your Disk Jockey" seems to have hit the nail on the head, if the flood of telegrams, phone calls and letters is an indication. Howard Miller (WIND-Chicago), sent duplicate telegrams to our Chicago and New York offices with congratulations on a "terrific" editorial. Donna Thomas (WFBA-CBS-Manchester, N. H.) writes: "I would like to commend The Box on the "Know Your Disk Jockey" editorial. It contains a world of truth. Treating all songs as though they were the hit of the city is a commonplace failing and cause, if that's the way they play to turn numb eventually and the "flack" has no effect whatsoever. Also, the morning wake-up discjockeys like myself is not in going to program material similar to the afternoon show or night man. Joe Delaney (WJMR-New Orleans) writes: "Caught the DJ article and was happy that you saw fit to editorialize." Gary Lesters (WVNN-Newark, N. J.) dropped in to offer his congratulations... and many more wrote from all over the nation. Should a disk jockey's program determine the type of music that is to be played on a station, or is the jockey's job limited to selecting music on a personal basis? If Robert O. Lewis gets any busier he will have to find a way to stretch the work week somewhat. Lewis has just completed a triumphant tour with a string of "Request Shows" of "Charley's Aunt." His schedule was packed, he was out of town Sunday night and his "The Name/The Game" aired on ABC-TV on Wednesdays from 7:30 to 8 p.m. Robert also manages to find time to record for M. G. M. Records and make personal appearances. A mighty busy man... Wayne Harris returned to the "Best By Request" show on WCBT-Roanoke, Va. C. C. Moore had been left for the University of North Carolina... Bill Reynolds will take over at WTMJ-Milwaukee... Ken Scott (WCNT-Centralia, Ill.) writes that "we don't need gimmicks to make music listenable, but I realize that the stuff has to sell. I don't mean to imply that it's all bad, but for the most part—nothing. I play what the people wants, that's my job, but I don't have to like it. The way I work is to try to anticipate what the public will want. Examples: June Valli's 'Strange Sensation,' Don Cornell's 'I Can't Cry Anymore,' Mitch Miller's 'Mr. Callaghan,' and Ray Stagg's 'Gene Fool Fool.'" Gene Whitaker (WREV-Riedsville, N. C.) celebrated the fourth year on the air with a sensational open house party, and Johnny London and Frank Evans will be present for interviews. June Valli called in her congratulations and transcribed messages from many artists were broadcast. Among them were Vaughn Monroe, Louis Armstrong, Mindy Carson, Frankie Laine, Guy Mitchell, Not "King" Cole and Frank Sinatra. Some of the telegrams received were from Liza Kirk, Mitch Miller, Louis Prima, Vera Lynn, Perry Como and Patti Page.

Joe Delaney (WJMR-New Orleans) handled the cutting session of Eileen Barton doing "Some Folks Do" backed with "Easy, Easy Baby" for Coral Records. Barton gal is provided with a terrible musical backdrop by Maxwell Davis, and discjockey Delaney thinks the record should happen... Jack Quickenbush (WLRP-New Albany, Indiana) back from his prize-winning trip to Bermuda, courtesy of RCA Victor, Jack, aside from his DJ duties, manages the record department of the Trumbull & Barry Store in New Albany... Rob Busse (WITH-Port Huron, Mich.) has just been named Regional Administrator for the American Society of Disk Jockeys... Jack Davis wants all his friends to know that he is now doing four hours daily on the early morning on WORD-Spartenburg, S.C., Mike D'Angelo vacationed in New York for two weeks on leave from WMBG-Meadville, Pa. June Valli, while on a 10-city tour taped interviews last week with Al Owen (WMID-Atlantic City, N. J.), Bob Gin (DECK-Brattleboro, Vt.), Dick Margrave (WABA-Atlantic, Mass.), and Gene Whitaker (WREY-Riedsville, N. C.). June Bell back spinning at KMAC-San Antonio, after a four-week "vacation" in the hospital in Kansas City... Art Werner, at KSD (Sidney, Nebraska) writes that KSID is the only radio station within a radius of 100 miles, and after being on the air approximately three months, has received a grand total of three records, of which two had been religious and one unmentionable.

"It's What's in THE CASH BOX That Counts"
RINO SENTERI ORCHESTRA
(RCA Victor 20-4894; 47-4984)

"WHISPERING SERENADE" (2:46) A pretty arrangement of a lovely tune set to a Latin tempo and delivered in English and French by the vocalist is a fine piece of listening as the number gets the fine backing of Rino Senteri and his crew.

"ONE NIGHT IN PARIS" (2:39) Another romantic number also sung in French and English is well delivered by the artist. Rino and the lads create a picturesque atmosphere on this deck.

THE HOLIDAYS
(King 15200; 45-15200)

"YOU'LL NEVER GET AWAY" (2:21) A fast moving bouncer with a cute sound is belted out in appealing style by the blending voices of the Holidays. Harmony is fine as is the guitar backdrop.

"LISTEN'N TO THE GREEN" (RKO 4916) Here the Holidays and Tom Eldridge team up on a pretty slow number. The soft blend of the artists' voices is impressive.

JEANNE GAYLE
(Capitol 2222; F-2222)

"TAKES TWO TO TANGO" (2:44) Jeanne Gayle chirps a fine job on a novelty piece that's stirring around on the pop lists. The slow bouncer is pleasantly read by the thrush as she gets able support from Les Baxter's orch.

"BUTTERFLIES" (2:18) Backed by Cliffie Stone and his boys on this deck, Jeanne does a fine job on another novel piece of material. Her happy voice is very inviting.

SOPHIE TUCKER
(Mercury 1450; 4500 x 45)

"AFTER YOU'VE GONE" (2:46) The Last Of The Red Hot Mammas does one of the mainstays of her fabulous repertoire as a bar room type piano backs her. Her appealing voice and style bring back memories of years gone by.

"I'M SORRY I MADE YOU CRY" (2:48) Sophie introduces herself to an audience on this side. She starts the side with a slow feelful reading and jumps it up at mid point. The numbers are grand for collectors items.

EDDIE ZIMA ORCHESTRA
(Dove 3094)

"HAYSTACK POLKA" (2:06) A milk can polka full of gayness and happiness bounces along as used by the Eddie Zima orchestra. Number is a fine polka but limited to the certain locations where such music could draw.

"FRONT PORCH OBERK" Another pleasurable side full of taste and enjoyment makes for fine listening. This number could get its share of coin in the right spots.

THE CASH BOX

THE DISK OF THE WEEK

"THE MERMAID" (2:53) "THE RUBY AT THE PEARL" (2:30) FRANKIE LANE (Columbia 19866; 4-39662)

- "MR. RHYTHM", riding high on the lists with his stirring portrayal of "High Noon", follows his hit with two new-comers that should make noise in the near future. "The Mermaid" an exciting bouncer, is a grand piece from all angles especially so because it's so different. It's a colorful item with amusing lyrics. Fitting backdrop is set by Paul Weston's orch, the Norman Luboff Choir, and Carl Fisher at the piano. Flip, "The Ruby And The Pearl", is a slow subdued tune out with numerous moving features. Frankie sings the number in the manner that labeled him "Mr. Rhythm."

"ANYWHERE I WANDER" (2:55) "STAY WHERE YOU ARE" (2:10) TONY BENNETT (Columbia 19866; 4-39666)

- Tony Bennett makes his bid for the juke box derby crown by doing something different than his usual slow ballad type of presentation. "Anywhere I Wander" from the "Hans Christian Andersen" musical is the lovely prayer type tune which the artist has chosen. The steady march tempo and lovely backline by Percy Faith's orch and choir add feeling and appeal to the wonderful vocal job done by Tony. Flip is a moderate tempo ballad that breaks into a walks at mid point, another different performance by the chanter. Titled "Stay Where You Are" it's another top flight release.

"BLUES IN ADVANCE" (2:47) "BELLA MIA" (2:05) DINAH SHORE (RCA Victor 20-4926; 47-4926)

- Dinah Shore takes good aim at one of the top seats on the hit parade with one of her most beautiful recordings to date. A soft slow sentimental item called "Blues In Advance" is just the material for the thrush's yearning style of song delivery. With Henri René's orch and the soft harmony of the chorus as backdrop, Dinah's voice sounds lovely. Below, the chimp comes forth with a rousing bouncer based on the music of "Finicula Finicula". The cute reading is exciting and features the same orch and chorus. The upper lid looks like it'll give quite a few songs a good run for the money.

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DONALD O'CONNOR & DORIS DAY
(Columbia 19866; 4-39666)

- "NO TWO PEOPLE" (2:57) From the "Hans Christian Andersen" musical comes this romantic novelty that Dick and Doris Day team up on. The rendition of the happy bounce is a wonderful one and stands a good chance of becoming a hit. Grand Paul Weston backing adds to its popularity.

- "YOU CAN'T LOSE ME" (2:23) Don and Doris team up on another happy tid and they have a top flight deck here too. The number is full of fun as only the two can put it over. The vocals credits again go to the Westidonians.

JIMMY YOUNG
(London 1255; 45-1255)

- "FAITH CAN MOVE MOUNTAINS" (2:24) A new and powerful voice steps forth to perform a lovely tune with a great deal of feeling and tenderness. The voice is Jimmy Young's and the fitting appropriate backing to this stirring ballad is Ronnie Goodwin's orch.

- "I'M CRY" (2:29) Another strong number by Jimmy \(\times\) once again as he chants another new-comer. Lush backing is fitting for the number.

DICK MURPHY
(Winsche 650)

- "THE TRAIN WITH THE DIAMOND STACK ENGINE" (2:45) From the musical "I've Had It" comes this number as sung by the powerful voice of Dick Murphy. It's a typical show type number with an introduction and all. Max DiJulio's orch backs.

- "RIDE, COWBOY, RIDE" (1:56) A slow galloping tempo sets the pace for this number that Dick does so well on. Les Baxter, the orchestra, and the choir sound so good by backing the artist.

SUE EVANS & GRAHAM PRINCE ENSEMBLE
(Cadillac 1255)

- "I WANT THE ONE WHO" (2:52) Sue Evans shows her pretty voice on a slow waltz item as she gets some lovely renovation from the Graham Prince Ensemble. Echo effect adds enhancing quality. The violin opening is pretty and so is the ballad.

- "GET ME TO THE CHURCH ON TIME, SLEEPLY, SLEEPY" (2:52) Another lovely waltz set to a fine waltz style by George Kitchen. Sue Evans gets her vocal and she and Nick Kenny, makes for some fine real listening as Sue Evans and the ensemble team up once again.
DEALERS! OPERATORS! DJ's!

NEVER BEFORE DONE!
NEVER BEFORE ATTEMPTED!

The Musical Genius of ONE MAN bringing you the Sensational Music of a FULL JAZZ BAND.....

RAY MCKINSTRY

"HORA STACATTO SWING"

b/w

"DINAH"

U-128

This sensational recording was three months in its conception and represents one of the finest recordings yet waxed on any label.

Because of numerous requests by D.J.'s for this record, United has pressed special samples with biography of Ray that are available to all D.J.'s.

5052 COTTAGE GROVE AVE. CHICAGO, ILL.

"It's What's in THE CASH BOX That Counts"
HERB KENNY
GMG 1132; K-1132

"MY SONG" (2:38) Herb Kenny's smooth and colorful voice sounds grand as he does a pop rendition of a top number in the rhythm and blues field. The Rockets come up with soft vocal support for the artist as Fred Norman's boys back instrumentally.

"YOU NEVER HEARD A WORD I SAID" (2:20) Some more smooth and tender material is dished by Herb and the Rockets with orch credits for the and the men take fitting backing again going to Fred.

GUY LOMBARDO ORCHESTRA
Decca 28385; 9-28385

"HIDE AWAY HARBOR" (2:36) The ever grand dance music of Guy Lombardo and his Royal Canadians is demonstrated once again with the aid of Kenny Gardner and the Trio doing a grand job on the vocal end of this moderate tempo piece.

"MY HEART IN THE RING" (2:20) Cliff Garris takes on the vocal chores on this cut with the orchestra and with very enjoyable lyrics. A fitting piano backs the vocalist.

JONI JAMES
GMG 1133; K-1133

"WHY DON'T YOU BELIEVE ME" (2:38) Joni James' sweet voice chirps a lovely ballad with a great deal of taste and pleasantness. Providing the tender accompaniment and wistfully backing the vocalist is Ray Douglas.

"PURPLE SHADES" (2:49) Some more of the same lovely romantic mood comes forth in the thrush's grand style. Her come bitter voice, the lyrics, the melody, and the accompaniment are feelingful.

HARRY HARDEN ORCHESTRA
RCA Victor 20-4903; 47-4903

"CAPTAIN JIM" (2:54) A happy polka with a fine melody that should fit perfectly in the juke boxes of polka loving localities, is played by Harry Harden and his orchestra.

"BLACK HAWK WALTZ" (2:58) And here is another good, prancing waltz by the men.

JIMMY WAKELY
(Capitol 2221; F-2221)

"I WENT TO YOUR WEDDING" (2:36) A lush orchestral beginning by Nelson Riddle's men and the choir accompanied by church bells introduces the soft and smooth vocaling that Jimmy Wakely gives this lovely sentimental ballad. Reading is very tender.

"PALE MOON" (2:55) A fine backing by the Riddle crew, a very pretty vocal done with a slight western lilt to it, and a grand tune, add up to a fine side for Jimmy Wakely.

PAULETTE SISTERS & PETER HANLEY
(Columbia 19872; 4-39872)

"MY-NA SHAY-NA TY-RA" (2:38) The fine harmony of the PAUL, as well as the girls, seem impressive as they offer their spot treatment of a number with the same taste as "Be My Girl By The Shrop" Larry Clinton's orch backs the girls on this solid jump piece.

"YOU'LL NEVER GET AWAY" (2:46) Peter Hanley does a fancy bit of vocalizing as he leads the Paulettes through a fast bounding novelty item. This rendition should get its share of spins.

CAMARATA
Decca 28376; 9-28376

"VERADERO" (2:49) Some absolutely wonderful music by Camarata is exhibited on this deck as he leads the orch through a very pretty fast moving Latin style instrument with another highlgiht of the lid is the lovely melody of the mid point tango recording.

"BRIEF INTERLUDE" (3:20) Camarata eases through a slow love nut piece that is really moving. Appealing side is a fitting supplement to the top side.

TEDDY PHILLIPS ORCHESTRA
King 15201; 45-15201

"HOPIN" (2:48) The lead vocalist of the Trio stands out smoothly as his group is showcased by very capable backing of the Teddy Phillips orch. The slow item has pretty vocalizing.

"FELAHIDINO" (2:18) Here Teddy sets the pace by conducting the orch on a samba tempo item that is accompanied by the smooth vocalizing of a chorus. The reeding opening makes for an exciting beginning.

LOUIS ARMSTRONG
Decca 28394; 9-28394

"I LAUGHED AT LOVE" (2:54) Old Satchmo, Louis Armstrong, takes a current jump hit and puts it over in his own inimitable fashion. The amusing reading is fine jump matrix material.

"TAKES TWO TO TANGO" (2:54) Another tune stretching around on the "most popular chart" gets a stylish going over by the artist. The husky voice rendition is set to a moderate bouncer.

GEORGIA CARR
(Capitol 2223; F-2223)

"WHISPERING SERENADE" (2:54) George Cabaniss, Georgia Carr, with a pretty tune is agreeably displayed by Georgia Carr. The soft and smooth chord background shows the artist's voice to best advantage.

"THE SUN FORG TO SHINE" (2:45) Some more romantic music done in the same manner as the upper lid gets a fine run from the thrust. The arrangement is a very good one.
JIMMY YOUNG
the new voice from England

"FAITH CAN MOVE MOUNTAINS"

"I'LL NEVER BE THE SAME"
1255     45-1255
orchestra directed by
RONNIE GOODWIN

LONDON ffrr
RECORDS

"It's What's in THE CASH BOX That Counts"
**MOA HOLDS 3rd CONVENTION**

Operators From All Over The Country Gather In Chicago To Meet With Representatives On All Phases Of The Music Trades. Many Problems Vital To Both Industries Discussed And Resolved.

**CHICAGO, ILL.**—Music men and operators from all over the country gathered in Chicago last week to attend the third annual MOA (Music Operators of America) Convention.

Attesting to the importance of the Jukebox in the establishment of hit tunes and records, representatives of all phases of the music trade met at the Congress Hotel, where the convention was taking place, to iron out their problems, and try to discover how and in what way they could make records that would receive acceptance in the nation's juke boxes.

From the very start of the meetings, card-carrying operators, from the moody phasing of cooperation between the music operators and the people who make the nation's records. All of the important topics vital to both ops and music men were discussed and many were resolved.

On Thursday afternoon, the exhibitors opened and the major ones were represented along with members of their artist rosters. In addition almost very independent of anyone else, and so on at the meetings.

The Congress Hotel, during the convention, was the scene of many acquaintanceships as people in the industry didn't have time for gatherings. Impromptu sessions were being organized all through the day and night.

Climaxing the convention was the great Friday night where the biggest names in the record world came to sing for the operators who

**The Cash Box, Music**

Page 10  September 20, 1952
Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunnis. Each listing includes the name of the song, record number, label, and time it became reverse side.

The number underneath the title indicates the actual sale per 1000 records made for the week. The figure if 6.4 means that every 1000 records sold that week, 6.4 were of the tune indicated—a combination of all the records on which it was available.

Decca "BEST BETS" Place these fast-moving numbers now...Selections based on actual sales.

1. "I'll Always Take Care of You Back Street Affair" Webb Pierce 28369* 
2. THE GLOW-WORM AFTER ALL Mills Brothers and Hal McIntyre 28384* 
3. BABY, IT'S COLD OUTSIDE THAT'S MY DESIRE Louis Armstrong and Velma Middleton and All Stars 28372* 
4. TRYING MY BONNIE LIES OVER THE OCEAN Ella Fitzgerald Ella Fitzgerald with Bobby Orton's Teen-Aces 28375* 
5. YOU BELONG TO ME Grady Martin 28388* 
6. I LAUGHED AT LOVE TAKES TWO TO TANGO Grady Martin 28384* 
7. CLOWN OF THE PO-PO Cynthia Townes 28362* 
8. IT'S SHADOW TIME VELVET MOON Liberase 28279* 
9. A MIGHTY PRETTY WALTZ PINE COUNTY BREAKDOWN Bill Monroe 28356* 
10. MY LOVE AND DEVOTION JUST SAY THE WORD Gordon Jenkins 28364* 
11. ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ Bernie Robbins 28331* 
12. MADEPangling JAMBOREE (On The Bayou) Music by Camarata 28367* 
13. SOMEONE TO KISS YOUR TEARS AWAY YOU'RE MORE LIKE YOUR MOTHER EVERY DAY Dick Todd with Anita Kerr Singers 28353* 
14. IT WASN'T GOD WHO MADE MONKEY TONGUE ANGELS TENNESSEE WARRIOR Dick Todd with Anita Kerr Singers 28353* 
15. ON, BRAVE OLD ARMY TEAM ANCHORS AWEIGH Jerry Gray 28383* 

*Tune available in 45 RPM (add prefix "45") in record number

SING THE MILLS BROTHERS SING "THE GLOW-WORM" featuring coin-catching NEW lyrics by Johnny Mercer and "AFTER ALL"

Decca 28384 and 9-28384

"It's What's in THE CASH BOX That Counts"
VAUGHN MONROE packing them in at the Starlight Roof of the Waldorf Astoria. . . . Lou Capone now handling Florian Zaback. . . . Sunny Gale is not only a great record draw downtown but also impresses audiences. During her stay at the Beloher Club in Wildwood, Sunny out-drew every other artist who had appeared there simultaneously and was also named co-manager of Al Martino, concluding plans for modern offices in N.Y. . . . Cash recently made an exciting disk in "Ain't The Things You Are" on the Victor label, has just been signed by MCA. . . . Frank Vayo, who has had a successful career as a radio personality, is due out shortly on Rainbow Records. . . . Doc Berger, recovered from his hospital siege, back at work as a recording engineer on the "Four Dianas." . . . Cash records did a great job on the Philadelphia Cash & Ballay telethon last Saturday, Sept. 6. . . . Derby has a sleeper in Bette McCarlin's "My Heart Belongs To Only You." Bette, by the way is scheduled to appear here Oct. 7-9. . . . Rudy Vallee is now signed for the Dave Garaway radio show. . . . Nat "King" Cole heading east to join The Hoop-De-Doo Army as the "Biggest Show Of 1952." . . . Johnny Desmond to play a GI in the forthcoming Universal picture "The Times They Are A-Changin." . . . Joel Miller Story. . . . Amoeba.喬 . . . Saw Ralph Flanagan closing his side and the young women was eager to get on his hands and kiss him. . . . Tony Forrest, top listeners and last on our 60-Tampa hit parade. And may set a money earning record in bands in these 60's . . . Harold Moon of Canada's BMI in our offices this past week (along with Judy Canova and Vancouver) and telling us what a sensational job The Cash Box is doing in Canada (and Harold.) . . . Tony Martin, they tell us, definitely came into his own as a great showman during the Canadian National Exposition. Dave & Judy actually got them up on their feet and made the Canadians cheer him nite after nite. . . . Kid's that's showing completely new voice and piano solo, who is Mrs. Johnnie Ray at the Chey. People who were a bit skepti-cal at the guy glazzing at this opening-night show. . . . Southern on Decca to away raving about him. . . . Lots and lots of people "round here verra, verra much impressed with fact that Paul Barkmier, the kid's favorite composer, top hit song, is here to meet the juke box ops at the MOA convention. . . . Lee Gilette, West Coast A&R for Capitol, according to Don Forrest of one of local Capitol offices, here to wax Stan Kenton and Jan Garber. Stan knocked 'em out at the Blue Note (the guy's just great) and Jan doin' the very same at the Melody Mill (and with picture "Lady Love). . . . Hooy! Dean Martin, one of the really swell guys you've ever met, at last can thank his Cheeggo friends for aickerese that is clickin' in this city. Skeezy box "You Belong To Me." (Deesee, as Jerry would say, blab this is all no reason else his fault.) . . . Say, let's get out the "sting nite gimmicks" because Decca's promotion department has hit us up with verra goggeous Jacqueline Segall. . . . Youse guys who ain't yet heard Jilfa Webb do a spiritual—"ain't heard nothin' yet" (with apologies to the late and famous. . . . But, it's true.

NEW YORK:

Tony Martin

TONY MARTIN

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LOS ANGELES:

Find a visitor recently out of Louisville and now a Los Angeles, name of Del Rey, who used to be a j-dj in old KJAK and is now in these parts singing the praises of Ridgeway Music and Charlie Adams’ other enterprises. . . . Del, a very likable young guy, has also been retained to beat the drums on RCA-Victor’s Pee Wee King on the West Coast and will be doing likewise on the same label’s Wady Ray. . . . Another one from the promotions department in the personable of George Jay, a j-dj at KJAK and presently doing a j-dj's job on a number of tunes including “When I Fall In Love,” written by Victor Young and Eddie Hyman, with a Columbia record date. Del says he’s trying to work with. . . . The writers were escorted by George over to Bill Lesenhagen’s and Sammie Richlin’s Cali-fornia, and had quite a stormy day over the other day at the Muscle shop to lo and behold a pair of topnotch songwriting guys that are gonna be around here for a long time. . . . Danny LaRue, the original recording of “The Last Dance” on the Vogue label as well as Jerry Lewis I Keep Her Picture Hanging on the back of my door. . . . Word has it that Xavier Cugat has been honored with a new lease on the Hollywood Roosevelt. . . . The handsome lad who sounds a little like Mario Lanza, but with pop baritone undertones, and whose opening at Joey’s was interrupted by a state boy. . . . This new girl seems destined to come up strongly in the male singer handicap, what with such artists as Artie Wayne, Bobby Doyle and a few other promising voices already out there. . . . The Biaraks at Modern are really testing their 7-inch 78 rpm discs via mounts to disc jumps all over the country. . . .

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

LEGAL NOTICES:

![Image of legal notices]

THE CASH BOX, Music, Page 12, September 20, 1952
Bob Stevens

VWC—Coral Gables, Fla.
1. You Belong To Me (Jo Stafford)
2. I Want To Be With You (Eddy Fisher)
3. Say You'll Wait For Me (Eddy Fisher)
4. 3:30 (The Hilltoppers)
5. When You're Smiling (Al Martino)
6. Almost Like Being In Love (Eddy Fisher)
7. I Belong To You (Eddy Fisher)
8. Wish You Were Here (Eddy Fisher)
9. I Want To Be With You (Eddy Fisher)
10. Someday, Somewhere (Jo Stafford)

John Gao

WINN—Louisville, Ky.
1. You Belong To Me (Jo Stafford)
2. I Want To Be With You (Eddy Fisher)
3. Say You'll Wait For Me (Eddy Fisher)
4. 3:30 (The Hilltoppers)
5. When You're Smiling (Al Martino)
6. Almost Like Being In Love (Eddy Fisher)
7. I Belong To You (Eddy Fisher)
8. Wish You Were Here (Eddy Fisher)
9. I Want To Be With You (Eddy Fisher)
10. Someday, Somewhere (Jo Stafford)

Del Parks

1. I Want To Be With You (Patti Page)
2. Should I (Four Aces)
3. Wish You Were Here (Four Aces)
4. You Belong To Me (Eddy Fisher)
5. Through With Love (Patti Page)
6. Protect Me (Tommy Dorsey)
7. Tell Me You're Mine (Ray Carey)
8. Bim Bim Bim (Ray Carey)
9. Maybe (Cam & Fisher)
10. Half As Much (R. Crone)

Fred Ward

WCMC—Lawrence, Mass.
1. You Belong To Me (Stafford)
2. I Want To Be With You (Patti Page)
3. Say You'll Wait For Me (Eddy Fisher)
4. 3:30 (The Hilltoppers)
5. When You're Smiling (Al Martino)
6. Almost Like Being In Love (Eddy Fisher)
7. I Belong To You (Eddy Fisher)
8. Wish You Were Here (Eddy Fisher)
9. I Want To Be With You (Eddy Fisher)
10. Someday, Somewhere (Jo Stafford)

Bill Hydon

KRMG—Tulsa, Okla.
1. It's In The Bag (Standing Ovation)
2. The Shadow Of Your Smile (Standing Ovation)
3. Half As Much (R. Crone)
4. Since I Met You (Franklin Laine)
5. Wish You Were Here (Fishers)
6. Alpine Love (Harry James & His Orchestra)
7. Wish You Were Here (Eddy Fisher)
8. Street Of Love (Patti Page)
9. Street Of Love (Patti Page)
10. Wish You Were Here (Eddy Fisher)

Bud Breus

1. I Want To Be With You (Eddy Fisher)
2. Poetic Justice (Steve Gibson)
3. Put Together (Tommy Dorsey)
4. Love Rises (Al Martino)
5. Wish You Were Here (Eddy Fisher)
6. Adios (Gladys Knight)
7. I Love You & I'm Sorry (Sonnet)
8. Swing Along (Alma Brothers)
9. Suddenly (S. Lawrence)
10. Suddenly (S. Lawrence)

Jim Brokaw

WCOP—Boston, Mass.
1. I Want To Be With You (Patti Page)
2. Wish You Were Here (Eddy Fisher)
3. Too Old To Cut The Mustard (Chesney & Bronk)
4. Wish You Were Here (Eddy Fisher)
5. Wish You Were Here (Eddy Fisher)
6. Delicado (Perry Foley)
7. Vanessa (Hugo Winterhalter)
8. Smoke Rings (Paul-Ford)
9. Rosas (Lawrence)
10. Delicado (Perry Foley)

Howard Miller

WINC—Chicago, Ill.
1. I Want To Be With You (Patti Page)
2. Wish You Were Here (Eddy Fisher)
3. Somewhere Along The Way (Ward)
4. Wish You Were Here (Eddy Fisher)
5. Indian Love Call (Ward)
6. You Belong To Me (Ward)
7. High Noon (Frankie Laine)
8. Sweetheart (Ray Charles)
9. Whole In The World (Ray Charles)
10. Strings (Lawrence)

Bob Larson

WEMP—Milwaukee, Wis.
1. You Belong To Me (Jo Stafford)
2. Strange Sensation (June Valli)
3. Wish You Were Here (Eddy Fisher)
4. I Want To Be With You (Eddy Fisher)
5. Somewhere Along The Way (Eddy Fisher)
6. Wish You Were Here (Eddy Fisher)
7. I Want To Be With You (Eddy Fisher)
8. Maybe (Cam & Fisher)
9. Delicado (Dinah Shore)
10. Half As Much (R. Crone)

Bud Wilson

WXKL—Concord, N. H.
1. I Want To Be With You (Patti Page)
2. Strange Sensation (June Valli)
3. Wish You Were Here (Eddy Fisher)
4. I Want To Be With You (Eddy Fisher)
5. Somewhere Along The Way (Eddy Fisher)
6. Wish You Were Here (Eddy Fisher)
7. I Want To Be With You (Eddy Fisher)
8. Maybe (Cam & Fisher)
9. Delicado (Dinah Shore)
10. Half As Much (R. Crone)

Ted Hoed

WGFM—Fitchburg, Mass.
1. I Want To Be With You (Patti Page)
2. Strange Sensation (June Valli)
3. Wish You Were Here (Eddy Fisher)
4. I Want To Be With You (Eddy Fisher)
5. Somewhere Along The Way (Eddy Fisher)
6. Wish You Were Here (Eddy Fisher)
7. I Want To Be With You (Eddy Fisher)
8. Maybe (Cam & Fisher)
9. Delicado (Dinah Shore)
10. Foot Up (G. Mitchell)

Ray Perkins

KFEL—Denver, Colo.
1. Just As Much To Me (Eddy Fisher)
2. High Noon (Tex Ritter)
3. Wish You Were Here (Eddy Fisher)
4. I Want To Be With You (Eddy Fisher)
5. Delicado (Perry Foley)
6. Somewhere Along The Way (Eddy Fisher)
7. Wish You Were Here (Eddy Fisher)
8. Maybe (Cam & Fisher)
9. Delicado (Dinah Shore)
10. Foot Up (G. Mitchell)

Jack Swanson

KFEL—Denver, Colo.
1. Half As Much (R. Crone)
2. I Want To Be With You (Eddy Fisher)
3. Wish You Were Here (Eddy Fisher)
4. Wish You Were Here (Eddy Fisher)
5. I Want To Be With You (Eddy Fisher)
6. Wish You Were Here (Eddy Fisher)
7. I Want To Be With You (Eddy Fisher)
8. Wish You Were Here (Eddy Fisher)
9. I Want To Be With You (Eddy Fisher)
10. Half As Much (R. Crone)

Margaret L. Fryo

WIND—Chicago, Ill.
1. I Want To Be With You (Patti Page)
2. Wish You Were Here (Eddy Fisher)
3. I Want To Be With You (Eddy Fisher)
4. Wish You Were Here (Eddy Fisher)
5. Wish You Were Here (Eddy Fisher)
6. Wish You Were Here (Eddy Fisher)
7. Wish You Were Here (Eddy Fisher)
8. Wish You Were Here (Eddy Fisher)
9. Wish You Were Here (Eddy Fisher)
10. Wish You Were Here (Eddy Fisher)

Earl Pudney

WGY—Schenectady, N. Y.
1. I Want To Be With You (Patti Page)
2. Wish You Were Here (Eddy Fisher)
3. I Want To Be With You (Eddy Fisher)
4. Wish You Were Here (Eddy Fisher)
5. Wish You Were Here (Eddy Fisher)
6. Wish You Were Here (Eddy Fisher)
7. Wish You Were Here (Eddy Fisher)
8. Wish You Were Here (Eddy Fisher)
9. Wish You Were Here (Eddy Fisher)
10. Wish You Were Here (Eddy Fisher)

"Brownie" Seals

KSTA—Caledon, Tex.
1. I Want To Be With You (Patti Page)
2. Wish You Were Here (Eddy Fisher)
3. I Want To Be With You (Eddy Fisher)
4. Wish You Were Here (Eddy Fisher)
5. Wish You Were Here (Eddy Fisher)
6. Wish You Were Here (Eddy Fisher)
7. Wish You Were Here (Eddy Fisher)
8. Wish You Were Here (Eddy Fisher)
9. Wish You Were Here (Eddy Fisher)
10. Wish You Were Here (Eddy Fisher)

Bill Silbert

WABD—New York, N. Y.
1. I Want To Be With You (Patti Page)
2. Wish You Were Here (Eddy Fisher)
3. I Want To Be With You (Eddy Fisher)
4. Wish You Were Here (Eddy Fisher)
5. Wish You Were Here (Eddy Fisher)
6. Wish You Were Here (Eddy Fisher)
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9. Wish You Were Here (Eddy Fisher)
10. Wish You Were Here (Eddy Fisher)
United Record Releases
First McKinstry Disk

CHICAGO—United Record Co., this city, last week released the first pop record by Dick McKinstry: "Horn Staccato" backed with the old favorite "Dimah".

"This recording was three months in preparation. It represents one of the finest recordings yet waxed on our label," said Lew Simpkins, owner of United Records. "What makes this record so sensational, coos M. Simpkins, is that Ray used the bass sax, baritone sax, tenor sax, alto sax, soprano sax and clarinet, as well as two rhythm instruments, bass and drums. Because of special arranging, constant change and re-times plus the ability to get the proper relative balance, McKinstry worked night and day to achieve the right effect."

Ray McKinstry's musical history is as colorful as a circus poster. He selected the saxophone as his first instrument and by the age of ten was playing with bands and school orchestras in St. Louis. When he was but seventeen, McKinstry had mastered practically every reed instrument in the band. He was a member of the band while a student at the University of Illinois.

The versatile sax artist has held a hot seat with such name bands as Ted Flo Rito, Claude Thornhill, the famed Casa Loma band, Muggsy Spanier, Jack Miller with the Kate Smith Show, and with Bob Crosby on the Jack Benny program. He also played in large theatres for two years, with Roger Pryor and Ann Sohren; three years with commercial radio orchestras; six years at WGN-Mutual, and presently with NRC in Chicago.

NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week In THE CASH BOX ALL FOR ONLY $15. PER YEAR (52 ISSUES)

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

The Cash Box, Music
Page 14
September 20, 1952
United Record Expands

With the recently formed State Record Company and Pamlee Publishing Company lined up with United Records, Lew Simpkins, prexy, found it necessary to take several thousand extra feet of floor space in order to accommodate his expanded enterprises.

Last week Simpkins appointed Rec-

ord Industries, Ltd., to represent his three lines in Johannesburg, South Africa. Simpkins will supply the masters on new releases and sheet music from Pamlee. Record Industries will make the pressings for distribution through South Africa.

Eckstine-Shearing Embark
On Three Month Tour

NEW YORK—The famous concert tours of Billy Eckstine and George Shearing have met with such tremen-


rous success that the pair have
completed plans to embark upon a third jaunt. The tour, with bookings already

arranged at the three month mark, started on September 12, with the play off at the Shrine Auditorium in Los

Angeles.

Before taking off, Shearing recorded "Love and I'm Easy To Re-

member." An unusual twist for a Shearing platter comes in the form of a vocal. With the exception of the disks Shearing made with Eckstine, having a vocalist is a departure from the format of the famous pianist's regular recordings. The vocal is rendered by Teddi King, a new singer with the MGM label. The tour will take the group through all of the United States and parts of Canada.

Billy Eckstine is currently riding high with MGM platters "Strange Sensation" and "Because You're Mine." He has also completed a Rodgers and Hammerstein album that will be released to the trade shortly.

Sensational!

RUTH BROWN'S
"DADDY DADDY"

Atlantic #973

Red Nervo, who does some beautiful modern things with a lot of vibes, is working now out west at The Blackhawk in San Francisco. Nalle Latchner, long absent from the Midwest scene, returns to The Blue Note for a pair of weeks on 10/24. . . . Lowell Fulsom, Swingtime recording artist, along with Joe "Best Of Th' Blues" Turner now doing package work southward on the east coast, do in Chicago. "Jack The Plumber" name long used by Edmon T. McKenzie while he was on WJBR, Detroit, has been denied to the announcer since he is now on WXYZ, Detroit. Federal Judge Arthur P. Loderer handed down the decision in favor of the Storer Broadcasting Company outlet for Detroit. . . . "Capitol Palace," a LP souvenir record commemorating Capito-

l's tenth Anniversary Celebration, contains 27 of the top names that have contributed to the growth of this great company. On this record they all sing the songs that they helped make famous and give interesting commentary.

Frank Abraham, of Republic Music, is a regular for corn beef on tye at City's Gateway Restaurant. . . . Walter P. Thomas doing the personal manage for Wild Bill Davis, with offices at 117 W, 48th St., NYC, in case you're interested. . . . Billy Rose has called it quits, and is going to settle with Eleanor Powell. He has a hit record in Kentucky, and singer and band, and of course song writer and publisher; 22 sponsors for each deejay; 100 top demand tunes for every juke box and then we all will be "Locking At The World Thru Rose Colorized Glasses" from "The Sunny Side Of The Street."
HERMAN LUBINSKY was involved in the rescue operations of an injured fisherman last week while he was cruising in his boat, "Hermad." The crippled fisherman's radio plea for help was picked up by Lubinsky, who in turn relayed the messages to the Coast Guard. A helicopter was dispatched and the rescue made. Lubinsky is planning fishing excursions on his 80 footer right through the month of November and will have his distributors and music contacts along as guests.

Ben DeCosta takes his big R and B package out from September 19 to October 23. The group is composed of Arthur Prysock (Decca), Joan Shaw (Coral), Peppergrass Harris (Adladdin), Varetta Dillard (Savoy) and Bill "Billy" Hutchins Orchestra. The unit, booked by Gale, will play the Royal Theatre, Baltimore, on the way south on September 26, and will do the Virginia Theatre, Circuit October 3 to 9. Joe "Boss Of The Blues" Turner, is making his way back to New York. Last week Joe entertained the soldiers at Fort Campbell. Ruth Brown, still doing a big list of one-nighters, will play Philadelphia spots Pep's Musical Bar in late September, and the Earle Theatre late in October.

Carr's Beach closed on Labor Day after the biggest summer in the history of the resort. Ralph Weinberg, dynamic Southlands promoter, presented an average of five top rhythm and blues artists every Sunday, and pulled in heavy grosses on each date. Helping to draw the crowds from Baltimore, Washington and surrounding territories, was the live broadcast aired each week by Hoppy Adams over WANN-Annapolis, Md... Louise Duncan, one of the most popular rhythm singers in the west, has waxed "Some Days It Don't Even Pay To Get Up" on the Winchester label. This is Louise Duncan's recording debut and the gal is a wonderful artist.

Jubilee Records excited over the Little Sylvia double barrel release "I Went To Your Wedding" and "Drive Daddy Drive." The first, a lovely ballad beautifully done and the flip, a spirited, humorous 'rocker that should catch on... The Clovers, having sized Denver last week, will play San Pedro, Monrovia, San Diego, and Los Angeles before heading eastward. Lou Krefetz, manager, is winging west to meet the Clovers in L.A. ... Carlene Carter, Savoy blues shouter, was stricken with an ulcer attack this week in Philadelphia and was hospitalized. ... King Pleasure (Pres-tige) now on a one-nighter tour. His "Moody's Mood For Love" still ringing up heavy sales.

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## HOT COUNTRY BLUES

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.

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Composer</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>JUKE</td>
<td>Little Walter</td>
<td>Checker</td>
</tr>
<tr>
<td>2</td>
<td>BESIDE YOU</td>
<td>The Swallows</td>
<td>(King)</td>
</tr>
<tr>
<td>3</td>
<td>TING-A-LING</td>
<td>The Clovers</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>4</td>
<td>DADDY DADDY</td>
<td>Ruth Brown</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>5</td>
<td>YOU KNOW I LOVE YOU</td>
<td>Johnny Ace</td>
<td>(Duke)</td>
</tr>
<tr>
<td>6</td>
<td>SITTING' HERE DRINKIN'</td>
<td>Bernice Sneath</td>
<td>(Tennessee)</td>
</tr>
<tr>
<td>7</td>
<td>DON'T YOU CRY</td>
<td>Joe Turner</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>8</td>
<td>MARY JO</td>
<td>Four Blazes</td>
<td>(United)</td>
</tr>
<tr>
<td>9</td>
<td>POOR POOR ME</td>
<td>Fats Domino</td>
<td>(Imperial)</td>
</tr>
<tr>
<td>10</td>
<td>LAWDY, MISS CLAWDY</td>
<td>Lloyd Price</td>
<td>(Specialty)</td>
</tr>
</tbody>
</table>

## HOT SPIRITUALS RECORDS

### Best Selling Spirituals Records

- Blessed Be Thy Name
- PILGRIM TRAVELLERS
- He's So Wonderful
- SISTER JESSIE MAE RENFRO
- In The Upper Room
- MEHALIA JACKSON
- If Jesus Goes With Me
- ANGELIC GOSPEL SINGERS
- Precious Memories
- THE FIVE BLIND BOYS
- Stop Right Now
- BELLS OF JOY
- Tell Me Angel
- ANGELIC GOSPEL SINGERS
- This Little Light Of Mine
- WARD SINGERS
- Original Gospel Harmonettes

## New Instrumental JAX Hit

**THE BIRDLAND QUINTET**

**"YOU BELONG TO ME"**

b/w **"GREEN IS BLUE"**

JAX RECORD 5001

**HITTING BIG!**

**NIGHT AND DAY**

(1 I MISS YOU)

by ROY MILTON

#438

#438-45

**"SLEEPER OF THE WEEK"**

by JOE

(This Is Happiness)

SITTIN' IN RECORD 649

**"ONE KIND OF FAVOR"**

SITTIN' IN RECORD 647

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"It's What's in THE CASH BOX That Counts"
THE SPIRIT OF MEMPHIS QUARTET
(King 4562)
*JESUS BROUGHT ME* (2:32)
The Spirit of Memphis Quartet harmonize effectively on a rhythmical and shouty robust spiritual.
*JUST TO BEHOLD HIS FACE* (2:28)
The Quartet comes up with a moving etching as they give a soft reading to a slow inspirational piece. Prayer reading against soft hummimg background is dramatically arranged.

SARAH McLAWER
(King 4561)
*COME TO ME* Another handclapping COULD WENT COME strong "white driving Flames as the beat is projected against the blues chanters' backing and the thrush projecting her personality in full force. This is a two sided platter with hit potential.

BABY FACE TURNER
(Modern 822)
*BLUES SERENADE* (2:57)
Baby Face Turner dishes up a low down treatment to a moderate rhythmical blues. Guitar provides the proper rhythm backing for the chanter.
*GONNA LET YOU GO* (2:36)
Another middle tempo blues effecttively sung and similar instrumental support make this a strong side.

RAY AGEE
(Modern 883)
*DIN'T RED TIME BABY* (2:39)
A polished vocal treatment of a haunting tune is solidly presented by blues shouter Ray Agee.
*FLIRTIN BLUES* (2:38)
Other fine job is turned in by Agee as he handles a change of pace expertly. The quick beat rocker is chanted with uninhibited zest against a very effective guitar.

THE FLAMES
(Spin 101)
*STRANGE LAND BLUES* (2:35)
The Flames get together on a slow beat piece and treat it to a soft reading. The Preston Love ork sets an easy mood.
*CRYIN' FOR MY BABY* (2:30)
The flipside is a quick tempo rocker driven out forcefully by The Flames and embellished with handclapping.

CHUCK WILLIS
(Okeh 6905)
*MY STORY* (2:39)
Chuck Willis sings a slow low down blues with feeling. Musical backing is light and soft.
*COLDATION* (2:19)
Fis is a fast beat version of the ever popular "Caldonia", Willie chants aggressively and is backed in tonet style by the musical group.

COLEMAN HAWKINS
(Disc 2836)
*I CAN'T GET STARTED* (2:31)
Coleman Hawkins renders a soft and sweet tenor sax solo of a slow item.
*IF I COULD BE WITH YOU* (2:35)
The sax master gives a beautifully smooth and polished exhibition of sax blowing with the slow beat lovely odie as material.

Kitty Mann
(King 1119)
*JESUS, MY LORD* (235)
Full voiced Kitty Mann belts out a quick tempo religious number with a piano roll jazz arrangement.
*GUESS I'LL TAKE A JOURNEY* (2:17)
A similar beat item with a similar arrangement is solidly projected by Miss Mann.

THE ROYALS
(Federal 12098)
*A LOVE IN MY HEART* (2:29)
The Rose Royals deliver a slow ballad with soothing effects as they wax a perfect blend of voices.
NEVER LET HER GO* (2:38)
The under portion is a change of pace that shows the versatility of the group. The quartet handles the fast moving jump in wild style as they get off a driving side embellished by handclapping and shouts.

CHRIS POWELL AND HIS FIVE BLUES FLAMES
(Okeh 6900)
*I COME FROM JAMAICA* (2:38)
Chris Powell and His Five Blues Flames put out a quick tempo Latin item with the vocalist channign in Calypso style. Disk is potent and thorough.
*BLUE FLAMES* (2:38) Powell and his group cut a slow beat haunting item with a warm presentation. The arrangement is solid and lends much to the effectiveness of the etching.

PERCY MAYFIELD
(Record 484)
*LONESOME HIGHWAY* (2:39)
Slow rhythmical blues in his own inimitable manner. The blues chanter delivers the stirring lyrics with an emotion filled vocal that goes over big.
MY HEART* (2:58)
A similar item is polished off in great style by the artist.

LITTLE SYLVIA
(Jubilee 5093)
*I WENT TO YOUR WEDDING* (2:35)
Little Sylvia sings that lovely slow tempo ballad presently making so much noise in the present and does a fine job. Buddy Lucas provides his usual top flight support.
*DRIVE DADDY DRIVE* (2:39)
A moderate rocker is piped in by a good and with fetching appeal by the fem thrush. The brightiy lights are lightly double-entendre and bring much flavor and a dash of spice to the etching.

VIOLA WATKINS
(Jubilee 5095)
*REALLY REAL* (2:41)
Viola Watkins, assisted by Otis Blackwell with Quintet, dish up a Latin beat blues in spirited style. An exciting arrangement is capably handled by the aggregation.
*DON'T SWEET ON ME* (2:39)
Miss Watkins chans a slow ballad softly. The thush accompaniments herself with a bit of solid keyboard sweeping. Orking is solid.

PAUL GAYTEN
(Okeh 6908)
*GOLD MY ALL ASK YOU* (2:15)
Paul Gaytten sings a rhythmic fast beat with cute novelty lyrics and polishes off a fetching plate.
TRUE* (2:03)
Goupig is a slow ballad sincerely vocaled by singer Gaytten and backed appropriately by the Kelly Owens ork.
We Are Happy To
Announce
The Appointment Of
JOEL FRIEDMAN
as the
LOS ANGELES
Representative
of
THE CASH BOX

WORL-Disk Jockey Airs
Gala Store Reopening

BOSTON — Norm Prescott, disk jockey at WORL, Boston, broadcast his 2 to 6 p.m. show from the store window of Adam Hat Store, 369 Washington St., this city on Saturday, September 6th. The occasion was the reopening of this branch of the famous retail hat outlets. Prescott was surrounded by photos of Les Paul, Mary Ford, Nan Grey and Frankie Laine, Jo and Buddy Rich with endorsements inscribed on the photos to the effect that the wives of Les Paul, Frankie Laine and Buddy Rich "went" for their husbands because they wore— you know what.

Frankie Laine, Mary Ford and Buddy Rich were present and entertained the audience with their respective specialties. Mantovani and his orchestra supplied "sweet" music, and tied in with Mantovani’s appearance was the gift of 500 London recordings by Mantovani to the first 500 customers at the Adam store.

Over 1400 customers crowded into the battery and Norm Prescott interviewed many of them on the air and also presented special gifts in the form of Les Paul and Mary Ford Capitol albums, and a number of other LP records.

Perdue To Manage Williams

NASHVILLE, Tenn.—Hank Williams has announced the engagement of Clyde Perdue, Greenville, Ala., as his personal manager. Perdue has managed many artists and is a friend of the western chanter.

Williams, who recently left WSM, Nashville, is currently riding high with his version of "Jambalaya" which is selling big in the country field.

Martino Packaging Own Show

NEW YORK— Al Martino, singing discovery of the year, and a Capitol recording star, is packaging a road show for theatres. First date will be the State Theatre in Hartford, September 13th and 14th. The Package includes Martino as the star attraction, female singer, comic, dance team and orchestra, General Artists Corp., is assisting Martino with packaging.

Martino just returned from a very successful engagement at the annual Michigan State Fair and opened at Frank Dailey’s Meadowbrook in New Jersey Friday, Sept. 5th, for a week. This will be followed by the Hartford weekend date, noted above, and the Capitol Theatre in Washington, Sept. 14th to 20th, Montreal and Toronto theatre engagements are next on schedule.

I WENT TO YOUR WEDDING

Published by HILL & RANGE
recorded by

PATTI PAGE
(Mercury)

ROBBINS MUSIC CORPORATION

ALWAYS LIKE A SONG

(Decca)

GIBSON

BARBER

15199

DISTRIBUTED BY

BROADCAST MUSIC, INC.

"It's What's in THE CASH BOX That Counts"
Ole Rasmussen and his Nebraska Cornhuskers are packing the fans each Wednesday, Friday and Saturday night at the big Harmony Park Ballroom in Anaheim. They have started a new trend by recording top jive and pop classics giving them a western treatment. Already out on Capitol are "C-Jam Blues," and "In The Mood" with "Sweety Bounce" due out soon. Ole will always be remembered for his first Cap platter, "Sleepy-Eyed John."

Wade Ray was a guest performer a few weeks ago at the famous Los Angeles Breakfast Club "Roofters" program. Deejay Red Rowe of Hollywood's KFWB was master of ceremonies. With more than a thousand members composed of prominent L.A. businessmen, the club's weekly breakfast program has become KFWB for more than 20 years. In L.A. the Breakfast Club is an institution.

Smoky Rogers had a recording session this week and platters will hit the market by next week. Smoky and his "Western Caravan" now dominate San Diego and the area with radio, TV and their own Blossom Ballroom. His new records will bear the "Western Caravan" label. Titles are "Blue" from Fiesta Music, Inc., and "Gene" by Smokey himself. Session was handled by Max Herman of Fiesta Music.

Jimmy Wakely has a super rush release out this week on Capitol behind "I Went To Your Wedding" which has created excitement among folk and western talent throughout America, is coupled with "Pale Moon." Capitol's No. 1 seller in the folk-western bracket should rack up high sales on this one fast. First platter went to fellow Cap artist Tennessee Ernie, who played it recently when Wakely guested on his ABC deejay show now on 330 stations.

Charlie Adams of Ridgeway Music, Inc., reports Patti Page cut a record of "You Belong To Me." He cautions a number by the same name is 60070 on Coral by E. Barons and the Piecetoppers. Wakely's new record will bear the "Western Caravan" label. Titles are "Blue" from Fiesta Music, Inc., and "Gene" by Smokey himself. Session was handled by Max Herman of Fiesta Music.

Tex Ritter appeared before more than 150,000 fans during his first week as star of the western extravaganza "Texas" in London's Harringray Arena. Word has just been received from London the show will be held over for three additional weeks. It opened July 25th, matinee and evening, and now will run nine. In the meantime Ritter's Capitol record "Righ Noon" is a hit in England and sales here are soaring.

"George Beverly Shea, America's foremost gospel singer, goes to New York the first week of September to do his third album for RCA Victor. As usual the new package will offer old as well as new hymn favorites. The singing star of radio and TV's "Hour Of Decision," then goes to Pittsburgh as Evangelist Billy Graham's soloist in a new crusade, the 17th to date, in the Pennsylvania city.

Tim Spencer left last night for Denver on another religious mission. He was musical director of Billy Graham's new color western "Oil Town," but it is ASCAP showing first times this Fall in churches and auditoriums throughout the nation. Some of the songs in the film include "Christian Cowboy," "My Testimonial Song," "Oil Town," and "Lord Keep Your Hand On Me." Spencer is now manager of The Sons Of The Pioneers and is devoting full time to religious work.

Johnny Bond's latest release from Columbia is a rush record which should be enroute to distributors coast to coast next week. The numbers are "Our Love Isn't Legal," and "I Went To Your Wedding." The Columbia platter makes up the greatest platter Johnny has had in several years. His "Okalahoma Waltz" and "Rainbow At Midnight" are still top sellers on the Columbia label.

Smiley Burnette will leave his home in San Fernando Valley this week and head for personal appearance dates in Missouri, Ohio and Kansas. On Tuesday of this week the cowboy comic finished final work in the Columbia picture "On Top Of The World" another in which he appears with Gene Autry. Top song of the picture, "I Saw Her First" was written and is sung by Smiley Burnette.

A Double Hit
"COMMON FOLKS" plus
"I WAS THE LAST ONE TO KNOW"

ROBERTA LEE—DECCA 23362

AMERICAN MUSIC, INC.
1316 Brevy N., Y. 81, Sunset Blvd Hollywood (213) 279-9575

FOLK AND WESTERN ROUNDUP

1. WILD SIDE OF LIFE
   Hank Thompson
   (Capitol)
2. I'LL BE AS MUCH
   Hank Williams
   (RCA Victor)
3. CALL OF THE MOUNTAINS
   Roy Little
   (Capitol)
4. ARE YOU TEASING ME
   Raydells
   (Capitol)
5. JAMALAYA
   Hank Williams
   (MGM)
6. GOLD RUSH IS OVER
   Hank Snow
   (RCA Victor)
7. ALMOST
   Hank Williams
   (MGM)
8. CHAPEL IN THE PINES
   Delmore Brothers
   (Vanguard)
9. MOMS AND DAD'S WALTZ
   Lefty Frizzell
   (Decca)
10. JUDGMENT DAY EXPRESS
    Red Foley
    (Decca)

I'M WHAT'S IN THE CASH BOX THAT COUNTS

"SINFUL" (2:19)

"BRONCO BUSTERS' BALL" (2:16)

TEX WILLIAMS
(RCA Victor 20-4708)

FOLK AND WESTERN REVIEW

MARTY ROBBINS
(Columbia 20965)

"CRYING 'CAUSE I LOVE YOU" (2:48)
Stony Robbins sings a romantic country weeper of moderate tempo in a pleasant way.

"I WISH SOMEBODY LOVED ME" (2:47)
A similar item is capably sung by the western artist.

BUD AND BETTY BRYANT
(MGM-11302)

"COME A LITTLE CLOSER" (2:41)
The team of Bud and Betty Bryant harmonize on a slow soft ballad. Light string backing acts the proper mood.

"LET'S CHANGE PARTNERS" (2:48)
The material for the duo on the flip side. Bud and Betty blend sweetly for a liltting etching.

JOHNNY BOND AND HELEN CARTER
(Columbia 21007)

"OUR LOVE ISN'T LEGAL" (2:48)
Johnny Bond chants a slow western lament, a story of an illicit love, with a soft string backing.

"I WENT TO YOUR WEDDING" (2:34)
The beautiful pop ballad is covered smoothly by Johnny and Helen Carter.

GEORGE MORGAN
(Columbia 21006)

"EVERY LITTLE THING ROLLED INTO ONE" (2:12)
A moderate beat romantic ballad is warbled by George Morgan in his smooth and highly pleasurable style. The liltting ditty is lightly performed by the instrumentalists.

"ONE WOMAN MAN" (2:40)
The under portion is a slow tempo tenderly sung by Morgan.
New York, N. Y.
1. YOU BELONG TO ME (Jo Stafford)
2. WISH YOU WERE HERE (Eddie Fisher)
3. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
4. BOTCH-A-ME (Rosemary Clooney)
5. HIGH NOON (Frankie Laine)
6. JAMALAYA (Jo Stafford)
7. DELICADO (Percy Faith)
8. 10. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)

1. 1. YOU BELONG TO ME (Jo Stafford)
2. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
3. WISH YOU WERE HERE (Eddie Fisher)
4. HIGH NOON (Frankie Laine)
5. JAMALAYA (Jo Stafford)
6. DELICADO (Percy Faith)
7. 9. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
8. 10. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
9. INDIAN LOVE CALL (Slim Whitman)
10. STRING ALONG (Ames Brothers)

Opelousas, La.
1. JAMALAYA (Jo Stafford)
2. YOU BELONG TO ME (Jo Stafford)
3. 1. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
4. WISH YOU WERE HERE (Guy Lombardo)
5. HIGH NOON (Frankie Laine)
6. JAMALAYA (Jo Stafford)
7. 10. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
8. 9. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
9. Indian Love Call (Slim Whitman)

Birmingham, Ala.
1. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
2. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
3. BOTCH-A-ME (Rosemary Clooney)
4. YOU BELONG TO ME (Jo Stafford)
5. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
6. HIGH NOON (Frankie Laine)
7. JAMALAYA (Jo Stafford)
8. 10. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
9. Indian Love Call (Slim Whitman)

Denver, Colo.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. SOMEBODY ALONG THE WAY (Nat "King" Cole)
3. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
4. WISH YOU WERE HERE (Eddie Fisher)
5. HIGH NOON (Frankie Laine)
6. JAMALAYA (Jo Stafford)
7. 10. SOMEBODY ALONG THE WAY (Nat "King" Cole)
8. HOTTER THAN A PISTOL (Spade Cooley)

Indianapolis, Ind.
1. YOU BELONG TO ME (Jo Stafford)
2. 2. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
3. BOTCH-A-ME (Rosemary Clooney)
4. HIGH NOON (Frankie Laine)
5. JAMALAYA (Jo Stafford)
6. HIGH NOON (Frankie Laine)
7. WISH YOU WERE HERE (Eddie Fisher)
8. HIGH NOON (Frankie Laine)
9. MEET MR. CALLAGHAN (Paul & Grave Trio)
10. TRYING (Hilltoppers)

Los Angeles, Calif.
1. WISH YOU WERE HERE (Eddie Fisher)
2. SOMEBODY ALONG THE WAY (Nat "King" Cole)
3. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
4. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
5. WISH YOU WERE HERE (Eddie Fisher)
6. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
7. JAMALAYA (Jo Stafford)
8. DELICADO (Percy Faith)
9. HIGH NOON (Frankie Laine)
10. 10. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)

Savannah, Ga.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. WALKIN' MY BABY BACK HOME (Nat "King" Cole)
3. HIGH NOON (Frankie Laine)
4. MEET ME, CALLAGHAN (Los Paul)
5. I'LL WALK MY BABY BACK HOME (Nat "King" Cole)
6. WISH YOU WERE HERE (Eddie Fisher)
7. TRYING (Hilltoppers)
8. HIGH NOON (Frankie Laine)
9. INDIAN LOVE CALL (Slim Whitman)
10. KAT'S LAMENT (Ken Starr)

Shoals, Ind.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. WALKIN' MY BABY BACK HOME (Nat "King" Cole)
3. HIGH NOON (Frankie Laine)
4. MEET ME, CALLAGHAN (Los Paul)
5. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
6. WISH YOU WERE HERE (Eddie Fisher)
7. DELICADO (Percy Faith)
8. MAYBE (Como-Fisher)
9. MEET MR. CALLAGHAN (Los Paul)
10. HIGH NOON (Frankie Laine)

New Orleans, La.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. WALKIN' MY BABY BACK HOME (Nat "King" Cole)
3. HIGH NOON (Frankie Laine)
4. JAMALAYA (Jo Stafford)
5. MEET ME, CALLAGHAN (Los Paul)
6. HIGH NOON (Frankie Laine)
7. HIGH NOON (Frankie Laine)
8. HIGH NOON (Frankie Laine)
9. HIGH NOON (Frankie Laine)
10. MEET MR. CALLAGHAN (Los Paul)

Detroit, Mich.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. WISH YOU WERE HERE (Eddie Fisher)
3. SOMEBODY ALONG THE WAY (Nat "King" Cole)
4. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
5. WISH YOU WERE HERE (Eddie Fisher)
6. HIGH NOON (Frankie Laine)
7. MAYBE (Como-Fisher)
8. HIGH NOON (Frankie Laine)
9. STRANG ALONG (Ames Brothers)
10. MEET MR. CALLAGHAN (Los Paul)

Omaha, Neb.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. WALKIN' MY BABY BACK HOME (Nat "King" Cole)
3. HIGH NOON (Frankie Laine)
4. JAMALAYA (Jo Stafford)
5. MEET ME, CALLAGHAN (Los Paul)
6. HIGH NOON (Frankie Laine)
7. HIGH NOON (Frankie Laine)
8. HIGH NOON (Frankie Laine)
9. MAYBE (Como-Fisher)
10. IN THE GOOD OLD SUMMERTIME (Paul Ford)

Shoals, Okla.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. SOMEBODY ALONG THE WAY (Nat "King" Cole)
3. HIGH NOON (Frankie Laine)
4. JAMALAYA (Jo Stafford)
5. MEET ME, CALLAGHAN (Los Paul)
6. HIGH NOON (Frankie Laine)
7. HIGH NOON (Frankie Laine)
8. HIGH NOON (Frankie Laine)
9. MAYBE (Como-Fisher)
10. IN THE GOOD OLD SUMMERTIME (Paul Ford)

Omaha, Neb.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. WALKIN' MY BABY BACK HOME (Nat "King" Cole)
3. HIGH NOON (Frankie Laine)
4. JAMALAYA (Jo Stafford)
5. MEET ME, CALLAGHAN (Los Paul)
6. HIGH NOON (Frankie Laine)
7. MAYBE (Como-Fisher)
8. IN THE GOOD OLD SUMMERTIME (Paul Ford)

Kansas City, Mo.
1. YOU BELONG TO ME (Jo Stafford)
2. HIGH NOON (Frankie Laine)
3. JAMALAYA (Jo Stafford)
4. HIGH NOON (Frankie Laine)
5. HIGH NOON (Frankie Laine)
6. HIGH NOON (Frankie Laine)
7. HIGH NOON (Frankie Laine)
8. HIGH NOON (Frankie Laine)
9. MAYBE (Como-Fisher)
10. IN THE GOOD OLD SUMMERTIME (Paul Ford)

Baltimore, Md.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. WISH YOU WERE HERE (Eddie Fisher)
3. YOU BELONG TO ME (Jo Stafford)
4. HIGH NOON (Frankie Laine)
5. JAMALAYA (Jo Stafford)
6. HIGH NOON (Frankie Laine)
7. MAYBE (Como-Fisher)
8. IN THE GOOD OLD SUMMERTIME (Paul Ford)

Charleston, W. Va.
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. SOMEBODY ALONG THE WAY (Nat "King" Cole)
3. HIGH NOON (Frankie Laine)
4. DELICADO (Percy Faith)
5. WISH YOU WERE HERE (Eddie Fisher)
6. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
7. MAYBE (Como-Fisher)
8. WALKIN' MY BABY BACK HOME (Nat "King" Cole)
9. HIGH NOON (Frankie Laine)
10. IN THE GOOD OLD SUMMERTIME (Paul Ford)

Cincinnati, Ohio
1. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
2. HIGH NOON (Frankie Laine)
3. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
4. MAYBE (Como-Fisher)
5. HIGH NOON (Frankie Laine)
6. DELICADO (Percy Faith)
7. 10. MAYBE (Como-Fisher)
8. IN THE GOOD OLD SUMMERTIME (Paul Ford)
9. 9. IN THE GOOD OLD SUMMERTIME (Paul Ford)
10. FATHER TRIX (Sunny Gale)

Reno, Nev.
1. HIGH NOON (Frankie Laine)
2. AUF WIEDERSEHN' SWEETHEART (Vera Lynn)
3. HIGH NOON (Frankie Laine)
4. BOTCH-A-ME (Rosemary Clooney)
5. MAYBE (Como-Fisher)
6. HIGH NOON (Frankie Laine)
7. MAYBE (Como-Fisher)
8. MAYBE (Como-Fisher)
9. MAYBE (Como-Fisher)
10. MAYBE (Como-Fisher)
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Seeburg Select-o-matic

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Chicago 22, Illinois

www.americanradiohistory.com
Horse, Jet Plane And Other Kiddie Ride Mfrs View Record Birth Rate As Assurance Of Operators' Future

3,800,000 Babies Born In 1951; Expect 1952 To Rise To 3,900,000 In U. S. Ops Can Expect Them As Customers In Two To Three Years

CHICAGO—Manufacturers of horses and kiddie rides are keenly alert to the record-breaking birth rate of 3,900,000 babies born last year which indicates a tremendous boom market for many, many items.

The manufacturers of horses and kiddie rides of all kinds believe that within two years from this date, 1953, it will be exact, these kids are all prospects for riding the horses and the other ride innovations which will appear on the market.

They also point the statement by Uncle Sam's experts that that record breaking birth rate of over 3,900,000 kids is expected in 1952. As one of these manufacturers said, "This means that any operator buying horses and other rides to-day, is assured of a tremendous market for years to come."

"It also means," he continued, "that this industry has now stepped into the field wherein even Uncle Sam's Governmental experts declare the biggest potential of profits is indicated."

There will be customers each and every year in far greater numbers, from 2 years to 12 years of age, these manufacturers claim, for all the operators of horses and kiddie rides and kiddie games.

Now that these are on the dime coin, the belief is that profits are bound to accrease up and above and beyond anything anyone formerly knew about in the industry.

Manufacturers, with this enormous customer potential, report that in addition to the now proven popular "horse" ride, as well as the "jet plane" ride, they are now planning, and experimenting with other coin-operated "kiddie" type equipment. Operators who have established routes of these machines, are the strongest supporters of this movement, as they are fully aware of the profit potential.

Bally Brings Out New "In-Line" Replay Game

TORONTO, Ont., Canada—"The battle is on," one noted music distributor here stated.

He continued, "We beat the former 'Canadian Performance Rights Society, Ltd.,' even though we had to go all the way to the Privy Council in London, England, to do so the last time."

Now, according to all information received, the name of the "Right Society" has been changed. The same organization, which is reported to be the Canadian branch of ASCAP (American Society of Composers, Authors and Publishers), the organization which has been, almost year after year, battling American operators to get them to pay tribute on every copyrighted tune guided by this organization, in the Congress of the United States, is now: "CAPCA" (Composers, Authors and Publishers of Canada, Ltd.).

CAPCA Wants Canadian Juke Box Ops To Pay Tax On Every Copyrighted Tune. Canadian Ops Report They Will Fight With Every Means Available To Defeat This Effort For Tribute

For this reason, Canadian's Juke box industry is appealing to every operator in the Dominion to get back of the fight with every dollar.

"This is simply a travesty on the justice of a free nation with free enterprise," stated Chow.

"It also indicates," he claims, "a contemptuous disregard for the ruling of the high Privy Council of London, and shows that these people are interested in actually murdering the goose that lays the golden eggs for them.

Many juke box operators, jobbers, distributors, and leaders throughout the Dominion of Canada, have pledged themselves for every dollar they have, in this fight to avoid the payment of a royalty tribute against free men.

In fact, it has reached the stage where Canada's coin machine industry may appeal to all America's juke box operators, to obtain further funds for this battle which may soon be heard in the Supreme Court in Ottawa.

A victory on the part of ASCAP's little Canadian brother would act as a stifling precedent in the next Congressional attempt to amend the American "Copyright Act of 1909," Canada's ops believe.

Canada's music operators are adamant in their belief that:

"No Canadian music operator will be compelled to pay the royalty tribute to be a free man in a free nation and allow any organization to have the Canadian Government force a free people to pay a tax to an individual organization.
CHICAGO—America's phonograph manufacturers association thrilled everyone of the executive members of MOA (Music Operators of America, Inc.) as well as the heads of leading music operators' associations, with the marvelous luncheon and, especially, the keynote address by R. C. Rolfing, president of the Automatic Phonograph Manufacturers Association.

In the closing minutes of a very marvelous opening address, Rolfing stated:

"Let us hope that this will be the vehicle to bring about better understanding."

(Editor's Note: The complete address of R. C. Rolfing is reprinted here.)

(Talk by R. C. Rolfing, president of Automatic Phonograph Manufacturers Association and president of The Rudolph Wurlitzer Company.)

On behalf of the members of the Automatic Phonograph Manufacturers Association, I wish to extend a warm and sincere welcome to all our guests at this luncheon. It is a genuine pleasure to have with us a group which is so closely associated with us in a very fine and honorable business.

Since substantially all of us in this room are engaged in the phonograph business in one way or another, it seems perfectly natural for me to say something about the Automatic Phonograph Manufacturers Association and the phonograph business in general.

First let me tell you very briefly about our Association. There are four manufacturers of phonographs who are members of the Association. They are: J. P. Seeburg Corporation, AMI Incorporated, Rockola Manufacturing Corporation, and The Rudolph Wurlitzer Company. Our organization has been in existence for over six years and throughout all these years has done a great deal for the good of the industry, much of which is not generally known to the Operators of America or the general public.

The primary purpose of our organization may be stated as follows: We have concluded a long time ago that it would not be not only impractical, but almost impossible for us to inject ourselves into situations at all levels all over the room have our due position to limit the scope of our activities to those matters which were on a national level. In our own words, we have an organization set up to resist and combat with all the resources of our command any attempt on a national scale to injure the industry, and which affects all of us as manufacturers, wholesalers and retailers. That is the primary reason why we are banded together as an association. One of the most important things, for instance, is that we can give you the Byclerview Bill. The Operators of America joined the Association, which is such a piece of legislation and, by closely coordinated and intelligently directed effort, we were fortunate enough to pass this law.

But don't be fooled. The proponents of the Banyahu Bill will be back again with another bill equally bad or worse. The cost of vigorously fighting a battle like this is very high, but the threat to our industry is severe and we must be alert and willing to meet this threat by the same coordinated action which defeated the Banyahu Bill.

Now, just a word about the phonograph business. Most of us in this room have our due position in the phonograph business for many years. Some of us are manufacturers. Most of you are operators. Many of you are phonograph dealers. Considering any kind of business today isn't easy and the phonograph business is no exception. We have had the experience and enough experience in business to know that there are good times and bad, but there is the business.

But fundamentally the phonograph business is sound, and that is the important thing to remember. The people of America want music and as long as they want music we will take it away from them, so as manufacturers we will always do our best to make for you, our customers, a product which is rich in quality, which you can buy at prices consistent with the cost of the product, and on which you can make a profit. After all, a satisfied customer is essential in every business if it is to be successful.

In closing, let me say to you, our customers, I hope this luncheon will help in developing a better understanding between the members of the Automatic Phonograph Manufacturers Association and, as a result of the Convention of the Music Operators of America, Inc., which you are attending here in Chicago this week, further

R. C. Rolfing Lauds Cooperation Among All Elements Of Industry

AMI, Inc. Sponsors "Write-An-Ad Contest" For Phonop Ops


OVERHEAD MODELS... Horscroller (15-21-50 pts.) Marrel Score (15-21 pts.) $750.00 ea.

WALL MODELS... Horscroller (15-21-50 pts.) Marvel Score (15-21 pts.) $295.00 ea.

TERMS: 1/2 due; balance C.O.D. Included Items:

2849 W. FULLERTON, CHICAGO 7, ILL. (Tel: Dickens 2-2643)

GRAND RAPIDS, MICH.—A national phonograph "Write-an-Ad" contest open to juke box operators and members of their staffs and families, is being sponsored by AMI Incorporated, according to John W. Haddock, president.

The deadline for participation in the contest is November 10, not later, than which all entries must be postmarked.

Entrants in the contest, under the direction of William E. Fitzgerald, advertising and sales promotion manager of AMI, are asked to enter a jingle, to be judged by an ad jury of judges. Judges will be selected, in their own words, adding any illustrations they feel may be needed. Ads will be judged on the basis of sincerity, originality, ideas and aptness of thought. There are no requirements involving an ad artist or copywriter.

Major prizes to be awarded are: first, a new AMI model "D-60" juke box; second, a forty-selection Hideaway; third, $250 in cash.

AMI distributors will cooperate in the conduct of the contest by stimulating interest in participation among the music operators. The distributors and their employees are not eligible to compete for the major prizes, each of these individuals will receive $2 in cash for every operating organization be motivated to enter the competition. For example, a distributor's salesman responsible for bringing fifty operators into the contest would receive $100.

All material for the contest, including entry blanks, posters and descriptive literature, will be furnished by AMI. Entries are to be mailed to the AMI advertising department, 2554 Union Avenue, S.E., Grand Rapids 2, Mich.

Sponsors of the "Write-an-Ad Contest" are AMI, Inc., the Radio and Music Dealers Association, the National Music Dealers Association, and the Music Dealers' Association of America.


Complete MOA News and Reports Next Issue
No Recess

Only an occasional lad applies himself at school with all the diligence that he must later muster for success in manhood. Should he choose automatic music for a career, he might wisely equip his routes with the AMI Model "D."
The "D" is an ambitious juke box that works well with the operator. It pays attention to business. It wastes no time in the shop. It takes no recess when patrons want to play.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

"It's What's in THE CASH BOX That Counts"
Eastern Electric
Low Voltage Cig
Introduces New
Merchandiser

NEW BEDFORD, MASS.—Eastern Electric, Inc., this city, manufacturers of the popular Electro, all-electric console cigarette machine, introduced its new low voltage model of that machine. The new model entirely supersedes the original Electro as they state.

"Electro's cabinet will retain the same appearance that has always identified it," explained one of the firm's executives, "but its wiring and mechanism have been drastically simplified and all service functions may be performed without removing the machine from its cabinet."

"Regular 110 Volt line current is required to operate the new Electro but a transformer reduces the current to 25 Volts. This eliminates fuses, resistors and thermal switches and has allowed the machine's wiring to be reduced by more than fifty percent. Terminal blocks have been greatly simplified and where there were 24 terminals on the original Electro there are now only six. These terminals no longer require the use of a screwdriver since the screw terminal has been replaced by a Fahnestock clip that requires only the insertion of a wire."

"All wiring on the new Electro is accessible from the main panel and the low voltage permits the serviceman to work on the machine without danger of shock even though it remains plugged in."

Consequent units have been simplified, too, and made much easier to reach for adjustment. The adding unit, for example, is entirely unencumbered allowing ready access to its microswitches, while coin deposit and coin return are made positive by replacing the original 'T' lever with two coils."

"Of course, as in the original Electro, the trend toward King-size cigarettes poses no problem. Electro, as always, will carry King-Size as well as Julians in any of its columns with absolutely no adjustment necessary."

Springfield, Ill. Ops Fight High
And Discriminatory License Fee

Ben Becker Recovering
Asks Friends To Write

SPRINGFIELD, ILL.—Validity of an ordinance adopted recently in this city, for the licensing of pinball machines and juke boxes was challenged in a suit filed in Circuit Court there (Sept. 3) by Virginia Michaels and Lila G. McCormick, listed as distributors of juke boxes.

The suit asked the court to rule on the validity of the ordinance, and to restrain the city from enforcing the measure pending such a ruling.

The ordinance requires persons distributing the coin machines in Springfield to purchase a $100 coin amusement device operators license, as well as continuing to pay a $20 license fee for each machine. The measure was said to be designed to aid the city in keeping a closer count of juke boxes, pinball machines and their owners.

The suit contends the ordinance is unconstitutional and discriminatory; tends to create monopolies and aids in overthrow of competition. The plaintiffs charge that the city has no authority to pass and enforce such an act.

The plaintiffs further protest certain questions on the license applications, which demand that applicants list each person with an interest in the devices or their operation. Applicants also are required by the ordinance to list the exact nature of such interests, and submit a copy of any sale, mortgage or such instruments where there are any involving the devices.

"It's What's in THE CASH BOX That Counts"
FLYING SAUCERS? LIGHTS IN THE SKY? We’ll Let You in on a Secret! They’re only Reflections from GOTTLIBE’S NEW Brilliantly Colorful...

Dinner For Oct. 9 At Graemore Hotel To Draw Longest Attendance In Assn’s History

Northern III. Music Ops Assn. 4th Annual Banquet A Sellout

DuGrenier Cig Mach Salesman Asks Locations, “Why Not Own Your Own?”

CHICAGO—Fascinating is the calling card being used by some of the DuGrenier Cig machine salesmen which proclaims:

“Why Not Own Your Own?”, in regards to location owners purchasing their own ciggy machines.

Says this card: “What are you getting now? Probably just what the Little Boy shot at... Nothing, or a pitance... $50... $1... 2c per package of cigarettes sold! Why not all the profit—2c or better per package? You apparently want all that’s due you or you would be working for the other guy instead of being in business for yourself... Why Not Own Your Own?”

Then, of course, comes the old “promotion vendor” story of: 100 packs sold a week make you $325 per year; 250 packs so much, 500 packs, 1,000 packs.

Thrilling, perhaps, to some storekeepers. But, of very little value today, because many, many years ago, the majority of the nation’s smaller retailers had forfeited ciggies by the pack (since they lost money as employees took pack after pack and they trusted good customers with the packages) and so, because they don’t want to start buying cigarettes, and don’t want the headaches of the bills, and the servicing of the machines, they would, just as soon, allow cigarette vending specialists take care of this for them.

But, according to some of the nation’s ciggy ops, there has been damage done.

Storekeepers have that habit of “spreading the word among each other” so that the ops are “forced” to pay more than ever they paid before to get and keep the location owner happy.

It’s What’s in It... That Counts
SALE EVERY 50 SECONDS

The Amazing

PHOTOMAT*
delivers a 3” x 5” set of two fine portraits in less than a minute

Write for Details

* Trade Mark

INTERNATIONAL MUTOSCOPE CORPORATION

Wm. Koslos, Pres.
44-00 11th St., Long Island City, N.Y.

PHONE: Stillwell 4-3800

CLOSEOUT!

Seeburg '46 599.50
Seeburg '47 139.50
Rock-Ola '49 and '50 295.00
Seeburg Wall Boxes (Brand New) 22.50
Pocket Wall Boxes 5.95
1/2 Deposit, Balance C.O.D.
WRITE — WIRE — PHONE

DAVID ROSEN

855 N. Broad Street, Philadelphia, Pa.

PHONE: STEVENSON 2-2903

Special Sale!
Practically new and rebuilt STATLER Cigarette Machines
8 Col., 1 King Size Capacity
Ed. $50

Supreme Distributors, Inc.
3700 N. E. 2nd Avenue, Miami 37, Fla.

Harry Rosen-UJA Dinner Draws Big

Record Contributions Reported

NEW YORK—Approximately 400 coinmen, their wives and guests attended the Harry Rosen-UJA coin machine industry appeal and testimony dinner at the Belmond Plaza Hotel on Tuesday night, September 9. Many more, who delayed in ordering tickets, were unable to be accommodated as the Modern room was overcrowded as it was.

The dinner, speeches and entertainment ran smoothly, particularly as there was no solicitation of funds—all contributions having been already pledged. It is understood that a good sum was obtained for the U.J.A.

Along with the numerous local coinmen, many from out of town were on hand to join the festivities. Among those noted were: C. T. McElveen, vice president of J. P. Seeburg Corporation, Chicago; Herb Dettinger, United Manufacturing Corporation, Chicago; Sol Gottlieb, D. Gottlieb & Company, Chicago; Joe Mangone, Miami, Fla.; Dave Bond and Irv Margold, Boston, Mass.; Mac Lesnick, Baltimore, Md.; Al Schlesinger, Poughkeepsie, N. Y.; Carl Pavesi and Seymour Pollock, representing the Westchester Operators Guild; and Abe Fish and Jim Tolissano, representing the Connecticut State Operators Association.

CINCINNATI, O.—Operators of pin ball games in this city, which are licensed, were warned about a year ago that they would lose these licenses if machines were discovered with free plays. Joe Westerhaus, president of the Westerhaus Company immediately took out an injunction.

The case came up on Tuesday, September 9, and a game was placed in demonstration in Judge Charles S. Bell's Common Pleas Court. It is the intention of Westerhaus Company to show that the device is not a gambling device under Ohio law, and that the City Manager and other officials should be permanently enjoined from refusing issuance of licenses for such machines.

Westerhaus played the machine in court.

Judge Bell said he would take the case under submission after receiving briefs from the attorneys for both sides.

Complete Report on M.O.A. Convention in next issue of THE CASH BOX
CHICAGO—Rumors to the effect that prizes for play of shuffle and all other amusement games would entail the purchase of the $50 gambling tax stamp and payment of the 10% excise tax on wagers are being squelched here by First Distributors who received the following letter on January 24, 1952, from R. J. Bopp, Acting Deputy Commissioner, Office of the Commissioner of Internal Revenue, Treasury Department, Washington, D. C.:

Gentlemen:

Receipt is acknowledged of your letter of January 16, 1952, wherein you request to be advised if the operators of a coin-operated shuffle bowling game are liable for the wagering taxes imposed by section 3285 and 3290 of the Internal Revenue Code. You state that the games are placed in various locations on a percentage arrangement with the proprietors and are operated in the following manner:

"In running these games the location will award a numbered ticket to any participant who achieves a score above a certain amount, such as, 175. This ticket is considered a skill award because of the score. In the location there is placed a board or panel on which there are mounted various prizes, each bearing a number. If the number of the prize corresponds with the number on the ticket received by the player, the player is awarded the prize."

Section 3285 of the Internal Revenue Code imposes a tax of 10 percent, effective November 1, 1952, on all wagers placed in a lottery conducted for profit. According, all such wagers accepted on or after November 1, 1952, are subject to the 10 percent excise tax.

In addition to the above-mentioned excise tax, there is imposed by section 3290 of the Code, effective November 1, 1951, a special or occupational tax of $50 per year on each person who is liable for the excise tax on wagering, and on each person who is engaged in receiving wagers for or on behalf of any person so liable.

Section 325.22(d) of Regulations 132, pertaining to the wagering tax, states that no tax shall be imposed with respect to any wager placed in a coin-operated device with respect to which an occupational tax is imposed by section 3267.

In view of the foregoing, since a coin-operated shuffle bowling game is considered to be a coin-operated amusement device, subject to the $10 per year special tax imposed by section 3267 of the Code, no liability for the wagering taxes imposed by sections 3285 and 3290 of the Code would be incurred with respect thereto.

However, with respect to the tickets or chances which are awarded in connection with the successful operation of the machine, if such tickets or chances are used in any other manner except that described, that is, sold outright to individuals, such operation would be considered to be the operation of lottery conducted for profit and would be subject to the 10 percent excise tax and the $50, per year occupational tax imposed by the above-mentioned sections of the Code.

"It's What's in THE CASH BOX That Counts"
This was a hectic week for many in the industry. On Tuesday night, September 17, some 400 column, their wives and guests were on hand for the Bel- 
month Plaza for the Harry Rosen-UA industry-wide appeal and testimonial 
and then the following Wednesday, many were catching planes and 
trains for Chicago to attend the MOA Convention. The Rosen-UA Dinner was the finest ever held in this city for this industry. For the first time, 
women were permitted to attend, an orchestra supplied pulsating music, re- 
cording artists performed, and no floor. All this made for a wonderful evening of relaxation and enjoyment. As the primary purpose of the dinner was to accumulate money for the Jewish Appeal, committee members were most happy to report that a substantial 
amount had been contributed by members of the coin machine industry.

Joe Young and Abe Lipsky, Young Distributing, reported hat their first 
service school session on the new Wurlitzer 1500, held on Saturday, Sept. 6, was 
most encouraging, with a fine representation of operators and mechanics at- 
tending. Joe Hurdlick, engineer from the Rudolph Wurlitzer Co., and Henry 
Slavin of the Young firm conducted the sessions. Young and Lipsky hosted the 
afternoon's meetings. These service sessions will now be held every Saturday morning 
from 9:30 AM to noon. ... Bill Macarelli of Catskill Music Co., Catskill, N. Y. 
left the Memorial Hospital this Wednesday, very much improved. ... Jack 
Mitnick, regional representative for AMI phonos, rushes out to the airport 
Wednesday at 8 AM to catch a plane to Chicago for the MOA meet. ... Irv 
(Kempter) Kemper of Empire Sales also leaves on the same plane. ... Barney 
(Shury) Sugerman and Abe Green, heads of Raycom held up, and don't fly out 
until Friday. Shury and Molly take their son Nate to Bucknell University and 
spend a few days with him. Nate becomes a freshman, and ma and pa want to 
see that he gets on the right foot. ... Talking about sons of comedians at 
oclare—I Bill Rabin (Universal Mutoscope Corp., here) is giving Harry 
(Rosen) Bockin, and other members of the local association. ... We know of a music 
who experimented with dime play locally (where many believe it won't work) 
and now hopes O.P.S. rules favorably in L.A. so that he can charge 
over. ... Lou Herman's (County Amuse. Co.) gorgeous daughter, Mrs. Audrey 
Osip has papa smiling brightly.

Ben Becker, Bally regional representative, who is recuperating from his 
recent slight heart attack, has another few weeks of resting to go, and is eager 
to hear from his friends. Something to keep him busy is the musical revue at 
529 Hooper St., Brooklyn, N. Y. ... Ray Goetz, son of Mrs. Helen Goetz and 
the late Mr. Goetz, is a Capitoll Projector, leaves for the MOA Convention. 
Sam Goldsmith of Capitol, may make it if all possible. ... Sol and Murray 
Wurman, operators here, are both working on the route. Sol and 
wife were away for a six week vacation, going as far as the West Coast. 
... Leonard Young and Joe Mangone are on the Souvenir Journal advertising committee, which 
will be produced in conjunction with the association's second annual banquet on 
November 29 at the Chicago Y. We understand they will hold the 
hotel. We understand they will hold the 
the various manufacturers for ads. ... Milton Green expected here after the 
MOA convention. ... Max Hurvich, Birmingham Vending Co., Birmingham, 
Ala., spending his vacation at the Shore Club Hotel. It was only a few weeks 
ago that Harry Hurvich vacationed at the same hotel. ... Willie Blatt, who 
recently sold his entire cigarette operation to Cigarette Service, bought out 
a large music operating firm, and is adding this route to his already well 
established route.

"It's What's in THE CASH BOX That Counts"
This reporter, like everyone else here at The Cash Box, Chicago offices, is attempting to get this column to press prior to the MOA convention officially opening, which is a rough task to get with any column of this length. So the news from the MOA show will not appear here, the readers of this column can read about the show bear with him in this instance. In the meantime, with visiting comers from here, there, and everywhere, things have started to accumulate in tremendous volume. For example, bright and early Monday morn, George A. Miller head of MOA, phoned to advise that he was in Suite 400 at the Congress Hotel and that Bill Ray.Suggest, the better known judges of homefish round these parts. (In the meantime, once again Nate Feinstein left with the brunt of the job on his box.)

For Bill Ray

Suggest

"Gee, had cakes, form Katz State Wally's evenj'where. They volume. Tho Bally's all day. Can arrange to see the MOA show, and also follow right up with the NAMA meet... Proving as these men stated to this reporter, "That The Cash Box was a million percent right when it suggested 'All Shows Same Week Same City,'" y'ars ago.

Bob Linder of General Music Corp., Skokie, Ill., who is also proxy of the Chicago Chicores in the Southern Ill., honored with a marvelous letter from the Dixon State Hospital for his donation of phonos there. Says Dr. Chas. K. Bush, who heads this noted mental institution, "Music is probably the most appreciated form of entertainment our patients receive." And that is something to gladden anyone's cold, cold heart. By the way, tickets for the Northern Ill. Ops' 4th annual party to be held at the Granmer Hotel on Thurs., Oct. 9, going like hot cakes with evermore people in the industry assuring the ops. "We'll definitely be present." Says Hov. wins that second "Door Prize" at the big banquet of MOA, to be held at S.I. Savings Bank from The Cash Box (Thankyou)." Suggest that Bill FitzGerald of AMI write a humor column for all the nation's newspapers. The guy's just simply terrific. His last letter had us in stitches.

Mike Spagnola very proud to report that Bill Jensen of Princeton, Ill., made his bid to visit first time. Bill among the very first of all the piooneers of cine play. And it was successful... Sam Lewis of Chicoire back from a combo and a pleasure trip to L. A., Las Vegas (Did you and Charlotte lose, too, Sam?), then to Portland, and Seattle, all really thrilled the way Chicoire products moving. "This," he jubilantly said, "is the best summer we've ever had." Don't for a second think that Frank Roelke and Harry Katz of Coo-O have missed a single beat. These are the kind of people who bring many leading player stars to attend their world premier showing of their "Bat-Ball". The great hurrah of the baseball pitcher, at the Congress Hotel on Sep. 15, 16 and 17. Sooo, if you wanna meet some of the guys you like to see play ball around the diamond, this is your chance... Lew Gamburg of Genco mighty pleased to hear that the Chicago Chicoire Op's way may many ops in the industry. "The game, "But," says Low, "is only the beginning. Just keep your eyes glued to Genco from now on in October. It's fun shopping here is one of Bally's streamers for store windows that goes with the Bally 'Champion' horse. And is Jack Nelson proud? Don't ask.

Mike Spagnola reports that Jack Nelson so busy he hasn't time to even eat... Bill O'Donnell going day—and night. Ray Moloney looks marvelous and is back in action again... Herb Jones just back from 2 weeks of vacation and busier than ever. Georgie Huesman at last getting over telling those tall tales about his vacation... Georgie (The G) Jenkins can now cut his own meat and potatoes. His fingers back in action. Andy Webb back from the West, minus minnows and chaps... The Rally factory producim like mad an new products on the way.

Sam Stern taking it easy over at Williams. Sam called his brother, Harry, in from Philly, and has turned Harry over to the wolves for entertainment, etc. etc. (Don't ask what "etc," etc., means, please). Nate Gottlieb says, "I'm runnin' home quick. What'll I'm gonna think 'I must start out with the boys'... Bill DeSmit says, "Yander when I said, my score was 'way above the hundreds.' It was only 119..." Herb Perkins of Purveyoire planning to spend a Week with his Mom and Dad in L. A. And just enjoy the sunshine," Herb claims.

A special MOA gathering all arranged at United with photos and all. Even Joe Rustik gets a big smile and tie, "Big Steve" Hellstrom says, "If Joe's wearin' a tie—'I'm not gonna wear one," (So what can you do?) Anyway, boss Lyn Riehl, Johnny Casella and Herb Oetttinger (High flow in and out of New York all in one day) all present and accounted for. And standin' at the door to say "Hello" to one and all attending the MOA and NAMA shows.

It's true, not hard to believe, in a big show city that over at the hospital bein' checked (Augustana). Here's hopin' there's absolutely nothing wrong with you. We've always been very, very mean to folks soon to kid all about it... Now Canada's Juke box ops up and goin' like the wind in the dijan division of ASCAP (known as CAPCA) trying to make Canadian Juke box 2000 Op's 100% Canadian. The jet, the jet, we wish all knew how simple it is to "copyright" in Canada to get some idea of what rough this can be...) Whatto like.

Assuming a special MOA gathering all arranged at United with photos and all. Even Joe Rustik gets a big smile and tie, "Big Steve" Hellstrom says, "If Joe's wearin' a tie—'I'm not gonna wear one," (So what can you do?) Anyway, boss Lyn Riehl, Johnny Casella and Herb Oetttinger (High flow in and out of New York all in one day) all present and accounted for. And standin' at the door to say "Hello" to one and all attending the MOA and NAMA shows.

Chicago, Ill.

Sensational "2-WAY" MATCHING FEATURE

1. MATCH A NUMBER

2. MATCH A STAR

EASY TO READ "INDIVIDUAL" SCORING DRUMS

• FORMICA "FLY-AWAY" PINS
• REBOUNDED

PLUS-COVER BOWLING ALLEY FEATURES

SIZE
8 ft. x 2 ft.

We're Still In Production On Our...10th Chicago Coin's
6 FRAME BOWLER

WITH THE ONE AND ONLY "10th FRAME" FEATURE

Chicago Coin Machine Company
1737 Diversey Boulevard
Chicago 19, Illinois

CHICAGO CHATTER

(Continued)

Exclusive Distributions of Wurlitzer Phonographs

Our very sincerest condolences to the family of Charles Wilmoth of Tri-County Music, Chigo, who passed away last week and was interred at Lincoln, Ill., Charlie was one of the very greatest guys in the industry. A sad, sad loss for all this music business... If you haven't read that letter sent out by Jack Nelson, Jr., of Locan Distribs, you must definitly should. Here's a man who points the way to real profits for every operator of every type of equip_ip in the coinbox... Compliments to Johnny Wolling for a line of scales that should be labeled "The Best In The World." Jimmy Johnson of Globe Bows, "They're standing in line to play 'Sunshine Park.' And," he continues, "Ray never built a better one... Without any doubt Little Jimmy doing one of the very best jobs ever seen round these parts.

"It's What's in THE CASH BOX That Counts"
Tac Elms is making the final arrangements for the future home of Tac Amusement Company. The building on Washington St. is being completely renovated and will be added to the Tac's fleet, making it the largest house in the country for the ever growing Tac firm. By the way, Tac's baseball team will battle with J & C Amusement's team this week end in the play off game. The victorious team will emerge as the season champion. We mustn't forget Tac's 12 year old team who won the 0.R.D. City Championship for the second consecutive year. Edwards Hospital for another two weeks, altho' Manns reports that Bill is recuperating in fine shape.

Dick Stargell is out of Baptist Hospital but must remain bed for ten more days. The report which was published in the paper that Dr. Bounce has picked up through and proved itself to be a terrific game. Bob also says that the Williams "Fame" in which he has been playing is a no one's business and that Bob can't get fast enough delivery to fill the demand. Congratulations to Mr. and Mrs. Nick Fokakis of Hattiesburg, Miss., on the birth of their baby son, Jack Sturges, on Tuesday evening.

UPPER MID-WEST MUSINGS

Mr. & Mrs. Ike Sundem of Montevideo, Minn., managed to get things caught up and around so that they could make the trip to the Twin Cities to pick up supplies and records for their route. Understand that the Sundems are sporting a brand new Pontiac and Hugh and Esther May of Eau Claire, Wis., have been so busy with their route that they had been unable to come into the Twin Cities for several days. They finally managed to get some time to make the trip into town.

Harold Havener of Eleva, Wis., has switched his line of chatter from record to whichever is hotter or which machine is making the most money to that he can get on his route. He is in the market for a new FM set for the Wisconsin Senate. Hank Krueger of Fairfax, Minn., after several years of being just too busy to do any fishing, his favorite sport, finally made the trip to Minneapolis and it was a successful trip for Lake Rice Winnebogshish in Northern Minnesota. From all reports, Hank did very well for himself and the record. Mr. and Mrs. Elvis McDaniel of Wadena Amusement Company, Wadena, Minn., on the spur of the moment, decided to take a trip to see their children and made a trip to the Twin Cities train station after buying new records in Watertown, S. D.; Ben Kapel of the Novelty Sales Company, Fargo, N. D.; Stan Weznak of Little Falls, Minn.; Jack Lowrie of Lake City, Minn.; Clayton Norberg of Mankato, Minn.; and Harry Galey of Minneapolis, Minn.

DALLAS DOINGS

Last week a cool wind hit Texas and everything and everyone began to perk up. The distributors of coin machines that have been in apparent no less success than the other, that out of town visitors are becoming more frequent. Tommy Chatten and Bob DePriest have returned from a fishing trip to Mexico. For a change this pair failed to get results. Tommy says that they just don't know how to speak Spanish. Jack Eskew over at Commercial is on a vacation in Galveston. I guess it is time for him to realize that business is in Canada on both business and pleasure. Dave Johnson is in much need of rest and a vacation for the operators. Labor Day on their station has been a success for Frank Sjodin's in Washington, D. C., has been the manager of his coin machine line for 20 years at least. He and his wife went fishing during the Labor Day holiday and he says that the fish were jumping out of the water. Frank Sajde is among the many fans of the sport and ditto for Joe and Leonard Mettasa, Raymond Wilson, Richard W. and Orestes Wilson.

Bob Baer, sales manager of Warlitzer, and H. G. McKenzie, a field representative for Warlitzer were in Dallas on business recently. Rudy Kimbel of G. E. Bill is winding up his coin machine route as is J. Clyde Bell, also of Amarillo. Hugo Jorje of Amarillo is vacationing in Colorado, Bill Sheffield of Pecos is vacationing in West Texas. State Music Distributors has been appointed distributor for that new sensational Meteor Rocket Ship. Abe Bussman is off to Chicago for the AO Convention. Leonard Coleman seems gone - we thought he might be going to San Antonio, Bill Sheffield of San Antonio is on the move. But he was looking for the operator's records for the "Mama Goes Where Papa Goes." Leonie Cohen is back from his vacation.

CALIFORNIA CLIPPINGS

W. R. Hapell, Jr., of Badger Sales returned from a Portland business trip with reports of business holding its own nicely up that way, despite a burst of real hot weather. Another road weary homecomer was Chicago Coin's Phil Robinson, who tells us that some folks really know how to live up that way. While in the Northern city attending a frat Brith convention, Phil visited with distributor Johnny Michaels at his lovely home on the Bay and joined Johnny and his beautiful wife in some boating in the Michaels' own craft. Phil reports that he's having a tough time supplying West Coast distributors with enough Chicago Coin "Tenth Frame Bowlers" and "Match-A-Score Bowlers" to keep ops happy, but the plant shows promise of stepping up production to meet all demand. At least that's what the local folk gathered from Chicago Coin's Sam Lewis, who made the rounds of the Row with Phil while visiting these parts.

Yet another returnee to our fair city was Jack Simon's Mrs., who continued on her travels to Chicago, Cincinnati and Indianapolis after attending that National Hospital convention in Denver. Simon tells us that the "Buccaneer" horse is galloping right along and keeping him and Abe Chapman steering right along with 'em. Jack is among the local jobbers expecting big things out of Gottlieb's new game, "Skill Pool." Nee talk with Al Bettelhon who told us that Charlie Robinson was off on his vacation covering scenic spots in California and Nevada, formerly the scene of a major share of the C. A. Robinson enterprise. Charlie, Al and their trusty right hand man Fred Gaunt must be given a load of credit for the way they all knocked down in putting their local setup across with a bang after things subsided for the firm in Reno and Vegas. Their outfit today stands right up there with the best and biggest of them as doing a crackerjack job on new and used games. And the boys are willing to credit the fine product and support out of United for a good share of this success.

Found the folks at Dan Stewart's still awaiting that long-rumored new Rock-Ola phono. ... Interesting as always to drop in on Lyn Brown and get one of his propositions. Along with doing a fine job on Exhibit's "Big Bronco" and "Twin Evolution," Lyn can always be counted on to come up with an interesting angle.

Nick Carter Nick Bob Distrs is doing a good, steady job on the AMI phone day in and day out. Nice to come across S. L. Griffin, Pomona operat- tor, at Paul Laymon's after recovery from his illness. S. L. was in with his frau shopping for some equipment for him and some pretties for her. Also in on a duty and friendship call was Bally regional man Phil Weinberg up from Texas. The Laymon gang were just about wound up on their vacations, with mechanic Russell Early the last to report back on the job full of vim, vigor and vacation. Lucille Laymon decided to come clean and revealed to us that Paul's and her recent anniversary was their 35th. She said, "What's the use. It's too late to do anything about it now anyway." That's strictly for laughs. Actually, these two add up to just about the most congenial, well balanced couples we've ever known.

Joel Friedman, L. A. Mgr.
For The Cash Box
WANT

WANT—Will buy phonograph records made before 1940; any quantity or deal. 133 LO, Tel: 712-1125.

WANT—Your used or surplus records all speeds, 45's our specialty. We buy all year round and paid prices. No lot too large or too small.

WANT—45 RPM Records, new or used, no copies to trade. Highest prices paid. Write stating quantities. A.R.S., P.O. Box 4200, TUCSON, ARIZONA.

WANT—Used 1425 Rock-Ola, State of California, for postwar sale. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

WANT—Will pay top price for AMI Model B, Bally Coney Islands; Bally Electric Lights, Merit Industries, Inc., 1100 W. 30th St., Chicago, Ill. Tel. WIRE 1-9204.

WANT—Wants tubes: 2051, 70FL; 6SN7; 75; 65C7; 2A3; 544; 6L6; 6K7 Metal; 6L7 Metal; Will pay up to twice the minimum quantity of 50 of a type. Have you other types in quantity? Write to JACOB TRBANT, 1312 W. 26th STREET, SACRMENTO, CALIFORNIA.

WANTED—20 Wurlitzer 3020 Wall-boxes at $17.50 each. T & L DISTRIBUTING COMPANY, 1515 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel: Main 8751

WANTED—Tubes: 2051; 70FL; 6SN7; 75; 65C7; 2A3; 544; 6L6; 6K7 Metal; 6L7 Metal; Will pay up to twice the minimum quantity of 50 of a type. Have you other types in quantity? Write to JACOB TRBANT, 1312 W. 26th STREET, SACRMENTO, CALIFORNIA.

WANTED—Used 1425 Rock-Ola, State of California, for postwar sale. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

WANTED—Late Solotone Master Entertainers; Hobby Horses; Shuffleboards; HiBoy; Heavy Duty Coin Drums; Ball and Tab Coin Vendors, Northweston 95 preferred. 12 BAYSTREET, MAYWOOD, N.Y.

WANTED—Will pay top price for AMI Model B, Bally Coney Islands; Bally Electric Lights, Merit Industries, Inc., 1100 W. 30th St., Chicago, Ill. Tel. WIRE 1-9204.

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<td>FOR SALE—Two brand new Winners (one hall free play) at $279.50; like new used Winners $179.50. Wurlitzer Sales, 2805 S. W. 6th Avenue, Portland 5, Oregon. Tel: ATwater 7565.</td>
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<td>FOR SALE—3020 Wallboxes thoroughly reconditioned, complete line of phonographs and bowling machine equipment. Write, wire prices. SHEL DON SALES INC., 881 MAIN ST., BUFFALO 3, N. Y.</td>
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<td>FOR SALE—Finest premium for some of our top-quality showmanship games. Every premium proven to operate properly. All our top feature are for operators only. We don't sell stores. Write for our double-action assortment. WORBELY NOVELTY CO., 6100 BLUE MOUND RD., MILWAUKEE 13, Wis. Tel: Blauemound 4-7660.</td>
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<td>FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you will name. Please write or call. EMMETE INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel: West 3-3242.</td>
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<td>FOR SALE—Double Action $129.50; Tri Score $64.50; South Pacific $142.50; Tahiti $62.50; Baby Face $24.50; Aquacade $30; Tripletts $115; Knockout $75. We have for our list of used pins and music. MILLER NOVELTY MFG. CO., 2013 SOUTH ST., CINCINNATI 6, OHIO. Tel: 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Tel: 9-8632—5743 CLEVELAND NOVELTY AVE., DETROIT 5, MICH. Tel: TYler 8-2230.</td>
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<td>FOR SALE—Had you some good equipment? Phonographs, bowling machines, other game equipment—pa ver that you would write an ad to attract a few sales? We offer $200.00 for each ad. Write Ed- wards Distributing Service, BOX 400, DOUGLAS, WYO.</td>
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<td>FOR SALE—The old reliable Musen gill and Darlingtonian coin operator pool tables. All sizes complete with accessories. We'll write for information and we will enclose our Bagshot sheet on used equipment. We will buy late one balls; Bingo games; Williams tables; arcades and recent shu lleries. DARLINGTON MUSIC COMPANY, 132 NORTH MAIN STREET, DARLINGTON, S. C. Tel: 500.</td>
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<td>FOR SALE—Bingo Games: Five Stars $150; A.B.C. $235; Bolero $35; Leaders $350; Brite Lines $310; Baby Rock-Ola $450; Spot Lines $357; Covey Island $375; Atlantic City $475; County Fair $225; Steeple Chase $250; Babylonia $225; Spark Plug $250; Sea Jockey $275. Jumbo $500; Spark Plug $250; Sea Jockey $275; Triple Action $250; Turbo Kings $150; Turbo Winners $35; Citations $35; Photo Finish $50; Gold Cups $35. Half-Ball, balance sight draft. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND, O.</td>
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<td>FOR SALE—Packard Box—Bear Gun $275; 100 selection Model A $725; AEM $175; 46 IIW $145; Tear Drop Speaker $17; Baby Rock-Ola $95; AM Model B $395; Universal Winner $95; Photo Finish $65; Gold Cup—Entries $25. We will trade for Exhibit Pony Express and Turbo Kings. STANLEY AMUSEMENT CO., 2225 S. TACOMA, WASHING TON. Tel: Riverside 1604.</td>
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<td>FOR SALE—Knockout $79.50; Bowling Champ $49.50; Buceaneer $49.50; Canasta like new $39.50; Cocktail $65; Dazzle $60; Control Tower $125; Dallas $45; Universal 5 Star $129.50; Flying Saucers $69.50; Four Hornemen $115; Gimpy Rummy $70; Harvest Time $49.50; Hay burner $195; Genie Hit &amp; Run $85; Humpty Dumpty $29.50; Just $21.50; Lady Robin Hood $29.50; Motor Bowler $35; Mamba $60; Thing $39.50; Triple Action $29.50; Tri-Score $80. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel: Superior 1-4600.</td>
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<td>FOR SALE—Wurlitzer 1080's $1050; Seeburg 5c wireless wall box $7.50; Packard wall box $7.50, CAIN-CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel: 42-8216.</td>
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<td>FOR SALE—Match score shuffle game conversion unit for United 2 to 6 players. Top of the line, top quality, newly attached, only 4 wires. Proven highly successful in N. Y. Low price $49.50. Send for photo. UNITED PLAY MACHINES CORP., 570 TENTH AVE., NEW YORK, N. Y.</td>
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<td>FOR SALE—Chicago Coin Hit Parades $125; Model 1422 Rock-Ola $75; Genco Shuffle Target $125. A. P. SAUVE &amp; SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel: 4-3810.</td>
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<td>FOR SALE—Can you afford $92 per week to get ahead and stay ahead of all competition? For only 92$ per week you can have a beautiful ad in this section plus a free full year's (52 weeks) subscription to The Cash Box, “The Bible of the Coin Machine Industry.” Send your check for $84 today plus your first 40 word ad to: THE CASH BOX, 26 W. 47TH ST., NEW YORK, 19, N. Y. (Phone: JU 6-2648).</td>
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<td>FOR SALE—5 Gene Score Boards $95; Babylonia $200; Bright Lights $225; Champions $135; Dale Guns $149, SAM SOLOMONS, UNI VERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS, OHIO. Tel: Univers 6900.</td>
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<td>FOR SALE—United Steeplechase $750; Island $245; Touchdown $245; Williams Spark Plug $230; Babyburner $245; Sea Jockey $225. Write for low prices on our many bingos, arcade games, LEIHG SPECIALITY, $26 N. BROAD STREET, PHILADELPHIA 30, PA.</td>
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<td>FOR SALE—New and used Bally Baseball shuffle, write, Bally Champions and Citations, write, New Music Mite, surprising prices, write. Photo Finish $35 ea; Winners $90 ea; $100 ea; Lake City AMUSEMENT CO. 4533 PAYNE AVE., CLEVELAND 3, 0. Tel: Henderson-1757.</td>
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<td>FOR SALE—Bally's Atlantic City $500 each. One-half deposit with balance on delivery. AMERICAN AMUSEMENT CO., 762 SOUTHPARK AVE., MIAMI, FLA.</td>
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<td>FOR SALE—1 Seeburg Chicken Sam Gun rebuilt with target $95; 1 Chi cago's $95; a Bowling $105; 1 Harvest Time $60; 1 Babyburner clean $225; 1 New Evan- Constellation for phonograph machines. Just in—sample, write. AUTO MATIC MACHINES, 1000 PENNSYLVANIA STREET, EVANS TON 10, INDIANA.</td>
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<td>FOR SALE— Route—60 post-war pho tographs: 100 wall boxes; 25 Pin Ball Tables. All on location in the heart of the Texas Oil fields. DAVIS MUSIC COMPANY, SNY DER, TEXAS.</td>
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"It's What's in THE CASH BOX That Counts!"
Notice! You can safely send deposits to advertisers in "The Cash Box".

Your deposit is Guaranteed!

A $3 LONG as you are paid a user 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. You can safely send the deposit, if it is guaranteed by "The Cash Box". This is "The Cash Box" Free Deposit Insurance Plan". An excellent and original feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

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Manufacturers and date of game's release listed. Code: (B) Bailey; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) William. Copyright 1952. Reproduction not permitted.
# Price Lists

**Cigarette Machines**

<table>
<thead>
<tr>
<th>Model</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>DuGrenier &quot;W&quot; (9 col)</td>
<td>$69.50</td>
</tr>
<tr>
<td>DuGrenier &quot;S&quot; (7 col)</td>
<td>69.50</td>
</tr>
<tr>
<td>DuGrenier &quot;G&quot;</td>
<td>69.50</td>
</tr>
<tr>
<td>DuGrenier Champion (9 col)</td>
<td>85.00</td>
</tr>
</tbody>
</table>

**Carbonated Drink**

<table>
<thead>
<tr>
<th>Co.</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cola                1950</td>
<td>$300.00</td>
</tr>
<tr>
<td>Cola                1950 (6)</td>
<td>350.00</td>
</tr>
<tr>
<td>Beer                1950</td>
<td>250.00</td>
</tr>
<tr>
<td>Cola                1950 (6)</td>
<td>300.00</td>
</tr>
</tbody>
</table>

**Hot Coffee**

<table>
<thead>
<tr>
<th>Size</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 cups</td>
<td>$300.00</td>
</tr>
<tr>
<td>500 cups</td>
<td>500.00</td>
</tr>
</tbody>
</table>

**Cigar**

<table>
<thead>
<tr>
<th>Flavor</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Cigar</td>
<td>$325.00</td>
</tr>
<tr>
<td>Burley Cigar</td>
<td>350.00</td>
</tr>
</tbody>
</table>

**Can Drink**

<table>
<thead>
<tr>
<th>Size</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 oz.</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 oz.</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

**Non-Carbonated Drink**

<table>
<thead>
<tr>
<th>Flavor</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iced Tea</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

**Manufacturers' New Equipment**

<table>
<thead>
<tr>
<th>Model</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model D-40 Phonograph</td>
<td>$795.00</td>
</tr>
<tr>
<td>Model H-5 Phonograph</td>
<td>795.00</td>
</tr>
<tr>
<td>Model JES/MH Hideaway</td>
<td>795.00</td>
</tr>
</tbody>
</table>

**Marvel Mfg. Co.**

<table>
<thead>
<tr>
<th>Category</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overhead Scoreboard</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

**Rock-Ola Mfg. Corp.**

<table>
<thead>
<tr>
<th>Model</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 138</td>
<td>$945.00</td>
</tr>
</tbody>
</table>

**Walt Disney Mfg. Co.**

<table>
<thead>
<tr>
<th>Category</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drink Vendor</td>
<td>$995.00</td>
</tr>
</tbody>
</table>

**Williams Mfg. Co.**

<table>
<thead>
<tr>
<th>Category</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand-Up Player</td>
<td>$400.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand-Up Player</td>
<td>400.00</td>
</tr>
</tbody>
</table>

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- Birmingham Vending Co., 800 Second Ave., No., Birmingham, Ala.
- Bondie Sunshine Novelty Co., 309 N. Walnut St., Airdrie, N. J.
- Lyn Brown Co., 1313 West Fox Road, Los Angeles, Calif.
- Bush Distributing Co., 124 N. W. 2nd St., Fort Worth, Tex.
- Bush Distributing Co., 60 Randel Ave., Jacksonville, Fla.
- Cleveland Coin Machine Exchange, 3101 Freepage Ave., Cleveland, Ohio
- Coteland Distributors, 2919 N. Michigan Ave., Chicago, Ill.
- Empire Coin Machine Exchange, 3333 Broadway St., Kansas City, Mo.
- First Distributors, 3700 3rd Ave., Toledo, Ohio
- General Distributing Co., 100 3rd Ave., Massillon, Ohio
- General Vending Sales Corp., 2660 E 63rd St., Chicago, Ill.
- Ginsberg Music Co., 2300 Van Buren Blvd., Chicago, Ill.
- T. B. Holiday Co., 777 South 47th St., Kansas City, Mo.
- Lieberman Music Co., 140 pipemakers Ave., New York, N. Y.
- Miller-Nemark Co., 4412 Broadway, New York, N. Y.
- Mike Munroe Corp., 327 East 14th St., New York, N. Y.
- Red Distributing Co., 119 North St., Allentown, Penn.
- Southern Automatic Music Co., 476 Townley Ave., Fort Worth, Tex.
- Southern Automatic Music Co., 495 Townley Ave., Fort Worth, Tex.
- Southern Automatic Music Co., 5622 Townley Ave., Fort Worth, Tex.
- Southern Automatic Music Co., 5701 Townley Ave., Fort Worth, Tex.
- Southern Automatic Music Co., 5801 Townley Ave., Fort Worth, Tex.
- Southern Automatic Music Co., 5901 Townley Ave., Fort Worth, Tex.
- Southern Automatic Music Co., 6001 Townley Ave., Fort Worth, Tex.
- Southern Automatic Music Co., 6101 Townley Ave., Fort Worth, Tex.
- UniCoin Distributing Co., 1412 Van Buren St., Kansas City, Mo.
- University Coin Machine Exchange, 2610 W. 37th St., Columbus, Ohio
- Variety Distributing Co., 1300 N. 37th St., St. Louis, Mo.
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MATCH A STAR

BIG EASY-TO-SEE SCORES

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IN THE ENTIRE AMUSEMENT INDUSTRY!

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• REAL WESTERN SADDLE
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  PULL REINS TO TROT OR GALLOP
• LIFE-LIKE RIDING ACTION
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• SLUG-PROOF COIN MECHANISM
• SMOOTH, QUIET OPERATION

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RETRACTABLE CASTERS
FOR EASY MOVING
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110 VOLT A. C.

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DIVISION OF LION MANUFACTURING CORPORATION
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