Newest sensation of the recording business is Julius LaRosa (right) whose first effort for the new Cadence label, "Anywhere I Wander" and "This Is Heaven", has turned out to be a smash. With Julius are Archie Bleyer (left) who heads Cadence and Arthur Godfrey on whose program LaRosa got his start and whose plugging of the disk played a great part in its immediate acceptance.
WURLITZER FIFTEEN HUNDRED

World's Top Phonograph

Playing 104 Selections

From 45 and 78 RPM Records Intermixed

The Wurlitzer Fifteen Hundred

Puts The Wurlitzer Operator in the same enviable position

Right on Top of the World

Coin Catching Wall Box

Shows 104 Tune Titles

On Rotating Pages

Single Button Selection

See your nearest Wurlitzer Distributor

The Rudolph Wurlitzer Company • North Tonawanda, N.Y.

www.americanradiohistory.com
This publication has printed the above facts many times in the past ten years.

But, it seems, many seem to have forgotten the very great and latent power which exists in the operating industry of the nation.

The fact remains that when a survey is being conducted of retail industries in any town, any state, the surveyor will make it his business to visit but one particular industry.

For example, if there is to be a survey regarding retail drugstores in any community, the person making the survey will, in almost every case, call upon the wholesaler to the druggists in that particular community to learn about retail drug business there.

The same applies to taverns, dry goods stores, and almost any other type of retail industry, which exists in all of its parts in every community in the nation.

Were these surveyors to attempt to gather information from any one source regarding all retail businesses, they would find themselves up against an almost insurmountable problem.

Yet, there is one single source in any town, any state, everywhere in the nation, where a complete information center does exist regarding all the retail industries.

And that single source of complete retail industries information in any town, any state, anywhere in the U. S. A. is the coin machine operator.

That is why a great many are surprised when they learn that they need have but one singular source of information regarding the business being done by practically every and all retailers in any community.

The coin machine operator knows the retail industries in his community. He knows them from the very most important and vital standpoint—that of the traffic which these retailers enjoy—and traffic means business.

In short, only the coin machine operator, because he makes it his business to locate the equipment of his profession in all retail outlets in his community, knows almost to the single dollar, the amount of business that practically any retail establishment enjoys in his community.

That's because his equipment reflects the traffic which the retailer enjoys.

He therefore knows just what anyone seeking retail outlets would also enjoy in the retail industries of his community.

He has tried them all. And by "he" all operators can be included in the same community provided, of course, that there exists more than one operator in that community.

Whether it be large cosmopolitan centers, or just a small village somewhere on the highway, as long as there are coin operated machines of one type or another located in the retail industries of the community, then the coin machine operator is the one man who best knows the business these retailers enjoy.

It should never be surprising, then, to any merchandiser in this industry especially, even tho it may prove some surprise to merchandisers in other industries, to realize that the coin machine operators are, today, the actual information centers of business being done by the retail industries in their communities.

Now even the largest retail merchandising organizations are covered by all types of operators. The kiddie rides have allowed the amusement machines operators to get a traffic gauge on these larger merchandising centers where, formerly, only the vending and service machines operators had any idea at all of what these larger retail stores were doing.

As far as the average retail outlet, such as drug stores, groceries, taverns, etc., all up and down the line, the one spot, the one man who knows and who can, in one fell swoop, advise of general retail business conditions is:

Mr. Operator, Information Center, Retailing Industries of America, Any Town, Any State, U. S. A.
Pardon us if we paraphrase an old saying, but as far as we're concerned, it's not so much love that makes the world go 'round. It's music.

It's often been said that music is the universal language. Well, we don't know about the universe, but certainly in this United States of ours, music accompanies every activity of our lives, can be heard day and night, in small town and large city, and in a very real sense IS universal.

For instance you start out in an auto from New York. When you get to Philadelphia for lunch you put several coins into the juke box and hear many of the records that are currently in the top ten in N. Y. The next day, riding on the Pennsylvania Turnpike your radio stays glued to a disk jockey program which plays again the current hits with some great standards thrown in.

You ride and ride some more and stop in Centreville, Ohio for the night. A high school dance is taking place and it's the big event in town, celebrating a winning basketball season. At the fresh looking young boys and girls are dancing to their local orchestra composed of their fellow students. And the music they're dancing to is almost identically the same as the hits you heard in New York and Philadelphia.

Now you head for Nashville, capitol of folk music. In that town, music has a different flavor. Here gather on Saturday nights the top folk artists in the country to entertain on a fabulous program called "Grand Ole Opry". And just outside of Nashville, in Gallatin, Tennessee, you pay a visit to Randy's Record Shop, home of the largest mail order record business in the country, a tremendous enterprise built with skill and daring by a man who, above all, knows his business.

Heading westward now, the music continues in the Nashville vein. Disk jockey shows mix folk and pop music in a manner which is seldom heard in the northeast. Juke boxes have a conglomeration of folk tunes, pop tunes, old ones and new ones.

A new development now, as you drive alone, is rhythm and blues shows with a definite local flavor. The R & B records played here are different than those played in the north for more sophisticated audiences.

You cross the Mississippi at Memphis and now you feel you're really in the West. You drive along faster on straight endless roads across Oklahoma. The radio stations come in from all over now. As you tune, you can hear New Orleans, Chicago, Oklahoma City. But you're traveling so quickly that no station can be heard for any length of time. And still on almost every station, you hear music, music and more music.

Get to Oklahoma City and play the juke box. They're recognizable tunes, ones that you know. Get to Little Rock, likewise. Get to Albuquerque, with its 26 mile main street, the longest in the world, and again it's the same.

Now you reach Las Vegas and the modern palaces they call hotels have music piped into the rooms. It can be heard all day long, all night long. Here the top artists of the country are entertaining in movie set night clubs. And they're singing the songs which helped establish their reputations on records.

From Las Vegas, it's just a hop to the West Coast, California, Hollywood and sunshine.

As everywhere else, the records that are popular in other spots in the country are also on top in Los Angeles. But in addition there are many local hits. One is an import from Tokyo, which brings some and which every company quickly copies. Another is a charming record by a lovely singer who is also the wife of one of the top disk jockeys here.

And so now we've traveled from one end of the country to another. Everywhere, records are being played, on juke boxes, on disk jockey shows, in homes. Record artists are familiar artists, welcome ones.

Music accompanies us everywhere in America. And if it doesn't make the world go round, it certainly helps us function better and more happily.
The Cash Box, Music

The height of absurdity in musical guessing games happened on radio station WAVZ, New Haven, Connecticut last week. Bob E. Lloyd, the new morning disk jockey, felt that there were too many of these games on the air where the station plays an easy to guess record and the audience phones in to win gift certificates or other prizes. Consequently, as a joke, Bob played the chorus of "Suddenly" (the portion that goes, "you'll never get away, you'll never get away") on this program and asked listeners to write in guessing the name of the song. To his surprise, he received half a dozen entries, including one that guessed the name of the song as "Sugarbush". That entry won first prize, according to Bob, "not for neatness, but for originality".

Following up his letter of a couple of weeks ago in which Pete Ward (WCCM-Lawrence, Mass.) wrote that any artist or group willing to give up a few hours of their time by appearing on stations in the smaller cities for information would do well with a dozen tickets, Bob again greatly. Pete wrote again that as a result of a get-together with Jack Richards and The Nightwinds (Coral) for an hour the boys now have a club to goin' in Lawrence. The Boston group grabbed song, and had a twist of a ball. Result — Lawrence listeners went overboard for Richards and his group and you can bet their next release will sell up in that area.

Pic of the week — Johnny Andrews, formerly with NBC in New York, and currently with WTAM-Cleveland, Andrews has a live radio show from 7 to 9 A. M. across the board. A radio show from 11:30 to 1:30; and a television show twice a week at 7 P. M. On his live radio show, he has a 17-piece band, headed by Henry "Hot Lips" Levine, and Andrews occasionally uses records on his live show. The David Rose (MGM) "Suddenly" voiced by Beryl Davis, has been selling consistently for the past month. Beryl is the wife of Peter Potter, L. A. deejay. . . . At the recent Automobile Show in Washington, D. C., two Fords were on display. The Ford Motor Company showed its complete new line of cars while Radio Station WWDC showcased jockey Milton Q. Ford. Throughout the show Ford originated his afternoon radio program from the Auto Show (1 to 4 P. M.). Featured were interviews with celebrities, Mr. and Mrs. John Q. Public, and the best in recorded music. . . . Donna Tabbetta, WPFA-CBS, had the "hottest" program on the air this week in Manchester. Donna was suffering from flu and was doing her early morning "Donna Tabbetta Show" while handling a 100-degree temperature. This while snow and freezing temperatures were going on outside the FEA studios.

Sleepy-Eyed John (WHLH-Memphis), whose book and promotes the Silver Station, country nite spot in Memphis, has signed Johnny Horton (Mercury) for appearance on March 6. Horton made a hit with Memphitians when he appeared on the Louisiana Hayride on February 10 and folks have been clamoring for his return. . . . Bill Reynolds (WTMJ-Milwaukee, Wis.) is starting a local "hit parade" format for a once-a-week show. It will feature the top songs of the week in Milwaukee and will be called "Milwaukee". . . . Bob Drepper and Lee Leonard are fast becoming two of the best liked personalities in Tide-water radio. WLOW-Norfolk, Va., proud of their "farter" is now the first radio station in the Tide-water area to present a two-man morning show. The boys go wild and drive the listeners slightly "nuts", but all the giddies are good for a chuckle, maybe even a downright belly laugh. However, the main ingredients of any top morning show are still in the foreground, such as music, news, temperature and weather. . . . Sherm Feller (WLAW-Boston, Mass.) headed west, and may go all the way to the coast, on a promotion for his "This Is Heaven" — Julius La Ross on Cadence.

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

Americas Fastest Selling Records

The Ten Records

Disk Jockeys Played Most This Week

1. TILL I WALTZ AGAIN WITH YOU Teresa Brewer (Coral)
2. TELL ME YOU'RE MINE The Gaylords (Mercury)
3. DON'T LET THE STARS GET IN YOUR EYES Perry Como (RCA Victor)
4. SIDE BY SIDE Kay Star (Capitol)
5. PRETEND Nat "King" Cole (Capitol)
6. HOLD ME, THRILL ME, KISS ME Karen Chandler (Coral)
7. HOW MUCH IS THAT DOGGIE IN THE WINDOW Patti Page (Mercury)
8. OH HAPPY DAY Lawrence Welk (Coral)
9. WHY DON'T YOU BELIEVE ME Joni James (MGM)
10. CONGRATULATIONS TO SOMEONE Tony Bennett (Columbia)
TONY MARTIN (RCA Victor 20-5217; 4-5704)
B "THE GOLDEN YEARS" (3:50) [Famous Music] Tony Martin is in wonderful vocal form for his smooth delivery of a slow waltz tempo tune from the coming film "Houdini." Backed by Frank DeVol and his orchestra, the result is fine. 
B "PLEASE, PLEASE" (2:35) [Larry Spier Music] The artist gets another fine assist from the chorus and orchestra as he delivers a waltz with a most pretty tune.

TOMMY REYNOLDS ORCHESTRA (Derby 820; 45-820)
B "A WONDERFUL WORLD" (2:56) [Robbins Music] The Shuffle rhythm of Tommy Reynolds comes up with a side that ought to do much for bringing back the bands. It's a great instrumental with that 1938 flavoring. Jump lovers ought go for this in a big way. 
B "AINT NOBODY" (2:29) [Mayfair Music] Tommy does another sensational job of torching on his clarinet and comes up with a side the jitterbugs will go all out for. Both these presentations are really rocking.

FRANKIE LANE & JIMMY BOYD (Music 20-5217; 4-5704)
B "TELL ME A STORY" (2:15) [Montemore Music] The two fine voices of Jimmy Boyd and Frankie Lane team up on a cute bouncy ditty about a devilish child while the rhythm supplied by the team of Bill Gray and Carl Fischer support. Tune might catch on.
B "THE LITTLE BOY AND THE OLD MAN" (2:47) [Mayfair Music] Paul Weston and the gang keep up the fast pace that makes this a pretty tune in which a little boy asks an old country gentleman Jimmy's hard to understand in spots but the result is terrific.

SUNNY GALE (RCA Victor 20-5217; 45-5704)
B "HOW COULD YOU" (2:45) [Waldo Music] Sunny Gale is all full of rhythm once again as she jumps through a fine bouncy number with a full Ralph Burns backing assist. A chorus helps add rhythm and fullness. This side could easily catch on.
B "I FEEL LIKE I'M GONNA LIVE FOREVER" (2:30) [Chappell & Co.] Another good Jump from the recent hit show "Hazel Flag." is given out by Sunny. The tune and lyrics are both perfectly wed and this one has a chance of hitting too.

LINDA SHANNON (King 15-5217; 10-1797)
B "GOODBYE CHARLIE, GOOD-BYE" (2:37) [Carnegie Music] Linda Shannon does some top flight vocals on her first release for the King label. Her voice is lovely on this top tempo number and there is a striking similarity to Toni Arden's voice.
B "THE LEGEND OF THE WELLS" (3:00) [Box & Cox] The Bill Stegmenayr orchestra does another fine job of backing the throaty, melodic song as she easily soars through a fairy tale like number. Although not for dancing, the delivery is terrif.

THE CASH BOX

FRANK MURPHY (Okeh 45-6948; 4-6948)
B "I'LL MAKE YOU MINE" (2:52) [Lynn Music] The exciting new voice of Frank Murphy takes a bow on Okeh's label with a wonderful ballad that could make him a star. Adding to the lovely vocal is a chorale backing plus a fine Norman Leyden orchestration.
B "SHALL I STOP?" (2:35) [Clappel & Co.] A good Jump from the current hit show "Hazel Flag." is given out by Sunny. The tune and lyrics are both perfectly wed and this one has a chance of hitting too.

AL MORGAN (Decca 20355; 9-28355)
B "THINGS I MIGHT HAVE BEEN" (2:50) [Meridian Music] Set to a moderate tempo is this pretty ballad smoothly delivered by Al Morgan with a fine stringy orch as a setting. The moderate beat steps the tempo of the job right for dancing.
B "IF I HAD A PENNY" (2:30) [Ben Bloom Music] Al delivers this fine number with a tear in his voice. The soft, pleasing delivery of the pretty tune is pleasant on the ear.

TOMMY REYNOLDS ORCHESTRA (Derby 820; 45-820)
B "THE LITTLE BOY AND THE OLD MAN" (2:47) [Montemore Music] Paul Weston and the gang keep up the fast pace that makes this a pretty tune in which a little boy asks an old country gentleman Jimmy's hard to understand in spots but the result is terrific.

Buddy Morrow Orchesta (RCA Victor 20-5217; 45-5704)
B "TRAIN, TRAIN, TRAIN" (2:58) [Valleymont Music] Buddy Morrow who's been really rocking the pop market with his wondrous blues numbers this side has a one that comes from Frankie Lester once again as he belts out a fine R&B number. The solid rhythm and fine vocals add up to a top tune.
B "I CAN'T GET STARTED" (2:40) [Chappel & Co.] Buddy's fine talent as a troubadour stands out on this slow jump number. He does a real bang up job against fine support.

Teddies Phillips Orchesta (King 15221; 45-15221)
B "MOMMA, MOMMA, MOMMA" (2:28) [Hoffmann Music] The fine vocal of Teddie Phillips has a cut in a catchy tune to which Lynn Hoyt does a bit of vocals. The song told by the lyrics is cute.
B "THE OLD RED BARN" (2:36) [Wemar Music] Vocal choruses are handled by a trio that makes out the chorus in a fine love song number with a pretty floating air. The melody is most inviting.

PEARL BALEY (Carol 60945, 9-60945)
B "HUG ME A HUG" (2:51) [Al Gallucci Music] A huggable tune that has the same flavor as "Take Two To Tango" is glowingly offered by Pearl Bailey. It's a fine follow up that shows all of the thrush's personality. Don Redman does a great backing.
B "I ALWAYS SHAVE THE TREE" (2:35) [Bernie Music] Pearl gives out with some rhythm as she glides over a moderate tempo just with the thrill of her style. This slow steady beat is factured throughout.

DON HOWARD (Triple A 2504)
B "LISTEN TO MY SONG" (2:56) [Terry Music] Don Howard has a hit in "Oh Happy Day" comes up with two other grooving sides to set another tempo than his "Happy Day." Don accompanies himself with his guitar.
B "LISTEN TO MY SONG" (2:56) [Terry Music] Don Howard has a hit in "Oh Happy Day" comes up with two other grooving sides to set another tempo than his "Happy Day." Don accompanies himself with his guitar.

LEE LAWRENCE (London 1288; 45-1289)
B "WALTZING THE BLUES" (2:48) [Peter Maurer Music] An old combination of a waltz tempo and a blues melody are combined for Lee Lawrence on this half. Backed by the Ted Heath orchestra, the results are unusual.
B "THE GOOD BOOK SAYS" (2:40) [Unpublished] Here Lee teams up with the Stargazers and Ted's orchestra to do a roasting jubilee with a touch of soul. Handclapping adds life and color to the side.

Delta Rhythm Boys (RCA Victor 20-5217; 45-5704)
B "DANCIN' WITH SOMEONE" (2:45) [Vearnor Music] The smooth harmony of the Delta Rhythm Boys shows a fine blend on a love sentimental ballad. It's a pretty piece of listening with a smooth backing.
B "GONE. BABY" (2:25) [General Music] The tempo and atmosphere are changed completely as the boys run through this jump. The low voiced basses take the lead and really sounds out the tune. They do a good job of selling the number. Backing is good.

Doris Drew (Mercury 79005; 77006 x 45)
B "SIDE BY SIDE" (2:35) [Shapiro Bernstein & Co.] Some fine coverage of a classic hit tune is presented by Doris Drew in Rainholt Carroll's orch. The result is pleasing but a bit too tame to make a shocking impression.
B "SINCE YOU WENT AWAY FROM ME" (2:35) [Sunbeam Music] Doris Drew with a guitar set up a smooth and simple backing for a very lovely multiple voice vocal by Doris Drew. The tune has a folk feeling to it. Very pretty.
NEW YORK:

It's really going to look like the good old days on Broadway this week with the bands playing it up strong. On one block we're going to have Harry James and his orchestra and on the next block Les Brown... Mary Small and Vicky Mizzy off to London for a Palladium date. ... Fran Warren held over with the Danny Kaye show at the Palace. ... Looks like Russ Morgan has a big one in "I'll Be Hanging Around." ... Bob Boller, Rainbow Records sales manager, off to Chicago where he's giving a party for disk jockeys and juke box ops at the Sherman Hotel, occasion is Rainbow's hit disk "Caravan." ... Joe and Thelma Delaney celebrated Martin Gras down in New Orleans dressed as clowns—complete with white faces. ... Joe Mamone, Capitol Records juke box contact man, making the rounds with George Caryl, new gal singer on the label. ... The new Hugo Winterhalter release of "The Magic Touch" and "Will-O'-The Wisp" on RCA Victor will be the subject of big prizes to field men who go above quotas. ... Songwriter Bob Harris thrilled with the Vic Damone introduction of his tune "Love Light" on the Jo Stafford show Wednesday night.

Originally recorded as an instrumental by Harry James, Nat Cole has an unreleased platter on Capitol. ... London Records of England have acquired the Bob Carroll Derby Record "Say It With Your Heart" for world distribution. ... Bob Monroe's first disk is due to be released next week, set for major buildup by Capitol. ... Billy May's band one nighting into these eastern parts for His Hotel Stater opening March 28. ... Irving Fields and his trio opened at the Park Sheraton for the fifth consecutive year. ... And Jack Devaney, as he was leaving the office of a guy who was making a great effort to show how important he was, cracked: "You'll notice he was making all the phone calls. No one was phoning him."

CHICAGO:

Al Berlin of Warner Bros. came up with the idea. And Eddie Ballantine, ex pilot for the Breakfast Club, followed thru. To make a special full week's celebration for grand, old Uncle Willy Rooster's 80th birthday (64 years of which have been spent writing grand music) Mar. 18-24. Eddie has now turned pluggers. And is trying to get everyone in the music biz to join bands to play Uncle Willy's two greatest: "Meet Me Tonight In Dreamland" and "I'll Love To Live In Loveland." ... Paul Insetta's pops in with "the corner" (as Mitch Miller titles him). 22 years old Jerry Vale who has one of the grandest of voices. K. Stern heard around professionally for about 5 years. Has just Columbia'd: "You Can Never Give Me Back My Heart." Sounds like a comer alright. ... Sherrill Fiddle's songwriting platter has officially been dropped. You can't plug "Gay Caballetro" and "This Is Heaven." ... Jimmie Laine of Jamboree in town, Dinners with Donald Chess. Night with Al Benson. Day with Jimmy Martin. And thrilled to hear deejays spinning Nancy Reed's Juhibling of "You Never Tell Me" which sounds like Nancy's goin' places. ... Buddy Moreno more thrilled as orders flood in from juke box ops pushed by Tavern Owners Assn to place his Charting's of "Let's Go Down To The Tavern" the juke box hit all over everywhere. ... Johnny Martin of the Chez Grand voice. Grand kid. In discussions with Dewey Bergman, A & R for King. ... Rocky Reif riding high with Perry Como's "Wild Horses." ... Pearl Eddy of the Cameo, swank eatery, getting nice support from deejays and juke box ops for her Mercury's: "When I Get You Alone Tonight." ... Harry James extrains into town. ... Three Hall Passes for dedicating that tune to our anniversary this past Sunday on WAT. ... Sweets letter on verrs smart letterhead from l'il Del Ward. "Hi, ya, well here I am in the Big City (Noe Yawk and on TV yet) and I tell you a country gal like me sure can get lost in the hurly burly of it all." (Which we must definitely believe.) ... L'il Del's got her two l'il feet too solidly planted on old Mother Earth. ... Nice note from Ned Miller who's all thrilled over Kay Stedman's pickin of his "Too Busy." Seems, from all indications that Ned'll be too busy from now on with "Too Busy" as other songsters grab for the tune.

LOS ANGELES:

Music biz running high in gear with the Japanese import "Gomen Nasai" leading the way. ... Irv Shorten, Allied Record distribs, now handling the Savoy line, is off and running with a whopping big hit in the Emett Slate Trio's rendition of "My Lovin' Of Woman." ... Gordon Wolf, Sunland Music, handling the Zodiac hit diskin of "Hello Sunshine." ... Harry Belafonte a solid smash at the Ambassador. ... Ben Pollack isn't "pickin' ribes" these days—but serving 'em up to any and all at the eatery he's got over on the Sunset Strip. ... Jimmy Warren laid low with real bad case of the flu still smiling thru it all, as the Clovers come up with another great one in their latest Atlantic winner. ... The secretary over at Art Upright's office who must have blushed purple after telling visitor Herman Lubinsky that Art was "in conferences" Aras been on the road for more than a week now. ... A note to Lee Majied: the guest room you waits, site, etc. ... Ya gotta go a long way to beat Kay Starr's chipping on that "Rain, Rain" etching. ... Only reason that the majors can't do more to get a linker's durn in the rhythm biz is that they feel they've only to record an artist, and Reports that Capitol may exit their main rhq here are unfounded we learn. ... John Dolphin signed Marvin Phillips this week—now has both ends of the Jessie and Marvin combo. ... Leon Rene due to rerenter the dance floor this week. ... Lew Cloud, Imperial Records, off on a quick road trip this week. ... Larry Nead has the Korla Pandit masters up for sale—anybody interested? ... Joe Billardi, on a trip through the middle west at the firm's "Baby, Baby" starts making waves. ... We hear that Godfrey's a ciner for top governm't post. ... That "Brew 102" TV stanz is a good example of commercials sandwiched between some music—ugh. ... and speaking of the latter, we counted 12 minutes of music as against 23 commercials on a 40 radio show the other day.

"It's What's in THE CASH BOX That Counts"
MARiais, MIRANDA & MITHCH MILLER ORCH. (Columbia 14-M 4250) "TAKE OFF YOUR JACKET" (2:00) [Dartmouth Music] Another Josef Marais composition is presented in cute novel fashion by the three "M's," Marais, Miranda & Miller. The ditty has a happiness to it.

"UNGA WENA WENA" (2:10) [Fideree Music] A novel waltz-tune, tap dance number composed by Marni and beaten out to an exciting umba tempo is offered by the trio. It's a cute number that should get spins.

STAN KENTON ORCHESTRA (Capitol) "JEFFERS CREEPERS" (2:16) [M. Wittman & Sons.] A fine standard with an infectious swing rhythmically offered by Stan Kenton's own genius. Bill Connor does the chipping. It's a cute r the piece.

"BULL WALKED" (2:22) [Mala- bar Music] Another jump piece that has a Latin touch to it and a cute set of music. The rhythm is very pretty, and lends itself well to the Stan, the ork, Chris and the ensemble. Noveltv might catch on.

ROSSALIND PAICE & THE SATISFACTIERS (Meccato) "LET'S GO WALKING" (2:02) [Dubonet Music] A good theme song for a walking group and a fine aperitif song that has an inviting beat. It is given a fine treatment by Rossalind Paice, Bill Kapina and Bernie Bocco's Trio backings.

"THE POCATELLO POLKA" (2:25) A lively polka gets a light and colorful going over by the crew. Handclapping and fine rhythm make this a happy side.

CHARLIE SPIVAK ORCHESTRA (King 15225; 45-15225) "RED LILACS" (2:58) [Sherwin Music] The smooth baritone voice of Joe Tucker gets a warm ork back-drop set up for him by Charlie Spivak and his boys. It's a good ballad that contains some of Charlie's stylish sweet trumpeting.

"SENTIMENTAL TRUMPET" (2:58) [Leora Music] The band dishes up another smooth orking that's top notch for dancing and again features the great trumpeting of the leader.

JACK FINA ORCHESTRA (MGM 11441; K-11441) "OCEANA ROLL" (2:30) [Jerry Vogel Music] A light instrumen- tal stemming from the fife "Two Weeks With Love" is given a Jack Finna's stylization with the piano taking the lead. The little bouncer features a cute vocal with it.

"TEN PAN ALLEY RAG" (2:44) [MGM] The piano takes the lead position once again on a fast mov'-ry bouncer. The little bitting over the keyboard and the good tempo make the tune some pleasant listening.

BILL McGRAW (At Disc 210) "DON'T SAY WE'RE THROUGH" (2:38) [Robert Mellin Music] A fine voice is heard on this hit that comes from Bill McGraw. Bill's voice has a classical touch to it as he sings a lovely ballad.

"SEAFAARING STRANGER" (2:47) [Cumbus Music] Once again Bill is backed by Joe Leahy's men as he tells a story in a soft and tender manner. The tune is very pretty and could catch on with a push.

NEAL HEFTI ORCHESTRA (Coral 72012; 45-72012) "LAKE PLACID" (2:47) [Max- guerra Music] A good jump tempo tune that features a good bit of rhythm is run through by the Neal Hefti Orchestra. The number comes from his "Swingin' On Coral Reef" album and is Neal's own composition.

"CORAL REEF" (2:55) [Su- preme Music] The title tune of the album is another soft instrumental jump. Fine team work sends out this jump.

DUKE ELLINGTON ORCHESTRA (Columbia 439942; 4-439942) "ROCK-SKIPPIN' AT THE BLUE NOTE" (2:55) [Tempo Music] Duke Ellington fans ought really take to his jump version of a good item highlighting the fine trumpeting of Roy Nance.

"THE VULTURE SONG" (2:43) [Talague Music] A melody and treatment as eerie as the title of the song, is wandered through by the El- lington gang while Jimmie Grissom handles the vocal chores.

HELEN O'CONNELL (Capitol 1526; F-2163) "WITH ALL MY TEARS FOR YOU" (2:16) [ Shapiro Bernstein & Co.] This arrangement is输 out through by the Neil Hefti Orchestra. The number comes from his "Swingin' On Coral Reef" album and is Neal's own composition.

"SILLY HEART" (2:32) [Rudolph Music] Young Toni Harper and her fine voice slide through a smooth bluesy item set against a subdued back- ing by Paul Weston's ork.

"I'LL NEVER FORGET YOU" (3:12) [Leo Feirt Inc.] The tempo is a bit faster for this side as Toni chugs along to a stylish piece with some good rhythm. The Weston aggregation backs this number.

FREDDY COLE (Okeh 4036; 4-4036) "LOVE ME TENDER" (2:09) [Haldorstock Music] A good theme song that comes from the song "Cry Me a River" and is sung by Joe Reisman and his crew.

"WHISPERS OF LOVE" (2:17) [Hilde Music] A melody that has a richer tune that appears to have greater possibilities, is voiced by Freddy. A chorus adds a further warmth to this li d.

ELLA FITZGERALD & JERRY GRAY ORCH. (Decca 9-28589) "I CAN'T LIE TO MYSELF" (2:15) [Hill & Range Songs] The great voice of Ella Fitzgerald gets a smooth setting from Jerry Gray's ork she sings a slow jump in her in-fections manner. The tune and rendition are both pretty.

DAN NEWS "DON'T WAKE ME UP" (3:00) [MGM] Ella waltzing with a Benjimn & Weiss band with a lifting and interesting melody. The catchy tune is pretty, and her voice great.

VICTOR MARCHESI (MGM 8-1413) "IN THE STILL OF THE NIGHT" (2:42) [Chappell & Co.] A great Cole Porter standard gets new life as one can gather from the lively and exciting vocal arrangement offered by Victor Marchesi. He holds the lovely Latin tempo number with his strong voice.

THE STARGAZERS & THE CLAVILIONS (London 1291; 45-1291) "ANY OLD TIME" (2:10) [Ard- adia Music] The harmony of the Stargazers & The Clavi- lions. By runs through a good bouncer with an exciting bouncy Clavilions. The orchestra. The following is something different and is very interesting.

"COME TO THE WEDDING" (2:15) [Francis Day & Hunter] The in- the Gare Clavilions stand out once again and sets up a lovely atmosphere for the Stargazers' version of a pleasing waltz tempo item.

DAN JENKINS (MGM 11442; K-11442) "I DON'T WANT YOUR KISS- ES" (2:38) [Valmont Music] A lovely waltz is lovingly voiced by Danny Davis. It's a warm manner while Joe Leahy and his men supply the back- ing. This rich voice helps add beauty to the side.

FRANK AMATO (Trips A 2508) "ANYWHERE, ANYMORE" (2:34) The baritone voice of Frank Amato does a pleasing job of charting this song that has a flav- oring of the tune from "Oh Happy Day," by the choir is light.

SORENSETY "CAN'T HELP MYSELF" (2:15) The vocalista does an ok job on a great old Italian standard. With part of the tune done in Italian, the result is pleasant.

www.americanradiohistory.com
Facing The Music

CHICAGO—Karen Chandler, who came into national prominence with her Coral recording of “Hold Me, Thrill Me, Kiss Me,” admires the Seebury phonograph as Fred Ansell (left), her manager, and Morris Ginsburg of Atlas Music Corporation, Chicago distributor for Seebury, look on.

Joni James And Manager Split; Singer Charges Unconscionable Contract

NEW YORK — Joni James, who skyrocketed to national prominence as a result of her hit MGM recording of “Why Don’t You Believe Me,” announced that Roy Rodde is no longer acting as her personal manager.

Stanley Goldstein, of the New York firm of Goldstein, Golenbeck & Barell, the thrash’s attorneys, stated that her management contract with Rodde is unconscionable and that it provides that he is to receive half of her earnings for life. Furthermore, Goldstein stated, Rodde has a large television appliance business in Chicago and because of the pressure of his own business he has not been able to act as his personal manager in the true sense.

Joni stated she was sorry this action had to be taken but that her whole future was at stake.

The young singer is currently making her New York theatre debut at the Paramount Theatre.

Donn Tibbetts Named Head of American Society of Disk Jockeys

NEW YORK — George Goodwin, founder of the American Society of Disk Jockeys, announced this week that he had resigned as prexy of the society, turning over the reins to Donn Tibbetts, disk jockey at Radio Station WFEA, Manchester, New Hampshire.

The ASDJ was founded on April 11th, 1949 by Goodwin as a fraternal organization to give the disk jockey a recognized professional status, and to act as a free employment exchange for its members. The project quickly found favor with the deejays. Over 4,000 gus and gals, representing about 95% of all engaged in the field joined up the first year.

Goodwin, who is not a disk jockey, feels that at this time the interests of the ASDJ could be better served by turning over the management to its members. Because of the outstanding job Donn Tibbetts has done as regional administrator in New Hampshire, he was selected as the first president of the organization. Tibbetts has accepted the position on a temporary basis until a national election can be held early this year. Officers will serve one year, in order to give members in the various parts of the country a chance to serve. George Goodwin, who will continue in an advisory capacity, and all officers of the ASDJ, will serve without remuneration.

Capitol Declares Dividend

HOLLYWOOD—The Board of Directors of Capitol Records, Inc. today declared a dividend for the first quarter of 10 cents a share on the common stock, payable April 1 to shareholders of record March 15.

In 1952 a 12½-cent dividend was declared in June, followed by a 30-cent dividend in December. The 1951 dividends totaled 35 cents and the 1950 15½ cents.

The directors also declared the regular quarterly dividend of 65 cents a share today on the 2,260 cumulative convertible preferred stock, payable April 1 to holders of record March 15.

Declaration of the dividends followed one of the best years in Capitol's history.
HOLLYWOOD—Bob Keene, west coast bandleader, whose Vogue record of “Begin The Beguine” is getting on a ride in the airwaves, shows a group of his teen age fan clubs around Hollywood. Here they have just visited the Brown Derby. Bob periodically escorts the teenagers who visit Hollywood around the town showing them the sights and the famous spots they want to see.

Chuck Norman
WIL-St. Louis, Mo.
1. I'll See You Again (M. Conley)
2. South of the Border Round-Up (Aligion)
3. On the Other Side of the World (Teasdale)
4. Let's Go Wild (Edd Sibley)
5. How Much Is That Doggie In The Window (Shea)
6. Go Wild (Ferree)
7. Don't Let The Stars Get In Your Eyes (Ferree)
8. I've Got My BabyHere (Steeplechase)
9. I'm Getting To Know You (Cousins)
10. Let's Fall In Love (Cook)

Buddy Deane
WITH-Baltimore, Md.
1. Don't Let The Stars Get In Your Eyes (Ferree)
2. I'll See You Again (M. Conley)
3. South of the Border Round-Up (Aligion)
4. On the Other Side of the World (Teasdale)
5. Take Me Out To The Ball Game (Brewer)
6. Bring Me Some Sugar (Ferree)
7. I'm Getting To Know You (Cousins)
8. I've Got My BabyHere (Steeplechase)
9. Let's Fall In Love (Cook)
10. I Believe (Jame Page)

Donn Tibbetts
WEF-Long Branch, N. H.
1. Side By Side (Kay Starr)
2. I'll See You Again (M. Conley)
3. South of the Border Round-Up (Aligion)
4. On the Other Side of the World (Teasdale)
5. Don't Let The Stars Get In Your Eyes (Ferree)
6. I've Got My BabyHere (Steeplechase)
7. I'm Getting To Know You (Cousins)
8. Bring Me Some Sugar (Ferree)
9. Let's Fall In Love (Cook)
10. I Believe (Jame Page)

Art Tacker
1. How Much Is That Doggie In The Window (Page)
2. The Words I Want To Say To You (Talbot)
3. I Remember (Talbot)
4. Don't Let The Stars Get In Your Eyes (Ferree)
5. I've Got My BabyHere (Steeplechase)
6. Bring Me Some Sugar (Ferree)
7. I'm Getting To Know You (Cousins)
8. Let's Fall In Love (Cook)
9. I Believe (Jame Page)
10. I Don't Know (Bill Dun)

Don Bell
KNTX-Dallas, Tex.
1. I'll See You Again (M. Conley)
2. South of the Border Round-Up (Aligion)
3. On the Other Side of the World (Teasdale)
4. Don't Let The Stars Get In Your Eyes (Ferree)
5. I've Got My BabyHere (Steeplechase)
6. Bring Me Some Sugar (Ferree)
7. I'm Getting To Know You (Cousins)
8. Let's Fall In Love (Cook)
9. I Believe (Jame Page)
10. I Don't Know (Bill Dun)

Paul E. X. Brown
WERD-Atlanta, Ga.
1. I've Seen Her (Take Me)
2. I'll See You Again (M. Conley)
3. South of the Border Round-Up (Aligion)
4. On the Other Side of the World (Teasdale)
5. Don't Let The Stars Get In Your Eyes (Ferree)
6. I've Got My BabyHere (Steeplechase)
7. Bring Me Some Sugar (Ferree)
8. I'm Getting To Know You (Cousins)
9. Let's Fall In Love (Cook)
10. I Don't Know (Bill Dun)
Six to grow on!

These are six that make sense—for the record dealer, a solid package that adds up to important sales volume; for the deeJay, they’re fresh and outstanding programming. Go and GROW!

1. THE MAGIC TOUCH
2. TRAIN, TRAIN, TRAIN
3. MORE LUCK THAN
4. THE DEVIL’S SERENADE
5. CONGRATULATIONS TO SOMEONE
6. YOU TIED OF ME

RCA Victor
Best Sellers

- DON'T LET THE STARS GET IN YOUR EYES
- WILLY-O’ THE WISP
- HEART AND HANDBAG
- WITH LOVE AND HATE
- THE SONG THE ANGELS SING

**RCA VICTOR ORDER HERE!**

**45 rpm**

<table>
<thead>
<tr>
<th>Track</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>20/5064</td>
<td>DON'T LET THE STARS GET IN YOUR EYES</td>
</tr>
<tr>
<td>20/5064</td>
<td>WILLY-O’ THE WISP</td>
</tr>
<tr>
<td>20/5064</td>
<td>HEART AND HANDBAG</td>
</tr>
<tr>
<td>20/5064</td>
<td>WITH LOVE AND HATE</td>
</tr>
<tr>
<td>20/5064</td>
<td>THE SONG THE ANGELS SING</td>
</tr>
</tbody>
</table>

**TIPS on This Week’s Release**

“I feel like I’m gonna live forever (from the musical prod. “Hazel Flagg”)

Sunny Gelo...

20/5216 (47-5216)

PLEASE, PLEASE, PLEASE

THE GOLDEN YEARS

(from the Paramount film “Houdini”)

Tony Martin...

20/5208 (47-5208)

DANCIN’ WITH SOMEONE (Longin’ For You)

Long Gone Baby

Della Reese...

20/5217 (47-5217)

*45 rpm cat. nos.*
During the past fortnight, we’ve been treated to a number of plaint in regard to methods and manner of “plugging” — particularly those of the various music and ladies who are responsible for building programs for radio stations and, as such, comprise probably the most important single element in the presentation and exploitation of records, songs, artists, etc. Certainly no small tangent of the music business—and certainly one to which we should lend an ear.

Because if these good folk have any constructive criticism or objection to the ways and means by which records, songs, artists, etc., are currently being publicized, it does behoove us to take their most unqualified attention—before we find them promoted out of business.

In the village wherein we circulate, there are some eighteen radio stations, as such that at this time there are some eighteen bulletin boards identified by some group of three or four call letters. Within these varied portals, there are either one or two, all the way up to a score. All of these boards are entirely concerned with making the yok-yok through the wireless in between about the greatest deal in T.V. or the greatest deal in corned beef hash. These sundry individuals are referred to as disk jockeys, and, while their primary objective is to sell the auto, TV, etc., and hash, they also do a rather commendable job in selling phonograph records.

Each of the eighteen stations employs (at least) one individual—and, sometimes, as many as four or five—whose responsibility it is to “build” the programs of records about which the disc jockeys yok-yok when they are not selling about autos, etc., etc. Very few of the yokkers, you see, do their own programming.

It was these librarians, program builders, program directors, etc., who bemoaned their collective problem to and, to some extent, was regarded as the essence of our affair(1), we find ourselves of a mind to agree with them.

The point being this:
Assuming that most of these gentry and gently arrive at the stations at a reasonable hour in the morn, they find themselves literally confronted by a stack of mail awaiting them, stopped many a mile of interest.

Therefore, before they can get down to the business of putting the shows together for the following day, they are forced to wade through the stacks of cards, flyers, letters, wire, cocktail party invitations, announcements, recorded greetings, pictorial layouts, and etc., besides the ordinary mail from sponsors who insist that certain records be programmed for his fifteen-minute segment or he’s gonna pull the show off that station... All of the mail usually refers to all of the records which are contained in the packages accompanying same to the packages which arrived last week, or last month or last year; those stating that such and such is a smash in chromium and aren’t you a dope if you don’t program it NOW! However, after a couple of hours spent in disentangling themselves from all this, the program builder relaxes a bit by taking two pulls off the ciggle she or he lit five minutes ago, and gets set to the assigned task.

And then the parade begins... The "drum major" is the song plugger who has only visited the station each morning for the past eleven days (twice on Friday, when the weekend shows are put together) to make certain that he “hoped you didn’t forget me.” He is followed by the record company promotion man who just wanted him— or her—to meet Nellie Newcomer, "our newest recording star." These first two roles immediately kill another half hour. But wait.

After a five-minute respite, during which the programmers manage to schedule two records for some show, the parade continues with no less than seven more publishers contact men, nine record company reps, three artists, one manager, and the station manager who wants to know if he—or she—can program four days in advance from now on, because the station is going to hold a series of programming meetings for a week or so.

Then it’s time for lunch.

No lunch. Too many people to see. Drink a glaas of milk and grab a peanut butter sandwich.

So, simply because a few busy program builders happen to hate peanut butter, a new rule is now in effect that no one gets in to see the lords ‘n’ ladies of the programming department except during certain hours.

Think it can’t happen?
It’s happened.
Watch it, Pluggers...

NATT HALE

**The CASH BOX**

**The Nations’ TOP 50**

**Compiled by Jack ‘One Spot’ Tuns**

---

**Known From Coast to Coast**

**Leslie Distributors**

**One Stop Record Service**

**New York**

750 — 10th Ave.

(750 — 10th Ave., 1265) WINDSOR ST.

Cable Address: Exor Record, N. Y.

---

**It’s What’s in THE CASH BOX That Counts**
Showman

NEW YORK — Tommy Reynolds greeted the audience during his engagement at the Paramount. Tommy has just signed a recording deal with Decca Records, and his first disk is "It's A Wonderful World" backed with "I Ain't Got Nobody" is out this week.

Major Chi Record Stations Set Up Plug Schedules

CHICAGO — Record plugging situation, for some time the lane of some program directors and librarians here, finally came to a head this past Monday (February 23).

There are three primary sources of record exploitation here, Radio Stations WIND, WCFL and WJJD have initiated rigid visiting hours for song pluggers, record promoters and record company representatives.

Effective as of February 16, all visits for the purpose of promotion to these stations have been set up according to the following schedule:

Station WJJD: 12:30 P.M. to 2:00 P.M.
Station WCFL: 2:00 P.M. to 3:00 P.M.
Station WIND: 4:00 P.M. to 5:00 P.M.

According to reliable sources, methods employed by various promotion men responsible for accentuating time on records, on which a strong drive is apparent, has become a principle problem to the people who build programs for these three radio outlets. All three are independents and account for major share of Midwest's radio audience who listen to records.

Spokesman for one of the three stations intimated that many of the pluggers were encroaching upon valuable time by making their visits too frequent, too long, and too repetitious. Moreover he indicated that their goal was of such nature as to engender ill will.

Mizzzy Does Movie Score

NEW YORK — Vic Mizzy, well known songwriter and musicologist, has been signed to do the score of the forthcoming M.G.M. Technicolor musical, "Easy To Love," starring Esther Williams and Tony Martin. Mann, with whom Mizzy has been writing for some years, has been signed to do the lyrics.

Mizzy is also arranger and musical director for his wife, Mary Small.

"It's What's IN THE CASH BOX That Counts"
New York, N. Y.
1. Till I Waltz Again With You (Teresa Brewer)
2. Don't Let the Stars Get in Your Eyes (Perry Como)
3. Me, You're Mine (Joni James)
4. Have You Heard? (Joni James)
5. I Don't Want to Miss Anything (Perry Como)
6. How Much Is That Doggie in the Window (Patti Page)
7. Your Cheatin' Heart (Joni James)
8. Hold Me, Thrill Me, Kiss Me (Joni James)
9. Side by Side (Kay Starr)
10. Why Don't You Believe Me (Joni James)

Los Angeles, Calif.
1. Till I Waltz Again With You (Teresa Brewer)
2. Have You Heard? (Joni James)
3. Tell Me You'll Stay (The Gaylords)
4. Wild Horses (Perry Como)
5. Happy Day (L. Walker)
6. Your Cheatin' Heart (Joni James)
7. Gamen-Naval (Richard Haynes)
8. Let Me Tell the Story of Your Eyes (Perry Como)
9. Hot Teddy (Ralph Flanagan)
10. Pretend (Calie & Sturti)

Chicago, Ill.
1. Say It With Your Heart (Bob Carrill)
2. How Much Is That Doggie In The Window (Patti Page)
3. Tell Me You're Mine (The Gaylords)
4. Don't Let the Stars Get in Your Eyes (Perry Como)
5. Your Cheatin' Heart (Joni James)
6. Hold Me, Thrill Me, Kiss Me (Joni James)
7. Wild Horses (Perry Como)
8. Hold Me, Thrill Me, Kiss Me (Joni James)
9. Have You Heard? (Joni James)
10. Pretend (Calie & Sturti)

Cincinnati, Ohio
1. Till I Waltz Again With You (Teresa Brewer)
2. Don't Let the Stars Get in Your Eyes (Perry Como)
3. Much Is That Doggie In The Window (Patti Page)
4. Tell Me You're Mine (The Gaylords)
5. Your Cheatin' Heart (Joni James)
6. Have You Heard? (Joni James)
7. Pretend (Calie & Sturti)
8. How Do You Speak To An Angel (Joni James)
9. Why Don't You Believe Me (Joni James)
10. Anywhere I Want to Dance (Randy Stewart)

Dallas, Tex.
1. Till I Waltz Again With You (Teresa Brewer)
2. Tell Me You're Mine (The Gaylords)
3. Have You Heard? (Joni James)
4. Tell Me You're Mine (The Gaylords)
5. Your Cheatin' Heart (Joni James)
6. Have You Heard? (Joni James)
7. Tell Me You're Mine (The Gaylords)
8. Hold Me, Thrill Me, Kiss Me (Joni James)
9. Open Up Your Heart (Bob Cape)
10. Hot Teddy (Ralph Flanagan)

Brookfield, Wisc.
1. Till I Waltz Again With You (Teresa Brewer)
2. Tell Me You're Mine (The Gaylords)
3. Oh Happy Day (L. Walker)
4. How Much Is That Doggie In The Window (Patti Page)
5. Your Cheatin' Heart (Joni James)
6. Hold Me, Thrill Me, Kiss Me (Joni James)
7. Tell Me You're Mine (The Gaylords)
8. Hot Teddy (Ralph Flanagan)
9. Anywhere I Want to Dance (Randy Stewart)
10. Open Up Your Heart (Bob Cape)

Washington, D. C.
1. Till I Waltz Again With You (Teresa Brewer)
2. How Much Is That Doggie In The Window (Patti Page)
3. Don't Let the Stars Get in Your Eyes (Perry Como)
4. Oh Happy Day (L. Walker)
5. Tell Me You're Mine (The Gaylords)
6. Have You Heard? (Joni James)
7. Tell Me You're Mine (The Gaylords)
8. Hold Me, Thrill Me, Kiss Me (Joni James)
9. Anywhere I Want to Dance (Randy Stewart)
10. Open Up Your Heart (Bob Cape)

Des Moines, Iowa
1. Till I Waltz Again With You (Teresa Brewer)
2. Tell Me You're Mine (The Gaylords)
3. Hold Me, Thrill Me, Kiss Me (Joni James)
4. Have You Heard? (Joni James)
5. Tell Me You're Mine (The Gaylords)
6. Pretty Girl (Kerry Chandler)
7. Down Home (Eddie Fisher)
8. Small World (Dorothy Callins)
9. Anywhere I Want to Dance (Randy Stewart)
10. Tell Me You're Mine (The Gaylords)

Detroit, Mich.
1. Till I Waltz Again With You (Teresa Brewer)
2. Tell Me You're Mine (The Gaylords)
3. Hold Me, Thrill Me, Kiss Me (Joni James)
4. Have You Heard? (Joni James)
5. Tell Me You're Mine (The Gaylords)
6. Wild Horses (Perry Como)
7. Hot Teddy (Ralph Flanagan)
8. Hold Me, Thrill Me, Kiss Me (Joni James)
9. Anywhere I Want to Dance (Randy Stewart)
10. Tell Me You're Mine (The Gaylords)

It's What's In The CASH BOX That Counts
Paul And Ford Day In Asbury Park

Upper—Crowds gather outside of Niesen's Music Center waiting for Les Paul and Mary Ford.

Lower—Les and Mary compare notes with the son of Mr. and Mrs. Barney Niesen.

ASBURY PARK, N.J.—The personal appearance of Les Paul and Mary Ford was the highlight of a promotional program for the two recording stars and Niesen's Music Center in Asbury Park, New Jersey, recently. The tremendous amount of planning and perfect timing of the event helped the promotional stunt work out as the most successful of its kind ever attempted in that area.

Advance publicity releases were sent out to all newspapers in the area, and the cooperation received from them was overwhelming. The papers ran feature articles about Les and Mary and their coming appearance. Thirty inch advertisements were run twice in the dailies and once in the weeklies of the city announcing the "Les Paul and Mary Ford Day" celebration.

Three days prior to the "Day," spot announcements were placed on radio station W.L.K. During these days and all through Saturday, the stations cooperated in playing the records of the guitarist duo and making frequent announcements about the event.

Arrangements were made to have the Mayor of Asbury Park, George A. Smock, III, proclaim that Saturday as "Les Paul and Mary Ford Day." The personal appearance was advertised on the radio from 1:30 to 2:30 of that Saturday afternoon and by 1 P.M. the doors of Niesen's Music Center had to be closed. Crowds swarmed into the store with hundreds more milling around in front of the shop.

Promptly at 1:30, the principals arrived, and were met and escorted to Niesen's by the Mayor, members of the City Council, the City Manager, and the President and General Manager of the Chamber of Commerce.

Photographers from the newspapers were present to take shots of the happening, many of which later appeared in the local papers in follow-up stories.

From 1:30 to 4 P.M., it is estimated that about three thousand persons entered the record store and greeted Les and Mary. Many of the customers bought records and had their autographs by the artists. Two policemen were stationed inside the store and many more were outside controlling the crowds. The entire store featured a display of the artists' records which were installed together with signs announcing the celebration. On the day of the event all other merchandise in the store was relegated to the background.

A remote radio hook-up was installed in the Niesen store and a fifteen minute program was broadcast from 2:15 to 2:30 P.M. on the personal appearance day. Les, Mary, Mayor Smock, Mr. Niesen, and other local officials were interviewed at the opening and afterwards the "Roving Mike" picked up comments from the customers on location.

The resulting sales of the Les Paul and Mary Ford records coming directly from the event were far in excess of the prior estimate given by Mr. Niesen.

Following the personal appearance, Miss Mary Ford, Town Mayor, entertained her guests at a buffet dinner and cocktail party served to the members of the party in the Liani Suite of the Berkeley-Carzart Hotel on the ocean front in Asbury Park.

Bobby Mellin Returns From Europe; Prepares To Open Several Firms There

NEW YORK—Bobby Mellin, publisher of such hits as "Here In My Heart," "I'm Yours," etc., returned from a six-week visit in Europe last week. On a combination business and vacation trip, Mellin, who owns the publishing picture there and is now preparing to open firms in several European countries, said that the big difference in the publishing business there is release dates must be kept. It's not enough for a record company to get a license to do a tune. It has to get a specific okay from the publisher for the release date.

In Europe also, publishers work on a number one plug basis as they used to do here. Theater plugs and band plugs mean much more there. Radio plugs don't mean much as they do here in England, for instance, there is only one radio station. As a result of this, exploitation possibilities are much smaller and in turn there are a smaller number of publishers.

In England, also, publishers openly pay for arrangements and it is an open book. As a matter of fact there are set prices for arrangements. Mellin found that most major American record companies have branches there and that American records are very popular. American tunes are heard all over Europe and in non-English speaking countries they are held in great veneration. Mellin surveyed the American songs way up on the lists and Mellin's own tune "Here In My Heart" was number one there for eight weeks.

Mellin found that he was treated warmly by the people both in the trade and out. He was not cheated by one writer or one cab driver. And he found that despite the various political complications of each country, the people seemed to live their own lives normally and happily.

As a business, he picked up several pieces of material which he has great hopes for. In addition he had many tunes recorded which are not available in the States and are unique.

Mercury Signs Leo Fuld

CHICAGO—Leo Fuld, international singing star, has signed to an Mercury recording contract. Fuld's first Mercury dial, coupling two of his own compositions, "Zigany Melody" and "Yankee," is scheduled for release on March 16.

Fuld, who has achieved great success throughout Europe, formerly recorded for London and a couple of years ago had a disc hit on that label in "Where Can I Go."

Fuld is currently co-starred with Myron Cohen in the Hal Zeiger musical revue, "Farfel Follies," which opened a four-week engagement, March 2, at Chicago's Selwyn Theater. Following the Chicago engagement, the show will tour key cities throughout the country for 18 additional weeks.

Mercury Records' Art Talmadge, who negotiated the company's deal with Fuld, announced that he plans to record the singer on both specialty and "pop" numbers. An extensive promotional campaign is being set up.

"It's What's in THE CASH BOX That Counts!"
That's right! The Cash Box will give you DOUBLE YOUR MONEY BACK if you don't agree that The Cash Box is the finest publication for you in all the history of the coin operated machines industry!

No other publication in the history of this industry has ever dared to make such an offer.

Fill out the coupon on the bottom of this page today! Enclose your check for $15.00 for a full year (52 week's issues) of The Cash Box!

Read the first four issues.

If you don't agree, after going over the first four issues you receive, that The Cash Box is the greatest magazine you've ever yet read to help you progress in your business... send back those first four issues... get DOUBLE YOUR MONEY BACK for those first four issues... PLUS...the original $15.00 you sent for the entire year's subscription!!

YOU CAN'T LOSE!

If anything at all... you can get DOUBLE YOUR MONEY BACK... by subscribing to The Cash Box TODAY!!!

THE CASH BOX
26 West 47th Street, New York 36, N. Y.

OKAY: I'll match you! Enclosed find my check for $15 for a full year's subscription (52 exciting week's issues) of The Cash Box. If I don't like the first four issues I receive, I am to return these first four issues to you, and you are to give me DOUBLE MY MONEY BACK for those first four issues PLUS the $15 which I am enclosing right now.

FIRM
ADDRESS..........................................................

CITY.........................................................ZONE....STATE

SIGNED.............................................................

"It's What's in THE CASH BOX That Counts"
Disk Stars Win Milky Way Awards

NEW YORK—Recording stars took four of the twelve top Milky Way Gold Star awards in a recently completed poll to find the leading child entertainers of the present day. It was announced this week by the Mars Candy Company, conductors of the survey.

"Sugar Chile" Robinson, who recorded for Capitol Records; the Bell Sisters, who smashed through to fame with their recording of "Bermuda" for RCA Victor last year; Jimmy Boyd, whose record of "I Saw Mommy Kissing Santa Claus," was the highlight of the Christmas season; and Molly Bee, new Capitol child singing sensation, will receive gold stars for being elected into the upper echelon.

More than 5,000 people in the entertainment field were canvassed for their votes to decide on the winners. These included leading movie, drama, radio and TV editors, columnists, disk jockeys and members of the entertainment profession throughout the country.

In additional to the recording stars, other children in the award winning bracket are David and Ricky Nelson, of the radio and TV program, "Ozzie and Harriet"; Gigi Perreau, who has been working on the Universal-International national lot for the past year or more; Bobby Driscoll and Brandon De Wilde of Columbia Pictures; Joey Walsh, Goldwyn Productions; George Winslow, Twentieth Century-Fox and Iris Mann of the Broadway theatrical hit, "Children's Hour."

Greetings For Silbert

NEW YORK—Bill Silbert, who recently started a new disk jockey show over WJGM, is pictured with two guests who helped him get off to fast start. Johnnie Ray and Bill Hayes. Johnnie is currently starring at the Copa Cabana and Bill is preparing for his role in the new Rodgers and Hammerstein show, "Me and Juliet."

Jerry Blaine's Mother Dies

NEW YORK—The mother of Jerry Blaine, head of Conant Distributing and Jubilee Records, died last Wednesday, February 24.

Blaine was on his way to the coast on an extended distributor trip and he flew back Wednesday evening to attend funeral services which were held at Westminster Chapel in Brooklyn.

Alan Dean At La Vie En Rose

NEW YORK—Alan Dean opened at New York's La Vie En Rose last Thursday night.

He surprised his audience by singing a program consisting of continental songs and besides singing in English, he also did a number in French and Italian.

A highlight of his show was "Luna Rossa" which was Dean's best selling MGM record here.

Les Harris, Victor Artist, Dead

NEW YORK—Les Harris, one of RCA Victor's top rhythm and blues artists, died last week. Les' latest record "And the Bull Walked Around Clay" is doing a bang up job for the company. The folks at Victor were not informed about Les' death until he was called for a recording session. His "Bull Walked Around" side was getting so hot that Victor wanted him to cut two more sides. A phone call to his home brought news of the tragic event.

Juke Box Ops Tie In With TV Music Programs

CHICAGO—Juke box ops throughout this area are taking full advantage of all TV music shows and are tieing right in with the songs featured on the music programs.

In most cases, it is noted that TV performers will feature the tunes most popular in the nation's juke boxes, and therefore the tie in quite profitable all around.

The TV program gets top attention as disk stars who have top tunes are featured, ops here claim. At the same time, they state, it gives them a real break for their Juke boxes.

Many here report that they have noted play jump up after some top TV music program has featured a recording artist whose disks are leading the field.

"In fact", as one noted Juke box op here stated this past week, "one record we thought was wall on its way out has been revived by some of the programs featuring the song star as well as having this artist sing this tune on these shows."

Ed Lawson Joins Capitol

NEW YORK—Ed Lawson has joined Capitol Records as salesman and promotion man for Cetra-Soria Records. Eventually Lawson will also handle Capitol's classical line. He reports to Hal Cool.

Rickey Hale In Bronx Club

NEW YORK—Rickey Hale, who recorded "Open Your Heart" on the Decca label, opens at The Neck Bar in the Bronx. Hale has been doing TV guest appearances.

Ginny Gibson In Auto Accident

NEW YORK—Ginny Gibson and her manager, Joan Lavita, were hurt in an automobile accident last week on the road between Richmond and Norfolk. They had been exhausted from plugging Ginny's records on disk jockey shows and fell asleep at the wheel. However both were released from the hospital after receiving treatment.
1. MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)
2. BABY, DON'T DO IT
The "3" Royales (Apollo 443)
3. YES, I KNOW
Linda Hayes (Recorded In Hollywood 244)
4. I DON'T KNOW
Willie Mabon (Chess 1531)
5. CROSS MY HEART
Johnny Ace (Duke 107)
6. SOFT
Tiny Bradshaw (King 4577)
7. LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)
8. DREAM GIRL
 Jesse & Marvin (Specialty 447)
9. BABY, I'M Doin' IT
Annisteen Allen (King 4608)
10. NOBODY LOVES ME
Fats Domino (Impulse 5220)

NO. 1 Spiritual
in Richmond, Va.
"GOD GOT HIS EYES ON YOU"
by The SINGING STARS
DOT RECORD 1155

Top Spiritual
In The Nation!
"DON'T GIVE UP"
by THE SOUTHERN STARS
CHERS NO. 1520

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

in HARLEM

1. MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)

2. BABY, DON'T DO IT
The "3" Royales (Apollo 443)

3. I DON'T KNOW
Willie Mabon (Chess 1531)

4. BE TRUE
Yardbirds (Red Robin 113)

5. CROSS MY HEART
Johnny Ace (Duke 107)

6. I'M GONE
Shirley & Lee (Aladdin 3153)

7. YES, I KNOW
Linda Hayes (Recorded In Hollywood 244)

8. DREAM GIRL
 Jesse & Marvin (Specialty 447)

9. BABY, I'M DOIN' IT
Annisteen Allen (King 4608)

10. NOBODY LOVES ME
Fats Domino (Impulse 5220)

in CHICAGO'S South Side

1. MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)

2. BABY, DON'T DO IT
The "3" Royales (Apollo 443)

3. I DON'T KNOW
Willie Mabon (Chess 1531)

4. SOFT
Tiny Bradshaw (King 4577)

5. CROSS MY HEART
Johnny Ace (Duke 107)

6. BABY, I'M Doin' IT
Annisteen Allen (King 4608)

7. NOBODY LOVES ME
Fats Domino (Impulse 5220)

in NEW ORLEANS

1. MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)

2. BABY, DON'T DO IT
The "3" Royales (Apollo 443)

3. I DON'T KNOW
Willie Mabon (Chess 1531)

4. SOFT
Tiny Bradshaw (King 4577)

5. CROSS MY HEART
Johnny Ace (Duke 107)

6. YES, I KNOW
Linda Hayes (Recorded In Hollywood 244)

7. DREAM GIRL
 Jesse & Marvin (Specialty 447)

8. TEN_hours
Eddie Boyd (Chess 1553)

9. NOBODY LOVES ME
Fats Domino (Impulse 5220)

in PHILADELPHIA

1. BABY, DON'T DO IT
The "3" Royales (Apollo 443)

2. MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)

3. LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)

4. I DON'T KNOW
Willie Mabon (Chess 1531)

5. DREAM GIRL
 Jesse & Marvin (Specialty 447)

6. CROSS MY HEART
Johnny Ace (Duke 107)

7. EARLY BIRD
Bill Doggett (King 4603)

8. CRAWLIN'
The Clarks (Atlantic 989)

9. COOL RAGE
Illinois Jacquet (Mercury 90901)

10. YES, I KNOW
Linda Hayes (Recorded In Hollywood 244)

in NEWARK

1. MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)

2. YES, I KNOW
Linda Hayes (Recorded In Hollywood 244)

3. CROSS MY HEART
Johnny Ace (Duke 107)

4. GABBIN' BLUES
Big Maybelle (Okeh 4921)

5. MEAN OLD WORLD
Little Walter (Checker 164)

6. LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)

7. I DON'T KNOW
Willie Mabon (Chess 1531)

8. I BELIEVE
Elmore James (Alligator 300)

9. BABY, I'M Doin' IT
Annisteen Allen (King 4608)

10. YOU'RE MINE
The Closets (Modern 11428)

in ATLANTA

1. MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)

2. YES, I KNOW
Linda Hayes (Recorded In Hollywood 244)

3. CROSS MY HEART
Johnny Ace (Duke 107)

4. MEAN OLD WORLD
Little Walter (Checker 164)

5. LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)

6. I DON'T KNOW
Willie Mabon (Chess 1531)

7. I BELIEVE
Elmore James (Alligator 300)

8. BABY, I'M Doin' IT
Annisteen Allen (King 4608)

9. YOU'RE MINE
The Closets (Modern 11428)

10. MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)

Listen to the first chorus and fall flat on your face... "I'M COMING BACK TO YOU" by Carmen Taylor
Mercury 70105

The Nation's
Rhythm & Blues TOP TEN
in DALLAS
in LOS ANGELES
in ST. LOUIS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To
The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. BABY, DON'T DO IT
   The "25" Royales (Apple 443)

2. SOFT
   Tiny Bradshaw (King 4577)

3. CROSS MY HEART
   Johnny Ace (Duke 107)

4. MAMA, HE TREATS YOUR DAUGHTER MEAN
   Ruth Brown (Atlantic 986)

5. TWENTY FOUR HOURS
   Eddie Boyd (Chess 1533)

6. I DON'T KNOW
   Willie Mabon (Chess 1331)

7. LET ME GO HOME, WHISKEY
   Amos Milburn (Aladdin 3164)

8. HOW MUCH MORE
   J. B. Lenoir (J. B. L. R. S.)

9. WHOOPIN' & HOLLERIN'
   Earl Forest (Duke 108)

10. MIGHTY LONG TIME
    Sonny Boy Williams (Trumpet)

in SAN FRANCISCO
in COLUMBIA, S. C.
in SHOALS, IND.

1. MAMA, HE TREATS YOUR DAUGHTER MEAN
   Ruth Brown (Atlantic 986)

2. BABY, DON'T DO IT
   The "25" Royales (Apple 443)

3. WHOOPIN' & HOLLERIN'
   Earl Forest (Duke 108)

4. NOBODY LOVES ME
   Fats Domino (Imperial 5220)

5. SOFT
   Tiny Bradshaw (King 4577)

6. K. C. LOVING
   Little Willie Littlefield (457 2110)

7. YES, I KNOW
   Linda Hayes (Recorded In Hollywood 244)

8. I DON'T KNOW
   Willie Mabon (Chess 1331)

9. DREAM GIRL
   Jesse & Marilyn (Specialty 447)

10. MY KIND OF WOMAN
    Emmett Ney Trio (Savoy 888)

8508 Sunset Blvd., Hollywood 46, Calif.
A NEW HIT!
by

THE CLOVERS
"CRAWLIN' I" "YES IT'S YOU"
Atlantic 989

SOON TO BE RELEASED
Lowell Fulson
"THE BLUES COME ROLLIN' IN"
and
"I LOVE MY BABY"
Swingtime 330

Swingtime Record Co.
3427 So. San Pedro Street
Los Angeles 11, Calif.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
BILLY TAYLOR/OSCAR PETTIFORD (Brunswick 8215)

“SLOW LITTLE WORDS” (2:37) [Harms, Inc.] The oldie was taped at a recent jazz concert and Taylor's treatment is a slow frenzy at the prodding of the audience. Exciting.

“OSCAR RIDES AGAIN” (2:39) [Modern Age] The under portion presents Oscar Pettiford and his educated cello. Tune is strictly a quick beat jazz item. Taylor, on the keyboard, can be picked up in the background.

BIG BOY GRUDUP (RCA Victor 20-5167)

“NELVINA” (2:53) [Kirby Smith] Big Boy Grudup charts a slow beat in his powerful voice. Guitar does some effective accompanying.

“KEEP ON DRINKIN’” (2:35) [Kirby Smith] Grudup dishes up a quick beat for the flip. Big Boy tells all of his ‘drinking’ because of his woman troubles in stirring fashion.

ARDEL CARL O. (Hi-Las 1419)

“MORNING BLUES” (2:30) Ardell Carl and his orchestra supply a slow romantic blues in easy fashion. An instrumental vocal helps round out an ok side.

“MY MOTHER’S EYES” (2:30) A feeling etching with ok chanting and dramatic outrage.

LOWELL FUSION (Swingtime 323)

“UPSTAIRS” (2:20) [Boyd Pub. Co.] Lowell Fusion dishes up a rhythmic quick-beat with his stylized chanting. Dish is exciting, and Fusion’s treatment set against some fine guitar and special gitarini makes this a top-flight deck.

“THEY RIDE YOUR LITTLE AUTOMOBILE” (2:40) [Boyd Pub. Co.] Flip is a change of pace item. Fusion charts a slow down item and does well by the tune.

JIMMY WILSON (Aladdin 3169)

“LEMON SQUEEZER” (3:38) [Aladdin Music Pub.] Jimmy Wilson and His All Stars wax a middle tempo bounce with warmish lyrics. Vocal is cold and okking good. This one should go good in the boxes.

“EVERY DOG HAS HIS DAY” (2:40) [Mesa Music Pub.] A slow beat blues appealingly sung by the artist.

The Case Box

RAY CHARLES

RAY CHARLES,

Ray Charles, who can sing like nobody’s business, dishes up one of his most stirring sides titled, “Miskey In My Heart.” The slow blues item is a melancholy tune that Charles reads with every trick at his disposal. For an emotion packed etching, this is it. The blues shouter gives an exciting and dramatic performance against a powerful ok backing that plays up to Charles but keeps in its proper setting allowing the singer free play. The flip is another slow tune, “The Snow Is Falling,” similar in nature, and Charles comes up with another very dramatic and explosive performance. Two rocking waxings, with perhaps a shade going to the upper lid.

STUMP & STUMFY

(MGM 11441)

“LOUD WOMAN” (2:59) [Beacon Music] The comedy team does a moderate tempo bounce in the norr-velve veins. The du do talk and sing fetchingly and will get chuckles. Ok piano in the background.

“TWO THIRDS DEAD” (2:39) Flip is another novelty and comes off the better side although presenta- tion is straighter.

The Case Box

STAN GETZ QUINTET

(Mercury 89025)

“THE WAY YOU LOOK TO-TIGHT” (5:00) [T. B. Harms] The Stan Getz Quintet break out with a wild reading of the beloved older Getz ride high and gives ample evidence as to why he is considered one of the top tenor saxmen in the biz. His fans won’t want to miss this one.

“STARS FALL ON ALABAMA” (3:15) [Mills Music] Another oldie this one on the slow kick. Mack shows he can do the soft stuff as well as ride high, wide and handsome. Strictly a Getz showcase for a moody reading.

JIMMY WITHSPER (Federal 12118)

“BLUES” (2:10) [Epic Records] This two-sided release is top notch. Jimmy’s tribute to Jay McShann is an emotionally charged, The other side is an okking blues. Witherspoon’s measty reading of light rhythmic bounce comes from the master and receives potent in the mood orking.

OSCAR McLOLLIE (Class 501)

“YOU CAN’T BRING ME DOWN” (2:59) [Leon Rene] Oscar McLollie dishes up the answer to the answer to “I Don’t Know.” This third in the seemingly never-ending series is appealingly etched by the Mcollie ork with Paul Clifton handling the by now familiar sounding lyrics. Chapter number three has the fom involved going down to see her lawyer.

“THE HONEY JUMP” (2:40) [Leon Rene] Flip deck is a middle tempo bounce instrumentally performed by the McLollie ork. Band performance is solid manner.

LITTLE CAESAR (Rief 218)

“YOUR MONEY AIN’T LONG ENOUGH” (2:41) [Associated Hollywood] Caesar sings a quick beat novelty item in his accomplished manner. Opens with a telephone call from fom who wants to know “how come?” and Caesar explains “he wants her but her money ain’t long enough.” Bright, belted, and bounder.

“DO RIGHT BLUES” (2:39) [Associated Hollywood] Caesar sings a slow blues on the lower lid and gives it an emotional reading. Orking is softish but torrid.
THE DOMINOS

The patient was dying. A quick transfusion was needed. So—the masters at injecting life into a show; the boys whose harmony and expertise keeps them in demand week in and week out. The Dominos, were called in to save the flagging Ray Robinson-Louis Armstrong package at the Famous, Detroit, Mich. last week. Reports had been trickling in from each location played by the Robinson-Armstrong duo that business had been disappointing and that the tour was in order. And did the colorful group do the job. They literally turned the house topside down at every show. At one performance Armstrong was stalled in the wings for five minutes while stagehands frantically flipped Billy Ward's piano on stage so the group could return for a fifth encore. The audience put on such a stormy demonstration that owner David Lidell had to go on stage and plead with the audience to allow the show to continue. Joe Glaser, in town, called demonstrations "something which happens to an act once in a lifetime." ... Duke Hampton, that he would that very boy-girl musical combo, set the best record ever at Harlem's Apollo when he played two spectacular appearances, plus a midnite benefit show. ... Ben Webster has really come into his own as observers at Club Birdland will attest. ... Duke Ellington and Band with Pearl Bailey, Bill Bailey and a sparkling supporting cast on stage at the Apollo recently brought out range of the bandleaders: Ed Small, Teddy Butler, "Pops" Holliday, stagehand LaRue, Harold Parker, Victor Lloyd, Fannie E. Robinson, Bennie Buchanan, Ralph Bascione, Ralph Cooper, Tom MacMillan, Willie Bryant and others too numerous to mention caught the show.

HERMAN LUBINSKY

Herman Lubinsky, proxy of Savoy Records, stopped off at Memphis, Tenn. on his way back from the Coast and ran into Joe, Jules and Les Bhari of Modern Records. They are anxious to get established on the West Coast stage. Joe, Jules and Les are the triumvirate behind the great Imperial, and Jive Maeve of Peacock and Don't. Modern rocking up sales on B.B. King's "You Know I Love You" and Johnny Moore's "Johnny, Johnny," Imperial coining heavy with Fats Domino's "Nobody Loves Me." Duke Wh opin and Hollerin" (Earl Forest) about Johnny Ace's "My Heart," and Savoy, with one of the real blazers in the Emitt Slat Trio "My Kind of Woman," colorful Hollywoodian exotics must have showed up like rain.

Bill Beasley announces that his Republic Company has taken over several masters formerly released on Tennessee Records. ... On and on and on and on. Comes up now the third in the fabulous series started by Willie Maybon when he waxed "I Don't Know" for the Chess label. Maybon's meteoric rise is an uncluttered history, and after one of the most sensational reactions ever accorded an r & b tune, is now upward going although still backing up strong "sales. Linda Hayes' answer "Yes I Know" on the Record in Hollywood label is equally "hot" and is at this moment nestling in the upper slot in most rhythm and blues cities. Almost every city hits both tunes in the "Most Played" lists, indicating the tremendous interest aroused by this pair of novelties. Now comes the third in the trio, "You Can't Bring Me Down," and two versions of this answer have already been received by this office. Class, a new entry in the r & b field, and sponsored by Leon Rene, releases an etching by Oscar McLouie with Paul Clayton on the B side. Recorded in Hollywood jumps into the fray with their ace vocalist, Little Caesar. Both versions are top rate and bid fair to keep the public's interest alive. Who will now provide the answer to the answer. Tune in next week and find out. ... With the opening of Paul Mann's "Club Afrique" this week the near famine which has had D.C.-ites bungling every new night-on-the-town spot will be greatly relieved. In order to provide an atmosphere of elegant comfort, Mann imported one of the nation's foremost interior decorators. Mann, who formerly owned the Bongasi Club, has also booked a long line of top entertainers into his bistro.

Danny Overhea, who is racing along with his "Train, Train, Train" (Checker) inked to a contract by Dick Boone of Universal on the latter's trip to Chicago, ... Tab Smith, the H. Bomb Ferguson and Little Esther clicking on tour. ... James Moody and Band inked for Capitol Lounge, Chicago, for two weeks, March 25. ... Sara Lou Harris, the model, is the better half of the Mr. & Mrs. WLIR (10:00-10:30 A.M. daily) team of Sara Lou and Buddy Bowser that is getting rave notices. ... The Five Royals into Dayton's Top Hat, March 16. ... Folk Balladeer Harry Belafonte opening at the Black Orchid, Chicago on Friday, March 6, for a four-week run. ... Johnny Domino and his ork, who were scheduled to open at the Club Afrique, Washington, D.C. on February 24, changed plans and opened at the Spa in Baltimore instead. The famed alto-saxster is fronting a crew of names long associated, as was he, with Duke Ellington. Lawrence Brown, trombonist, and Emmett Berry, trumpeter, are a pair of the long time favorite sidemen of the Duke's who joined forces with Hodges when he broke from the Ellington aggregation a couple of years ago. ... Milt Backner and his bouncy combo opened at the Club Afrique on February 24 in place of Hodges, who had been previously announced for the spot. ... Major Robinson (Jet Magazine) whose marriage is forthcoming as soon as he locates an apartment (he'll wed the luscious Mildred Faulkner) had a streak of misfortune last week. He launched a flat, but fire destroyed it that very evening.

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

NEW YORK—At a fashion showing in Billy Shaw’s office, the latest item to be shown was a mink tie. Above, Dorothy Towles, Parisian fashion model currently doing a ladies disk jockey show over WOV, watches as Jack Albin models an old-fashioned ordinary every day kind of tie and Babe Gonzales models the mink number. Billy Shaw seems to prefer the mink.

“Magic Touch” Milestone

In Wayne’s Career

NEW YORK—The current release of Hugo Winterhalter’s Victor waxing of “The Magic Touch” by composer Bernie Wayne, marks several milestones in Wayne’s twelve-year career. The disc is the 200th recording of a Wayne composition, the 50th platter of a number from “More About Love,” the Versailles musical for which he wrote both lyrics and music, and it hits the 15,000,000 mark for record sales of Wayne songs in the past dozen years.

Delving into his file of computations, Wayne concludes that his biggest hit was “Laughing on the Outside,” which was recorded by eleven artists including Dinah Shore, Andy Russell, and Sammy Kaye’s ore. His flop number was “Hillbilly Mambo Band” waxed by Sammy Cucinotta, and sold approximately 5,000.

Others on the Wayne hit parade are: “You Walk By,” recorded by Guy Lombardo, Sammy Kaye, Blue Barron, and Blue others; “Venezuela,” pressed by David Rose, Hugo Winterhalter, and two others; “You’re So Understanding,” waxed by Blue Barron, Evelyn Knight and six others; “Blue Velvet,” recorded by Tony Bennett and six others; “Sentimental Music,” waxed by Bing Crosby and Patti Page; and “Veradero,” dished by Tutti Camarata and one other.

Dickler Moves From WMCK To WEDO

McKEEPSPORT, PA.—For the past five years Sid Dickler’s disk shows on WMCK have been a regular feature of the station, however “The Mustache” believes in an early “Moving Day.” As of Monday, March 2, he will become associated with the staff of radio station WEDO, also a 1,000 watt microphone outlet on the dial at 810.

The station’s management is happy to announce Sid’s affiliation and will originate all of his scheduled disk and sundry shows from his office in the Century Building, Seventh Street, Pittsburgh, Pa.

“The Mustache’s” first big show will be heralded as “The Sid Dickler Show on WEDO” and gets a Monday through Friday billing from 6:15 to 6:30 P.M. More time and other spots on the daily schedule for Sid are in the planning stage.

Dickler would appreciate all records, mail, phone calls ect. directed to his office in the future. His address: 351 Century Bldg., 134 Seventh St., Pittsburgh 22, Pa. Phone: Express 1-0576.

Billy Valentine Signed By Prestige Records

NEW YORK—Prestige records has announced the signing of vocalist Billy Valentine to an exclusive recording contract.

First session for the company was cut recently in New York and his first record on the Prestige label, “I Want You,” and “Gummin’ Men,” is due to be released shortly.

Billy is the young singer who rose to fame when his recordings of “Walking Blues” and “New Drifting Blues” with Johnny Moore and The Three Blazers achieved national popularity.

Born in Birmingham, Ala., in 1929, he attended school in the city until he was called into the navy at the age of 17. While in the navy, he took an interest in the piano, studied the instrument and became proficient at the keyboard.

After his release from the service he returned to Birmingham to attend Moorehouse. While in college he made several recordings at jam sessions and one of the records came to the attention of the owner of a local radio station. He immediately liked Billy’s playing and singing and gave him his own daily show on WROG, on which he appeared for years while attending college.

After his graduation from college, Billy decided to try his hand as a band leader and organized the Harlem Nightwhag. After touring the country the band broke up and Billy left with the remaining members of his band for Fort Worth, Texas.

This Texas jaunt was the turning point in the career of the young singer; he had only been back in the city a short time when he received a call from Johnny Moore asking him to replace Charles Brown with the Three Blazers. The rest is of course, history, for after joining the Blazers he had several hit recordings and gained national popularity.

Indie Joins EP Bandwagon

HOLLYWOOD, CALIF.—Good Time Jazz, indie diskjockey specializing in the big band, joined the EP bandwagon this past week with the release of their first series of platters. Indication are that the firm’s initial pressing will be sold out completely. Disks are due to hit the stores in the next few weeks, and feature such jazz greats as Kid Ory, Turk Murphy, Bob Scobey, Pete Detlie, George Lewis and the Firehouse Five-Plus Two.

Nesuhi Ertegun, promotion manager of the firm, disclosed that the release will also be available on 78 and normal 45 rpm disks.

Prestige Record CO.

466 W. 50th St. • 216-8487 • N.Y.

HOT R & B SELLERS
1. TWISTED - Annie Ross - 794
2. COOL GOOFIN’ - Rudy Ferguson - 798
3. MOON FOR LOVE - J. Hooks - 763
4. BODY AND SOUL - J. Hooks - 730
5. CALL ON ME - Mello-Moods - 799
6. SIGHIN’ AND CRYIN’ - Paula Grimes-801
7. DIG - Miles Davis - 777
8. SITTIN’ IT - Sonny Stitt - 787

TOP NEW RELEASES
KING PLEASURE - Red Top - 821
MILOB JACOBS- La Renta - 826
MILES DAVIS - Paper Moon - 817
EDDIE DAVIS - Sebastian - 813
JOE CARROLL - Got A Penny - 829
JOE HOLLIDAY - I Hadn’t Anyone Till You - 815

If You Insist
On Hits . . .
Shirley & Lee
“SHIRLEY, COME BACK TO ME”
by “BABY”
AL #1173
Maxwell Davis
“GOMEN-NAISAI”
(Forgive Me)
by “HOT POINT”
AL #1374
Papa Lightfoot
“P.L. BLUES”
by “AFTER-WHILE”
AL #1171
Getting Bigger All The Time
Amos Milburn
“LET ME GO HOME WHISKEY”
AL #1164

THEY'RE
HITS!
ON ALL LISTS
COAST TO COAST!
Savoy #886

“MY KIND
OF
WOMAN”
EMMETT SLAY
TRIO
Savoy #884

“THREE LIES”
“GETTING READY
FOR MY DADDY”
VARETTA DILLARD

Savoy Record Co., Inc.
55 Market St., Newark, N.J.

If You Insist
On Hits . . .
Shirley & Lee
“SHIRLEY, COME BACK TO ME”
by “BABY”
AL #1173
Maxwell Davis
“GOMEN-NAISAI”
(Forgive Me)
by “HOT POINT”
AL #1374
Papa Lightfoot
“P.L. BLUES”
by “AFTER-WHILE”
AL #1171
Getting Bigger All The Time
Amos Milburn
“LET ME GO HOME WHISKEY”
AL #1164

They're Hits!
On All Lists
Coast To Coast!
Savoy #886

“My Kind
Of
Woman”
Emmett Slay
Tri
Savoy #884

“Three Lies”
“Getting Ready
For My Daddy”
Varetta Dillard

Savoy Record Co., Inc.
55 Market St., Newark, N.J.

If You Insist
On Hits . . .
Shirley & Lee
“SHIRLEY, COME BACK TO ME”
by “BABY”
AL #1173
Maxwell Davis
“GOMEN-NAISAI”
(Forgive Me)
by “HOT POINT”
AL #1374
Papa Lightfoot
“P.L. BLUES”
by “AFTER-WHILE”
AL #1171
Getting Bigger All The Time
Amos Milburn
“LET ME GO HOME WHISKEY”
AL #1164

They're Hits!
On All Lists
Coast To Coast!
Savoy #886

“My Kind
Of
Woman”
Emmett Slay
Tri
Savoy #884

“Three Lies”
“Getting Ready
For My Daddy”
Varetta Dillard

Savoy Record Co., Inc.
55 Market St., Newark, N.J.

The New R & B Label
with the 3 Dimensional Sock
1st HIT RELEASE!

“I Was Such A Fool”
by “MIDNIGHT”
by The Five Budds

Rama Records

“I Was Such A Fool”
by “MIDNIGHT”
by The Five Budds

Rama Records

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

www.americanradiohistory.com
NEW YORK—If one is good, two must be twice as good. With that line of reasoning, plus the fact that the two go together, Gordon Jenkins, head of Decca Records, has released his newest singing discoveries, The McQuag Twins. Their first release on Decca is “Midnight” and “Are You Teasin’ Me.” Jenkins does the orchestral honors on the disk.

**Bill Monroe Benefit**

**Louisville, Ky.**—One of the greatest arrays of country and folk music artists ever gathered under one roof donated their services at the Armory in Louisville, Sunday February 28, so that the proceeds could go to Bill Monroe. Grand Ole Opry entertainer, who was recently injured in an almost tragic automobile accident last month.

A net proceeds of $8,626, was turned over to Monroe.

Among the artists who entertained record breaking crowds were: Pee Wee King, master of ceremonies along with Carl Shook; Jimmy Osborne; Jimmie Logdon; Bill Monroe’s colleagues Red Foley; Minnie Pearl; Carter Sisters, Moon Mullican; Grandpa Jones; Harry & Dixie Lee Smith; and Lew Childre. The show was promoted by James Denny, Francis McDonal and Herman Penn.

An ironic sidelight was Pee Wee King’s succeeding the show. Only two weeks ago Pee Wee’s son, Sonny, was seriously injured in a motorcycle accident and King had to fly from the Shamrock Hotel, Houston to be with his son at the Louisville Hospital. Latest report is that Sonny will be convalescing for several months.

**Republic Takes Over Tennessee Masters**

**Nashville, Tenn. —** William D. Beasley, Republic Recording Company, announced this week that they have taken over several masters formerly released on Tennessee Records. These records will appear shortly on the Republic label.

Republic is excited about two of these sides, which seem to be creating a bit of a stir in various parts of the country. They are “My Empty Arms” by Bebe and Babe and “Travels to Hank Williams” which has been drawing many wonderful letters from all sections.

**New York Firm Imports Tape Recordings**

**NEW YORK**—Tape recordings imported from Israel by a New York firm, since its inception in 1948, have been turned into a half-million phonograph discs for American consumption.

Making this estimate in his office today, Sid Frey, youthful proprietor of Dauntless International, 225 Lafayette St., New York, in a press statement asserted his firm’s “tape” importations have been hailed by leaders of the New Jewish State, and of American Jewry, as an old in bolstering Israeli economy, now in dire need of foreign currency.

“Not alone does Israel benefit financially from the sale of these ‘tapes,’” Frey explained, “the country is the recipient of royalties from the sale of discs produced—paid directly to the new and growing State.”

Tracing the expansion of his firm from the meagre beginnings, four years ago, to “one of the top leaders in the field,” Frey pointed out the list of records—made here from the imported ‘tapes’—embracing 200 current releases of Hebrew, Israeli and general Jewish interest. “Here, through song and instruments, are mirrored all facets and phases of life in the reborn Jewish State—the heart and soul of Israel,” Frey explained.

Folk songs, dances, classical renditions, symphonic works, cantorial chants—these and more are included in the current list “representative of the finest in Israeli music,” he said.

The repertoire includes works by the Israeli composers: Mark Lavry, (now touring U.S.); Shabatay Feurshah and Moshe Wilensky. Also, renditions by Shoshana Damari, Israel’s greatest Yemenite folk singer, accompanied by Wilensky; Nawi Zuri, nesico-soprano; and Zaffa Yarkoni, contralto.

Too, there is a series of Jewish holiday records, conveying musically, the spirit of Chanukah, Purim, Passover. Worthy of mention is the series of children’s discs, rendered by well-known artists.

In its drive to spur sales of these records, Dauntless, International has worked closely with a number of key Jewish groups—among them Jewish Welfare Board, Zionist Organization of America and Jewish Education Committee.

Dauntless is represented at the current Israeli Products Exposition in New York.
MONTREAL, CANADA—Buddy Costa (Pyramid Records) was interviewed over CHI-C, the station appearing at the Stivic Theatre. From 4:30 to 5 eight Buddy Costa sides were aired. From left to right: Henry Whitson, producer of network shows; Buddy Costa; Elmo Russ, Pyramid Records proxy; and Jeff Hoagood.

Here’s A Switch!

CHICAGO — All week long Eddie Ballantine, orchestra leader of Don McNeill’s Breakfast Club on A.B.C., is besieged by music publishers and their contact men, from New York, Los Angeles, Nashville and Chicago—Well here’s the switcheroo: Eddie is turning song-plugger—but for a worthwhile effort. March 15th is the birthday of his good friend, dear “Uncle” Will Rossiter and in order during the week of March 15th to March 24th the whole music industry has agreed to join hands, in getting everyone to play “Uncle” Will’s two most famous publications, in tribute to his 68 years of living—85 of them spent writing and publishing music. Rossiter’s two biggest songs are “Meet Me Tonight In Dreamland” and “I’d Love To Live In Loveland With A Girl Like You.”

Tim Spencer Mgr.
International Records

International Sacred Records announced today from the office in Hollywood the appointment of Tim Spencer as general manager of the company’s entire operation.

Spencer was an original member of The Sons Of The Pioneers, and for many years has served as manager of the group which is known throughout the world. As a song writer Tim Spencer along with his brother Glenn and Bob Nolan collaborated in writing our cowboy songs and music which will live through the years. They are responsible for “Cool Water,” “Roses,” “Red River Valley,” “Timber Trail,” “Room Full of Roses,” “Tumbling Tumbleweeds,” and hundreds of others.

WEBB PIECE

"I HAVEN’T GOT THE HEART" (2:04)
[Acuff-Rose]

"THE LAST WALTZ" (2:39)
[Bill & Range]
WEBB PIECE

(Deca 28594)

MONTREAL, CANADA—Buddy Costa (Pyramid Records) was interviewed over CHI-C, the station appearing at the Stivic Theatre. From 4:30 to 5 eight Buddy Costa sides were aired. From left to right: Henry Whitson, producer of network shows; Buddy Costa; Elmo Russ, Pyramid Records proxy; and Jeff Hoagood.

Here’s A Switch!

CHICAGO — All week long Eddie Ballantine, orchestra leader of Don McNeill’s Breakfast Club on A.B.C., is besieged by music publishers and their contact men, from New York, Los Angeles, Nashville and Chicago—Well here’s the switcheroo: Eddie is turning song-plugger—but for a worthwhile effort. March 15th is the birthday of his good friend, dear “Uncle” Will Rossiter and in order during the week of March 15th to March 24th the whole music industry has agreed to join hands, in getting everyone to play “Uncle” Will’s two most famous publications, in tribute to his 68 years of living—85 of them spent writing and publishing music. Rossiter’s two biggest songs are “Meet Me Tonight In Dreamland” and “I’d Love To Live In Loveland With A Girl Like You.”

Tim Spencer Mgr.
International Records

International Sacred Records announced today from the office in Hollywood the appointment of Tim Spencer as general manager of the company’s entire operation.

Spencer was an original member of The Sons Of The Pioneers, and for many years has served as manager of the group which is known throughout the world. As a song writer Tim Spencer along with his brother Glenn and Bob Nolan collaborated in writing our cowboy songs and music which will live through the years. They are responsible for “Cool Water,” “Roses,” “Red River Valley,” “Timber Trail,” “Room Full of Roses,” “Tumbling Tumbleweeds,” and hundreds of others.

WEBB PIECE

"I HAVEN’T GOT THE HEART" (2:04)
[Acuff-Rose]

"THE LAST WALTZ" (2:39)
[Bill & Range]
WEBB PIECE

(Deca 28594)

International Sacred Records announced today from the office in Hollywood the appointment of Tim Spencer as general manager of the company’s entire operation.

Spencer was an original member of The Sons Of The Pioneers, and for many years has served as manager of the group which is known throughout the world. As a song writer Tim Spencer along with his brother Glenn and Bob Nolan collaborated in writing our cowboy songs and music which will live through the years. They are responsible for “Cool Water,” “Roses,” “Red River Valley,” “Timber Trail,” “Room Full of Roses,” “Tumbling Tumbleweeds,” and hundreds of others.

WEBB PIECE

"I HAVEN’T GOT THE HEART" (2:04)
[Acuff-Rose]

"THE LAST WALTZ" (2:39)
[Bill & Range]
WEBB PIECE

(Deca 28594)
The Cash Box, Music
Page 25
March 7, 1953

THE TEN MOST WOMEN'S RECORDS

<table>
<thead>
<tr>
<th>Jockeys Playing Most This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. KAW-LIGA</td>
</tr>
<tr>
<td>2. NO HELP WANTED</td>
</tr>
<tr>
<td>3. GOIN' STEADY</td>
</tr>
<tr>
<td>4. I'LL GO ON ALONE</td>
</tr>
<tr>
<td>5. A FOOL SUCH AS I</td>
</tr>
<tr>
<td>6. EDDY'S SONG</td>
</tr>
<tr>
<td>7. THAT'S ME WITHOUT YOU</td>
</tr>
<tr>
<td>8. TILL I WALTZ AGAIN WITH YOU</td>
</tr>
<tr>
<td>9. YOUR HEAVIN' HEART</td>
</tr>
<tr>
<td>10. MESQUITE</td>
</tr>
</tbody>
</table>

Marriage

Folsom and Western Records

<table>
<thead>
<tr>
<th>Jockeys Playing Most This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. KAW-LIGA</td>
</tr>
<tr>
<td>2. NO HELP WANTED</td>
</tr>
<tr>
<td>3. GOIN' STEADY</td>
</tr>
<tr>
<td>4. I'LL GO ON ALONE</td>
</tr>
<tr>
<td>5. A FOOL SUCH AS I</td>
</tr>
<tr>
<td>6. EDDY'S SONG</td>
</tr>
<tr>
<td>7. THAT'S ME WITHOUT YOU</td>
</tr>
<tr>
<td>8. TILL I WALTZ AGAIN WITH YOU</td>
</tr>
<tr>
<td>9. YOUR HEAVIN' HEART</td>
</tr>
<tr>
<td>10. MESQUITE</td>
</tr>
</tbody>
</table>

Slot Rezzo

WWJ—New Orleans, La.
1. No Help Wanted (Carlises) (Mercury)
2. Going Steady (Faron Young)
3. I'll Go On Alone (Marty Robbins)
4. That's Me Without You (Sonny James)
5. A Fool Such As I (Hank Snow)
6. Keep It Steady (Hank Williams)
7. Back Street Affair (Fred W.)
8. Condemned Without Trial (Hank Snow)
9. Crazy Watts (Hank Williams)
10. You're Out of This World (Sonny James)

Tommy Sutton

WINS—Dayton, Ohio
1. Your Highness (Jack Cardwell)
2. You're Out of This World (Sonny James)
3. Keep It Steady (Hank Williams)
4. Eddy's Song (Eddy Arnold)
5. Jambalaya (Hank Williams)
6. Going Steady (Faron Young)
7. Keep It Steady (Hank Williams)
8. Fool Such As I (Hank Snow)
9. Soots Wals (A. Morgan)
10. A Fool Such As I (H. Snow)

Mack Sanders

KFBI—Wichita, Kans.
1. Don't Take Out Your Sweeter With (opts)
2. Keep It Steady (Hank Williams)
3. Eddy's Song (Eddy Arnold)
4. Lonesome In My Heart (Hank Williams)
5. Fool Such As I (Hank Snow)
6. Fool Such As I (Hank Snow)
7. Fool Such As I (Hank Snow)
8. Fool Such As I (Hank Snow)
9. I'll Be A Fool Again
10. Fool Such As I (Hank Snow)

Cracker Jim

WMIA—Miami, Fla.
1. Kaw-Liga (Hank Williams)
2. If You're Just Like Me (Jimmie Rodgers)
3. I'll Go On Alone (Robbins)
4. Keep It Steady (Hank Williams)
5. Fool Such As I (Hank Snow)
6. Fool Such As I (Hank Snow)
7. Fool Such As I (Hank Snow)
8. Fool Such As I (Hank Snow)
9. Fool Such As I (Hank Snow)
10. Fool Such As I (Hank Snow)

Dwight "Look" Gordon

KCLW—St. Louis, Mo.
1. Cheatin' Heart (H. Williams)
2. Cheatin' Heart (H. Williams)
3. Tokyo Toboggan (M. McGuiire)
4. Cheatin' Heart (H. Williams)
5. I'll Miss You When You're Gone (Slim Whitman)
6. Death of Hank Williams
7. Cheatin' Heart (H. Williams)
8. You're Out of This World (Sonny James)
9. Fool Such As I (Hank Williams)
10. Fool Much (Hank Snow)

Joe Morris

WKRD—Newberry, S. C.
1. No Help Wanted (Carlises)
2. Going Steady (Faron Young)
3. That's Me Without You (Sonny James)
4. I'll Go On Alone (Robbins)
5. Keep It Steady (Hank Williams)
6. Fool Such As I (Hank Snow)
7. Condemned Without Trial (Hank Snow)
8. Crazy Watts (Hank Williams)
9. That's Me Without You (Sonny James)
10. Take It Like A Man (Hank Williams)

Clarence Kneeland

WICH—Norwich, Conn.
1. No Help Wanted (Carlises)
2. Going Steady (Faron Young)
3. That's Me Without You (Sonny James)
4. I'll Go On Alone (Robbins)
5. Keep It Steady (Hank Williams)
6. Fool Such As I (Hank Snow)
7. Condemned Without Trial (Hank Snow)
8. Crazy Watts (Hank Williams)
9. That's Me Without You (Sonny James)
10. Take It Like A Man (Hank Williams)

Eddy Arnold

WKBW—Buffalo, N. Y.
1. No Help Wanted (Carlises)
2. Going Steady (Faron Young)
3. That's Me Without You (Sonny James)
4. I'll Go On Alone (Robbins)
5. Keep It Steady (Hank Williams)
6. Fool Such As I (Hank Snow)
7. Fool Much (Hank Snow)
8. That's Me Without You (Sonny James)
9. Take It Like A Man (Hank Williams)
10. Condemned Without Trial (Hank Snow)

Bill Thornton

KRLW—Waltz Ridge, Ark.
1. No Help Wanted (Carlises)
2. Going Steady (Faron Young)
3. That's Me Without You (Sonny James)
4. I'll Go On Alone (Robbins)
5. Keep It Steady (Hank Williams)
6. Fool Much (Hank Snow)
7. That's Me Without You (Sonny James)
8. Condemned Without Trial (Hank Snow)
9. Crazy Watts (Hank Williams)
10. Take It Like A Man (Hank Williams)
100 Selections anywhere in the location

THE Wall-o-matic

CHAMPION MUSIC SALESMAN OF THE WORLD

Seeburg DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION

100 Selections at the phonograph

www.americanradiohistory.com
**RUSH LETTERS TO CONGRESS**

Operators, Jobbers, Distrbs, Mfrs, Rush Letters to Their Congressmen and Senators to Back Senator Frear’s “Optional Depreciation” Bill (S.298). Will Mean Very Great Savings for Entire Industry is General Belief.

**Introduce Bill In Illinois To Ban Bell Manufacture**

Manufacturers Of Amusement Machines Fearful Bill May Ban Other Products Due To Broad Scope Of Its Language

CHICAGO — Leaders thwart this area were buzzing all this past week regarding introduction of a bill in the legislature in Springfield to outlaw manufacture of bell machines.

The matter this does not interest the majority of those engaged in the amusement industry here, what does cause them anxiety is the broad scope of the wording which the bill contains and which can, if as loosely interpreted, outlaw almost every type of amusement, even products not in the coin operated amusement industry.

Rep. John M. King of Wheaton, I11., plans to introduce the bill this past Tuesday. It is co-sponsored by Rep. Joseph P. Peterson of Princeton, 111. Both men are members of the Senate Finance Committee, and the latter is a former bureau county state's attorney.

Rep. King stated to the press that his research into the “slot machine business” showed that, in 1941, Illinois firms were still manufacturing slot machines and shipping them to various parts of the world.

Rep. King is reported to have stated that Illinois production of bells amounted to 85% of the world's total.

The bill is reported to make it unlawful to “manufacture or assemble any clock, joker, table or slot machine or any other device upon which money is stacked or bartered or into which money is paid or played upon chance, or upon the action of which money or other valuable thing is stacked, bet, hazarded, won or lost.”

Under this broad wording, as some have pointed out, the bill could even be attributed to the coin operated telephone in which money is placed and a “chance” taken that the call may or may not go through.

Many of the leaders here believe, however, the wording is so broad in scope that it could cover a myriad of amusements which, most definitely, are absolutely not in the bell category, and yet which might be interpreted by some under this bill.

The penalties for violation are extremely stiff, even up to the point where the King-Peterson bill would also make dissolution of the manufacturers firm almost mandatory, it is reported.

Leaders in the trade here quickly made contact in Springfield to obtain copies of the bill and to study its wording so that harm would not come to those firms for which the bill was not at all intended.

**Babe Kaufman Invites “20 Year Club” Members To Free Party**

ATLANTIC HIGHLANDS, N.J.

Babe Kaufman, nationally known figure in the industry, and one of the people who suggested the origin of a “20 Year Club,” issues an invitation, thru The Cash Box, to all members of the club all over the United States and Canada to be her guest at a house and lawn party some time in June.

“Will every member of the ‘20 Year Club’ get together here at my home. The party’s on me,” states Babe.

The date is left open as Babe wants to hold the get-together when it is most convenient for most. “The Moonmouth Park track season opens on June 15” says Babe, “and maybe some of our visitors may wish to visit it. Babe suggests, Sunday, June 14 as a good date.

What do you say should be the date, you 20 Year Club Members? Write to Babe Kaufman, 50 Hopper Ave., Atlantic Highlands, N.J., or to Joe Orelcek, The Cash Box, 25 W. 47th St., New York.

**Industry Thanks THE CASH BOX For Calling Attention To Importance Of Sen. Frear’s Bill. Many Ask Editorial Campaign Be Continued So That All Will Write Or Wire Their Senators And Congressmen To Back Bill S.298**

(Editor’s Note: Complete reproduction of Senate Bill (S. 298) introduced by Senators and Frear, Jr. of Delaware, was to bring a flood of compliments to this publication as well as notification that letters and wires were going forward to Congressmen and Senators in Washington to have them back this bill.

As was pointed out last week, this bill is a godsend to this industry, for it clears up a great many inequities now existing as far as depreciation rates and schedules are concerned.

It means that the operators, themselves, as well as jobbers, distributors and manufacturers, can set up their own “reasonable time” to depreciate any of their equipment.

This would, in all probabilities, save many, many thousands of dollars for operators of all types of equipment all over the nation.

It is a bill which was backed by the Senate Small Business Committee during 1952. It is backed by many noted tax experts, in Washington at this time. Its only competition comes from the Treasury Dept. which claims that too many manufacturers might depreciate equipment too fast.

The Treasury Dept. claims that with “the major aim” of the present administration being a balanced budget, this might not come about should this bill (S.298) become law.

But the tax experts and many others are contesting this contention. They claim that, whereas many would depreciate their equipment in a faster manner of time than anticipated, these businessmen would then pay back higher taxes on this equipment.

The pros and cons are, at present, being argued by the tax experts in Washington.

But, in the meantime, what is most interesting to the members of this, and a tremendous number of other industries, is the fact that this would mean salvation and a tremendous savings of monies all around.

In fact, some state that this could mean the difference between profit and loss, in a great, great many instances. Therefore, many are urging every one of the members of the industry to write to their Congressmen and Senators to back this bill (S.298) very strongly and to do so immediately for they feel that Senator Frear has the answer to the problem of a great many in the industry.

They point to the fact, that in some areas, operators of music equipment, for example, are only allowed to depreciate their capital investment in a period of five years. In other areas in four years. In some territories in three years.

And that in each case the entire method of depreciation is most completely inequitable from the standpoint of valuation of the equipment after a full year’s operation.

The cash box would help to bring about a cure in the case of automatic music equipment and, especially, in the case of amusement, vendors and service machines.

These latter, too, are up against the problem of being able to depreciate their equipment more rapidly so that they can show some profit against trade-in and sales valuation of their machines.

In every fashion, Senator Frear’s bill (S.298) has the answer to what a great great majority of the people engaged in this industry are seeking.

Therefore, leaders throughout the entire field are urging the men to write or wire their Congressmen and Senators to back Senator Frear’s bill.
MOA BIZ MEET IN CHI.
MARCH 9 and 10

As appeared in an article aimed at this meeting, this past week's news (February 28) of The Cash Box, the most important discussion will generate interest in the forthcoming convention. MOA is expected to be introduced with ASCAP sponsorship into Congress. The Phonograph Manufacturers Association has been invited to participate in the business meetings which will be held. There is a doubt that a special meeting of all the Board of Directors and officers of MOA will meet with the manufacturers and many important discussions are expected to be held between these two groups.

The hot is not a convention, as George A. Miller has stated, but a group of one of the members of MOA are invited to attend if they so desire. The meetings of many of the important sessions, the expectation of one week of meetings, and the Board of Directors of MOA have been expected to attend the week in March (9 and 10) and, therefore, the most important discussions of all that shall be needed to help bring about any national legislative problem.

All members of MOA's Executive Board have already selected their intention of being present, according to George A. Miller, and this will allow for many of the most important discussions to be held and decided at this meeting.

American Shuffleboard Looks For Big Biz Boom This Spring

UNION CITY, N. J.—The start of its 25th year, which was made at the American Shuffleboard Company, this city, looking for another “boom” period such as the shuffleboard industry experienced in 1948 and 1949. This, at least, is the optimistic report of sales manager Nolan Melone and other company officials.

Melone, who has been connected with American for 18 years, is convinced that the sudden upsurge of interest in shuffleboards and supplies since last November presents a boom which will continue in the spring.

“Some things run in cycles,” Melone said. “Interest in new shuffleboard equipment was only moderate until a few years ago. Then all of a sudden we are shipping again to operators and distributors with whom we haven’t done business in two or three years.”

Melone pointed out that the sharp increase in American’s shuffleboard supply business was a further indication that the sport is coming back with a bang.

In preparing for a worthy silver anniversary celebration next fall, American Shuffleboard officials were tallying some of the company’s achievements during itsquarter century of business activity. These included a number of exclusive patented shuffleboard services in the company’s line to popularize the game during the 1940’s.

Particularly proud of this host of American “exclusive” is the company’s sales manager Paul Cusano, who personally holds most of the patents licensed through American.

“Only by giving the customer more than he can get elsewhere, will you outlast your competitor,” Cusano stated, “and our 25th anniversary is proof of that.”

Cusano is credited with inventing Climatic Adjusters, a device which prevents warpage of the shuffleboard playing surface. Climatic Adjusters have added years to the life of a shuffleboard and made the game economically feasible for the coin operator.

Another important Cusano invention was the 12-foot American “Bank Shot,” which was introduced in 1921 and is now “going like hotcakes” — according to American distributors. American Shuffleboard Co. is currently housed in a modern, block-size plant facility in Union City, a stone’s throw from the Lincoln Tunnel entrance to New York. The company’s main sales office is in the Union City section, while a western factory branch is maintained at Omaha, Nebraska.
Living in a Goldfish Bowl

Good public relations is important to the music operator. Ever in the public eye, he knows that a high regard for the juke box and its operator brings more business, less threat of restrictive regulations and taxes.

Model “D,” by its very nature, is a public property, designed to be seen and heard and played by people everywhere. Its warm inviting beauty, its tonal appeal and its dependable operation inspire confidence, make it the operator’s top public relations representative with a music-loving public.

"It's What's in THE CASH BOX That Counts"
The Amazing Revolving Record Drum which delivers any of 120 different selections quickly and surely with only one button selection!

-at the tip of your finger!
ORDER FROM YOUR DISTRIBUTOR NOW!

SUPER-POWER FLIPPERS!
RAM-JET KICKERS!

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

"There is no substitute for Quality!"

Richard Brand, Mallory Music Store, had his picture mistakenly printed in the local newspapers for a certain Richard Brand, who reached the Metropolitan Opera finals. Our Richard, who can't chirp (or even sing) one note, is now cheerfully answering all telephone calls "Fingaro," instead of the usual "hello"... Blackie Boudge from Loran's Music in Pascagoula, Miss., makes a hurried trip into town on a Sunday to pick up records from the distro. By the way, Blackie—congratulations on the new little girl, after the nursery's been blue three times. We know you and the Mrs. are happy to paint it pink... A. J. Broussard, Kaplan, La.; Ray Landry, Gonzales, La.; and Macie La Mott, Baton Rouge, La., in town buying records and supplies... Our sincere sympathy to Charlie Milano of A.M.I Distributing Co., on the loss of his mother last week... We hear that Ray Monroe of Lake Side Novelty, Opelousas, La., has moved to Port Barre, La.,... Stan Lewis, Stan Record Shop, Shreveport, La., reports on the long distance that his wife and baby son, Lenny, are just fine. Claims Lenny was getting better looking and smarter every day. Can it be he's slightly prejudiced?... Congratulations to Larkin Ethridge of Delta Music Sales and his lovely bride, Elise. They were married Saturday, Feb. 21, in Paplarville, Miss.

Hy Davis, the dj from Jackson, Miss., hasn't been in town in quite some time. Probably making everything a hit in Jackson... "Mr. Bill," as everyone calls him (the son of Mr. and Mrs. Bill Amann of Amann Distributing Co.) made his debut on TV on the Mrs. Muffin program—and then in the same week had a tonsilectomy... A new arrival, a girl, named Lynn Ann, showed up at the home of Mr. and Mrs. Warren Seichert of Tae Amusement on Feb. 11... Shown DeLaunayville of Shouns Novelty, Reserve, La., is all ready to open his new nite club "The Starlight Inn."... Henry Fox, who was the super-salesman at Console Distributing Co., is making home now in Memphis, Tenn. Sure do miss you, Henry... Mrs. Dick Sturgell just returns from Tulsa, Okla... Saw Louis Uchele of Biloxi, Miss. He is the owner of the Grove Club, and is thrilled over the success of his new Motel Courts on the coast... Sam Trico is a fellow who really believes in the phone biz. Sans runs only music machines.

Wurlitzer Distributors

NORTH TONAWANDA, N. Y. — Bob Bear, sales manager of The Rudolph Wurlitzer Company, this city, will act as host to all of the firms distributors at a meeting being held at the Roosevelt Hotel, New Orleans, on February 26 to 28.

Rumor has it that these distributors will view a new model Wurlitzer automatic phonograph that will feature 48 selections for only 46 rpm records.

The further word on this new phonograph is that it is being produced to sell at an economy price, and will only supplement the Wurlitzer line rather than act as a replacement for their current model. We know for sure that the factory will continue with the models 1500 and 1550 (104 selections) on its production lines.

NOW DELIVERING!

• GOTTIEB FLYING HIGH
• WILLIAMS SILVER SKATES

FOREIGN BUYERS!
We always offer the greatest values in equipment and service... that is why we are the world's largest exporter of coin machines.

Write for FREE Price List and Order Forms

INTERNATIONAL AMUSEMENT COMPANY
1423 Spring Garden Street
Philadelphia 30, Pa. (Tel: RI 6-7712)

Special Sale!
Buckley Boxes $5.00
Unceda Candy Machines $49.50
Stouter Cookie Machines $49.50
Stouter Cigarette Machines $49.50
Supreme Distributors, Inc. 3790 N. E. 2nd Avenue, Miami 37, Fla.
MAMIE, Fla.—"I believe that, in about 90 per cent of the situations which arise in our business, where problems with customers come about, that a woman is better qualified to settle these problems that is any man at present engaged in this industry," is the way Mrs. Eloise Mangone of All Coin Amusements, Miami, Florida, presented one facet in the many she reported as to why women should get into the coin operated machines industry.

She also stated, "Today the business of operating is much finer and cleaner business. Furthermore, in our territory especially, we find that husbands and wives work together.

"For example," she explained, "we have learned that, in a majority of the smaller locations, such as taverns, restaurants, and so forth, the wives work shoulder to shoulder with their husbands.

"Therefore," she says, "when woman calls to discuss new equipment, new percentage commission basis, rental basis, or any other problem which arises, and they find that this woman is working on the very same shoulder-to-shoulder basis with her husband in the coin machines industry, they not only become friendlier but, in most instances, problems are more quickly solved and a more personal and closer relationship develops.

Mrs. Eloise Mangone has been active in the business of All Coin Amusements in Miami for the past four years. She not only heads the purchasing of all recordings for this firm, but she is also engaged in the position of general manager of the entire company while her husband, Joseph Mangone, finds himself away taking care of his distributorship, which forces him to constantly travel.

Therefore, the entire business of All Coin Amusements, especially from an operating standpoint, rests on the very capable shoulders of Mrs. Eloise Mangone.

The success which the firm has enjoyed and is enjoying in this area is, most definitely, a tribute to her very astute and marvelous conduct of this business.

Mrs. Mangone has been active in the industry for over nine years. But the first five of those nine years she took care of the books and other matters of the firm at home during the evenings.

JOE ORLECK CEO of The Cash Box.

The past four years she stepped actively into the business and it has been with such great rapidity that it has captured attention from all in the industry.

"The word of the people in this business," Mrs. Mangone stated, "is their kind, just as Mrs. Mary Gillette of Chicago stated.

"I've never yet," she says, "come up against anyone in our business who hasn't kept his word right to the letter.

"Furthermore," she said, "just as Mrs. Gillette reports I, too, have found everyone of the men with whom I have dealt, and with whom I have to deal every day in this business, are gentlemen in every regard and completely appreciative of the fact that a woman can be highly successful in this industry.

She also stated, "I'm not a great hand at urging anyone to enter into any business of any kind. But, if a woman has her mind set on entering into this industry, all I can tell her is that she can prove herself just as successful as any man now engaged in this field.

"Of course," Mrs. Mangone explains, "there are many things which men can do better than women. There are some types of locations where men fit into the picture better than women. But in the great majority, a woman, using her intelligence, her patience and her natural instinct for creating friendship, can win out every time.

"She should, though, build a good organization around herself," Mrs. Mangone says, and "should enter into this business prepared to work just as hard as any man would to make a success of this business.

"Yes," Mrs. Mangone concludes, "women can enter into the coin operated machines industry with every chance for success on their side.

Surprise Party For
Babe Kaufman's Birthday

ATLANTIC HIGHLANDS, N. J. — A group of neighbors, location owners, town officials and common attended a surprise birthday party for Babe Kaufman, nationally known coin figure, at Tony Mattia's Casino Restaurant on Sunday, February 22.

Babe was celebrating her 50th birthday, but still moves and thinks like a young thirty.

A gold wrist bracelet was presented to Babe by her son, Bill, to commemorate the occasion, in behalf of all those present. Mayor Waldron F. Smith of Atlantic Highlands acted as master of ceremonies.

On hand from the coin machine industry were: Harry Rosen, Meyer Parkhoff and Joe Fishman of the Atlantic-New York and Atlantic Tackle Corporations; Felix Fleischman and Les Belleville of Fleischman, Belleville and Co.; and Dick Steinberg of the Music Guild of New Jersey; Sol Kesselman, attorney for the N. J. Guild; and Joe Orleck of The Cash Box.
Chi Music Ops Assn. Discusses Issuing Own Fire & Theft Insurance

CHICAGO — Discussions which began this past week, right after election of officers and Board of Directors of the Recorded Music Service Association, the music ops organization here, are still under way regarding the association issuing its own insurance for fire and theft of all automatic music equipment in this area.

For the past ten years this has proved successful in the case of A.B.C. Music Service Corp. of this city. The members of A.B.C. have carried the insurance and have found that they were much better off in every regard.

The success, therefore, of this ten year insurance program, has led leaders of the organization, especially Ray Cunliffe, president of the association, to urge the membership to set up their own insurance within the association itself.

There have been more thefts over this past year than ever before. Furthermore, the fires have been kept down to an absolute minimum, cost of fire and theft insurance, which is a necessity, is quite high from all regards.

With its own insurance firm in its own organization there is every possibility, music lenders here agree, that they can cut the premiums down, and may even show dividends for the investors.

Further discussions will be continued at following meetings with the belief that action will soon be taken in this regard.

---

**Meteor Flying Saucer**

Has Sensational Kiddie Appeal — Terrific Earning Power!

It's Attractive — Rugged — Safe! The newest of new in the Great Fleet of Meteor Kiddie Rides that includes such OUTSTANDING MONEY-MAKERS as Meteor Rocket — Meteor Pony Boy — Meteor P-T Boat

Get full particulars TODAY! DISTRIBUTORS — TERRITORY OPEN!

Write, Phone or Wire!

**Meteor Machine Corp.**

319 Hinsdale St., Brooklyn 7, N. Y. Phone: HYacinth 5-2766

**Wurlitzer’s Mailing Piece**

Stresses “Clean Up” Theme

---

**ATLAS Music Co.**

2200 N. Western Ave., Chicago 47, Ill.

Phone: Arbutus 6-5005

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS!”
CHICAGO—Jim McNulty, of Rock-Ola Manufacturing Corporation, this city, announced a series of Rock-Ola workshops to be held under the supervision of Frank Schultz, Rock-Ola service specialist. The schools will cover locations in the Middle West, the South and Southwest. Schultz, who has had extensive experience instructing phonograph servicemen, is conducting the sessions to acquaint operators with the mechanism and the operating features of the Rock-Ola "Fireball" 120 selection phonograph.

The first service school will be held on March 2 in the showrooms of the Central Ohio Coin Machine Exchange, Columbus, Ohio. Servicemen from the Air City Novelty Company, Dayton, have been invited to participate.

On March 3 the school is to be at the Coin Machine Service, Charleston, W. Va., and servicemen from a number of the local operators will be present.

On March 4 will find Schultz instructing at The Southern Music Corporation, Charlotte, N. C., and personnel from Frank Swarts Sales, Nashville, Tenn., and Coin Automatic Machine Company, Johnson City, Tenn., will be guests.

On March 5 the school is to be at the Coin Distributing Company, Montgomery, Ala., will play host to the session.

The final school will be held at Lynn Farr Music Company, Texarkana, Ark., March 6. Personnel from the United Amusement Company, San Antonio, Texas; Fort Worth Amusement, Fort Worth, Texas; Capitol Distributing Company, Jackson, Miss.; Rutherford Enterprises, Amarillo, Texas; and Frontier Amusement, El Paso, Texas, have all been invited.

Donan Distributing Co. appointed Distrib for Bally In Wis. And No. Ill.

CHICAGO—Donan Distributing Company, with offices at 6007 N. Kedzie Avenue, this city, has been appointed as exclusive distributor of Bally products in Wisconsin and Northern Illinois, according to an announcement by Jack Nelson, Bally sales manager.

Heading Donan Distributing is Donald J. Moloney, general sales manager, who is backed by a seasoned sales staff including such well known coin machine men as Sam Schecker, August Baranak and Tom Cuth. The service department is headed by Norbert Paschen, who has had many years experience in the mechanics of coin-operated equipment.

Nelson further emphasized that Donan is equipped to give remarkable trade-in values and speedy delivery on present Bally equipment; "Space-Ship," "The Champion," and "Beach Club." The newly appointed distributor is completely stocked with Bally parts and is in position to give excellent service.

Music Guild Of New Jersey Meets March 5 To Discuss 10c Play

NEWARK, N. J.—The Music Guild of New Jersey announced a special meeting and dinner to be held on Thursday, March 5, at the Mirror Room, Hotel Essex House, this city.

The purpose of the meet is to discuss 10c play in their juke boxes.

“Dime play has become a number one topic for discussion with most juke box organizations throughout the country. The resulting slow inflation that followed World War II and the leap in all prices since the Korean War has put the operator in the position where his collection will buy less while the cost of equipment has skyrocketed as much as 400%,” Dick Steinberg, manager, stated. “There is no indication that prices for equipment, labor, etc., will fall in the near future. The operator finds it difficult to absorb the increases and must, of necessity, pass them along to the public.

“Record plays are one of the few things the public can still buy for a nickel. While nickel standards like the cigar, telephone and cup of coffee have all passed into limbo, the juke box still holds onto the five cent play, which came into being almost twenty years ago when the nickel had more than twice its present value,” he said.

The Music Guild plans to confront its membership with the facts. Where 10c play (5 for 25c) has been in use for an extended period, the increase in route averages has been reported to be from a low of 35% to a high of 60%. These figures cannot be denied or ignored by the member confronted with a break-even point at the highest level in history.
The Cash Box

Karen Chandler Visits Atlas Music

CHICAGO — Operators and the staff of Atlas Music Company, this city, were thrilled recently when the Coral Records recording artist, Karen Chandler visited this Seeburg distributor.

Karen is seen (in the photo above) standing in back of the 100 record phones, while (1 to r) Joe Fillitti, Pat Serbiniski, Mary Ann Miskoci, Mildred Modelski, Nate Feinstein, Bob Gnarro and Harold Schwartz look on.

The record they're all holding, without question, must be her big hit "Hold Me, Thrill Me, Kiss Me."

Whoa!!

. . . we need this week to try and catch up with the flood of orders for all our Kiddie Rides and for our "Space Gun".

EXHIBIT SUPPLY

4218-4230 W. LAKE ST., CHICAGO 24, ILL.
(Established 1901)

For REAL BUYS FROM THE NATION’S LARGEST coin machine STOCK SEND FOR OUR COMPLETE PRICE LIST

DAVID ROSEN
855 N. BROAD ST., PHILA. 23, PA.
PHONE: STEVENSON 2-3103

"The Cash Box" Scores Scoop:
Chi Music Ops Elect All Officers Predicted In Last Week's Issue

CHICAGO — Just as appeared in the "Chicago Chatter" column of last week's (February 28) issue of The Cash Box, the entire list of officers which was predicted would be elected by the Recorded Music Service Association of this city by "Chicago Chatter" were so elected. Scoop predicted the following: Ray Cuniffe, president; Phil Levin, vice-president and secretary; Frank Padula, treasurer; Dan Palaggi, vice-president and Dan Gaines, vice-president.

The additional four men who were elected to the Board of Directors to make up for a nine man Board, including the above officers, were:

Roy Blomquist, Earl Kless, Louis Arpaia and Andy Oomens. Another scoop by The Cash Box.

"It's What's in THE CASH BOX That Counts"
An Open Letter
FROM THE FOUNDER OF THE
Edgewater Heart Fund
Memorial to
GEORGE D. MOLONEY

"Your bucks will buck the Nation's No. 1 killer—heart disease. Help all of us in the industry to murder America's No. 1 murderer—heart disease—by mailing your tax deductible contribution now to the 'Edgewater Heart Fund.'"

"Our industry, nationally renowned for its charitableness, can definitely help to stamp out heart disease. Your contribution will save a life. And remember the life you save may be your own."

"Our industry has always been foremost in charitable endeavors. Heart surgery, and the medical assistance your contribution will support, is already in progress."

"Your contribution will assist in devising and developing new and better techniques in the field of heart surgery and heart care. Remember that any member of this industry, including his entire family, is entitled to free heart surgery and medical care at the Edgewater Hospital, Chicago, Illinois, because of the continued contributions now being made by members of the industry."

"The 'Edgewater Heart Fund' has been dedicated to a man who was always a leader in our field. One of the most beloved individuals in the history of the industry, the 'Edgewater Heart Fund' is a memorial to George D. Moloney."

"Help us take care of the needy and the indigent. The people who most need our care. Let's give them the opportunity of survival by our donations. Your dollars help murder America's No. 1 murderer—heart disease."

"Your contribution, whether large or small, will be gratefully acknowledged and most sincerely appreciated."

Allen J. Stern

Edgewater Heart Association, Inc.
e/o Edgewater Hospital,
5700 No. Ashland Ave., Chicago, Ill.

Gentlemen:

Enclosed find my check made payable to the "EDGEWATER HEART FUND" (Memorial to George D. Moloney) for:

Signed
Address
City State

NOTICE
IF YOU SO DESIRE YOU CAN MAIL YOUR CHECK TO THE FOLLOWING OFFICES OF THE CASH BOX

26 W. 47th St., New York, N. Y.
2 W. Randolph St., Chicago, Ill.
5363 Wilshire Blvd., Los Angeles, Cal.

UPPER MID-WEST MUSINGS

A welcome visitor to the Twin Cities was Walt Schmitt of Lodi, Calif. Walt, who formerly ran the Red Wing Novelty Company of Red Wing, Minn., before moving to California, stopped in to say "hello" to some of the boys in the Twin Cities, and in Red Wing, Mr. and Mrs. Amos H. Johnson, owners of the Amos H. Johnson Music Co., Minn., were vacationing in Las Vegas, as was Mr. and Mrs. Al Kegarty, owners of Novelty City, and Mr. and Mrs. A. E. Rambo, owners of the The Cash Box Company, Minneapolis. John Johnson, who had enjoyed his trip through the Southern part of the United States and Mexico, especially when he knew that he was missing the snow-storms and the times he had had here in the last few weeks. Jack Backus of Jamestown, N. D., does not get in town very often, but when he does, he makes the most of it. And Mrs. Backus who made the last trip in to town with him. While Jack was looking at new coin-operated equipment, Mrs. Backus was taking in the down-town stores doing some shopping. Because of the fact that Ray Kohner, busy in Winona, his son, Don Kohner, made the trip together for the necessary records and supplies. Darlow Maxwell of Huron, S. D., certainly wasted no time in the Twin Cities. Ralph Seaver and Edward H. Conant, N. D., and Lorando Olson of Grand Forks, N. D., finally managed to get some time off to make the trip in to see what was the latest. Jack Bailey of the Novelty Company, Minn., was forced to be away an extra day, due to a heavy snowfall and finally managed to get out so he could be home on the weekend.

John McMahon of Eau Claire, Wis., Ted Hell of Gaylord, Minn., Joe Totke of Fairmont, Minn., Charley Soren of St. Cloud, Minn., August Quade of Chicago, Ill., Jerry Hines, St. Paul, Minn., and Elidn McDaniel of Wadena, Minn., were seen here and there at the various offices, and records supply houses picking up records and supplies for their routes. Morris Berger of Duluth, Minn., reports that his daughter is getting along very well at the University of Minnesota. Glen Hallock of Superior, Wis., reports that he did not have any trouble getting out to town after the recent snow-storm, as much as the snow-plows got out and cleared off the highways very quickly. Tom Clifford of Hibbing, Minn., reports that business is picking up in his territory, which gave him reason to come down to town and pick up the couple pieces of equipment for his route.

"It's What's In THE CASH BOX That Counts!"
RIDE THE GENCO ESCALATOR to HIGHER PROFITS!

NEW

'GOLDEN NUGGET'

UPRIGHT BALL GAME
with exciting EYE-LEVEL ACTION!

Loaded with Attraction!

Here's the playing field that is exciting operators everywhere!

AUTOMATIC BALL CONVEYOR
SPEEDS PLAY! THRILLS PLAYERS!

FEATURES FOR THE OPERATOR

1. DOUBLE GLASS—to protect front glass. Keeps your machine looking new.
2. HEAVIER PINS.
3. ADJUSTABLE SIDE NUMBERS.
4. SPECIAL, LONG-LASTING PLAYFIELD BULBS.
5. HINGED PLAYFIELD.
6. DOUBLE LOCKS ON PLAYFIELD DOOR.

TREMENDOUS REPLAY POSSIBILITIES

• Popular New "MYSTERY SPOT" — Adds Suspense—Temptation!
• Skill flipper...Adds extra thrills
• Tested TROUBLE-FREE Action!
• Extra Ball Feature—6 Extra Balls for 6 Extra Coins!

Exclusive "SPACE-SAVER" Ultra-Modern Design—only 24" by 17" by 64" high. Oversized Wi, Only 190 lbs.

GENCO MANUFACTURING & SALES CO.
3671 N. Ashland Ave., Chicago 14, Ill.

THRU THE COIN CHUTE

DALLAS DOINGS

Texans are rejoicing this week over the recent rains. Things had been pretty gloomy over the prospect of another dry summer... Tommy Chatten just returned from a trip to the Panhandle. Said he ran into lots of bad weather along the way... Rudy Kimbell, one of the biggest operators in Amarillo, is adding new photographs to his route. He is one of the most efficient operators we have ever seen. He keeps a weekly check on which records play on each of his machines and how many times they play. Rudy makes it a practice to answer service calls within twenty minutes... Hugo Joeris of Amarillo reports that business is picking up for him... Ditto for Clark Richardson of Borger... One of the busiest operators these days is Eugene Hall of Amarillo. He has a tremendous inventory of request records—all neatly catalogued and filled so that he can give the customer what he wants.

Big State Distributing Company has been appointed the new distributor for Coral Records Inc. They will distribute to the North Texas area. The manager, Paul Glass, is eager to get going... Bert Allott of Abilene was in town this week to pick up his wife, Peggy, who has been here all week consulting doctors... Congratulations to Jim and Ann Bird on the arrival of their son Stephen Mike... Jim, you know, is a salesman for Big State... Larry Absher of Texas Music Company in Midland was sporting a permanent wave as long as his wife was in the beauty shop business. But she got out of the business and the permanent grew out so Larry started a mustache. Now he is complaining that the mustache sticks so we are wondering what he will try next... Tex Keel of Colorado City is back on the job after a heart attack. So glad to hear he is well again.

"It's What's in THE CASH BOX That Counts"
Dear Mr. Editor,

Like I always says, it all depends on who you knows, not on exactly on what you knows. And that is how comes when you knows some one who knows what’s all you got to be all right all the times.

Anyways, the other morning whiles Sally (that’s Mrs. Slugger) and me is leavin’ our house to go down by our store, Sally says, says she, “Look here, Sally, you go down by the store today your self”, she says, “as there is a big sale by the department store and I am goin’ to buy myself some things what’s I need.”

Then as I am jumping up on the pick-up truck I parks by the corner store house because I works late last night on the route, she suddenly bellowes on me, “By the way, Sally”, she blasts, “I leaves a circulars from the records company what has got a new good one. You order up a couple boxes of these here records, you hears me?”, she continues.

So I quick like nods my head and I starts up the pickup and I gets going out of there before she thinks about some thing else can will give me more work and more headaches and more hollering and more trumpeting.

I goes down by the store and I finds that my helper. Sam Simpson, is already down and in the back room repairs shop already polishing up and cleaning up a record what he tells me to do two days ago yet.

I says nothing. I thinks that that monkey head is doing all right, and he remember who I is two days later yet. Whiles I am thinking on this I is looking all over on Sally’s desk and I can not finds any kind of circular of like what she says what comes from the records company from what she wants to buy a couple boxes new records.

Quick like I turns and I hollers on Sam Simpson, my helper. I says, “Hey, you, you monkey head. I sends you some circulars from Sally’s desk?”, I hollers.

Sam looks on me and he says, he says, “I on’t take a piece of paper from the desk, Sally”, he says, “I wants to keeps it to gonna polish up on this here machine”, he says.

So I says, “Lemme see that there paper what’s you took”, I says.

So Sam Simpson, my helper, he brings in what’s left of this here paper, I can just about makes out as this sure enough was the circular from the records company from what’s Sally (that’s Mrs. Slugger) wants to order these two box-es of these here records.

Well, anyways, I hollers but plenty good and happy and loud on Sam Simpson (that simp’s son) and what’s I want to do is to gets him to gonna polish up on this here machine. I wants to order this here two more records.

So I grabs up these two boxes of these here records and I puts them on the pickup and I ducses last away.

Anyways I goes around and I places these here new records what I had ordered on the juke boxes around our town of Simpkinsville.

When I returns to the store at last I finds that Sally (that’s Mrs. Slugger) she is still there even if it is plenty late like and I says to myself, I says, “Oh, me, we goes around again”,

Just as I walks in to the store the telephone rings. I is saved by the bell.

Sally (that’s Mrs. Slugger) she picks up the phone, she listens and then she is saying, “I is very nice Joey, I is so happy to hears as how you thinks these here are a real swell hits”, she says.

So I waits. She hangs on up. Again the phone rings before she can opens up her face to holler on me.

She says on the phone after listening for a while, “I am happy as how you likes this here record,” she says, “this here proves, Tony”, she says, “as how we knows what’s is best and what’s in the taking in the money.”

Then she looks up on me. I sees as how she is now smiling. So as natural I is very much the better.

So I says, “What’s this here all about, Sally?”, I says.

So she says, “Listen here, Sally”, she says, “where you finding out about these here new records?”, she says.

So I tells her as how I looks in The Cash Box and as how these here records was the “Disk of the Week” for the week yet and as how there is also a full page adverti-sing on these here records yet and that is how I am ordering these here two boxes of these here new records yet.

So she says, “Now, Sally”, she says real same like, “that is real good and smart like of you”.

“It is a real good thing”, she says, “as how I subscribes to The Cash Box, I will read it and learn somethings and also picks out from it these here records as I am wanting you to pick them out.”

“But”, she says, “these here records from The Cash Box are a real big hit and I am real glad you do like I am telling you to do and order these here big hits records from The Cash Box.”

What are you going to do?

Sincerely,

SOLLY SLUGGER

“Your Operator Friend”
CHICAGO CHATTER

May Feinstein of Atlas Music suffered a heart attack this past week Saturday. Nate is now at the Edgewater Hospital, 5700 N. Ashland Ave., Chicago, where he will be confined for at least six more weeks. Drop Nate a card.

Employee visitors and guests of United Mfg. Co. remembered the Edgewater Heart Fund. Heart Fund boys at United placed a large gray jar on their famed bar and as the boys imbibed, they’d drop a coin or a bill or two into the jar. The first jar totalled a $100 donation to the Edgewater Heart Fund this past week. And Lynn Dornalt made a very thrilling donation of his own to this great cause, producing a $2858.50 check. And that is what it will cover coming national legislation that two guys sitting up in the wee hours to try to arrange fair allocation of their production to all of their distributors—Jack Nelson and Bill O’Donnell of Bally. “Beach Club” is biggest sensation in all Bally’s long history. One burglar found it doesn’t pay to burgle jukeboxes too often while trying to break into a juke box at 2858 Roosevelt Rd. Detectives Geo. Thomas Haynes and Rychard Gyrell nabbed him. Alvin Gottlieb reports, “Everything smoother than yours, Nate. Our new game’s goin’ great.” Sol Gottlieb chimed in (Sol’s resting this week) with his latest: “Tell the boys I’ll be back on the road soon and I’ll be seen ‘em all again.”

King Peterson Bill introduced into Illinois legislature this past week (reported here) has already received much attention of trade’s leaders who quickly realized that extremely broad language would harm completely innocent amusement. Bill DeSelm uses this column to advise that United Mfg. Co. is sending the “Sound Boot” to Slimmer conditioners to George Jenkins, whose brother, John Jenkins, editor of Chicago Motor News, passed away from a heart attack this past week. Len Micon puts it this way, “Governors, Senators and Congressmen walk in and out at World Wide.” We’re sure Phil Weinberg up in Texas visiting Bally factory. So for this year less visitors to this coin center. Reason, some claim, “No show.” Majority state, “We’re much too busy.” Rock-Ola’s Frank Schults, service school director, will make big swing of midwest and southeast conducting schools at various new sales outlets on his tour.

We’re not bragging, but we scooped the entire field by reporting exactly Officers and Board of Directors that would be elected by Recorded Music Service Assn. In this column last week. . . J. Raymond Bacon and David C. Rockola in conferences all this past week, we hear. That usually means good news for firm’s distro. Chi’s music ops will get a bill for their fire & theft from their own association if all proposals in this regard are accepted. 10 years success of this at A. B. C. Music Service Corp, proved its feasibility. Score another scoop for this column: Donald J. Moloney, Illinois State Police, over last week as Bally’s distro. Verified officially this issue. Bowling a 510, Len Christiansen helped spark ABC No. 2 to a 5 game victory over B & B Novelty. Bert Breithaupt back from reports. Lost 13 grand. In a strict diet. But looks terrific and feels fine. Millie Nyland came through with a high series for the women. Scoring 498 (384). And Edith Davis rolled a 156 game. Star Music winning 2 from Atlas Music in battle for last place honors.

Have you been reading “The Woman’s Viewpoint of the Coin Machine Industry”? Terrific, isn’t it? If you know of any girls in the coin business send their names and addresses to this column TODAY. At Alvers of Columbus Records come through with high series for the men, 674, which helped to knock off Decca for 2 games. Mary Gillette promised her bowling team that if they did win, she’d pay for the party. So the Gillette’s took games from Omens. Even though John Omens came through with a 500 series and the very consistent, Isabel Omens, came through with a 485 series, Charles Lael, one of the steadiest bowlers, rolled a 391 over last week before, and a 231 game last week. But still Tony Galgano’s team went down. Together to Coral. Frank Padula’s Melody Music outfit took two from ABC No. 1.

Sam Lewis and Avron Ginsburg at Genco continue busier than ever with “Golden Nugget.” . . Joe Abraham of Cleveland in town. Trying his darnest to sell more. No reason to stop and stand more. . . Ben and Trudy Coven left for an auto trip down deep into the Southland. Ontario no less. . . Frank Rocke now in Milwaukee, Salesman for automatic bowling machines. Bill Johnson reports he is in Mexico. . . Henry C. Knoblauch of Glenn Falls, N. Y. Writes to tell us he is the most consistent bowler in the state. Henry operating for over 35 years. Says he, “Keep up the good work. The Cash Box is tops for all operations.”

For which we humbly, but most sincerely, thank Henry. . . Irv Sandler of Des Moines reports a shipment to Locust Expediting in Locust, has a problem, but him in a real hole. This firm has even attempted to pick up phoned he shogged on their order. Reports that their telephone has been disconnected.

The following became members of the “60 Year Club” this past week: Bob Breithuter, Charles T. Breitenstein and Leslie L. Landi, •

“it’s What’s in THE CAS Box That Counts”
A compilation of the members of the coin machine industry who have joined the “20 Year Club” was published in the January 24 issue of The Cash Box.

This was a long and imposing list of names of men and women who have been associated with the coin machine industry for 20 years or more.

After we went to press on the January 24 issue, a large number of additional applications have reached this office. We shall publish these names in a forthcoming issue.

Outside of the fact that you've been connected with the industry for 20 years or more, there are no other qualifications. The idea is strictly sentimental—and will serve to bring together those people who, in a great many instances, have been pioneers in this modern age of our industry.

SO—YOU TWENTY YEARS—WHO HAVEN'T AS YET APPLIED, MAIL THE COUPON BELOW.

Joe Orleck
THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Dear Joe:

I have been connected with the Coin Machine Industry for 20 years or more.

Please enter my name as a member and send me a membership card.

NAME ............................................................
FIRM ..................................................................
ADDRESS ...........................................................
CITY .............................................. ZONE ........... STATE ....................

Date I entered the C. M. Business ..........................................................

• Also Send Membership Card For ..........................................................

(Enclose Names, Firms, Addresses and when they started)
WANT—We buy new and used records all yearround. Highest prices paid for 78's and 45's. No quantity too large or too small. We also buy brand new LP's (33-1/3 RPM) by quantity. Write or phone. All A, B, C, D. 

FIDELITY DISTRIBUTORS, 666-13, FLA., 286 NEW YORK 36, N. Y. Tel.: Jüdson 6-4568.

WANT—Shuffles, Rebounds, Bowllettes, Star Series, All Stars, Fires Balls, A1 Condition Only. Any quantity at the right price. Can pick up in states bordering Eastern Canada. E. LIEBMAN, 12 BABY POINT, BELMONT TERR. ONTARIO, CANADA.

WANT—All types of arcade equipment. Quote lowest price in first letter. Also, will selling shop gallery, fully equipped or trade for music, arcade or pinball machines.

RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN.

WANT—Operators and Distributors who are interested in establishing the area's finest folder vending postage stamp machine to their present route. Send wanted list to C. S. Ind. Holders. Fax folders and complete data write

DISTRIBUTING CO., 1800 S.W. 17th STREET, MIAMI, FLA.

WANT—Will buy phonograph records on a 1949 basis; any quantity for dealer stock; $150 to $300 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66TH STREET, NEW YORK CITY, N. Y.

WANT—Late Model Phonographs. Pick up in a radius of 200 miles. KOEPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

WANT—We buy dealers' surplus stock. Operators pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM's. Call or write: C. I. MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I., N. Y. Tel.: Tilden 4-9040.

WANT—Two: Four- or Six-Player Shuffle Bowling Games; Genco Shuffle Target 22-foot National or Rock-Ola Shuffle Board; Exhibit Pony Express: 100-Record Seeburg. Write stating condition, name, model and prices. STANLEY ANSPAN, 1549 S. ST. CAMPAIGN, 5225 SOUTH TACOMA WAY, TACOMA, WASHINGTON.

WANT—Two Post War Gotten metal tynets, Scientific Pokie's—new and used. Give name, address, phone number, and quantity. LIEBERMAN MUSIC CO., 257 PLYMOUTH AVENUE NORTH, MINNEAPOLIS, 11, MINNESOTA.

WANT—Your used or surplus records all speeds 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEAVERS, 621 N. MAIN STREET, E. ST. LOUIS, ILL. R. I. Tel.: Union 1-7500.

WANT—Wurlitzer 1017, 1217; Seeburg 100 A & B; AMI D10; AMI Hi-Ball, used and Wall-Mounted, Cry Bitter, Bally Late 1 Ball F.F., Metal Typer. Write stating condition, model and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—Panoramas; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. MONARCH COIN MACHINE, INC., 2257 N. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: Lincoln 9-3996.

WANT—Mills Williams—Print without condition, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

WANT—Keeney 4 Player Conversions, for long board with return puck; Genco Scoreboards; Keeney 6 Player Shuffle Alleys. UNIVERSITY COIN MACHINE CO., 1605 W. 17TH AVENUE, CHICAGO 8, ILLINOIS. Tel.: PA 2-6086.

WANT—Metal Typer, Nostalgia Voice-O-Graphs, Chico Basketball machines, and any other late arcade machines, give price and condition in first letter, MIKE MUNVES CORP., 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: WE 9-6677.

WANT—45 RPM Records, new or used. Any quantity too large or small. Highest prices paid for rare records on hand, TONY GALANCO, CALCANO DIST. CO., 414 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7860.

WANT—Metal Typer, Nostalgia Voice-O-Graphs, Chico Basketball machines, and any other late arcade machines, give price and condition in first letter, MIKE MUNVES CORP., 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: WE 9-6677.

WANT—Metal Typer, Nostalgia Voice-O-Graphs, Chico Basketball machines, and any other late arcade machines, give price and condition in first letter, MIKE MUNVES CORP., 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: WE 9-6677.

WANT—Music Videos, Attached Flipper units. SOUTHERN MUSIC DISTRIBUTING CO., 508 W. CENTRAL AVE., ORLANDO, FLA.

WANT—All kinds of machine equipment. Give price and condition, etc. SOUTHERN MUSIC DISTRIBUTING CO., 508 W. CENTRAL AVE., ORLANDO, FLA.

WANT—Salesman type coin operated 65 note player piano; beautiful mahogany completely refinished. All 80 some odd bellows recovered by professional; much special work involved. New. A rare buy at $299.50. Hats for all locations. 40 tunes included.

WITHAM ENTERPRISES & ASSOCIATES, A. R. MITCHELL, 1213 W. 26TH AVE., GLENS FALLS, N. Y. Tel.: 2-2519 and 2-6740.

WANT—Bowlette $25; Long Beach $325; Leader $300; Star $375; Wurlitzer 1,200; $40; Temptation $35; Trade Winds $25; Three Feathers $45; Triple Action $25. Plenty of other bargains. Louis, 7-536, ST. LOUIS, ILL. DISTRIBUTING CO., 4539 ST. LOUIS AVENUE, ST. LOUIS 15, MO.

WANT—Frolics—Ready for location—$499 ea.; Coney Island, Atlantic City, Bright Spot; Write—40 record player $395—like new; much special work involved. We sell piles of them. Want—SALE. Write HEDENDSON 1-7577.

WANT—Seeburg M100 A phonographs, thoroughly reconfirmed and refinished. Look and operate like new records you have. Any quantity. Will pay highest prices. Give full details to first letter. TOWEY 2434, ORCHARD ST., CHICAGO 14. ILL. Tel.: Diversey 5-3996.

WANT—Used Juke Box records, popular, hillbillys, and polkas. Can pick up the 45 rpm records you have. Any quantity. Will pay highest prices. Give full details to first letter. TOWEY 2434, ORCHARD ST., CHICAGO 14. ILL. Tel.: Diversey 5-3996.

FOR SALE—Juke Box records. Will sell on consignment, or for cash, or trade any type. Lincoln, 2-5616.

WANT—Salesman type coin operated 65 note player piano; beautiful mahogany completely refinished. All 80 some odd bellows recovered by professional; much special work involved. New. A rare buy at $299.50. Hats for all locations. 40 tunes included.

WITHAM ENTERPRISES & ASSOCIATES, A. R. MITCHELL, 1213 W. 26TH AVE., GLENS FALLS, N. Y. Tel.: 2-2519 and 2-6740.
FOR SALE—Reconditioned: Thing $35; Lucky lunar $35; Photo Finish $35; Citation $35; Champion $45; Winube $35; Gauley $75; Carri- 역 $25; Control Tower $85. J. ROSENFIELD COMPANY, 3220 OL- IVIE ST., ST. LOUIS 3, MISSOURI. Tel: O live 2500.

FOR SALE—Executive Ediphone Voice Writer, electronic with desk dictator and portable writer. New or rec- caback, used only six months, $575. WESTERN DISTRIBUTORS, 1226 S. W, 16th AVENUE, PORTLAND 5, OREGON. TEL: Atwater 7565.

FOR SALE—Seeburg Wall Boxes 3W215.5 & $10 each; 3W5 & T756 (5-10-25) $25 each; Postwar Seeb- burg, AMI, Wurlitzer, and Rock- Ola phonographs at lowest prices. Be wise and buy at SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVENUE, ELIZABETH, N. J. Tel: Bigelow 8-3524.

FOR SALE—America's finest re- conditioned phonographs and music accessories. Everyone of our re- conditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. TEL: University 4-0773.

FOR SALE—Packard Wall Boxes $4 ea.; Wurlitzer 3030 $5 ea.; Wurl- ziter 30255 $6 ea.; Photo Finishes and Citations $25 ca.; Universal Five Stars $100 ca.; Rock-Ola Play- masters $30 ca.; GOLDEN CATE NOVELTY CO., 701 GOLDEN CATE AVENUE, SAN FRANCISCO 2, CAL.

FOR SALE—Kiddie Rides—Beautiful Exhibt Big Broncos; Space Ships, all makes; Midget Movies; Boat Rides; Automobile Rides ... all guaranteed. 100% money back O'CONNOR DISTRIBUTING COMPANY, INC., 295 LINCOLN STREET, ALLSTON, MASS.

FOR SALE—Reconditioned War- litters: 1250's $425; 1100's $300; 1015's $150; 1080's $150. Seeburg $425; Wurlitzer $425; Wurlitzer $425. 148M $275. Packard Manhattan's $125; Packard Sevens $75; Wall Boxes 3W-2 1 L's $250; WL-1 56's $100; WL-1 $125; O'CONNOR DISTRIBUTORS, INC., 3230 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—ABC $175; Long Beach $375; 5 Star $50; County Fair $175; Steeplechase $225; Stars $45; 2-225; "B" $425; "C" $475; 1015 $100; From $50. Write for Wholesale Premium List. CENTRAL DISTRIBUTORS, 235 OLIVE STREET, ST. LOUIS 3, MO. TEL: Geneva 0972.

FOR SALE—Fifteen Turf Kings, A-1 condition, unrated, write or call making an offer. PENNSYLVANIA VETERINARY SUPPLY STORE, 605 8TH STREET, PITTSBURGH 3, PENNA.

FOR SALE—Close outs right off the route—reconditioned like new: Coney Islands with latest improve- ments, contact $335; Atlan- tic City $455; Bright Spots $315; Leaders $315; Bright Lights $220; Geno $400 $295; Geno Jumping Jacks (new write); Kings $120; Citations $30; Hot Rods $40; Geno Advance Rolls $25; Flipper Pins (write). Geno 400's equipped with latest fattening devices. $145. One-third deposit. Balance C.O.D. W. E. KEENLY MFG. CO., 2321 S. KED- ZIE AVE., CHICAGO, ILL. TEL: HEnslow 4-8344.


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 40 word 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 $48 today plus your first 40 word ad to: THE CASH BOX, 26 W. 47TH ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

FOR SALE—Contact us before you buy. We carry all types of coin ma- chines. Largest Central Pennsylvania distributor for Universal, Universal Chicago, Keesey and Bally. WILLIAM J. MILLER & COMPANY, 233 W. 3rd STREET, WILLIAMSPORT, PA. TEL: 2-3326 or 2-1646.

FOR SALE—Wurlitzer 1100 $549; Seeburg $295; 2655 $165. On hand, a large supply of Packard, Wurlitzer and Seeburg Wall Boxes fully reconditioned, Write: CEN- TURY MUSIC DISTRIBUTORS, 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE—United Shoele Alley $85; HyRoll $50; Zingo $225; Wurlitzer Skeeball $100; A.B.C. $225; Wm. Japy $200. Exhibits $125; Wurlitzer $175; Geno Score Unit $90; Wall- O-Matics $10; Star Speakers $18; Bank Ball $125; V. YONTZ SALES CO., BYESVILLE, O. TEL: 2-2159.

FOR SALE—100a Seeburg High Serial Number $675; AMI "A" $325; 100b "B" $325; 1015 "C" $475; 1030 "D" $125; "E" $325; 1080 "F" $125; 1090 "G" $150; 1115 "H" $50. WRITE FOR WHOLESALE PRICE LIST.

FOR SALE—Chicora Bowling Alley $140; Seeburg $105; General League $145; Bath $125; Seeburg $145; 35c; Atlanta $145. TEL: 2-3229.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Uni- versal; Geno and others. TARAN DISTRIBUTORS, INC., 3401 N. 36TH ST, MIAMI, FLA. TEL: 3-6746.

FOR SALE—United Steeplechase $225; Coney Island $245; Touchdown $225; Williams Spark Plug $250; Hayburner $245; Sea Jockey $245. Write for low prices on plus, blimpy, arcade games. LEHIGH SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. COMMER- CIA IMUS CO., 1501 DRAGON ST., DALLAS, TEX. TEL: Riverside 4131.

FOR SALE—Spotti $319.50; Frolic $475; Long Beach $275; Good Five Balls used on location only. Write for list. UNIVERSE NOVELTY CO., 114, W. 11TH STREET, BIL- OXI, MISS.

FOR SALE—Spot Lite $275; A.B.C.- $100; Zingo $125; Stars $325; Beat Lights $250; Frolics $450; ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. TEL: Wheeling 4272.

FOR SALE—Star Series $50; Quarter- back $55; Bing-A-Roll $45; Bear Grills Lights $250; Frolics $450; Halt Sales Co. (with tunnel) $595. Includes extras. WANT—United Six Player Super & Twin Rebounds. MOHAWK SKILL CARDS CO. 57 SWAGGER TOWN ROAD, SCHENECTADY, N. Y.

FOR SALE—Coney Island $335; At- lantic City $425; Universal Five Star $75; Keesey Line $95; Skee Alley $60; Frolics—write. ALLIED DISTRIBUTING CO., 786 ALLIE- MICH AVE., CHICAGO 19.

FOR SALE—The finest used phono- graphs in all our history now avail- able for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAU- KEE, WIS. TEL: WES 3-3224.

FOR SALE—Empresses; Thrones; '39 and '40 Standards and Deluxes; Classics; WILS 56 Wall Boxes; 600's; Counter Models; Waltin Hills; Scales; Arcade Equipment; Mise- Pinballs. SOUTHSIDE VENDING 308 N. SACCHEMORE ST., PETERSBURG, VA. TEL: 349.
FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's, Popular, Rhythm, Blues. We ship anywhere at cost. You write record. LOMBARDI RECORD SHOP, 2327 W. MADISON ST., CROWN RECORD SHOP, 3727 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-5055.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WESTERHAUS COMPANY, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: Montana 5000-4-2.

FOR SALE—115 New and used wall boxes $100 at Thermopolis, Wyoming. "Radio" JOE WARRINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

FOR SALE—Spoolie $375; Harvest Time $50; Knockout $60; Utah $35; Five Star $100; King Pin $50; Cinderella, Wisconsin, Ramona, Shankel; $15 each. ROANOKE VENDING MACHINE EXCHANGE, INC., 118 W. WASHINGTON ST., CHARLESTON, W. VIRGINIA, Tel.: 3-0311.

FOR SALE—Bomber $40; Judy $45; King Pin $50; Buttons & Bows $32.50; Thing $32.50; What's My Line $49.50; Tri-Score $35; Harvest Time $35; Knock Out $45; Punchy $40; Fighting Irish $45; Glaz Rummy $42.50; Spring Time $85; Bit Hit $165; Shoo Fest $140; Whiz Kids $105; Hills & Ruins, Genco, $55; Canasta $25; Boston $39.50; 49 Majors $27.50; Jennie $50; Tumbleweed $52.50; St. Louis $32.50; Red Shoes $60; Tucson $22.50; Hit Parade $27.50; South Pacific $49.50; Shanty Town $62.50; Moreno $22.50; Bunk-A-Ball $35; Mardi Gras $27.50; Rainbow $22.50; Just 21 $15; Play Tune $30; Freshie $42.50; MONROE, VENDING MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, 14, OHIO, Tel.: Superior 1-4600.

FOR SALE—Seeburg 147 $99; Packard Manhattan $99; Shuffle Alley Express $29.50; Genie Target $39.50; Viking Popcorn Machine $79; Spares & Strikes $149; AMERICAN VENDING CO., 2359 CONEY ISLAND AVENUE, BROOKLYN, NEW YORK.

FOR SALE—Quartette $160; Minstrel Man $90; Globe Trotter $135; Mermaid $95; KO's $45; Seeburg wall boxes $5; All in A-1 shape. STARK NOVELTY CO., 2429-7th, N. W., CANTON, OHIO.

FOR SALE—Wurlitzer 1000 $179.50 ca.; Wurlitzer 1100 $375 ca.; 10 Seeburg 100 A—78 $675. Plus $10 for crating. Many others—write for list. YOUNG DISTRIBUTING CO., 599 TENTH AVE., N. Y. C., N. Y. Tel.: Clickering 4-5950.

FOR SALE—The old reliable Massenaut coin operated pool tables. Write for price list on used equipment. We will buy one halls, Bingo games, recent shuffle alleys. DARLINGTON MUSIC COMPANY, DARLINGTON, S. C. Tel.: 500.

FOR SALE—Bally Sunshine Parks, Atlantic City, Palm Beaches and Follies. Also, all late Gottlieb 5-ball used games. If interested, call, write or wire. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA, Tel.: Canal 8318.

FOR SALE—Bally, Chicago, Mar, Ekornes, Chicago, Milton, Rock-Ola, Seeburg Wurlitzer split-phase phonograph motors rewound for $5. No extra. 24-hour service. If it's used in a coin machine we'll rewind it. CAROLINA ELECTRIC CO. BOX 125 MATTHEWS, NORTH CAROLINA.

FOR SALE—Hawley Dime Converter Kit for old style and new style Packard Boxes. 25 Lots, $1.25 ca.; Samples $1.50. Contains Dime Class, Dime Bushings, parts for relector. Dime Bushings, 25c ca. HAWLEY DISTRIBUTING, 2720 W. PICO BLVD., LOS ANGELES, CALIFORNIA.

FOR SALE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

FOR SALE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box Chicago, Ill., DEarborn 2-0045; The Cash Box, Los Angeles Calif., WEBster 1-1121.

**Notice!**

**You can safely send deposits to advertisers in "The Cash Box"**

**Your Deposit is Guaranteed!**

If you rent or sell to subscribers to THE CASH BOX, at the time you receive any deposit for goods that appears in "The Cash Box", the advertiser agrees that you must send a deposit to obtain the merchandise described. The deposit is guaranteed by "The Cash Box". This is the "The Cash Box" Free Deposit Insurance Plan. An exclusive and original feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

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

**"It's What's in THE CASH BOX That Counts!"**
How To Use the "Confidential Price Lists"

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

FOREWORD: Many times, wide differences appear in the quotations of high and low costs of certain equipment. Like any reputable "Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" gets exactly as weekly as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists", rather than show high or low prices, retain the last known quotations for such equipment so that the subscriber at least has the last known prices at a listing. Prices will vary widely. Someone on the West Coast may feel a certain machine worth $100.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, and conditions of equipment are taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. "The Confidential Price Lists" reports each quotation exactly as it is made and depend on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for such equipment and second price listed is highest price quoted.

EXPLANATION

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

Mills

1. W.O.M. 5/10 $250.00
2. Hi-Boy (302) $12.50
3. Singing Tower (980) $85.00
4. Spectravideo (W-56) 195.00
5. Top Flight $25.00
6. Spinsetter (302) 125.00
7. Great DeLuxe (46) 260.00
8. Model B4 395.00
9. Great Deluxe 395.00

Airien

1. Super Deluxe ("46) $49.00
2. Blonde Bomber $89.00
3. First Lady $89.00
4. 207 Hideaway $119.00
5. All Star $125.00
6. 7500 $125.00
7. Olympic $150.00

MISCELLANEOUS

1. ChiCoin Band Box $125.00
2. Chicago Coin Band Box $125.00
3. Parade $75.00
4. Blasteround $35.00
5. Williams Electric Mite $50.00
6. Evans Catalogue $275.00

Manufacturers and date of game's release listed. Code: (B) Ballet (CC) Chicago Coin (Ex) Exhibit; (G) Geneva; (Go) Gottlieb; (Ke) Keesey; (Un) United; (Wm) Williams.

-- End of Document --

CENSORED 1953.
<table>
<thead>
<tr>
<th>Game Type</th>
<th>Prize</th>
<th>Prize</th>
<th>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Bally Shuffle-Line</td>
<td>95.50</td>
<td>105.00</td>
<td>105.00</td>
</tr>
<tr>
<td>4. Bally Hook Bowler</td>
<td>105.00</td>
<td>165.00</td>
<td>165.00</td>
</tr>
<tr>
<td>4. Bally Baseball</td>
<td>29.00</td>
<td>50.00</td>
<td>50.00</td>
</tr>
<tr>
<td>4. Bally Shuffle Bowler</td>
<td>35.00</td>
<td>65.00</td>
<td>65.00</td>
</tr>
<tr>
<td>4. Bally Speed Bowler</td>
<td>24.50</td>
<td>50.00</td>
<td>50.00</td>
</tr>
<tr>
<td>4. ChiCoin Bowling Alley</td>
<td>45.00</td>
<td>55.00</td>
<td>55.00</td>
</tr>
<tr>
<td>4. ChiCoin Alley w/con.</td>
<td>35.00</td>
<td>75.00</td>
<td>75.00</td>
</tr>
<tr>
<td>4. ChiCoin Bee</td>
<td>75.00</td>
<td>125.00</td>
<td>125.00</td>
</tr>
<tr>
<td>4. ChiCoin Deluxe</td>
<td>95.00</td>
<td>150.00</td>
<td>150.00</td>
</tr>
<tr>
<td>4. ChiCoin Rebound</td>
<td>25.00</td>
<td>45.00</td>
<td>45.00</td>
</tr>
<tr>
<td>4. ChiCoin Base</td>
<td>58.00</td>
<td>95.00</td>
<td>95.00</td>
</tr>
<tr>
<td>4. ChiCoin Trophy</td>
<td>59.50</td>
<td>85.00</td>
<td>85.00</td>
</tr>
<tr>
<td>4. ChiCoin 6 Player</td>
<td>265.00</td>
<td>300.00</td>
<td>300.00</td>
</tr>
<tr>
<td>4. ChiCoin 6 Player Deluxe</td>
<td>265.00</td>
<td>295.00</td>
<td>295.00</td>
</tr>
<tr>
<td>4. Genco Bowling League</td>
<td>24.50</td>
<td>45.00</td>
<td>45.00</td>
</tr>
<tr>
<td>4. Genco Baseball</td>
<td>25.00</td>
<td>75.00</td>
<td>75.00</td>
</tr>
<tr>
<td>4. Genco 8 Player Derby</td>
<td>39.50</td>
<td>125.00</td>
<td>125.00</td>
</tr>
<tr>
<td>4. Credit Target</td>
<td>100.00</td>
<td>125.00</td>
<td>125.00</td>
</tr>
<tr>
<td>4. Gottlieb Bowltte</td>
<td>14.50</td>
<td>30.00</td>
<td>30.00</td>
</tr>
<tr>
<td>4. Keeney ABC Bowler</td>
<td>14.50</td>
<td>20.00</td>
<td>20.00</td>
</tr>
<tr>
<td>4. Keeney King Pin</td>
<td>32.50</td>
<td>80.00</td>
<td>80.00</td>
</tr>
<tr>
<td>4. Keeney Pin Bow</td>
<td>25.00</td>
<td>50.00</td>
<td>50.00</td>
</tr>
<tr>
<td>4. Keeney Ten Pins</td>
<td>15.00</td>
<td>26.00</td>
<td>26.00</td>
</tr>
<tr>
<td>4. Keeney Lucky Strike</td>
<td>10.00</td>
<td>20.00</td>
<td>20.00</td>
</tr>
<tr>
<td>4. Keeney League Bowl</td>
<td>125.00</td>
<td>139.50</td>
<td>139.50</td>
</tr>
<tr>
<td>4. Keeney Duck Pins</td>
<td>59.50</td>
<td>59.00</td>
<td>59.00</td>
</tr>
</tbody>
</table>
Manufacturers New Equipment

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

J. H. KEENEY & CO., INC.
Electric Cigarette Vender... $284.50
Cigar Changer Model... 304.50
Team Bowler... 615.00

MARVEL MFG. CO.
Overhead Scoreboard for Shuffleboards... $125.00
Wall Type Scoreboards for Shuffleboards... 95.00

METEOR MACHINE CORP.
Meteor Flying Saucer... $795.00
Meteor Pony Boy... 575.00
Meteor PT-Boat... 849.00
Meteor Rocket... 795.00

ROCK-OLA MFG. CO.
"Fire-Ball" 120 Selection, Model 1436... $1,065.00
Model 1536, 5c-10c-25c Wall Box... 59.50
Model 1536, 5c Wall Box... 21 Wire... 39.50
Model 1424 Playmaster... 440.00

NATE SCHNELLER, INC. (NASCO)
Atomic Jet (Airplane Ride)... $995.00
Aqua Jet (Boat Ride)... 595.00

J. P. SEEBURG CORP.
M106C (Select-O-Matic "100") phonograph... 695.00
IBM 100C (Select-O-Matic "100") R.C. Special... 565.00
S1 Wall-O-Matic "100"... 125.00
MRV1-C Master Remote Volume Control... 1,050.00

CHICAGO COIN
Band Box (New Model)... $299.50
Bowla-Ball... 695.00
6 Player Super Match Bowler... $995.00
10th Frame Special Bowler... $895.00
Name Bowler... 995.00

H. C. EVANS & CO.
Century (Model 245)... $1,050.00
Jubilee (Model 245)... 825.00
Jubilee (Model 278)... 795.00

EXHIBIT SUPPLY
Big Bronco... $975.50
Roy Rogers' Trigger... 1,045.50
Rudolph The Red Nosed Reindeer... 725.00
Peter the Rabbit... 725.00
Rwahide... 725.00
Complete Package of Three Bodies 'Rudolph The Red Nosed Reindeer,' 'Peter the Rabbit,' and 'Rwahide,' with One Base... 1,195.00
Space Gun... 375.00
Space Patrol... 1,045.50
Stratos... 375.00
Silent Salesman (Card Vendor)... 75.50
Super Twin Rotation... 695.00

D. GOTTLEBE & CO.
Flying High... $349.50

WILMANS MFG. CO.
Silver Skates... $349.50

THE RUDOLPH WURLITZER CORP.
Model "1100" Phonograph... 695.00
Model "1500" Phonograph... 1,105.50

COPYRIGHT 1953. REPRODUCTION NOT PERMITTED.
Star Shuffle-Alley

New, Extra-Fast Scoring

with

Match a Score

Match a Star

Twin Spot Feature

Plus

10th Frame

Shoot Again

Strike or Spare Flasher Lights

Can Pick Up 7-10 Split

Formica Playboard

Sizes

8 ft. by 2 ft.

9 ft. by 2 ft.

United Manufacturing Company

3401 N. California Avenue, Chicago 18, Illinois
From coast to coast the cash-box verdict is unanimous: "Better than beauty...greatest in-line money-maker...only palm beach came close to terrific earning power of beach club!" In fact, BEACH CLUB includes all the greatest features of palm beach plus added extra-coins attractions...new 7-Choice Select-A-Spot...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big beach club profits! Get beach club now!

Attractive ADVANCING SCORES - IN-LINE and CORNER Scores 3-in-line on SUPER CARD Scores 4-in-line score Improved SELECT-A-SPOT feature • New EXTRA-TIME feature TRIPLE-SPOTS Roll-over feature • Up to 3 EXTRA BALLS per game

See the Bally SPACE-SHIP in action...surging forward, gliding backward...dipping and rising...rolling from side to side...swinging and banking like a jet-fighter...and you will see why junior space-pilots prefer the Bally SPACE-SHIP...why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember...you can build a big-profit route of Bally Kiddly.Rides with a small cash investment.

★ Variable speed controlled by pilot
★ Colorful Eye-Appeal attracts attention on location
★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
★ Twin Ray-Guns with exciting sound-effects
★ Airblast blows from blower
★ Safe, sturdy construction
★ Simple mechanism
★ National Rejector

FINANCE PLAN NOW AVAILABLE

RIDE THE CHAMPION
10¢

IT TROTS!
IT GALLOPS!

RIDE THE CHAMPION
10¢