Amos Milburn, who has followed his hit of "Greyhound" with still another smash, "Let Me Go Home, Whiskey", brings smiles to the faces of everyone connected with Aladdin Records as they open telegrams from distributors all over the country ordering more disks to be shipped immediately. Left to right are: Irv Shorten of Allied Music Sales, Aladdin's Los Angeles distributor; Ed Mesner, the firm's A & R chief; Amos Milburn; and Leo Mesner, president of Aladdin.
WURLITZER offers the Finest Line of Automatic Music Equipment in the Industry...

WURLITZER MODEL 1600 PHONOGRAPH
48 Selections, 45 or 78 RPM Operation

WURLITZER MODEL 1500 PHONOGRAPH
Playing 104 Selections, 45 or 78 RPM Records Intermixed

WURLITZER MODEL 1400 PHONOGRAPH
Playing 48 Selections, adaptable to either 45 or 78 RPM records
Also available as the Model 1500 with Textileather covered cabinet.

A complete line of Wall Boxes, Speakers and related Remote Control Equipment enabling every Wurlitzer Operator to offer any location the very finest coin-operated music service.

See Your Wurlitzer Distributor

The Rudolph Wurlitzer Company • North Tonawanda, New York
The Cash Box

Through the Network of Juke Boxes Everywhere In The Nation:
America's Regional Music Has Become America's National Music

In the past five years there's been a basic change in the kind of American music that has reached the height of popularity. Whereas a decade or two ago, the top hits for the most part originated in the great sophisticated centers such as New York, Chicago or Hollywood, today they come from everywhere in the country, from every regional area and represent every local outlook and feeling.

This tremendous change in America's musical tastes has usually been summed up as the emergence of folk music. But it is in reality more than just that. It is the acceptance by the American people of its own traditions and creativities.

It might be asked why has it taken so long for this creativeness to receive recognition. The answer is simply that until recently we didn't have the means by which great numbers of people could be exposed to regional music in an acceptable way, in a way they could understand and appreciate.

Perhaps the greatest thanks for this achievement should go to the record companies. For it has been through recorded presentations that regional music has been able to reach the entire country in the shortest possible time. And it is also through the imaginativeness of the A & R men that folk tunes have been recorded in a way which is meaningful to the general public.

Before folk music emerged into the popular market, there had been numerous good tunes which remained strictly local, hits in their own area, but never going any further. It was when A & R men started taking these songs and presenting them in a pop fashion that the general public began to realize that perhaps they were missing something by not looking closer at these regional products. People in the trade began to realize that they were passing up a literal gold mine of material because the manner of presentation was different from what they were used to hearing.

But as soon as these songs were translated into the pop idiom, they became just as big—and many times even bigger—than they had been in the folk field.

While the A & R men deserve the credit for being the first to experiment with this music, it must always be recognized that it was through the network of 550,000 juke boxes located throughout the land that these songs were able to be exposed to audiences all over the country at the very same time.

As a matter of fact the juke box has played a major part in making our former regional music our current national music.

Before the introduction of the modern juke boxes in the early thirties, the only means for quickly spreading a song was through radio. But network shows, which could go across the entire country, were composed mainly of tunes written in the big city sophisticated tradition. There wasn't room on them for tunes from regional areas.

Only when the juke box really came into its own was it possible to program folk records everywhere in the nation—and so learn that they were meaningful everywhere.

Since the introduction of regional music, it has become so recognizable to the general public that still another phenomenon is now occurring. Some folk tunes now no longer have to be translated into pop forms but are acceptable in their original form. The most striking example of this is the current Bank Williams hit "Kaw-Liga". Many of Bank Williams' tunes have been done pop before but never has he as an artist gone pop. Now apparently the public has been so conditioned to folk music that even a straight folk rendition without any pop embellishments gets its message across.

Yes, popular musical tastes have undergone a drastic upheaval. And we're extremely happy to note that today, instead of decrying the fact as was the rule a few years ago, music men are not only accepting it and dealing with it, but are actually giving credit where it is due for the magnificent job that has been done in educating the public to enjoy this music.
DINAH SHORE is sweeter than ever with "sweet thing" and "why come crying to me"

RCA Victor 20/47-5247

How Much Is That Doggie in the Window
Patti Page Me-70076 (45-70076) Patti Page

Tell Me You're Mine
The GAYLORDS CO-39914 (4-39914) - Mindy Carson De-85659 (9-85659) Russ Morgan

Your Cheatin' Heart
Joni James CA-2217 (F-2217) - Gene Austin. CO-39936 (4-39936) - Frankie Laine. De-62936 (9-62936) Russ Morgan

Pretend

Side by Side
KAY STARR CA-2334 (F-2334) Ray Starr. VI-20-4741 (47-4741)

Wild Horses
PERRY COMO CA-2349 (F-2349) Ray Anthony O. VI-20-5152 (47-5152) Perry Como

I Believe
FRANKIE LAINE CA-2332 (F-2332) - Jose Frazier. CO-39938 (4-39938) - Frankie Laine

Don't Let the Stars Get in Your Eyes
PERRY COMO CA-2336 (F-2336) - Jackie McDonald. CO-2256 (F-2256) - Stella MacKenna. CR-30935 (9-30935) - Tommy Sands. CR-60982 (9-60982) - Helen Barton. CR-60983 (9-60983) - Bud Fisher

Tell Me a Story
FRANKIE LAINE & JIMMY BROWN CO-39945 (4-39945) - Frankie Laine & Jimmy Boyd

TIPS FROM THIS WEEK'S RELEASE

I HAD THE CRAZIEST DREAM (from the film "Springtime in the Rockies")
HOME IN PASADENA
The Skyliners 20-5257 (47-5257)

MISSING (You're Mine)
Oh Jerry! THE WIDOW WALK
Gene K. with The Rockies 20-5253 (47-5253)

ROLLIN' ROLLIN' STONE / I'D LOVE TO FALL ASLEEP
Lily Ann Carol. Dick directed by Elly Cilver 20-5256 (47-5256)

ANNA (El Negro Zumbador)
from the film "Anna"
CINCHITA
20-5252 (47-5252)

* 45 rpm. cat. nos.

ORDER HERE!

WEEK OF APRIL 4th

70 rpm 45 rpm

POPULAR

HOT TODDY / SERENADE
Ralph Flanagan 20-5295 (47-5295)

WILD HODESS / I CONFESS
Perry Como 20-5152 (47-5152)

HOW DO YOU SPEAK TO AN ANGEL / DOWNHEARTED
Eddie Fisher 20-5137 (47-5137)

DON'T LET THE STARS GET IN YOUR EYES / LIES
Perry Como 20-5064 (47-5064)

APRIL IN PORTUGAL / PENNY WHISTLE BLUES
Freddy Martin 20-5052 (47-5052)

I FEEL LIKE I'M GONNA LIVE FOREVER / HOW COULD YOU
Sunny Gale 20-5216 (47-5216)

WILL-OF-THE-WISP / THE MAGIC TOUCH
Hugo Winterhalter 20-5209 (47-5209)

LAST STOP / I'M WITH YOU
Dorothy London 20-5238 (47-5238)

ECTASY, TAMBO / WAGGASHOE
The Three Sons 20-5185 (47-5185)

TRAIN, TRAIN, TRAIN / I CAN'T GET STARTED
Buddy Morrow 20-5212 (47-5212)

NOW THAT I'M IN LOVE / YANKEE DOODLETOWN
Senator-Finger 20-5248 (47-5248)

PUT THAT SAWDUST BACK ON THE FLOOR
The Blue Scarecrow 20-5198 (47-5198)

ALI O'LEIR IN LOU LOU / MOON
Ralph Flanagan 20-5237 (47-5237)

BLUE VIOLINS FRANDANDO
Hugo Winterhalter 20-4997 (47-4997)

GOAAS NASS / SPRINGFIELD MOUNTAIN
Harry Belafonte 20-5210 (47-5210)

COUNTRY-WESTERN

MOONLIGHT AND ROSES THE MISSOURI WALTS
Eddy Arnold 20-5192 (47-5192)

DON'T LET THE STARS GET IN YOUR EYES
Unhappy Days 20-5214 (47-5214)

YOU ALWAYS HURT THE ONE YOU LOVE I'M GONNA LOCK MY HEART
Eddy Arnold 20-5193 (47-5193)

RHYTHM & BLUES

I WANNA KNOW LAUGHING BLUES
The Dixie Droppers 20-5229 (47-5229)

SHE'S DYNAMITE I'LL GONNA TELL EVERYBODY
Piano Red 20-5224 (47-5224)

AND THE BULL WALKED AROUND OLAY MAROON
Let Harris 20-5312 (47-5312)

...TIPS FROM THIS WEEK’S RELEASE...

It's What's in The Cash Box That Counts
THE TEN RECORDS

DJX JOCKEYS PLAYED MOST THIS WEEK

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

1. PRETEND Not "King" Cole (Capitol)
2. HOW MUCH IS THAT DOGGIE IN THE WINDOW Patti Page (Mercury)
3. TILL I WALTZ AGAIN WITH YOU Teresa Brewer (Coral)
4. I BELIEVE Frankie Laine (Columbia)
5. SIDE BY SIDE Kay Starr (Capitol)
6. YOUR CHEATIN’ HEART Joni James (MG M)
7. TELL ME YOU’RE MINE The Gaylords (Mercury)
8. WILD HORSES Perry Como (RCA Victor)
9. TELL ME A STORY Laine-Boyd (Columbia)
10. DON’T LET THE STARS GET IN YOUR EYES Perry Como (RCA Victor)

Stan Pat (WTNJ-Trenton, N. J.) has accomplished what is the dream of every entertainer in the business. Stan has just spent a complete day with the photographer for Look and Glamour magazine in preparation for a story in pictures for the magazine. Today he spent a day with a Broadway agent. The jockey went into New York wearing his usual routine of pies with luscious models, musicians, singers, brother deejays at restaurants, theatres, studios, cocktail parties, and seated at the desk in his busy booking office. When this breaks nationally, it should be the making of Stan and he appreciatively writes, “I am very grateful to The Cash Box as you make an awful lot of things possible for me. Thanks for everything”. Good luck, Stan. Glad to be able to help you on the way up.

Pic of the week — In the January 3 issue this column ran a ragged up pic of Tom Edwards (WERE-Cleveland, O.) that almost scared his friends silly. This is what he really looks like. Any better? Maybe we should have stuck to the January 3 shot... Gill Henry (KING-Seattle, Wash.) just completed a two-month survey to determine the most popular recording stars among the listeners of his show, “King’s Open House”. Male vocalists are 1) Eddie Fisher, 2) Victor Marchese, 3) Perry Como. Females are 1) Doris Day, 2) Rosemary Clooney, 3) Jo Stafford. Bands are 1) Billy May, 2) Hugo Winterhalter, 3) Ray Anthony, Les Brown, and Guy Lombardo. One bit of shuffling... WREY—Erie, Pa. N. C. Gene Whitaker handles pop, Henry Tuck the Western and Folk, and Thurman Ruth will take on blues... Lawrence Kneeland (WERI-Jewett City, Conn.) comes up with a new gimmick. On each program he plays one song whose title contains a number. At this writing he is up to number ten and still going... Bob Edwards (WFRG-Greenville, S. C.) now taking orders from Uncle Whiskers. “Slim” King who is replacing Bob on “The Crossroads Store” was with WLW-Cincinnati, O., as vocalist and guitarist on both local and network radio and TV for the past two and a half years... Bill Reynolds (WTMJ-Milwaukee, Wis.) delighted to hear from Pee Wee King who read about his music, Milwaukee Show in The Cash Box... Jills Webb on a promotion tour with her new MGM record “There’s Poison In Your Heart” is visiting the jockeys and distributors in Cleveland, Akron, Columbus, Detroit, Cincinnati and other points west... Scoop, TeeVee Sweetheart, Dorothy (Small World) Collins has formed her own district, Audvox, with hubby Raymond Scott and publicist Leonard Wolf. You’ll be hearing all about it, with discs and brochures in about 2 weeks.

Hugh W. Smith (WLOX-Biloxi, Miss.) very much impressed with “Sentimental Souvenirs” as performed by Buddy Cunningham and the Anita Kerr Singers on the J.B. label. Hugh has made it part of his regular program line-up... On March 21 station WKOX-Framingham, Mass., commenced a new series of weekly four-hour “Open House” programs featuring deejays John Grubbs and Roy Leonard, known to their fans as “The Rover Boys”. Guest stars appear and refreshments are served to the public... Norman Greene on his recent visit to Cleveland guested with Howie Lund (WJW) and Tommy Edwards (WERE) who are running his “Suspicion” contest... Jocks working at WWOJ-Woonsocket, R.I. are Gene Rouseau, program director and deejay for classical and pop; Henry Bouchard, pop request show; and Frank Titus, pop... On Bill Silber’s popular “lively” WMGM show, “Silbert At Six”, he played host to Debbie Reynolds, Bette Davis, and Steve Lawrence... Pete Ward (WCCM-Lawrence, Mass.) was out last week with a back ailment and Ernie LaBranche did a great job as fill-in... Dick Karran (WGSN-Huntington, L. I.) who wakes up Long Island on his early show (6-9 a.m.) is now featuring the top 25 tunes on his Saturday afternoon show based on “The Cash Box” lists... Pete Dryer (KVOL-Lafayette, La.) now has two Saturday shows. One r & b and the other pop.
ACQUIVIVA & HIS ORCH. (MGM 30764; K-30764)

"THAT'S ALL" (3:02) [Meridian Music] After listening to the lovely instrumental, one can easily identify Tony Acquaviva as one of our top pop conductors and arrangers in the lush instrumental field. This pretty piece is perfect. It's soft and sweet. 

THE CAVALIERE'S BALL" (3:09) [A. Q. V. Music] Another commercial melody is presented by Tony on this end with a tune that has a "toy soldier" sound. It's lush and stringy and full of life and vigor. A potent instrumental that could catch on.

THE HARRY GROVE TRIO (London 1344; 45-1344)

"LITTLE RED MONKEY" (2:20) [Miller Music] The exciting and interesting sound comes from the instruments of the Harry Grove Trio does wonders with a cute ditty. The number has a haunting sound to its pleasantness.

"THE MAGIC MUSIC BOX" (2:28) [Cremwell Music] Another cute and lively item is given the light and fun treatment by the Grove trio. The cute bounce and happy tempo help put across this novelty.

THE DE MARCO SISTERS (MGM 11462; K-11462)

"PRETTY BABY" (1:59) [Remick Music] A cute oldey gets a lively and harmonic treatment from the striking voices of the DeMarco Sisters. Their rock rhythm and smooth style comes off fine on this happy novelty.

"BOULLIBASE" (2:56) [Weiss & Barry Music] The girls pick up the tempo to a rousing jump beat for their hop slang delivery of a cute ditty with a real rocking beat. The amusing lyrics add a great deal to a rock condition.

RICKY HALE (Decca 2102; 45-2102)

"LOVE ME" (3:08) [Dana Music] Ricky Hale takes some top drawer material and bolts out a lovely ballad with a great deal of emotion, Jimmy Carroll and his orchestra do a superb job of showcasing the artist's juicy treatment.

"GONE" (2:54) [Dana Music] The artist does some more powerful ballad singing on a fast moving beat style that he does with a great deal of inspiration. The delivery is fine and stands out as a potent side for the lad.

SAUTER FINEGAN ORCHESTRA (RCA Victor 20-2428; 47-5248)

"YANKEE DOODLETOWN" (2:29) [Ziegfield & Van Heusen] The famous melody of "Yankee Doodle Went to Town" gets its 6th life lifted to the fascinating sound of the Sauter Finegan ork. The jump version is really different and would easily catch on. It could hit big.

"NOW THAT I'M IN LOVE" (2:46) [Hamburg & Van Heusen] The finale from the "William Tell Overture," better known as the theme to the Lone Ranger, gets a light treatment with new lyrics by Anita Boyer. The instrumental is exciting. Lyrics don't seem to fit.

TOMMY EDWARDS (MGM 11465; K-11465)

"I LIVED WHEN I MET YOU" (2:55) [Hill & Range Songs] The soft, and caring manner with which Tommy Edwards sings and essays through a song is perfectly shown on this lovely tune. He gives it a great deal of expression. It's a wonderful love song.

"AU REVOUR" (2:05) [Hollywood Music] Here the warm voiced artist does a sentimental good-by song in a heart felt manner. The lush and soft LeRoy Holmes backing adds a great deal to an already lovely side. A fine coupling.

JOHNNY MADDOX (Dot 15062; 45-15062)

"TWILIGHT TIME" (2:38) [Carnbigli-Porgie] Johnny Maddox handles some fancy fingerwork as he leads his Rhythmaires with an appealing piano treatment of a fine little rhythm and rag time feeling. Lovely standards sounds terrific.

"ALICE BLUE GOWN" (2:30) [Leo Feist Inc.] The bar room type of piano offering by Johnny on this side sounds great too. He does a solid "guy Twenty" type of instrumental to this happy bouncer. The tune of this oldie is already accepted as wonderful.

THE CASE BOX DISK OF THE WEEK

"I'M THE KING OF BROKEN HEARTS" (2:50) [Dartmouth Music]
"NO ONE WILL EVER KNOW" (2:41) [Milene Music]

TONY BENNETT

(Columbia 39964; 4-39964)

American public in the wax field. She had tremendous success with "A Teenager's Dream," "Sweetheart," and "The Trolley." Now the thrush borrows the theme of "Soldier's Chorus," and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours." Now the thrush borrows the theme of the Soldier's Chorus, and "Yours."
THE CASH BOX

SLEEPER OF THE WEEK

"WALKIN' AND WONDERIN'" (2:58) [Sandy-Joy Music]
"WISE MAN OR FOOL" (2:35) [Sandy-Joy Music]

GUY MITCHELL

- Mr. Motion, Guy Mitchell, who always does a top job, is singing lively light hearted bouncerers in a freshened and spirited manner, changes the mood and delivers a pretty waltz tempo ballad in the same stellar manner that he sang "My Heart Cries For You." Guy handles the tune with expression and comes out with "Walkin' And Wonderin'" in superb fashion. He meets what he's singing, backed by the Mitch Miller orch and chorus, and written by Bob Merrill, who has composed almost all of Guy's other hits, this song has all the ingredients necessary to make it a hit. On the lower side, the artist comes through with another ballad containing a folk flavor. It's another pretty deck with a full choral backing and another Great A rating. However, we go for the upper portion and look for it to make a great deal of noise.

RAY BLOCH ORCHESTRA

- [Hollis Music] Ray Bloch leads his orch through his instrumental styling of a pretty number from the motion picture "Anna." It's an intense version that should draw its share of the loot.

MEMLONCHY SERENADE (2:55) [Jagels Music] A tune penned by Jackie Gleason and featured as the theme song for his show gets an inspired going over by Ray and the men. The blue mood is lushly and feelingly expressed by the boys.

JERI SOUTHERN

- [Merce Music] The smoothness of this song is what makes it the top tune of the week. Jeri Southern brings this one on a ballad and another tune, the lyrics and tune to this ballad are terrific.

THE FOUR FREEMEN

- [General Music] The song is a pretty well written melodic number that's also a great vocal and features a lively quartet and chorus.

FERRANTE & TEICHER

- [WILL-O'-THE-WISP] The love song that's also a great duet and features a pretty pretty ballad that's also a great vocal.

JAN GARBOR ORCHESTRA

- [S appealing] Jan Garber and his Orch are giving a full swing to this song and features a top notch vocal that's also a great vocal.

PETE PETERSON

- [KIMEBO-KIMEBO] Pete Peterson's waltz has been in the store for a while and features a pretty well written melodic number that's also a great vocal.

ZOOBNAHAIRES & BERNIE NEE

- "ZOOBAR (ZOO SERENADE)" (2:31) [Unpublished] An eerie jungle like number with odd animal sound impression by Sol Winkler is heat through by the Zoobnahaires. It's a different item with a flute and a Latin type backing.

- "IN DREAMS" (2:35) [Unpublished] Bernie Nee takes the lead on this and comes through with a vocal that's pleasing on the ear. It's a pretty tune with a Latin beat backrop supplied by the Zoobnahaires. Tune comes from Brahms' "4th Symphony."

- "HELLO SUNSHINE" (2:38) [Erwin-Howard Music] Buddy Cole unlike his talent with Gloria Wood is a Macel Pete Peters voice that's headed upwards on the hit parade. The tune is a novelty and features a vocal that's full of zest and life. A terrific song.

- "RED CANARY" (2:00) [Shapiro Bernstein Music] Gloria does another pleasing bit of singing on a tune that everyone seems to be cutting and it gets a top rating from me with a bit of banter that features the tune in the backrop.

- "THAT OLD BLACK MAGIC" (2:39) [Famous Music] An eerie and crazy introduction is set up for an exciting and solid trick piano brew by Ferrante & Teicher. They get a fantastic one and it's a real period when you think about it. A terrific song with a vocal that's also a great vocal.

- "BEZEEWHACKS" (2:00) [Mon- tuck Music] The trick piano artists use their gimmicks to belt out the fast moving version of "Flight Of The Bumble Bee" with a terrific styling that should get spins.

- "SPINNING A WEB" (2:29) [Paul Music] Thelma Greacen and Bill St. Claire get Jan's support on this and they deliver a pretty ballad with fitting lyrics set against a pretty choral backrop.

- "OMT IN A EDDO" (2:10) [Miller Music] In the same vein, this is a pretty well sung number that has a happy air to it. It's cute and sent over well by Scott Seyel's ork.

- "THREE LITTLE FISHER" (2:10) [Mark Music] This cute baby talk novelty jam by Pete and the chorus run through. It's a light hearted piece that could catch on like so many other baby talk novelty have in the past.
Operators are dancing in the Aisles

another SMASH Hit for...

Teresa Brewer

Singing...

"Dancin' WITH SOMEONE"

"Breakin' in the Blues"

CORAL RECORDS
America's Fastest Growing Record Company

It's What's in THE CASH BOX That Counts"
NEW YORK: — Johnnie Ray received one of the greatest ovations ever accorded an artist at his London Palladium opening. ... Herb Marks was shaken up in two auto accidents within a couple of days. One occurred on Thursday and the next on Sunday. Herb is home recupera-ting. Pierre B. Hubert, the Director of Union League, Inc., has decided to get-ting out of the army, Eddie Fisher. ... The Hamish Montebello disk was Decca’s best selling record for the week. ... A sleeper that’s making plenty of noise in the taverns is “Put The Sawdust Back On The Floor” by Allan Small’s orchestra. Tune was cut on Capitol’s international label but looks as though it’s going to spread from there. ... Frank Stainian has joined Rox-bury Music as professional manager. One of the better dee-jays in town, as well as one of the neatest guys in the business, is Leigh Kamman of New York. ... Robert Q. Lewis, who’s become one of the top night club acts around, opens at the Thunderbird in Las Vegas on April 2. On thecona bill will be the Irving Fields Trio. ... Bob Weinstock, proxy of Prestige Records, engaged to Joan Halpern. A June wedding is expected. ... Norman Greene’s new manager in Arthur Klein. ... Lee Gillette and Nelson Riddle in from Hollywood to record Nat “King” Cole and the Billy May orchestra for Capitol. ... Alex Pagé, a former contract with E. B. Marks Music. ... Alan Dean into the Ranch House in Johnston, R. I. for 5 days starting April 4. ... 

CHICAGO: — Richard Bowern, ex-G. I. out since Jan. 8, ’53. After 19 months in Tokyo, he sang with the army band over station NIKK 10, N. J., like many great stars got his first sign shot at the Apollo in Harlem. It was over in Tokyo where Mr. Ozaka, NIKK’s programmer, told Richard he had a friend who had just written a song and got Dick to cut "Gomen Nasai" with, which, as all know today, Richard Bowern is riding high. Looks like he’ll continue to ride high. Really swell and pleasing young-ster. ... Bob Cole returns from visiting Noy Yaw and raves about the swell people he met at The Cape Box Noy Yawk offices. Says Bob, “They really made my trip to New York worth while.” ... He also cut a record from Benny Strong who opens at the L. A. Ambassador’s Cocoanut Grove on April 8. ... Lotta nice comments ’round the town about Harry Belafonte’s singing at the Black Orchid. Cash box picked the guy way back. ... Chicago’s music men will be able to do lotsa talkin’ about this city still being tops for making a tune when the NAMM convention takes place at the Palmer House, July 13-16. ... Fred Katzman, with Bob Samp-son since 40 takes over the job of Salesmanager of the disk division for the firm. Fred used to cover the juke box ops and key aceta. ... Tommy Reed cast to be the one. He is a current with a bill or three there by 4/19. ... R. V. Vopeln of Tell Music, Madison, Wis., asks for more Teresa Brewer covers. Claims everyone handled The Captain’s Ok so week up in his place they just wore the picture off. Wants one to frame ... WCFL’s Art Hellyer puts it this way, everytime he spins one of their platters, “Lea Paul and Mar-Neigh.” ... "Wuthie the word “Funkt” since Art worded "Bob Manning, Capitol’s new boy singer, spins thru the spinners in town. Advises him that ‘Nearness Of You’ is going to be the one kicking up most around these parts. ... Stan Kenton’s okk holds all time box office record at the Blue Note. Opens there again in an effort to bust this record. And with a 20 piece orchestra. ... Opens H.R.C. to feature 2 big shows of 3 big songs each of these shows will be another at 10 P.M. ... With Frankie Laine, Woody Herman, Louis Jordan, Ella Fitzgerald, Dandy Fletcher, Frank Marlow, Buddy Ephram, et al. ... Jargens okk opens Easter Sunday at the Arizou. ... Bay Anthony plays a one niter in the same ballroom April Fool’s Day. 

LOS ANGELES: — We’ll wager an odd dollar or two that maestro Harry J. am sets a couple of records during his stand at the Palladium. It’s Harry’s first appearance in four years at the ballroom. ... I remember playing hookey from school to hear the man at the NY Paramount. ... Art Rupe’s Specialty firm have hit paydirt again with the Merri Dee etching of “Room One Country Shack.” If the trend for sequels continues, what’ll the songwriters call this. ... Skinner Ennis and crew over at the Trias-ton — while the Page Cavanaugh Trio slice some smooth stuff at The Captain’s Table. ... Gordon Wolf’s Sunland distributry hotter’n Wolf’s coming up with a rhythm and blues hit in MGM’s “You’re Mine” by The Crickets. ... Happy Days of Abe Diamond, one of the most likeable lads you’re bound to meet anywhere, who notified the tempo, Derby, Fiesta and Republic lines this past week. ... First song on two long etchings on Imperial wax due for release this week. ... Big hassled due to the ownership of an old Dog” hit. ... Things keep getting bigger around Abdon’s offices, with all due credit to pert secretary Edith Friedman, who’s gonna be a monkey any day now. ... We like the musical genius behind the Helen O’Connell-Giselle MacKenzie etching of "Get Your Lovin’ While the Etching of "Get Your Lovin’ While the ... and we also like the record. ... Capitol by the way has a hot piece of property in Harry Kari and his Six Saki Sippers. Their “Yes Sir, That’s My Baby” is going like wildfire. ... Franklin Kert, a guy with his post at the oilfield. ... His new Capitol Recorded in Hollywood label shortly. ... If you’ve ear for good feel disk jock, time to in Sarn Marchand and Lonnie Carter’s Marchand and Lonnie Carter. Our man Barney Civil tell that the excellent reception on the part of the trade to Al Jarvis’ "KFWB" stnt is echoing back in the Brill Bldg. ... Muggy Spanier and gang holding forth at the Royal, including the Royal’s Disk Jockey, J. Wolf’s jumping like crasay via "Big Manou" and "Red Canary." ... Sid Talmadge and Joel Delon have severed their business relationship, with Sid continuing the firm lock, stock ‘n barrel. ... Hear that the AFM reports some 1,400 odd labels in this disk biz, with only half of ‘em reporting any income this past year. ... Harry Bloom’s Mercury distributry have another big one in “La Tina” by Johnny Hodges.
Sammy Kaye’s 15 Year Club

COLUMBUS, O.—The four men who were with Sammy Kaye, the swing and sway bandleader, when he first started his climb to fame 15 years ago are still with him. Left to right, David Krengel, originally Kaye’s accountant, now his personal manager; Kaye; David O. Adler, his publicity counsel; Jim Peppe, who guided Kaye up the ladder, now retired, but still consultant, and Lee Eastman, his attorney. Reunion with Peppe was celebrated recently in Columbus, Ohio, Peppe’s home town.

Joni James And Manager Settle Contract Dispute

CHICAGO—Singing star Joni James and her former manager, Leroy Rodde, have reached an amicable settlement of their contractual differences, it was announced this week by both parties. According to the terms of the settlement, Rodde relinquishes all managerial rights to the singer, effective immediately, and will receive an agreed-upon sum of money to be paid over a period of two years. In return, Joni will receive all rights to the royalties from her MGM records, including the hit “Why Don’t You Believe Me.”

The following statements were authorized for release:

“I am satisfied with the terms of the settlement,” Rodde said, “and regret that so much publicity has been given to these discussions. I would particularly like to dispel any erroneous interpretations that may have been given to them which may have reflected unfavorably on Joni. I want to wish her the best of luck and continued success.”

“Unfortunately,” Joni said, “the complexities of show business sometimes create obstacles that nobody can foresee at the beginning. I am very happy that Roy and I have been able to reach our agreement with such complete understanding of the problems that have faced both of us.”

An unknown little more than six months ago, Joni today has become one of the nation’s top recording stars, and incidentally, a subject for hot copy via her hot platters. A current two-week sampling reveals the songstress highlighted in three national magazines, two national Sunday newspaper supplements and a metropolitan paper. The line-up includes TIME (Mar. 26), QUICK (Mar. 26) and LOOK (Apr. 7); the N. Y. Sunday NEWS magazine (Mar. 29) and PARADE (Apr. 12); and the N. Y. WORLD TELEGRAM & SUN (Mar. 28).

Joni’s press is handled by the Marvin Drager Office.

Raymond Scott, Dorothy Collins And Leonard Wood Form Audivox Records

NEW YORK—Raymond Scott, Dorothy Collins and Leonard Wolf, formerly with Decca Records, have started their own independent record company to be known as AUDIVOX. Scott, who previously operated his own independent label, the Master Record Company, became eager to get into the business again as a result of the development of several factors. For the first time in several years, Scott, who is best known in recording circles for his highly provocative, original compositions, such as “In An Eighteenth Century Drawing Room,” “Huckleberry Duck,” “Powerhouse,” “The Toy Trumpet,” etc., has been creating again.

Wolf, who recently left Decca after 18 years in sales and record promotion, to exclusively represent Dorothy in this capacity, and who has been devoting his time to the promotion of Dorothy’s latest successful disc “Small World,” will now join Mr. & Mrs. Raymond Scott in this new business venture.

After a happy association with Decca Records, the release of Dorothy from her current contract was requested this week by her personal representative, Joe Glazer of Associated Booking, so that she may pursue this new undertaking. Raymond Scott and Dorothy Collins will comprise the talent on the label and will assume all direction in the musical department. Wolf will handle the administrative, sales and promotional activities of the company.

A press party is planned for the near future, at which time a sample of the forthcoming AUDIVOX releases will be previewed.

“IT’s What’s in THE CASH BOX That Counts”
The Operators HIT TUNE TOP HONORS for April!  

**New Tony Bennett Disk Picked**

**Cleveland, Ohio**—At the Cleveland Hit Parade party last week, Bill Randolph played the new recordings of every major record company for his teen-age audience and they chose one song from each disc as the one with the most hit possibilities. As a result, the program will feature twelve juke boxes throughout Ohio starting April 1st. Afton Rose is the publisher of the song.

**THE CASH BOX**

<table>
<thead>
<tr>
<th>List</th>
<th>Record Name</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.</td>
<td>Count Basie's Jive</td>
<td>Count Basie</td>
<td>Columbia</td>
</tr>
<tr>
<td>10.</td>
<td>I'm a Legend</td>
<td>Art Tatum</td>
<td>Decca</td>
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<tr>
<td>10.</td>
<td>Till the Clouds Roll By</td>
<td>Harold Arlen</td>
<td>Decca</td>
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<td>10.</td>
<td>The Man I Love</td>
<td>Kay Starr</td>
<td>Decca</td>
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<td>10.</td>
<td>'Round Midnight</td>
<td>Charlie Parker</td>
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</table>

**The Cash Box, Music**

April 4, 1953

** listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending March 28th, without any changes on the part of THE CASH BOX.**

**Bob Stevens**

**NWCG—Coral Gables, Fla.**

1. Pretend ("King" Cole)
2. I Believe (Frankie Laine)
3. I Can't Stop Loving You (T. J. James)
4. The Magic Touch (Donna Lyde)
5. Sud (Barry Stewart)
6. I'm a Sidewalk Flower (Marty Melts)
7. Gomma Musai (Eddy Howard)
8. Carmen (Ralph Martinis)
9. The Nearest of You (Tony Bennett)
10. Wild Horses (Perry Como)

**Art Tacker**

**WCRR—Watson, Mass.**

1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. This Is A Very Special Day (Rose Marie & Bad News)
3. Downhearted (Eddie Fisher)
4. How Much Is That Doggie In The Window (Patti Page)
5. I'mcour ("King" Cole)
6. Oh Happy Day (L. Walk)
7. Away From The Memories (Bob Manning)
8. Gomma Musai (Eddy Howard)
9. How Do You Speak To An Angel (Perry Como)
10. Hush-A-Bye (Bing Crosby)

**Jim Trohan**

**KSG—Crawley, La.**

1. Till I Waltz Again With You (Perry Como)
2. Wishing Ring (Janette James)
3. Keep It Secret (Tony Bennett)
4. Downhearted (Eddie Fisher)
5. My Jealous Eyes (Patti Page)
6. Side By Side (April in Portugal (Lee Baxter)
7. Without My Lover (Stafford)
8. How Are You On Top Of The World (Paul Ford)
9. Angel (In Portugal (Essex)
10. Rachel (Al Martino)

**Fred Hobbs**

**KSO—Sudal, Ca.**

1. How Much Is That Doggie In The Window (Patti Page)
2. Wishing Ring (Janette James)
3. Keep It Secret (Tony Bennett)
4. Downhearted (Eddie Fisher)
5. My Jealous Eyes (Patti Page)
6. Side By Side (April in Portugal (Lee Baxter)
7. Without My Lover (Stafford)
8. How Are You On Top Of The World (Paul Ford)
9. Angel (In Portugal (Essex)
10. Rachel (Al Martino)

**Ira Cook**

**KECA & KMC—Hollywood, Calif.**

1. Wishing Ring (Janette James)
2. Keep It Secret (Tony Bennett)
3. Downhearted (Eddie Fisher)
4. My Jealous Eyes (Patti Page)
5. Side By Side (April in Portugal (Lee Baxter)
6. Without My Lover (Stafford)
7. How Are You On Top Of The World (Paul Ford)
8. Angel (In Portugal (Essex)
9. Rachel (Al Martino)
10. April In Portugal (Essex)

**Bill Reynolds**

**WTMJ—Milwaukee, Wisc.**

1. How Much Is That Doggie In The Window (Patti Page)
2. Wishing Ring (Janette James)
3. Keep It Secret (Tony Bennett)
4. Downhearted (Eddie Fisher)
5. My Jealous Eyes (Patti Page)
6. Side By Side (April in Portugal (Lee Baxter)
7. Without My Lover (Stafford)
8. How Are You On Top Of The World (Paul Ford)
9. Angel (In Portugal (Essex)
10. Rachel (Al Martino)

**Bob E. Lloyd**

**WAVZ—New Haven, Conn.**

1. How Much Is That Doggie In The Window (Patti Page)
2. Wishing Ring (Janette James)
3. Keep It Secret (Tony Bennett)
4. Downhearted (Eddie Fisher)
5. My Jealous Eyes (Patti Page)
6. Side By Side (April in Portugal (Lee Baxter)
7. Without My Lover (Stafford)
8. How Are You On Top Of The World (Paul Ford)
9. Angel (In Portugal (Essex)
10. Rachel (Al Martino)

**Wallie Dunlap**

**WICC—Bridgeport, Conn.**

1. Wishing Ring (Janette James)
2. Keep It Secret (Tony Bennett)
3. Downhearted (Eddie Fisher)
4. My Jealous Eyes (Patti Page)
5. Side By Side (April in Portugal (Lee Baxter)
6. Without My Lover (Stafford)
7. How Are You On Top Of The World (Paul Ford)
8. Angel (In Portugal (Essex)
9. Rachel (Al Martino)
10. April In Portugal (Essex)

**Chuck Norman**

**WIL—St. Louis, Mo.**

1. Wishing Ring (Janette James)
2. Keep It Secret (Tony Bennett)
3. Downhearted (Eddie Fisher)
4. My Jealous Eyes (Patti Page)
5. Side By Side (April in Portugal (Lee Baxter)
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**It's What's in THE CASH BOX That Counts**
Non-Professional Gets “Oh Happy Day” Co-Writer Acknowledgement.

NEW YORK—Nancy Binns Reed, 28, of Washington, D. C., will henceforth be listed as co-author of “Oh Happy Day” on all future literature, records etc. She has also received a cash settlement from Bregman, Vocco & Coon, publisher of the tune. Mrs. Reed (her husband is Ogden Reed, Chief of Wage and Salary Section, Civilian Personnel, Office of the Quartermaster General) reported she had written the song in 1942 when she was seventeen, the same age at which Don Howard recorded it. She was then a student at Palo Alto High School in California.

She sang the song “around,” i.e. in camps where she was a counselor at a summer camp of California which she attended from 1943 to 1947. Many campers, high school and college friends of hers learned the song from her singing of it.

In 1953, while she was on vacation at Hobe Sound, Florida, she heard the song over the radio, rushed excitedly to a music store and found that the author was listed as Don Howard Koplow. (Actually Don did not steal the song but heard an Ohio State girl-friend sing it and then added some new lyrics and gave it his own rendition.) Nancy had never copyrighted it.

Nancy immediately secured affidavit signatures from all her early girl friends. In fact many of them on hearing the Howard recording contacted her first, asking what it was all about. It was on the strength of these affidavits that the settlement was made. Mrs. Reed’s lawyer was Lee Eastman.

Encouraged by all this, Mrs. Reed is now operating the songwriting field professionally—and needlessly to say, is having all her songs copyrighted.

Jimmy Boyd To Make Night Club Debut At “Sands”


Just off the NBC Studio set, Jimmy Boyd bows to his audience.

The Cash Box 1953
Benefit Dance For III Trumpeter To Be Run By Tiny Markle April 15

NEW HAVEN—Tiny Markle, WALZ disk jockey, will hold a benefit dance for Jackie Reed on April 15.

Jackie, ex-name band trumpeter, who resides in New Haven, has been stricken with a severe case of arthritis and has been bedridden for two years. This cut short a career that was off to a sensational start. Jackie's only chance of recovery, even to a partial degree, is to move himself and his family to Arizona to obtain the benefits of the warm, dry climate. Two years in the hospital have completely used up his life savings.

The story was brought to Tiny Markle's attention by several musicians in the New Haven local of A.F. of M. and he then decided to hold a benefit dance. At this dance a new band will be introduced which will probably pay summer dances with names stars as guests.

The dance will be held at the Baybrook in West Haven on a Sunday evening of August 8 to midnight. The capacity of the room is 1300 and a full house is expected. Tiny may like any talent that can possibly make it like to play the date.

New Philadelphia Indie

PHILADELPHIA—The A.T.V. Record Company, an affiliate of Rialto Records, is the latest addition to the group of "indy" disc manufacturers that are headquarters in Philadelphia. Their first release "Bravo" and "Only For You" features the voice of the "Masked Singer," a local lad who is garnering loads of newspaper and DJ interest via his concealed identity. Augmenting the usual DJ promotion and airplay, their advertising subway advertisement is in the form of two sheets, three color phosphor posters and placards. Fan clubs have been organized, with teenagers receiving free, colored belt buckles with the song-titles and picture of The Masked Singer emblazoned across the width of the belts. DJ's have been cooperating with a contest of "Who Plays The Masked Singer Umask?," the prize being a watch.
Norman Brooks Scores At Boulevard

His “Hello Sunshine” On Zodiac Label
Breaking Open Middle-Aged Record Market

NEW YORK—Norman Brooks, who
sooned into the public spotlight
with his first Zodiac disk “Hello Sunshine,”
that showed a metropolitan audience
that he could really perform in person too.
last week when he opened at the Boule-
vard in Queens.

Most of the ringsideers were amazed
at the stage presence of the youngster,
who is only 24 and behaves on stage
like a veteran. It was strange to see
the singer with the powerful Jolson-
que voice behave so much like Jolson
himself during his numbers. The
audience loved it however and after
eight tunes, which included “Hello
Sunshine,” he had to beg off.

An interesting aspect of the young
singer’s show is that from the thousands
of pieces received during the past few
weeks, a little better than 50% was
from married people who compared
Brooks to Jolson in the old days. Since
most buyers of records are in the teen-
age group, this is an indication that
the Brooks disk is breaking that bar-
rier and is being sought to a great ex-
tent by the middle age group.

Brooks has become so hot a property
as far as night clubs are concerned
that he has been booked almost straight
through the year with engage-
ments set at some of the best
clubs in the country including the
San Diego in Las Vegas, the Mocambo
Hollywood and the Copacabana
in New York.

World’s First Dog DJ

MIAMI—Mr. Wiggles, a three
pound chihuahua, takes over at 8
o’clock on Saturday mornings the first
half hour of the daily radio show,
“Coffee With Lee & Lorraine,” on
WINZ, Miami, Florida.

He’s a great favorite with the chil-
dren who listen then, as he “woofs”
over the mike and plays records that
he approves of for children. He also
uses the time to help find nice homes
for his friends in the animal world.
He called up on the telephone each Sat-
urday (with the help of Lee or Lor-
rain) three boys or girls who have
written in previously, and with a spe-
cial device puts the telephone conver-
sation right on the air. After Lee or
Lorraine interviews the youngsters for
him, Mr. Wiggles plays their favorite
record and gives them a chance to win
the type of pet that they desire,
whether it be puppy, kitten, or bird.

Already Mr. Wiggles has won na-
tional recognition. J. Fred Coots,
com-poser of “Santa Claus Is Coming To
Town” was so impressed with him, he
wrote a song called, “Little Mr. Wigg-
les” which will soon be released, It’s
about a little chihuahua who had the
heart of a Great Dane.

Bartell Named VP
Of Mercury Artists

NEW YORK — Appointment of
Jules Bartell as Executive Vice Presi-
dent of Mercury Artists Corporation
has been announced by Leonard Green,
President. This is the first major move
in an extensive expansion program for
the booking agency. The office will be
moved on May 1 from their present
location at 254 West 54 Street to a
stout comprising 6,000 square feet at
750 Fifth Avenue. Mercury Artists
are now equipped to service clients for
cafes, club dates, theatres, hotels,
equity, records, radio, television and
motion pictures.

Bartell has an impressive record in
show biz. Formerly vice president of
Music Corporation of America and
an executive of the Columbia Broad-
casting System, he has been an
important factor in the careers of such
clash as Danny Kaye, Hildagard,
Hartmanis, Mimi Bessell, Jan
Murray and many other famous per-
spectives.

Youngest Publishers

NEW YORK—The youngest
publishers in the music business are the
sons of Irving Fields and his partner
Irv and his partner started the
field for their sons Mark (four mon-
ths old) and Jules (11 months old) to be
called the Mark-Jules Music Company.
The proud papas are hoping that their
kids hit big on their first attempt.
“Mr. Piano Player,” which Irving
Fields has just recorded on the King
label.

Four Aces Cancel Date
To Attend Funeral Of
Dave Mahoney’s Mother

PHILADELPHIA—The mother
of Dave Mahoney of the Four Aces
died last Sunday, March 22.
The group which had been play-
ing in other theater engagements
canceled out in order to return to
Philadelphia to attend the funeral.
They will make up the date at a
later time.

The funeral of Mrs. Mahoney
was held on Wednesday.

Successful Engagement

Andy Wiswell Joins Bourne

NEW YORK—Andy Wiswell, for-
merly with the Muzak Corporation as
the company’s Vice-President and with
the Muzak Booking Service as the
recording supervisor, has joined
Bourne, Inc. as the Executive Assis-
tant to Sol Bourne in the business
division of the publishing firm.

Andy started his association with
the music world as a musician at Yale
after which he played with many of
the top bands. He then went into the
field of radio production and managed
acts at the same time. He joined
Muzak and worked with the company
for seven years as A & R head and
Vice-President. Andy recorded Vic
Damone on the Silvertone label whose
records were sold through Sears-
Roebuck. Among the other unknowns
who Andy sent toward stardom were
Rosemary Cloone, Martha Wright,
Guy Mitchell, Evelyn Knight and
Mindie Carson, all of whom he re-
corded for Associated Program Servi-
ce.

Headed For “Mexico”

NEW YORK—The 50,000th copy of
the newly released MGM record “Mex-
ico,” is presented to American Air-
line stewards Maxine Mantz by
disk jockey Bill Silbert as MGM’s art-
ist Ken Remo looks on approvingly.
The flying disk is on route to disk
jockeys at Mexico’s leading radio net-
work La Voz de La America Latina.

“No It’s What’s IN THE CASH BOX That Counts”
# Visiting

LOS ANGELES, CALIF.—Roberta Linn, pert vocalist with the Lawrence Welk orchestra and Coral star, is pictured above visiting with Mary and Kay Solle at Leuenhagen's Record Bar, this city. Left to right: Al Miller, Blythe, Calif. music operator; Mary Solle; Cecil Wilson, Solotone Music; Roberta Linn; Mike Kurlan, Coral Records distributor; and Kay Solle.

## Diamond Distib Adds Five Labels To Roster

LOS ANGELES — Abe Diamond, Diamond Record Distributors, this past week announced the addition of five labels to the firm's roster.

Generally regarded as one of the most consistent distributors throughout the Southern California area, the Diamond firm was named to handle the distribution of Tempo, Derby, Republic, Fiesta and Big Town Records.

The Tempo, Derby and Republic labels have been widely sought after and carry a reputation of proven hits. Fiesta, recently introduced to the disk market is a Spanish language line, while Big Town Records is entirely new having just hit the market with its first releases this week.

Diamond also disclosed plans for expansion with the addition of several salesmen under the direction of sales manager Dick Baldwin. In addition to the aforementioned labels, the Diamond firm handles a tremendous volume in kiddie records, square dance and other independent pop lines.

#### The Cash Box

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MAMA, HE TREATS YOUR DAUGHTER MEAN</td>
<td>Ruth Brown</td>
<td>Atlantic 986</td>
</tr>
<tr>
<td>2</td>
<td>HOUND DOG</td>
<td>Willie Mae Thornton</td>
<td>Peacock 1612</td>
</tr>
<tr>
<td>3</td>
<td>BABY, DON'T DO IT</td>
<td>The &quot;5&quot; Royales</td>
<td>Apollo 443</td>
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<tr>
<td>4</td>
<td>LET ME GO HOME, WHISKEY</td>
<td>Amos Milburn</td>
<td>Aladdin 3164</td>
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<tr>
<td>5</td>
<td>SOFT</td>
<td>Tiny Bradshaw</td>
<td>King 4577</td>
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<td>6</td>
<td>WOKE UP THIS MORNING</td>
<td>B. B. King</td>
<td>R. P. M. 380</td>
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<tr>
<td>7</td>
<td>24 HOURS</td>
<td>Eddie Boyd</td>
<td>Chess 1533</td>
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<td>8</td>
<td>DREAM GIRL</td>
<td>Jesse &amp; Marvin</td>
<td>Specialty 447</td>
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<tr>
<td>9</td>
<td>CRAWLIN'</td>
<td>The Clovers</td>
<td>Atlantic 989</td>
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<tr>
<td>10</td>
<td>WHOOPIN' &amp; HOLLERIN'</td>
<td>Earl Forest</td>
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**ATLANTIC RECORDS**

234 W. 56th St., N.Y. 19, N.Y.

"It's What's in THE CASH BOX That Counts"
Two Singers—Four Hits

Joe Marine Signs
Latin Hit Due For Pop Buildup

NEW YORK—Joe Marine, young singing star of the Fred Waring TV show, who until now, has been recording with Fred Waring, has branched out as a single and has just been signed to a term pact by Decca Records.

Getting behind an all-out promotion drive, Decca feels that Joe will eventually be one of the biggest stars on the label. Marine has just completed a concert tour of 58 cities with Fred Waring throughout the country, and while out on the west coast the singer was screen tested by one of the major film companies and is also expected to be a big Hollywood buildup.

All the major booking offices are bidding for his services, but, his personal manager Tommy Russell states at this writing a TV show on his own is at the signing point, and as yet has not signed with any studio. Marine has also been considered for the La Vie En Rose and the Copacabana here in New York.

NEW YORK—An English version of Cuba’s number one song hit “Piel Canela” has been written by Martin Banks, who calls the song “Me Too, Me Too”, “Piel Canela,” a Rumba-Guachacha, without the effort of organized plugging, has sustained an eight-month period of popularity, and is still going strong in Cuba, South America and Mexico. The song was acquired for the United States by Herbert E. Marks, head of the Edward B. Marks Music Corporation, during a recent visit to Cuba, where he successfully sought renewals of valuable copyrights and at the same time picked up several new songs including “Piel Canela” by Bobby Capo.

The Marion Banks interpretation, “Me Too, Me Too,” will soon be scheduled to become the number one plug of the Edward B. Marks Music Corporation.

MGM Distrib & Barton’s Candy
Set “Easter Bunny Day”

NEW YORK—Friday, April 3, has been decreed “Easter Bunny Day” by MGM Distributors, local MGM distribs, and Barton’s Candy.

Reason for the tie-up centers around the MGM disk of the same name, as waxed by nine-year-old Leslie “Ug-gama” Crane.

Above the younger expresses extreme surprise with the giant Easter egg being displayed by Barton’s and which is almost as big as she is.
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<th>Song Title</th>
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<td><strong>Mama, He Treats Your Daughter</strong></td>
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<td>Los Angeles</td>
<td><strong>Baby, Don't Do It</strong></td>
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<td><strong>Be True</strong></td>
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<td>Ossie Brown</td>
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<td><strong>You're Mine</strong></td>
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<td><strong>Yes, I Know</strong></td>
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**Rufus Thomas, Jr.**

**Sun Record No. 181**

b/w **"Walking in the Rain"**

*a Billboard “NEW RECORD TO WATCH”*

**Order From Your Nearest Distributor**

706 Union Ave.
Memphis, Tenn.
Ph. 37.7197

"It's What's in The Cash Box That Counts"
TTTO PUENTE
(Two 45s)

Tito Puente and his accomplished group dish up a slow, smooth, and pleasant bolero treatment with Vicente Valdes handling the vocal in fine style.

“GUAGUANO EN TROPICANA” (2:37). The flip is a mambro quick tempo beat on an exciting fashion. Puente and vocaled pleasingly by Valdes.

CAROL KAY
(Red 45)

“YOU CAN’T DO THE BOOGIE IN SCHOOL” (2:37) [Associated Hollywood] Eight-year-old songstress dishes up a cute item with solid lyrics and comes through in fine style. Youngster handles herself as though she had had more professional experience then she is old.

“MY LITTLE MAN IS HARD TO FIND” (2:30) [Mayfair Music] The kid does great as she gives the turn-of-the-century treatment. She gives it the red hot rasoes voice and there is a chuckle in picturing an eight-year-old singing these lyrics.

SONNY THOMPSON
(King 4611)

“INSULATED SUGAR” (2:30) [Jay & Cee] Sonny Thompson’s band, with Rufus Jr. on the vocal, etches a poten disk. Not the least of the item is that the fem who only has “O-o-h B-a-b-y” to say a couple of times. The thrill just oozes sex and coquetry and says so much with so little. If we are permitted to guess, will say it is Iola Reed.

“CLEAN SWEEP” (2:21) [Jay & Cee] The lower lid is an instrumental middle beat handled in dreamy fashion. Standout is a fine sax ride.

LITTLE ESTHER
(fedex 1212)

“STREET LIGHTS” (2:42) [Valjo] Little Esther sings a slow beat blues with a sad haunted feeling. Thrush portrays that lonely feeling as she tells of the night and the streetlights shining in her window. Rhythmic undercurrent supplied by the ork keeps the mood of the piece.

“YOU TOOK MY LOVE TOO FAST” (2:23) [Valjo] Flip is a balled quick beat in which Little Esther tells off Bobby Nunn. The pair handle the driving tune and lyrics in exciting fashion.

LIGHTNIN’ HOPKINS
(Sittin’ In With 660)

“MAD BLUES” (2:58) Lightnin’ Hopkins churns a middle beat blues in his familiar style and comes up with a solid side. Hopkins’ guitar playing is top quality.

“WHY” (2:37) The under portion is a slow melancholy blues simply chanted but with eerie effect. Guitar helps build the mood.

THE GLOIRE TONE SINGERS
(Taxedo 886)

“IN THE WILDERNESS” (2:37) The Glory Tone Singers dish up a quick tempo spiritual with a medium rhythm. Lead singer chants with solid backing by an energetic chorus.

“LEANING ON THE EVER-LASTING ARM” (2:36) Flip is a similar item performed in capable fashion by the group.

THE MARYLANDERS
(Jubilee 5114)

“GOOD OLD 90” (2:35) [Muroh] The Marylanders blend on a happy sounding rhythmic disk that really rocks. Buddy Lucas provides the instrumental backing.

“FRIED CHICKEN” (2:56) The group sings a novelty about a queat that delectable little disk set to a quick beat bounce. Another fetching end.

“BEARCAT” (2:45) “WALKING IN THE RAIN” (2:20) [Delta Music] RUFUS THOMAS, JR.

(Sun 181)

The new diskry, on its toes, beats its competitors in the field to the answer to “Hound Dog” with “Bearcat” on the upper lid. With similar music, the lyrics respond to the fem calling him a hounddog by calling her a bearcat. The melody sings a supercharged lyric with shattering effect and this disk could stand on its own merit, even if it didn’t have the additional potential of being the first answer to the sensational r & b smash. The lower end is a slow plaintive blues tenderly and hauntingly told by Rufus Thomas, Jr. Ops, this top etching is it. It has quality and timeliness.

“DAUGHTER” (2:33) [Kenseee Pub.]

“DOWN FOR DEBBIE” (2:35) [Kenseee Pub.]

SWINGING SAX KARI
(States 115)

Swinging Sax Kari and his group dish up a quick beat bounce in exciting fashion. Titled, “Daughter”, the upper lid is a novelty in which vocalist Gloria Irving tells her “daughter” we told you so but you wanted him and now you’re stuck with him. Don’t come crying to us. Lyrics have “bang”. They are rich and filled with vitality and excitement. Orking is good and this etching is one for the “Koves”. The under lid, “Down for Debbie”, is another fast moving item that drives. The tune is a showcase for the fluid and dynamic singing of Kari. Makes for enchanting Listening.

ELMORE NIXON
(Crown 22)

“ELMORE’S BLUES” (2:41) Elmore Nixon sings a dramatically arranged slow blues against a swaying and exciting ork backdrop provided by Henry Hayes. A strong plot that will stir up action.

“SAD AND BLUE” (2:37) Elmore Nixon sounds just a shade like Johnny Ray on this side as he chants a slow rhythmic item. Hayes orchestration provides substantial musical support.

THE SH-A-WEEZ
(Aladdin 3170)

“NO ONE TO LOVE ME” (2:54) [Aladdin Music] The Sh-A-Weez sing a simple middle beat romantic blues against an easy backing.


BIG THREE TRIO
(Okko 6943)


“COME HERE BABY” (2:22) [Sunbeam Music] Flip is a slow, soft and melous etching for a pleasant plate. Vocal is solid and a scintillating saxophone makes this a side worth listening to.

BETSY GAY
(intro 6070)

“ROUND DOG” (2:44) [Lion] Betsy Gay can sing and does this treatment of the current r & b send. The ork just puts enthusiasm into her reading but will have to go some to catch Willie Mae Thornton, who has “STILL WAILIN’” “with it about a three-week start.

“THIS IS MY LAST NIGHT TONIGHT” (2:40) [Intro] Betsy Gay belts a rhythmic middle beat. The tune is melodic, the treatment torrid, and the salesmanship infectious. Change of pace, at which time the gall reads with intimate touch makes this a potent disk.

ANNE ROSS
(Prestige 239)

“The Time Was Right” (2:41) [Prestige Music] Annie Ross sings a slow ballad tenderly and emotionally. The Teacho Wiltshire Band and Wallington on the piano provide top-shel support.

“FARMER’S MARKET” (2:35) [Prestige Music] Flip is a fast moving hop item delivered by Miss Ross with zest and appeal. This is the feel which Anne is strongest.

BABS GONZALES
(King 4615)

“SHUCKIN’ AND JIVIN’” (2:24) [R & B] Babs Gonzales sings a middle beat bounce in his gravelly voice for a spirited footpadder.

“The Bop” (2:16) Babs chants a quick tempo bopper with lyrics that are intelligible only to the initiated. Crazy but infectious. Good for the right locations.
NEW YORK:

The use of the name “Ink Spots” by two groups, namely, Bill Kenny and Charles Paquiza, has resulted in a real imbroglio. When Bill Kenny and Paquiza jointly owned the original group, the chanteurs were booked by the Gale Agency. Kenny signed a contract with Gale on behalf of himself and the group. The new recording bookings were handled by the Gale Agency. According to Gale agency, Andrew J. Feinman, “The Gale Agency spent considerable time, effort and money to build up the name ‘Ink Spots’ and at present have before the courts an injunction to enjoin Paquiza from using the name ‘Ink Spots’ until July 1954, when Gale’s contract with the ‘Ink Spots’ expires.” Feinman’s contention is that “according to the law on partnership, one partner is empowered to sign contracts binding his partners, and inasmuch as the contract with the Kenny-Paquiza Ink Spots runs until July 1954, Paquiza cannot arbitrarily sign a contract with Universal Attractions and continue the use of the contested name.”

You’ll find everything buzzing around Stan’s Record Shop down Shreveport, La. Brown, Johnny O’Keefe & His Ork. Has played just a few. Benefit to run April 26 thru May 3. . . . Leonard Chess taking off for the South with his 16 piece. Before he left, he reported that a new Willie Mabon record is out for release. Bobet is here to see this record prove as successful as Willie’s “I Don’t Know.” Len & Phil Chess will have to make sure we don’t get the wrong department. The bigger group of ‘53 headed Chicagoway. Features Frankie Laine, Earl Fatha, Ondell and Louis Jordan as headliners. . . . Johnny (Oscar’s Blues) Hodges & His All Stars currently doing one-nights. Soon will hit the Capitol Lounge here for two weeks. Newspaper is booked but solid thru July 15. . . . Little Walter has been bedded for the past couple of weeks. Due to head injuries suffered in an auto accident. Little Walter release is long titled. “Wine Head Willie Put The Bottle Down.” Features Eddie Beef. Who not only sings but also plays the harmonica. . . . Tommy Brown opens Chicago’s Paris Club April 3 for comTtible 12 weeks. . . . Eddie Boyd and Linda Hayes Minus Music and Clothes

N. Y. Thieves Leave

Linda Hayes Minus Music and Clothes

NEW YORK.—Singing star Linda Hayes was robbed of $5,000 worth of clothing, jewelry and musical arrangements here last week as she was preparing to start several engagements in the South. . . . The “Yes I Know” girl’s belongings were taken in a two-part robbery. The thieves’ first session was backstage at the Apollo Theatre, where Linda had just completed her successful debut to a Gotham theatre audience. They played an encore several hours later by helping themselves to the things she had packed in her dressing room. . . . Most difficult to replace will be the singing star’s musical repertoire of arrangements and orchestrations which were the result of months of work and several thousand dollars spent. The arrangements were all chosen with great care under the stewardship of Dinah Washington, who has been keenly interested in Linda’s budding career. . . .

Despite this unhappy experience, Linda was able to leave on schedule for her date in Baltimore.

Stars Become Composers

NEW YORK.—Vinrob Records, a new label, picked a pair of radio luminaries as composers to lend weight to their first release. One tune, “I’m Good To You,” was written by Kay Armen, the songwriter; the companion tune, on the reverse side of the record, is “Why Should I Want You,” penned by Dennis James, the TV announcer and quiz master. Eunice Baird makes her debut as a solo recording artist on these sides.

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“Rhythm & Blues Ramblings”

THE INK SPOTS

LITTLE WAER

“Dee Dee” Wins “Silver Melody”

CONCORD, N. H.—In the recent “Doggie In The Window” contest sponsored by Mercury Records, the New England winner was six-year old “Dee Dee,” Hamilton town, near Concord. Her prize-winning name was “Silver Melody” and she chose Brad Lacey of WEXL as her favorite disk jockey.

On March 8, as a guest of Mercury in Boston, “Dee Dee” was awarded her dog personally by Patty Page who was appearing at Bilkstrub’s.

Front row: “Dee Dee” and “Silver Melody.”

MUDDY WATERS

Muddies Water's

LATEST AND GREATEST

"SHE'S ALRIGHT"

“3RD SAD DAY”

CHESS #1539

Chees-

Elder Beck

A NEW STAR SINGING -

"WINE HEAD WILL PUT THE BOTTLE DOWN"

RUTH BROWN

N. Y. Thieves Leave

Linda Hayes Minus Music

And Clothes

"Dee Dee" Wins “Silver Melody”

Chees-1539

Chicago, I L.

Ches-1539

CHESS

BILLY ECKSTINE

"It’s What’s In THE CASH BOX That Counts"

“Blackbeard” Wins "Silver Melody"

N. Y. Thieves Leave

Linda Hayes Minus Music

And Clothes

"Dee Dee" Wins “Silver Melody”

Chees-1539

Chicago, I L.

Ches-1539

CHESS

BILLY ECKSTINE

"It’s What’s In THE CASH BOX That Counts"
The HALE You Say
by natt hale

Just the other day, the gentleman who oversees our peculiar operation and affixes his signature to the check which we receive every other week, called us into his stronghold for “routine” discussion. His stronghold was one of the plush, be-ragged, be-draped and be-epoined ballroom affairs, and the huge, leather-covered up-duffle which we deposited in their beautiful body was very conducive to sleep. But such was not to be. His opening blast served to keep us wide awake for the remainder of the two-hour “routine” convention. Our boss-man struck a grave air of solemnity, touched his fingertips together, pursed his lips and swat fit to gaff at the ceiling blankety—all of which he had observed from watching Sidney Greenstreet play a top executive in “The Hucksters.” Once he had established his role with us, he let loose with the bombshell:

“Nails,” he mumbled, “we have got to expand our promotional and exploita-
tional activities to the very limit! From now on, come hell or high water, we’re going to cover every minute bit of ground, every nook and cranny, to make certain that we have exhausted every means to get our records exposed, heard, bought and played.”

Having delivered himself of this earth-shaking pronouncement, he assumed an Edward Arnoldian pose (from “The Voice of the Union”), wherein he held his clenched fist before him on the desk, jaw thrust forward resolutely and a flash-
ging glint in his eye.

In moments like this, we knew his weakness: He liked to be called, “Chief.”

“Right you are, Chief,” we apple-polished. “How do you think we should tackle the thing, Chief? What would you suggest, Chief?”

Clearing his throat executively, he leaned back on his throne and adopted a pose akin Mr. Lionel Barrymore (in the “Dr. Kildare” series) and bestowed upon us a look of benison benevolence.

“Well, as a matter of fact, Nails,” he purred, “I was going to suggest that you confine most of your activities for the next week or two to the juke-box operators. It’s well and good to concentrate much of your efforts on the disc jockeys, but one mustn’t forget the boys who expose our records to the public in addition to paying for their stock in cold, hard cash, mustn’t one?”

“No,” we nodded, “one mustn’t. You’re absolutely right, Doctor—I mean, Chief.”

Whereupon he reverted to self, and launched into a two-hour discourse on the merits of the proposed campaign. How we should make it clear to the juke-box operators that there were so many potential hits that they were overlooking, and point out that we were there to assist them, that our sole purpose was to help them encourage more dimes into the boxes, etc., etc.

So the campaign.

Day after day, hour after hour, we visited with operator executives, jukebox buyers, mechanics, secretaries, collectors, and virtually anyone who’d ever seen a juke box. We even haunted the ops while they were on the job, and we can say honestly that currently we are turning more than 12,000 tavern operators and hundreds of others by their names. These worthies also contributed to the vast store of knowledge which was gained in our assigned task. And this is quite a store!

First of all: Pretty generally speaking, most ops and collectors have a ter-
rible idea of what kind of a record is going to go in what kind of a spot. All the publicity in the world won’t convince these chasing blackbirds that a main record would be heard more often than in a heavy polka stronghold. Conversely, polka stars are heard more than names to the “board A” set which lingers around the plush cocktail equipment.

Secondly: The juke box folks have learned that an artist—big name or up-
and-coming—isn’t necessarily consistent. Some of our top-flight recording per-
sonalities, upon occasion, turned out some pretty bad sinker pieces. This has re-
sulted, in the past, in the ops dropping quite a bit of loot into “dead” stock. Consequently, they’re all from Mississippi—but they hear it first!

Third: The jukeboxes themselves are hard what one would term ‘inexpensive.’ Most machines are sold somewhere in the general price of about $1000. Which isn’t records, Friends. Therefore, with such equipment, most of our operator friends feel disgruntled when they put a disc in the line-up and get a poor, scratchy sound, or a long lead-in pause or a long cut-off groove. They feel that the record industry should set up a uniform standard of quality.

Now these were among the points which we brought back to our mentor in his lavish, mahogany-row office. We recited the full report in detail and, of course, laid extraordinary emphasis and stress on the unquestionable success of our mission. Not that the various salesman calling on these operators were going to retire in the commissions forthcoming—but it might mean that extra set of tires or some extra-curricular, unscheduled activity for the family. So we felt rather proud.

Whereupon our titan of industry stood up behind his desk, linked his thumb around a suspender, ran his free hand through his hair and proclaimed in loud, stentorian tones (a la Broderick Crawford)—“All the King’s Men”!

Well, I’m grateful. Now, we’ll simply go about our business as usual for the record dealers. Let’s help THEM out of a spot. Now, here’s what we’ll do..."

Hify, Benny...
Four Aces Win Block Poll

NEW YORK—The Four Aces, voted the favorite vocal quartet in the Martin Block Poll, are presented with the award by Martin Block, WNEW, New York. The Four Aces latest hit disk "You Fooled Me" is keeping the boys high in the charts. Block last week announced a new contract with WABC-TV to become effective on January 1, 1954.

Republic Sues Decca On Del Wood Disks

KNOXVILLE, TENN.—Bill Beasley, president of Republic Recording Company, announced he has instituted suit against Decca Record Company in amount of $25,000. This will soon be amended to $125,000 for damages suffered.

Beasley charges Decca with releasing Del Wood disks without having the keyboard artist under contract. Miss Del Wood has also instituted suit for $25,000.

Beasley claims to have Miss Wood under exclusive contract to Republic, and says said contract has been approved by the AFM. Both Republic and Miss Wood's suits were entered in Federal Court in Nashville.

Meeting Dates Of Music Operators' Associations

Mar. 31—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass.
Tel. 2-4948.

Apr. 7—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass.
Tel. 2-4948.

9—Music Operators of Northern Illinois
Place: To Be Announced.

14—Automatic Phonograph Owners' Assn.
Place: Hotel Sheraton Gibson, Cincinnati, Ohio.

15—New York State Operators' Guild
Place: Palatine Hotel, Newburgh, N. Y.

20—Westchester Operators' Guild
Place: American Legion Hall, White Plains, N. Y.
National Hank Williams Day Set For March 31

DERBY, CONN.—Tuesday, March 31, 1953, will be national Hank Williams Day. Radio stations across the country will program Hank Williams shows and will ask their listeners to contribute to a Hank Williams Memorial Scholarship Fund which has been set up at the University of Alabama, University, Alabama.

Feeling that something more lasting than glowing tributes in newspapers and magazines should be the lot of the departed Williams, American Folk Publications, Inc., originated the idea of the scholarship fund. The publication started the ball rolling with its own contribution of $1,000. Radio stations, have been asked to contribute and to ask their listeners for donations to be sent directly to the scholarship fund at the University.

The University of Alabama was chosen because it is located in Hank's home state. The scholarship will be awarded each year and will provide a college education for a young man or young woman who could not, without this help, attend college to study music. The Scholarship Committee of the University will select the students to be awarded the scholarship each year.

The velvety tones of Sonny James makes the most of any piece of sentimental musical theatre. His western chanter is supplied with a beautiful ditty, titled, "Somebody Else's Heartache," and the combination makes for a delightful platter. James delivery of the slow tempo romantic item is projected with warmth and tender emotion against a lush backing. This disk has the fullest potential. It is ripe for the pop market as well as country. The lower lid, "The One I Can't Forget," is a middle tempo rhythm number, in which James sings the sad romantic lyrics with a soulful appeal. The musical backdrop is fittingly applied and the general effect is stirring and rich. These are two enchanting sides and will draw in any type location.

BILLY STARR

(Billy Starr [Imperial 8785])

"Borrowed Heart" (2:09) [Commodore Music] Billy Starr handles a slow beat lovers story in easy fashion.

"Hound Dog" (2:25) [Lion Pub.] The current r & b sensation is very country reading, although it is hard to lose the r & b flavor in this tune. Starr belts the earthy lyrics with grusely voice for a good deck.

WAYNE RANEY

(King 1187)

"Falling" (2:00) [Lonon] Wayne Ranney cuts a cute quick beat with romantic lyrics in fetching style. Ranney's nasal vocal is top and added to the material, the etching comes out a potent contender.

"Betrayed Waltz" (2:47) [Lonon] The western warbler sings a slow tempo waltz in easy manner. Ranney fits in some tantalizing harmonica playing.

ERNEST TUBB

(Deca 2630)

"Hank, It Will Never Be the Same Without You" (2:20) [Best Tubb Music] Deep voiced Ernest Tubb waxes a slow sad eulogy of the departed Hank Williams with tenderness. The lyrics are chanted and orated with feeling and in good taste.

"Beyond the Sunset" (3:07) [Robbins Music] Flip is another slow tender item, a fitting coupling for the top deck. Musical backing is appropriate on both sides.

EMERSON ROBERTS

(Cord 6415)

"Love Makes a New Fool Every Day" (2:27) [Meridian Music] Marty Roberts spins a sentimental romantic item movingly against a string backdrop.

"Call of the Wild" (2:58) [Meridian Music] Flip is a slow beat given a sad emotional reading by the artist. Robert's vocaling is backed smoothly by a string ensemble.

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"It's What's in THE CASH BOX That Counts"
Hubert Long, former manager of Hank Snow (RCA Victor) and promoter of WSM Grand Ole Opry talent has just inked Webb Pierce (Decca) to an exclusive management contract. Pierce will play his first road dates under Long’s direction in early May.

George Morgan, Audrey Williams, String Bean, Autry Inman and Dot and Smoky played to three packed houses in Alexandria City, Alabama Wednesday, March 15th at the Kau Liga Day Promotion. Alexandria City is where Kau Liga Line is located.

Roy Acuff (Capitol) did the Midnite Jamboree Show, Saturday, March 21st, from the Ernest Tubb Record Shop. Acuff had as his guest country disc jockey, Nelson King, WCKY, Cincinnati. Marty Roberts, (Coral) was also guest on the show.

Faron Young (Capitol) who did the guest spot on Grand Ole Opry’s Prince Albert Show, March 28th is now in the Special Service Branch of the U. S. Army and is stationed in Columbia, South Carolina.

Carl Story (Mercury) and his Rambling Minstrels playing dates in the Carolinas and Ohio at the Saturday night Jamboree group is heard over station WAVY, Charles City, Virginia. Group features Claude Boone, Red Rector and Ray ATKINS.

Ted Adams, assistant manager of the Record Mart, Nashville, reports that from all indications the Abbott record of “Music Joe” by Jim Reeves is doing a good job for him and should show up good classily.

Autry Inman, (Decca) moves into Canada for two weeks this week. Bob Ross, manager of George Morgan reports that George and Moos Mulligan will leave on tour next week for a string of dates through Michigan and then into Indiana.

Norm Riley, WSM Grand Ole Opry promoter, is taking Red Foley (Decca) on a tour through the state of Kansas. Oklahoma is set for Kansas City, May 10th. This will be Foley’s first tour in six years, according to Riley.

Marty Robbins now has a morning spot on the Martha White Biscuit Time show over WSM, Ed W. Thompson of Jamboree Attractions, Inc. reports that his agency will take several WSM names on tour in May, including George Morgan, Duke of Paducah, and Ray Price. The Carter Sisters, and Mother Maybelle recently did a week of dates through South Carolina. Carl Smith spent several days with his new group recently in northeastern Tennessee, and then into Indiana.

Tillman Frank, who manages the Carlisles (Mercury), reports that Bob Neal, Memphis DJ, will have the Carlisles group for two weeks of promotions covering Tennessee, Mississippi and Arkansas.

Dub Dickerson in Nashville recently cut his first session for Capitol. Dickerson was formerly with Decca. Charlie Wright manages the new Capitol artist. Bill Dudley also did his first session for Capitol recently.

Joe Franklin, who won an MGM recording contract in a talent contest conducted by Arthur (Guitar Boogie) Smith, of Charlotte, North Carolina was in Nashville week ending March 1st. Franklin was guest on the Ernest Tubb Record Show, Midnite Jamboree.

Visitors at the Opry recently included Johnny Masters, Lucille Masters, Leonard Wilson, of Shapiro-Bernstein Music Company, Paul Cohen, Decca’s Country A & R rep and Egyptian film star, Esau El-Din. Dee Kilpatrick, Mercury’s country A&R rep is putting an all-out push behind the Carlisles’ new release “Knotole.” Kilpatrick is also plugging his Merle Sanders’ new recording “Singing Waterbury Blues.”

The ten folk and western records disk jockeys played most this week:

1. K&W-Liga
   Hank Williams (MGM)
2. No Help Wanted
   The Carlisles (Mercury)
3. Till I Waltz Again With You
   Tommy Soscez (Coral)
4. Goin’ STEADY
   Foron Young (Capitol)
5. Your CHEATIN’ HEART
   Hank Williams (MGM)
6. I’ll Go On Alone
   Webb Pierce (Decca)
7. That’s ME WITHOUT YOU
   Webb Pierce (Decca)
8. Don’t Let The STARS GET IN Your EYES
   Shakes McDonald (Capitol)
9. EDDY’S SONG
   Eddy Arnold (RCA Victor)
10. A FOOL SUCH AS I
    Hank Snow (RCA Victor)
progressive operators know how this

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Monroe Coin Helps Coinmen Set Up Complete Arcades

CLEVELAND — Geo. George and Roy Monroe of Monroe Coin Machine Exchange, this city, are winning themselves and enviable reputation for the way they are helping operators to set up complete arcades throughout their territory.

In the past few weeks they have set up arcades in Mansfield, O., Akron, O., and Geneva-On-The-Lake, O.

At the present time they are completing what they believe will prove one of the most outstanding arcades yet seen in this city. This one will be at 55th and Woodland.

The firm has, over many past months, quietly gathered together all types of arcade equipment, foreseeing the demand for this type of machine far in advance and now, because of their advantageous position in the arcade equipment field, are able to help operators get started with arcades in the correct fashion.

Ray guns, batting and baseball machines, pinball machines, kiddie rides, fortune tellers, football, and other sports games, and almost every type of arcade machine known is now part and parcel of their very large stock.

As Roy Monroe said, "We are now in a position to help any and every operator who wants to get into the steady and profitable arcade business getting in the right way.

"We've got the equipment right in stock," the continued, "and we can also help, because of our experience in the field, with the layout of the arcade itself.

"The demand for arcades has continued to grow ever since restrictions were removed for the building of amusement places. Many operators are now interested in getting into this field.

"If they want correct information as well as a complete list of the type of equipment they should use we stand ready to help them in every regard.

"In fact," Roy Monroe said, "if they will send us a layout of the place they want to set up an arcade we will show them just where to place all machines."

Mrs. Sally Slugger Asks All Women To Answer Up

SIMPKINSVILLE — Mrs. Sally Slugger, noted wife of Solly Slugger, is urging all women to "answer up" and get their stories into "The Woman's Viewpoint" column which appears in each week's issue of The Cash Box.

Mrs. Slugger is now preparing her side of the story of why and how women can be successful in the coin machines industry. She is also arranging a short biographical sketch of her many years in the field.

Says Mrs. Slugger, "It's up to all us women to prove to the men that we are the leaders. Let's get behind this here column and sending in our names and stories right away quick to The Cash Box."

(Editor's Note: If you know of any woman now engaged in the coin machines industry who hasn't yet appeared in "The Woman's Viewpoint" column this publication would be more than happy to appropriate receiving her name and address. Please write to: The Cash Box, 32 West Randolph Street, Chicago 1, Illinois, or 26 West 17th Street, New York 11, N.Y.)

Editorial:

Need Grows Greater For:

NAT'L P.R. BUREAU

From practically its very first issue this publication has continued to urge the creation of a National Public Relations Bureau for this industry.

It has, from time to time, brought forth this suggestion most urgently for the benefit of all engaged in this field.

It has pointed out time and again how important, how necessary, and how much such a Bureau would mean to all in the trade.

There is no one who disagrees with the fact that there is an ever greater need for a National Public Relations Bureau for the entire coin operated machines today.

The NAMA (National Automatic Merchandising Assn.) created a bureau of sorts to handle vending machines of all kinds. This bureau has been somewhat active.

In the amusement field a bureau of sorts was attempted more than once. The bureau was directed toward bringing about better understanding of the field by the general public, it usually veered off in the direction of occupying itself within its own orbit, that is, the amusement field itself and the members of that field.

There has been public relations of a sort here and there thruout the nation by leading associations of automatic music peoples. In the main, this public relations effort occupied itself with the donation of juke boxes to very worthwhile institutions. This, is, definitely, good public relations.

But it went no further than these donations. These peoples seemed to believe that these donations would bring all the good will and necessary understanding from the general public that this field, in those certain areas, required.

There have been individual efforts as well as the combined efforts of various organizations and associations in general public relations work for years and years. In fact, it may be stated, such effort has gone on as long as this industry has existed.

But regardless of the monies which have been made, regardless of the growth of various organizations in the industry, there has never been a completely concerted effort on the part of the leaders of this industry to bring about a National Public Relations Bureau.

Yet, all agree, and continue to agree, and continue to discuss this great need. And mention it from time to time. Argue the need. And how for better public relations for the industry nationally.

Public relations, which will gain the good will of the public, as well as civic leaders and outstanding men in all the nation and, at the same time, win the better understanding of the authorities who guide the destinies of the nation, has never been tried on an industry-wide concerted basis nationally.

Surely the time is becoming ever more ripe and ever more needful of such an organization. Surely all will agree that the need for public relations effort, all out effort, day in and day out, week in and week out, year in and year out, is one of the outstanding prime necessities of this entire industry.

This is written not to discourage those men who are, individually, or those organizations and associations who are, collectively, doing what they can, and as much as they can, in their areas.

It is written with the hope that there has arisen, especially among the many, many new people who have entered the field, men who can foresee this great and growing need. Men who will come to the fore and who will, by intense and intelligent effort, bring about a national Public Relations Bureau for the good of all in the industry.
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1200 North Ave., Elizabeth, New Jersey

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2344 North 30th Street, Milwaukee, Wis.

BINCO MUSIC DISTRIBUTING CO.
1325 S. Colfax St., Ft. Wayne, Indiana

BRILLIANT MUSIC COMPANY
19963 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE
525 S. High St., Columbus, Ohio

DAYTON MUSIC SALES
815 S. Pearl Ave., Dayton 10, Ohio

DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio

FABIANO AMUSEMENT CO.
208 E. Dawey Ave., Buchanan, Michigan

IDEAL NOVELTY COMPANY
2623 Jefferson St., St. Louis 3, Missouri

LA RUE NOVELTY SALES CO.
1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY
283 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY
1337 Second Ave., Des Moines, Iowa

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814 Summit St., Toledo, Ohio

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"It's What's in THE CASH BOX That Counts"
TO THE
Hon. Alexander H. Wiley
UNITED STATES SENATOR FROM THE STATE OF WISCONSIN
Chairman, Committee On The Judiciary
THE SENATE, WASHINGTON, D. C.

Dear Senator:

As an owner of juke boxes, Mr. Senator, I should like, very respectfully, to present my side in opposition to the McCarran Bill (S.1106) which is now before your Committee on the Judiciary.

In this Bill, as you probably know, ASCAP (American Society of Composers, Authors and Publishers) is attempting for the fourth time during this post-war era (the other three similar Bills presented since the end of World War II were: Buckley Bill, Scott Bill, Bryson-Kefauver Bill) to amend the "Copyright Act of 1909", so that the juke box owners of two or more juke boxes would be forced, by Federal Law, to pay ASCAP doubly-taxed royalty-tribute.

In the first place, Mr. Senator, the nation's juke box owners are already paying royalties for the use of the copyrighted music of the American Society of Composers, Authors and Publishers.

The nation's juke box owners pay these royalties each and every time they purchase a recording featuring an ASCAP copyrighted tune.

The royalties we so pay accrue directly to the music publishers who are members of ASCAP. These royalties are paid directly to the individual music publishers by the recording manufacturers. (These royalties, I repeat, are added on to the price we pay for the recordings we purchase.)

Some of the publishers who are members of ASCAP argue that ASCAP, itself, (and ASCAP is only the collective collection agency of these publishers) is not getting any royalties from the juke box owners who are playing the copyrighted music of these ASCAP publishers. The fact remains, Mr. Senator, that they, these ASCAP publishers, themselves (instead of their collective collection agency—ASCAP) are already getting the royalties, individually and directly, from the record manufacturers.

These ASCAP publishers know this to be true. They will admit that the juke box owners pay these royalties for the use of the copyrighted music of these ASCAP publishers.

Therefore, ASCAP, which is actually only a collective collection agency of these very same music publishers, may not be getting the royalties sent directly to ASCAP itself. But, the music publishers who are the collective members of this ASCAP collection agency, are already getting the royalties direct from the recording manufacturers.

If we, the juke box owners, were to pay ASCAP royalties directly, and we are already paying ASCAP royalties because these royalties are included in the price of all the records we purchase featuring ASCAP tunes, then we would be paying these very same royalties TWICE.

In short, we would be paying a tax on top of the very same tax we have already paid in the first place.

This entire matter, Mr. Senator, resolves itself right down to a sharp attempt to simply obtain a tax on top of a tax, a double payment of the very same royalties for the very same ASCAP tune.

Surely, Mr. Senator, you will agree that this is a tax on top of a tax (the same tune being twice taxed) simply in an effort on the part of ASCAP to make this already rich and powerful multi-million dollars collection agency even more rich and more all-powerful.

Furthermore, they ask your Committee to consider a Bill wherein they may charge whatever they so desire to charge for the use of their music. Absolutely nothing appears in the McCarran Bill (S.1106) which places any limit whatsoever as to what ASCAP can charge. ASCAP can, without even a moment's hesitation, should the McCarran Bill (S.1106) ever pass into law, PUSH THOUSANDS OF LITTLE JUKE BOX BUSINESS MEN RIGHT OUT OF BUSINESS BY OVERTAXING THEM.

Furthermore, ASCAP's inclusion of the fact (In the McCarran Bill, S.1106) that they do not want to tax the owner of one juke box and, similarly, definitely will tax the owner of two juke boxes, or more is, in my humble estimation, just so much camouflage, so much smoke screen thrown up before the Committee in an effort to detract attention from the true purpose of this bill, WHICH IS TO OBTAIN A TAX ON TOP OF A TAX.

This single juke box ownership is simply a device to cause argument, preconceived arguments (in the minds of Congressmen) and the supposition about something that means absolutely nothing. It proves no more than the fact there still are some rugged individualists who insist on making their own baloney sausage and not purchasing the baloney already made-up for them by the meat packing industry of America.

It seems to be ASCAP's method, just as it has been in many past years and in just as many past Bills which ASCAP has sponsored and has had presented before the Committees on the Judiciary, to attempt to push them thru a Federal Law (via an amendment to the Copyright Act of 1909) which would force thousands of small American business men, the owners of two or more juke boxes, TO PAY THEM AGAIN, AND OVER AGAIN, for something which they, ASCAP's collective member-publishers, HAVE ALREADY BEEN ONCE PAID.

In short, ASCAP is asking the legislature of these United States to vote them a Federal Law to make THEM (ASCAP) RICHER AND MORE ALL-POWERFUL. Even richer than the multi-millions of dollars which they collect each and every year.

This would, Senator Wiley, absolutely abolish the music of the workingman and workingwoman. The poor people of these United States. For they can only best afford the music of the juke boxes of this nation. Juke boxes that are located everywhere in their communities to bring them economical relaxation with the music of America.

The juke box is not the music of the rich, Mr. Senator; IT IS DEFINITELY AND ABSOLUTELY THE MUSIC OF THE POOR.

In short, Mr. Senator, what ASCAP is asking you and all the other highly honored elected legislators of the peoples of these United States to do, is to: CRUCIFY THE MUSIC OF THE POOR ON A CROSS OF GOLD—for ASCAP's benefit.

I beg of you, Mr. Senator Wiley, to VOTE AGAINST the McCarran Bill (S.1106), just as have the members of so many other Committees on the Judiciary done in the past many years, so that we, the owners of two, or more, juke boxes, the little business men of America, your constituents, can continue to earn a livelihood for ourselves and our families.

Respectfully yours,
Taran Distributing Servicemen Receive A. M. I. Merit Award

JACKSONVILLE, FLA. — Herb Gorman, manager of Jacksonville branch of Taran Distributing, Inc., sent in picture he had taken of two service personnel, Fred Houghton and L. L. Holmes, accepting the Merit Award from Art Dublin, field representative for A.M.I.

Gorman reports operators in his territory are highly enthused about the new features of the D-80 AMI phonograph along with the beautiful 5-10 and 25¢ wall box just received.

HARTFORD, CONN.—At a recent meeting of the Connecticut State Coin Association, Inc., two items of extreme interest to operators all over the nation were discussed at great length. They were dime play and training of new mechanics.

Abe Fish, president of the association, stated: "We have been following the trend of dime play around the nation and reports filtering in from California, Illinois and other points indicate where dime play has been tried operators are solidly behind it. "It is a matter of simple arithmetic, if your cost of juke boxes, records, and labor keeps going up and up, as it has, and you still keep charging only a nickel, you will eventually have to use a big bottle of red ink."

Fish, in touching on the subject of the training of mechanics, said:

"There is a great need, not only in Connecticut, but all over the nation for coin machine mechanics. It is high time something is done about it. Operators have deluged me with calls about this. One suggestion to me has been the setting up of a training course for mechanics somewhere in the state. After a course by skilled mechanics these boys would be immediately absorbed by grateful operators and distributors. This would provide a constant transfusion of new blood and thus prevent the industry from becoming stagnant. Many operators have been unable to expand their businesses because of the shortage of proficient mechanics. The time to act is now. The problem facing us can be solved if we work together.

"The Cash Box has been advocating both moves for more than ten years."

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"It's What's in THE CASH BOX That Counts"
Miller-Newmark Supplies AMI "D" For Parent Teacher Party

GRAND RAPIDS, MICH.—Almost 900 children and parents enjoyed dancing to the music of an AMI Model "D" juke box at the annual "Family Karnivals," sponsored by the P.T.A. of the Burton Junior High School, this city, on Friday, March 21st.

Boys and girls of the school prepared for the event at after-school dancing classes held once a week this past winter. Instruction was under the direction of a professional dancing teacher who stressed deportment as well as footwork.

According to Mrs. Sib TenHour, PTA president, juke box music works wonders in putting children on their best party behavior. "Children of junior high age," she said, "are especially lively. They feel that fun isn't fun unless it's accompanied by lots of noise. The boys seldom show anything but disdain for girls and would normally rather get into a roughneck romp than to dance. But once they've learned, they do step out on the floor with confidence. The little girls are no problem since they seem quite willing to dance—if asked. We wondered, of course, just how well our project would work out. The kids like the wide range of selections on the juke box and we parents do also. To the great relief of an elderly, the children have shown they can draw on unsuspected reserves of dignity at a dance. Much to their surprise, and ours, they enjoy themselves in doing so."

Alert to the good will which results from popularizing the juke box with parents, teachers and children, the AMI juke box for the occasion was provided by L. C. "Bill" Miller, Miller-Newmark, Grand Rapids and Detroit. AMI distributors for the state of Michigan, Mr. Miller reports that the parents were so pleased with the results of this experiment that they are now planning to install a juke box at the school for the permanent use of the children.

Notwithstanding the great amount of work which has been done by the industry in donating juke boxes for use in off-the-street clubs and other institutions, the opportunity for creating public good will through affairs of this kind are practically untapped. Mr. Miller, like so many other music operators and distributors who are using the juke box in the battle against juvenile delinquency, is to be congratulated. For Parent Teacher Party
Optional Depreciation Bill Now Before Senate Finance Committee

Senator Frear's Bill (S.298) Allowing Business Men To Depreciate Equip On Their Own Reasonable Time Period Before Senate Finance Committee Awaiting Hearings

Nebraska's Music Ops Gird For Battle On McCarran Bill

OMaha, Neb.—Music Guild of Nebraska, 1430 South 12th Street, this city, is gearing for an all out battle on the ASCAP sponsored McCarran Bill (S.1106) in Washington, D. C., according to Howard H. Ellis, Secretary-Treasurer of this organization.

Ellis has mailed his first letter to all music ops throughout the state urging them to get into the battle to defeat the McCarran Bill.

He is telling everyone of the members of the Music Guild of Nebraska of the fight ahead.

In part his letter to Nebraska's music ops reads, "Inclosed is a copy of the McCarran Bill (S.1106) which, if it becomes Federal Law, will put you out of business as an independent phonograph operator."

"It is (the McCarran Bill) backed by a million dollar concern, ASCAP."

He also tells Nebraska's music ops, "This job cannot be done by any individual group or any individual state, but only by every coordinated effort of every music operators' association, as well as every individual operator in America."

WASHINGTON, D. C.—Of great importance to all engaged in the industry is the fact that Senator S.298, the bill introduced by Senator J. Allen Frear, Jr., of Delaware, to allow business men to depreciate their capital equipment in their own reasonable period of time, is now before the Senate Finance Committee awaiting suitable hearing time.

For years now there have been a tremendous number of complaints throughout the industry regarding the inequitable depreciation schedules which have been placed into effect by local offices of the Internal Revenue Bureau.

In some areas, for example, operators are forced to depreciate phonograph equipment in 5 years. In other areas in 4 years. In some areas in 3 years. The same holds true for all other equipment of the industry.

These men have complained time and again to The Cash Box and this publication has urged various new industries of schedules which could be brought to the attention of the proper committees in Washington.

In fact, this publication has had considerable Public Accountants like Leo P. Kaner of Chicago, and Herman Taffe of New York, who have called to this industry well, write articles in its many former issues showing all in the industry what could best be done in the matter of more equitable depreciation.

The Senate Small Business Committee in 1952 that "optional depreciation" come into being.

The Senate Small Business Committee, Senator J. Allen Frear, Jr., of Delaware introduced his bill which had already gone thru two readings in the Senate. It now rests before the Senate Finance Committee.

Those in the industry who realize the seriousness of the present inequitable depreciation schedules existing in their areas, as well as two thirds of the entire nation, are urged to write to the Senate Finance Committee and beg that this Bill, S.298, be favorably passed by that Committee.

Those who want more information in this regard should write directly to Senator J. Allen Frear, Jr., The Senate, Washington, D. C. for copies of this bill (S.298) to read and better understand its contents.

This bill means tremendous savings to all engaged in this industry. By allowing all to depreciate their equipment in the time they consider most reasonable everyone will be far ahead financially.

This is one bill that definitely should have the support of all concerned with this field.

(The Editor's Note: Senator J. Allen Frear's bill (S.298) was reproduced in full in the Feb. 28, 1953 issue.)

Rock-Ola Conducts Workshop At Eastern Distriburs

CHICAGO, ILL.—Rock-Ola Workshops, which Rock-Ola service specialist Frank Schultz, has been holding in various cities throughout the United States, have been tremendously successful. Schultz has been accorded exceptional receptions from servicemen, who have expressed their appreciation for his services, and for the simplicity and trouble-free operation of the 120 Selection Fireball.

Rock-Ola Workshops are being held at Seacoast Distributing, Follin, N. J.; S & K Distributing, Philadelphia; Eastern Vending Sales, Baltimore; Wertz Music Supply Co., Richmond, Va.; Southern Music Distributing Co., Jacksonville and Orlando, Fla.; and Robinson Distributing Co., Atlanta, Ga., during the next two weeks.

Century Music Host To Ops At Wurlitzer 1650 Phone Showing

BUFFALO, N. Y.—Century Music Distributors, this city, held Wurlitzer Week March 23 to 28 at their show rooms. New Wurlitzer 1650 phonograph was unveiled for the benefit of visiting operators, and according to Phil Mills "considerable enthusiasm was expressed by all viewers. Eddie Clinton, Dick McCann, the rest of the staff of Mill's are going to busy filling orders for the next several months."

Among the visitors were Joe Lewis, Harry Bruck, Bob Scott, John Ogarick, Jim Vena, Al Bolte, Bill Nesbitt, Bob Manning, Charlie Wagner and Bob Smith.

Introduce Bills To Tax Jukes and Pinst

COLUMBUS, O.—A bill to levy a tax of $12 a year against juke boxes, with the revenues earmarked for the care of crippled children, was introduced in the Ohio Legislature (March 17) by Rep. Anthony O. Calabrese, Cuyahoga Democrat.

Calabrese was also co-author with Rep. Harry Corkwell, Putnam Republican, of another bill which would levy a tax of $25 a year against pinball machines, with the receipts set aside for the crippled children's program.

"It's What's in THE CASH BOX That Counts"
Blatt Writes Views On Proper Operation Of A Music Route

W. M. BLATT

MIAMI, FLA.—Willie (Little Napoleon) Blatt, this city, one of the country's most progressive and successful operators, and president of the Automatic Music Operators Association of Dade County, is a great believer in keeping pace with every change. It is his contention that the operator must be on top of things to run a successful operation. We reproduce a letter outlining his views on the proper operation of a music route.

"My experience in the music machine field goes back to the days of P. 10's, when juke boxes cost about $200 and records 19 cents. At that time $8 to $3.50 was a very good average. Those days are gone forever as our locations today demand better equipment and better sound."

"Our oldest equipment is the A.M.I. A's. They still look good and can be cleaned up to look and operate almost as well as new. In addition, they have forty selections, which is ample for many locations.

"I remember in the old days when you needed a hideaway, you took the worst looking and oldest piece of junk and made a hideaway out of it. You reasoned, nobody can see it anyway, but it looked as good as it looked and vice versa."

"Today all our hideaways are Wurlitzer 1017's and 1018's with Cobra Tone arms. We make sure that their tone quality is as good as one can get out of a new machine."

"We never wait for a location to ask us for a new machine. We replace old machines at any location that warrants a new piece of equipment (approximately once a year) and move the older box down a notch."

"When a juke box is brought into our shop, after it has been taken from a location because it has been out of order several times, or when it has been merely replaced by a newer model, it is torn down to bare wood. Every unit is cleaned, checked, and worn out parts replaced with new ones."

"Juke box manufacturers are constantly making improvements in their existing models and whenever possible when a machine is brought in for rebuilding we install all new improvements so that when the machine leaves our shop it looks and works as good as a new machine."

"In my travels I have visited quite a few large and small operators and I was surprised to find that they still operate pre-war equipment such as Seeburg Colonels, Majors and Hi-Tones, and Wurlitzer 24's, 500, 600, 700, 800 and 750's. In my estimation these machines have long outlived their usefulness and are practically worthless."

"They have been depreciated to zero a long time ago, and their heavy tone arms tear the records apart long before they lose popularity. As a result the records emit a horrible sound and hurt the juke box industry to a great extent."

"We purchase a certain amount of new equipment regularly from all distributors whether we need the machine or not. We do this for two reasons. One, to replace old equipment, and two, to patronize the juke box distributor as an insurance policy. In this way we get their cooperation. As long as they are willing to cooperate with us we will meet them half way. We have never subscribed to the idea that as long as we have an association we don't have to buy new equipment. Our experience has shown us that if the operators and distributors work together there are no problems that can't be solved to the satisfaction of all concerned."

W. M. BLATT

As I See It

While in New York City recently, I decided to take a look-over at some of the Arcades in the Times Square area.

Those of you who can recall the old fashioned idea of an arcade what with, Weight Lifters, Punching Bags and Penny Stereoscopes, would be amazed at its transformation. Now, you see well groomed attendants, all wearing neat, similar uniforms, alert, courteous and attentive. Batteries of Pokerinos and Shuffle Alleys are most in evidence; with a smattering of Guns, Skeeball Alleys along with the standard money getters like Voice Recorders and Photomatic machines. The games that seemed to be getting the most attention were the Pokerinos and Shuffle Alleys. Also displayed in a nest pattern was the merchandise offered as prizes, all clearly labeled. All this is handled in what appears to be a very businesslike manner. Much credit is due to the owners of these modern Playlands, who have with great skill set up these emporiums to get the maximum attention from the heavy traffic that passes. The very latest in neon lighting sets off the brilliantly lighted games and it adds up to the showmanship that is so successfully employed throughout this area.

The patrons are from every section of the country and as I see it, they are favorably impressed. When they get back to their home communities, they should be the greatest boosters for the local operator who has his equipment in various type locations.

W. M. BLATT.

WURLITZER 1650

The 48 Selection Phonograph

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New De Luxe Baseball Game!!!!

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Juke Box Ops' Association Leaders Yell For All To Awaken To "Danger" Of McCarran Bill (S.1106)

URGE ALL OPS WRITE LETTERS TO CONGRESSMEN AND SENATORS AND GET LOCATION OWNERS, FRIENDS, CIVIC LEADERS AND ALL OTHERS IN EACH AREA TO DO THE SAME. "JUKE BOX BIZ WILL BE SMASHED WITHOUT CONCERTED EFFORT," THEY CLAIM

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Bally Service School at Lieberman Music

From 10 A.M. to 4 P.M., daily, April 6, 7, 8, 1953 at headquarters of Lieberman Music Company, 267 Plymouth Avenue, North, Minneapolis, Minnesota, the Bally Service School will be conducted by Bally engineers Paul Calamari and Henry "Brownie" Brown. These two Bally men have become known throughout the country for their easy-to-understand talks on service. To get the most good out of wiring diagrams, relay charts and other Bally operating instructions, you have to get a full understanding of how the circuit reads, easy ways and keep games operating at maximum efficiency. Operators of Bally equipment, together with their servicemen, are urged to attend this three-day school. Buffet lunch will be served daily.

Kiddie Ride Distributor Opens On Coinrow

NEW YORK — National Kiddie Rides, Inc., headed by the well known columnists Hymie Rosenberg and Charlie Katz, opened offices and showrooms this week at 580 Tenth Avenue, this city.

The firm is world distributors for B & R Novelty Company and Leo Nov- elty Company, both manufacturers of kiddie rides.

B & R manufacture the "Duck"; "Rabbit"; "Palomino" (horse); and "Bucking Steer" (Joll), Lee manufactures the "P-T Boat"; "X-70 Rocket"; "Lobomotive" and "Cowboy Top."

"It's What's in THE CASH BOX That Counts!"
What does the "Edgewater Heart Fund" mean to you?

It means that you, as an individual, are helping medical science and research find "the answer" to heart disease—America's No. 1 Killer.

It means that you will not only feel better, when you donate to the "Edgewater Heart Fund," because you have done something of such great goodness for all peoples everywhere, but that you have also proven, once again, how really big is the charitable heart of the coin machines industry of America.

It means that should you, or anyone in your employ, or any of your friends and relatives, be stricken with a heart attack (and that happens every second of every day) and require the newest technique: heart surgery, that this will be performed FREE OF ANY CHARGE for you at its source, the Edgewater Hospital, 5700 North Ashland Avenue, Chicago, Illinois.

It means that should you, your employees, friends, relatives, or others close to you, require heart treatments, and who cannot afford such medical treatment, that your donation will help those people to get such attention FREE because of the "Edgewater Heart Fund" at the Edgewater Hospital in Chicago, Ill.

It means, up, above, and beyond the goodness which you are doing by donating to the "Edgewater Heart Fund," that you are helping medical science, that you are helping all peoples of all races, colors and creeds, to enjoy the life-saving techniques which are being better and more fully developed each and every day BECAUSE OF YOUR DONATION to the "Edgewater Heart Fund" at the Edgewater Hospital, Chicago, Illinois.

It means that if you want a room, a ward, or an entire floor, inscribed with your name, or in the memory of some loved one, in the new $2,500,000.00 addition to the Edgewater Hospital, this great honor with a suitable donation is possible, so that you will leave behind a great and thankful memory to all who will be served at the Edgewater Hospital in the years yet to come.

It means a great, great many more things to you. But, most of all, it means that YOUR DONATION (deductible from Federal Income Tax) WILL BRING NEW LIFE AND NEW HOPE TO MILLIONS OF HEART SUFFERERS.

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CALIFORNIA CLIPPINGS

LOS ANGELES

Music operators throughout this area were talking about the latest effort on the part of Congress to force the payment of royalties on copyrighted music via the recently introduced McCarran Bill (S. 1106). There is no question but that passage of this bill would virtually force music operators throughout the nation to shut their doors. As one operator stated it, "They couldn't one operator from mechanical brains to compute the bookkeeping on a deal like this." Every member of the industry is urged to keep informed of the status of this bill, and to take pen and paper in hand and write your Congressman letting him know where you stand. The oft repeated, "Stand Up And Be Counted," applies here. Are you gonna take this lying down, or be among the many to fight for your rights? . . . . .

The gang over at the Paul Laymon Company were just about set for the showing of the new Warlitzer 48 selection, 45 rpmphonograph this past week, with a quick paint job by Randy and Red to kindly add the finishing touch. Phiri- fter men of the company came out to inspect the thorough job of inhaling the paint odor and yours truly inspects the same to make sure a mouse, with Randy and Red concurring. The window dressing didn't stop Ed Wilkes from writing those shipping orders though; the man is a whiz at getting those orders filled. Charley Daniels popped in with Blaze in tow, both of whom arched they wouldn't move until "the paint was dry." Jimmy Wilkins out on the road, but due back in time for the showing of the new. Lots of interest on the part of music ops in the new machine, especially so since it's been reported that said phonograph will be in the low-priced field . . . Clyde Demlinger made the trek in from Balbos, where they're getting ready for the summer tour, . . . much speculation as to if they'll be walking back to curry L.A. They're saying too about the way Russ' great Decca etching of "I'll Be Hanging Around" is making lots 'n lots of noise. . . . Bob Patton, well known Tulare County operator, making the rounds along Pico this past week all the way from Hanford.

Lyn Brown, Exhibit Supply's regional rep out this way, a real early riser. We spotted Lyn at the office one day long before nine A.M., setting get for a days business . . . With the hot weather rolling in now, and the resort areas gearing up for the annual crowds, we expect sizable increase in kiddie ride biz . . . and likewise an increase in visiting fireman at Lyn's North Holly- wood swimming pool . . . Ed Vanetta, local music op who was one of the members of the automatic music industry who made the trek to Washington last year, gadly returned last week, during the Bryson-Kefauver hearings on the copyright question. Congressman McCarran Bill. Ed agrees that passage of this bill would virtually wipe out the automatic music business . . . Jack Simon, Simon Sales Co., reports business moving along on a nice steady basis, with a notable increase in arcade equip- ment sales . . . Jack's proud of his ten year ownership of the only original portrait of Chaim Weitzman, the late president of Israel . . . Cohort Abe Chapman not spending too much time these days on the golf course, what with most of his extra-curricular activity being devoted to some wonderful work in behalf of the Edgewater Hospital. Talk just a rumour here, but we heard that someone might open a restaurant on coin-row's Pico. All we can say, is hurry up man, you're sorely needed . . . Tom Jones in town this past week from San Diego . . . ditto Lloyd Barrett from Pomona . . . Business over at Badger Sales continues along at a whirling derish pace with pretty Bill Happel, AJ Silverman and Ray Powers on tap to handle the volume . . . Bill reports the firm did a terrific job via Williams "Silver Skates," having completely sold out . . . while Monsieur Silverman continues pell mell up with the demand for the newest automatic merchandize products . . . Joe Duarte and Frank Dinkel aren't talking vacation cruises when you hear 'em mention the name of a ship, but rather shipping rosters for the Badger firms ever expanding export department . . . Jack Neel in town again this week from Riverside . . . ditto Ben Korte from Glendale way . . . The company's redecorating job in progress at Winborne Music is scheduled to last for a couple of weeks longer, with the carpenters just about finished setting up a battery of brand new offices . . . High spot of the firm's new showrooms and offices will be the display area, cer- tainly one of the most modern we've ever seen. The entire area is lit with an inscrutably, conducente to the senses, Hack Tronick manages to skatate around the place at 45 mph handling the ever increasing demand for 45 rpm phonos . . . George Mahlum directing the sales and merchandising of Seeburg's non-coin operated home phonograph. Firm has opened a Beverly Hills branch . . . With the aid of Phil Robinson this past week, we two have been hip to the gaze- vine that the demand for Chi Coin's great "Name Bowler" continues, which is what taking up so much of Phil's time these days . . . Carl Musarra, Pomona, a visitor to Pico's coin row last week . . . Johnny Huntsman and wife in town on a combined business and pleasure trip from Tulare . . . Mark Well, Redondo Beach operator also made the trip into Los Angeles this week.
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"It's What's in THE CASH BOX That Counts!"
THE "20 YEAR CLUB"

"a great idea"

Herb Jones
Vice-President, Bally Mfg. Co.

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 IN 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)

NEW ORLEANS NOTES

Last week was known as Wuritzer Week, March 23-28, at our own F.A.B. Distributing Co. The 1600 and 1650 models were shown and turned out to be a pleasant surprise for the operators. Prices were reasonable and the merchandise a dream. F.A.B. is remodeling its show room and when completed it will be something out of this world. Mostly plate glass and will give more display room. . . .

Delta Music Sales has moved from Music Street to 1019 Basin office and complete office and music sales to 1019 Basin office and complete office and music sales. New location is 1206 Basin.

Delta is shipping 20 to 20 United and Chicago Coin games to operators all over the state each week . . .

Bob Tanner reports, with Bob Dupre, that their Keeney line in picking up all the time. The Keeney Cigarette Machine is seen in many locations. Also catching on is the bowlower. . . .

Taking bows at the smash Billy Eckstine week last week were local disk jockies John Hardy, Okey Dolcey, Dr. Daddy O, and Jack the Cat. . . .

Ben J. Shears of Soundries Operating Co. reports the new Alax Automatic Ice Machine a big thing down here in the deep south. Ben, formerly in the bell business for 18 years, says that operators have it for the week ends. Good weather means increased play on "156's" ideas. Bad weather a real heartache.

More operators are interested in outdoor, shore and resort areas this year. In addition to kiddie rides, some have prepared batting cages ranging in value. Bad weather is an essential. Collections on phonos and shuffle games also show fine increases when the weather permits people to get out of their houses. All in all—columns are quite optimistic over the spring and summer of 1953—and hope Mr. Weatherman cooperates.

Joe Young and Abe Lipsky, Young Distributing, were on hand all week to greet the many operators who visited their showroom to view the new Wuritzer models 1600 and 1650. Young reports music ops showed great interest, and he now has to revise his sales estimate to double his original figure, based on actual orders, as well as commitments. Hank Barber, president of the Land- sheft and Barber Advertising Agency, was a visitor at Young's on Monday, March 23. . . .

Kiddee ride manufacturers in this city report buying activity spurred this past week. . . .

Charley Wertheimer in from Boston to visit with Mike Marves. Preparing for the new arcade season, Charley gave Mike a nice order for a number of pieces. Mike, by the way, probable the largest distributor of kiddie ride machines in the country, has had to be on his toes and fast results to his claims orders for these, and for regular arcade machines, piling in to a point where he expects to top any season he's ever enjoyed—and 1952 was a record year for him. . . .

National Kiddie Rides, Inc., opens offices at 1071 Basin, room on coinrow. Firm is headed by Hymie Rosenberg, president, and Charlie Katz, sales manager. They are world distributors for B & B Novelty Co. and Lee Manufacturing Co., manufacturers of kiddie rides.

Mrs. Gertrude Brown, head of Paramount Vending Corp, Beacon, N. Y., renews her subscription with the comment: "Appreciate not missing any copies of this as it is without doubt my business bible. I refer to it so many times that I cannot any longer NOT being a subscriber." Thank you, Mrs. Brown. . . .

New York music ops asen, held a general membership meeting on Tuesday night, at the Park Hotel, when the time was right. Hastly organized by Mr. Bob Charles, the efficient operator from Binghamton, N. Y., vacationing in Miami Beach. Expects to return home around April 15. "Getting myself in shape for the Summer business up north." cracks Bob. . . .

Joe's regional rep., back in the city after a tour of the firm's mid-west distrits. He has been working for weeks for coverage of the south, stopping off to attend T. B. Hollowiday's AMI party on March 24, 25 and 26. . . .

Runyon Sales, always smiling and happy, "Why not?" asks Shugy, "what with Alki, Bally and Keeney programing, every week machine all going big for me." Hymie Koeppl. Koeppl Distributing, a victim of a bad stroke, physically, this past year. Latest trouble is a bad knee. He twisted it and tore some ligaments, and don't even know how it happened. He's been under medical care and has had to wear elastic bandages. . . .


Nat Cohn, Conta Sales, reports considerable increase in orders from his distrits. He gives the approach of spring as the reason for this. . . .

Max Levine, Scientific Machine Corp., Brooklyn, N. Y., turning out several "hit" machines at one time, reports the firm loaded with demands for speedy deliveries. "Everybody wants equipment immediately," sighs Max, and "it's quite a problem to keep all of our friends happy." . . .

Al Blondheim, Meteor Machine Corp., N. Y., with some new operators for its kiddie rides, hardly can get to the phone to talk important biz.

"It's What's in THE CASH BOX That Counts"
The Woman's Viewpoint of the Coin Machine Industry

Lucille Laymon

Los Angeles, Calif.—Possibly the dean of all coin machine women because of the 32 years she has been actively engaged in the industry, Mrs. Lucille Laymon of Paul A. Laymon, Inc., this city, is still tremendously thrilled with this business and extremely optimistic regarding the success any woman can enjoy who wants to enter the field and make operating her business.

Mrs. Laymon started in the industry with her husband, operating in Florida, back in 1921. She was a school teacher from Goldsmith, Ind. Her husband, Paul A. Laymon, comes from Kokomo, Ind.

From Florida they eventually found themselves back in the midwest. They operated in Iowa, North and South Dakota, as well as in Nebraska.

Then they went east to New York City and remained there for a while operating A. B. T. Mfg., Corp., products. They then returned to the midwest, to Chicago, and continued to operate in this city.

After that they went out to Los Angeles and operated there. They opened their first office for distributing and jobbing of coin machines on South Hope Street in Los Angeles. At the time they were exclusive distributors for the A. B. T. Mfg. Corp. products.

In 1934 they moved to West Pico Blvd., Los Angeles, and have become identified with this street ever since.

In 1930 they were appointed distributors for Bally Manufacturing Co. and are still the distributors for this organization in the area.

Today the firm of Paul A. Laymon, Inc., distributes many well known lines, including Wurlitzer coin operated phonographs and music accessories. They are considered among the most outstanding distributors in the nation.

And to this day, ever since 1921, Mrs. Lucille Laymon will be found “on the job”, as she puts it, every single day of the week, working shoulder to shoulder with her husband in their very popular distributing headquarters.

After 32 years in the industry it certainly is interesting to learn from Mrs. Laymon that, “any woman can make good in this industry if she will really apply herself to this business.”

She further says, “I am firmly convinced that women make much better operators than men. They have an intuitive instinct for just what the location wants and likes and they usually beat the location owner to the punch by bringing him just what he was going to ask for.”

“A woman who has a pleasant personality”, and Mrs. Laymon believes that, “a pleasant personality is a tremendous asset for any woman in this industry, and also has the ability to meet people well, in a certain”, she claims, “to be successful in the industry.”

“What’s more”, Mrs. Laymon says, “a woman should have some business experience to begin with. She will soon learn her way about as far as operating is concerned because, in itself, operating is not an intricate business.”

Mrs. Laymon also believes that any woman will find she will command the utmost respect at all times from any and all locations and, especially, from all the people in the industry.

“She will find”, Mrs. Laymon says, “that her fellow operators, as well as jobbers and distributors, will give her a fair and square deal every time.”

“There is no place in the business of the people in this business is their bond, and this”, she says, “is of the greatest importance to any woman entering the business who wants to go as far ahead into great success as she possibly can.”

Mrs. Laymon was happy to hear that more and more women, everywhere in the country, are taking over executive positions in the industry and are, especially, proving themselves outstandingly successful as operators.

“There are more women in the industry today”, Mrs. Laymon believes, “because a woman, in my estimation, is better fitted for helping the retail merchant to enjoy a finer business.”

“A woman’s natural attention to even the smallest details, her closer and better understanding of the needs of people, her patience, her calm, cool and collected methods of doing business, win greater respect for her every time.”

Mrs. Lucille Laymon, ‘dean of coin machine women’, because of her 32 active years in the industry, has this one message to impart to all women.

She says, “Any woman who is thinking of entering into the coin machine business shouldn’t hesitate to do so.”

“In fact”, she continues, “if she will put in as many hours, and pay as careful attention to this business as she would to some little retail store she would open, she will soon find herself much more successful than even she dreamed possible.”

“Yes”, Mrs. Lucille Laymon concludes, “more and more women are going to enter into this industry and, because of it”, she says, “this will become a finer and better and better industry in every regard.”

“I would urge any woman to visit with me who wants to discuss the possibilities of this business for her future.”

April 4, 1953
Dear Mr. Editor:

Sometimes I think it is better we should all stand in the bed yet. Just takes here stop to that there stop. Believe me not doing a collecting run and what do we find there? It is a note from Sally (that's Mrs. Slagger) as she has to go playing cards with the girls. She says in this note here as she will phoning me up on at the house very sportlike. And as she has left me some thing to eat in the ice box.

So I goes on home. And I finds a can of beans and a hamburger in the ice box. Well, anyways, I am too tired to even care how. So I eats. Then I tells myself I will reading the paper for a few minutes and I will going on to sleep.

Just as I am about to falling a sleep the phone rings. It is Sally (that's Mrs. Slagger) she is saying, “How are you, Sally, my dear?” she is saying.

So right away quick I knows as how the other gal is listening in on her. So I says, “I am all right, Sally,” I says, “solly am but plumb tired and I am going on to the bed.”

So she says, “That is very fine, Sally,” she says, “you go on to the bed if you is tired and do not worrying about me as one of these here girls has to go driving me on house.”

So anyways I goes on back to reading the paper. I is reading and reading and I is telephone rings up again, I tells myself what the hell is this here now as this here time of night yet, I tells myself.

It is one of the best stops we got yet. It is this guy George. He hollers, “Hey, Sally,” he hollers, “c'mon out here right away but quick, you hear me?” he hollers.

So I looks on up on the clock and it is almost eleven o'clock on the clock and I says to George, “Looks here, George,” I says, “do you knows in this almost already eleven o'clock on by the clock?” I says.

So he hollers back on me, “I know what time it is”, he yells, “I do not recollect you telling me the time when I hollers,” he says, “I needs you to fix up on this here machine here quick and brings me some rolls of dimes”, he says, “because I got me a helluva big time crowd of guys and gals and we is having us a ball” he says “so you hurry up on out here right away quick”, he has.

So what's could I do? I puts back on my shirt. And my pants. And I puts on my jacket. And I takes out some rolls of dimes from under Sally's bed. And I jumps up in the pickup which I has parked by the house. And I shoots out on to George's Road House Red Hot Tavern Club she will bomble her top off as she knows this is some joint yet what has not got such a good kind of a reputation like yet.

So she hollers out on me, “What stop where they is calling you at this here time of the night?” she screams, “what stop where they is calling you at this here stop?” she says.

Right away quick I thinks to myself. Gee, whiz, I thinks, if I tells her she is going to George's Road House Red Hot Tavern Club she will bomble her top off as she knows this is some joint yet what has not got such a good kind of a reputation like yet.

So I says, “Oh, I says,” “way out on in the country” I says.

So she hollers, “You better telling me quick, Sally”, she says, “or I will busting a baseball but on over your monkey head, you hears me you booser?” she hollers.

Just then the telephone ringer, Sally grabs it but quick. She listens. Then she says, “See, George”, she says, “didn't I tells you how we gives real special service to you special?” she says.

Then she listens some more. She says, “No, George, she says, “every thing is okay, George” she says.

She hangs up on the phone. She looks on me. And she says “That proves as how you is a real good op-erator, Sally”, she says, “if you is tired you runs on out and services the stop”, she says, “and George he was worried about you, too” she says, now ain't that real nice and sweet of him, Sally?” she says.

What are you going to do?

Sincerely,

Sally Slagger

“Your Operator Friend”
Best statement yet re: McCarran Bill ($1,109)—"I'm getting sick and tired of this sort of thing being sponsored by ASCAP year after year. Right after the House Bill dies the mighty Hutch is there to do the Scott Bill. Then the Eryan-Kearns Bill. Now it's the McCarran Bill. This is ridiculous, bringing up the same bill every year. A re-run of the Comstock law, in an effort to do the same thing the ASCAP people were prevented from doing the session before. This is even making the members of the Committee on The Judiciary look foolish. As a matter of fact, I don't think the general public is going to believe him any more, anyway.” … Music ops should write to the Hon. Alexander H. Wiley, Senator from the State of Wisconsin and Chairman of the Judiciary Committee, The Senate, Washington, D. C. Furthermore, and as every music op knows, regardless of statement in ASCAP sponsored McCarran Bill that owner of one juke box has to pay—owners of one juke box do pay and will continue to pay (whether McCarran Bill ever becomes Federal law or not) for the privilege of playing ASCAP copyrighted music. Fact remains that every time an owner of an ASCAP juke box pays the weekly, monthly or annual fee this money goes to the ASCAP publisher who copyrighted the tune because the royalty is already included in the price he pays for the recording.

Art Weinland returned from his sojourn in New York with a very much upset stomach but was right back on the job. That “Exhibit News Bulletin” Art got out while in Noy Yaw at the Toy Fair was a honey, Frank Melkey calls to me to see these. Pin no of Nat (King) Cole listening to his disk “Pretend” on the new 200 selection Seeburg home phon. All the companies could say this past week was, "Here I've never seen anything like it before in all my years in the industry." Reverting to the way orders flooding in on top of orders for Bally “Beach Club.” Everyone happy to hear Lex Morgan of the Bally barber back this week from the California desert Bob Blockman, arthritis remedy king, pops in to say "hello." Many waiting to say "hello" to Bert Davidson, Wurlitzer's new western rep. C. A. Pennington in again from town. Tony Taylor pays in today, too. C. A. Pennington goes through the country on his way to Oklahoma City after a long sojourn in Miami's sunshine. Don Molloy, Cal Jones (34-42), have been on the market up 50 cents, and have been selling 25 cents. Add to this a few people working. But working. Trying to fill those orders for Bally products.

Chicago music op's bowling team: Lenny Christiansen (437 series); Bob Grannor, Dave Taylor, and Vic Latino (491), Johnny Oomens (413) and Johnny Oomens (485) had a hard time in the ABC bowling competition in the big ABC Bowling Tournament Tues., eve (team total 2453) and lost out by that much. Now boys claim they'll be back in 55 at ABCs meet in Ft. Wayne, King ready to pop with thrum with a very big one. Frank Tutomasli continued his super bowling streak and came in with a 619 series, while Dom Ruggiero, who has been trying for 600 so Decero took 2 from ABC #1 last Monday. Star Music with Miliee Nyland scoring a 454 series K.O, Tony Galgano's outfit for 2 games, Miliee is series high for the women. Lenny Christiansen with 476 and Bob Grannor with 421 easily took three from ABC for ABC. Bob Grannor had a 589 tournament week first time in weeks and weeks the Giglote team went down to a double defeat before Columbia's with Bob Grannor's 490, Coral tall in the winning column took 2 from B & B with Carl Latino scoring 502 and M. Fieroni scoring 511 (Whowee). The Johnny Oomens came thru with a 559 high for ABC's. Johnny Oomens team lost 2 to 1 to Melody of Vic Jaccoby had a 518 for Melody, Isabel Oomens must have been washing too many dishes. She had her lowest low yet, 371. Why not drop over for $5. T. M. Monday even watch the Phoenix Bowl League in action at the Fullerton Bowl?

Hear that Ray Moloney is becoming quite a golfer 'way out there in Palm Springs, . . . Genco’s "Golden Nugget" gal pin up on plenty of walls in Chicago country and the game itself getting plenty of orders. . . . Earl Kiess away to Florida for a rest. . . . Art Garvey in Cleveland visiting Joe Abraham at Lake City, . . . Sam Lewis enjoying ribs in the Singapore. . . . Working for two weeks in Chicago's "army" together Nate Gottlieb at last got 860 to take a top 5 to 3, and 1 boy into the 1 P. M. plane Wed. (3/5/54) and flew down to the King Cole in Miami. . . . Paul Huesch of Keyney out of town most of this past week. . . . Don Moloney down to Florida on business. . . . Jim McNulty of Rock-Olds adv is still on his recent tour, playing all parts of Florida up the week before he returns to New York. . . . Johnny Oomens next week. . . . Cuttest letter in many a moon from Wm. (Bill) FitzGerald of AMI. It was a honey. And made the day much so pleasant.

"Telephonic Bill" is what they call Bill O'Donnell over at Bally. . . . Hear that the band at Blum of Wichita was left without a place to play. . . . H. C. Evans gets into "Sally's Saddle" with "Sally" today. First pinball by Evans in 10 years. . . . Capt. Tom Callahan still down in Puerto Rico. . . . Letter from L. B. (Mac) McCreary of Solotone Corp., L. A., asking for price lists. . . . Phil Weinberg pops into town and right back again to Dallas. But what an oil smell around this guy. . . . Lucy DeSelm undergoes double operation at the Edgewater Hospital but comes out of it fine and is recuperating while Bill DeSelm now acts as "Mama" to the gang at home. Drop Lucy a card won't you? . . . Marvin Casola back from Birmingham where he reports Johnny Casola still sticking around. His Dad feeling much better. Maried ready to do the house wife chores at the DeSelm residence to help out Billy. . . . Leo and Marty Weinberger in town from Louisville. . . . Herb Oettinger working harder than ever to get lotiations straightened out. . . . Biggest issue of "Bally-Who" yet and a honey. Give Herb Jones an orchid for this one. . . . Income Tax now 40 years old. In 1913, when started, tops were 2% of all incomes over $50,000 and now in '53 for same income 92%. . . . And the great Samuel Johnson once said, "The law is the last result of human wisdom acting upon human experience for the benefit of the public."

"It's what in THE CASH BOX That Counts"
FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Call or write before price is changed. Ask our price before you buy, ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel: UNIVERSITY 4-9773.

FOR SALE—Bowlette $25; Long Beach $325; Leader $500; Stars $365; Star Series $45; Tri-Score $400; Temptation $33; Trade Winds $295; The Three Brothers $45; Triple Action $25. Plenty of other bargains. F.O.B. St. Louis, REEL DISTRI-
BUTING CO., 4539 ST. LOUIS AVENUE, ST. LOUIS 15, MO.

FOR SALE—Make offer on following bowling games—3 Super Twin Bow-
lers; 3 Double Headers; 1 Skeet Alley; 1 Speed Bowler; and 1 Double Shaffle Alley. T. 1321 CENTRAL PARKWAY, CIN-
CINNATI 14, OHIO. Tel: Main 8751.

FOR SALE—Packard Wheels Box 44 ca.; Walterlitt 3031's $5 ca.; Wul-
ritlitt 3031's $5 ca.; WL-155 $30 ca.; Citation $25 ca.; Universal Five Stars $100 ca.; Rock-Ola Play-
Backs $100 ca.; Golden Gate and Noble Novelties, CO. 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CAL.

FOR RECONDITIONED—Wurlitzers: 1250's $425; 1100's $425; 1015's $425; 1000's $425; 850's $425. Seeburg 1497M $105; 142M $75. Packard Manhattan's $365; Kellogg's $365; Milburns $365. Packard Box 3-2-W L 7's $12.50; WL 5's $10 less tubes. O'CONNOR DISTRIBUTING CO., 22520 W. MAIN STREET, RICHMOND 2, VA.

FOR SALE—Reconditioned—Thing $365; Things $365; Things $365; Fine-
lb $35; Citation $35; Champion $45; Winner $85; Goolie $75; Car-
nie $365; Only States $365; L66 $365, 1015 $365. ROYAL ROUFDEN COMPANY, 2250 OLIVE ST., ST. LOUIS 3, MIS-
SOURLI TEL.: Olive 2800.

FOR SALE—Seeburg M100A phonographs, thoroughly reconditioned and factory tested. Look like new phonographs $895; Seeb-
burg 144ML reconditioned, refi-
hed $259; Seeburg 147MI recon-
tioned, refinished $149; Seeburg 146 Hideaway reconditioned, re-
finished $115. DAVIS DISTRIBUT-
ING CORP., 738 ERIE BOULE-
VARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE—Ready for location—Bucaneers, Atlantic City, Coney Is-
lands, Frolles, Bright Lites, Spot Lites, Champion, Coney Island, “400’s” Five Stars, Hayburners, Queen of Hearts, K.O.s, Globe Trot-
ters, Dovemont, Legion, Coney Island, Old Faithful, Basketballs. Many more. All guarantees. All prices firm. Write for full line DISTRIBUTING CO.
5007 N. KEDZIE AVE., CHICAGO 25, ILL., JUNIPER 5-2111.

FOR SALE—AMI “A” $300; “P” $400; “C” $450; Evans $550; 48 Bowler Boxes $450; 1500’s $450; our prices on premiums. Save 10% on orders of $100 or over. Gotham “Carnac” $450; Seeburg $450; Rock-Ola $450. Snack Boards尔 least price $3.50. CENTRAL DISTRIBUTORS, 2115 OLIVE STREET, ST. LOUIS 4, MO. Tel: Genova 9722.

FOR SALE—Ringo Games: ABC (5 balls) $79.50; ABC (6 balls) $99.50. WESTERN DISTRIBUT-
ING CORP., 1226 S.W. 18TH AVE., PORTLAND 5, OREGON.

FOR SALE—Available in Northwest Indiana Phonograph Route and Wall Box route will sell very well in equipment. Selling for value of equipment. In-
corporate Box 44, c/o THE BOX, 32, WALDORF ST., CHI-
CAGO 1, ILL.

FOR SALE—Close outs right off the equipment. Coney Islands with latest improve-
ment—5 fingers contacts $335; At-
lantic Cities $435; Bright Spots $310; Footprints $310; Blueprints $250; Genie 400's $295; Genie Jumpin' Jacks (new write); Turf Kings $120; Citations $30; Hot Rocks $150; Genie 100's $150; Ribs $150; Flipper Pins (write). Genie 400's equipped with latest test equipment improvements for ideal results. One-
lined deposit. Balance C.O.D. W. E. KEENEX MFG., CO., 5231 S. KED-
ZIE AVE., CHICAGO, ILL. Tel: HEmlock 4-3844.

FOR SALE—24 W-1-56 (5-10-15) $390; W-1-56 (5c) Range $450.50 ca.; 11 30W (5c) Rock-Ola Phonographs $370; MUSI-
C DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C. Tel: 2-3992.

FOR SALE—Can afford you 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 the Classified section for full year’s (52 weeks) subscription to THE Cash Box, “The Bible of the Coin Machine Industry,” Send your checks or moneys today plain to: 40 word ad to THE CASH BOX: 26, W 47TH STREET, NEW YORK 19, N. Y. (Phone: JU-6-2640).

FOR SALE—Seeburg 140 ML $249; 147ML $140; 146 $115; M100A $645; Walterlitt 1100 $329; Wulritlitt 3031 $250; WURLITZER MUSI-
C DISTRIBUTORS, 1221 MAIN ST., BUFFALO 9, N. Y. Tel: SU 4938.

FOR SALE—Contact us before you buy. We carry all types of coin ma-
chines. Largest Central Pennsylvania distributor for Universal, United, Chicago Goin, Keevey and Bally, WILMINGTON AMUSEMENT COMPANY, 233 W. 3RD STREET, WILMINTON, DELAWARE, PA. Tel: 2-3526 or 2-1648.

FOR SALE—100A Seeburg High Serial Number $675; AMI “A” $325; 1015 Walterlitt $150; C. C. Coin Hit Parade Stand and new $175; Universal 3 Head Bowler Box with 5 Player Bowlers Formica Top 7 & 10 Pick Up $225; Wilcox Gay Rec-
cordio $100; Thunderbolt Horses $400; MOUNTAIN DISTRIBUT-
ORS, 3630 DOWNING ST., DEN-
VER, COLO. Tel: Acoma 8218.

FOR SALE—AMI “A” $295; AMI “C” $395; Seeburg $175; M100A $335; others—write for list. YOUNG DISTRIBUT-
ING CO., 599 TENTH AVE., NEW YORK 11, N. Y.

FOR SALE—Chiolel Bowl Alley $55; Seeburg Guns $75; Lite League $49.50; Deluxe Bowler $75. Listed many other values COIN AMUSEMENT GAMES, 114 E. 55TH ST., CHICAGO 15, ILL.

FOR SALE—Make offer. 5 Ball Free Play—Arizona; Aquacade; Baby Fortune; Basset Bottoms; Bows & Bows; College Daze; Dallas; Deer; Dreamy; Freshie; Just 21; King Arthur; Knock Out; Nutty; El Paso; Oklahoma: Old Faithful; Pinky; Sweetheart; NOBRO NOV-
ELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CAL.

FOR SALE—United Steeplechase $285; Coney Island $245; Touch-
down $245; Williams Spark Plug $250; Hayburner $245; Sea Jockey $245. Write for low prices on pins, singalong, Negro baseball SING-ALONG SPECIALTIES, 826 N. BROAD STREET, PHILADELPHIA 30, PA.

FOR SALE—Complete line of used equipment. W. E. England: Phonographs; Shuffle, Games, Tell us what you need. Our prices are right. We are distributors for AMI; Universal; Uni-
versal, MORGAN, FELLER, AN D M miller DISTRIBUTORS, INC., 3401 N. 36th ST. MIAMI, Fla. Tel: 3-7648.

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

FOR SALE—Spot Lights $275; A.B.C. $100; Zingo $125; Stars $325; Bright Lights $250; Frolles $450. ALLEI DISTRIBUTING INC., 928 MARKET STREET, WHEELING, W. VA. Tel: Wheeling 5472.

FOR SALE—Coney Islands $335; At-
lantic Cities $425; Universal Five Star $75; Keevey Litho-Line-A $95; Scales $75 and other items, ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE—Chicago Coin Band Box $150; Walterlitt 1100 $275; Twin Rotation $200; Scientific Bat-
ing Practice $60; Chicago Coin Hit Parade $65. A. F. SAUCE & SON, 752 W. GOLDEN GATE AVE., DETROIT 4, MICHIGAN. Tel: 4-3810.

FOR SALE—Attention Pemme. Opera-
tors: Citations $80; Champions $55; Seeburg $450; WILLIAM-
VANIA DISTRIBUTING COMPANY, 182 CARSON ST., PITTSBURGH 3, PA.

FOR SALE—The finest used phon-
ographs 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., MILWAUKEE, WIS. Tel: WEl 3-2224.
CLASSIFIED ADVERTISING SECTION


FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's. Popular, Rhythm, Blues. We ship anywhere at cost plus $.50 per record. Lombardi Record Shop, 2227 W. Madison St., Crown Record Shop, 3757 W. Chicago Ave., Chicago, Ill. Tel: Sacramento 2-3050.

FOR SALE—Terrific deal on brand new 2 slot machines; 5 lb capacity. Distributors and Operators write for details on conditioned Seacoast Distributors, Inc., 1200 North Avenue, Elizabeth, N. J.

FOR SALE—We have a large stock of conditioned Five Balls, One-Ball, Bingo and Phonos. Write for list. Westerna Company, 3726 North Avenue, Cincinnati, Ohio. Tel: Montana 5000-1-2.

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; Gila Rummy $42.50; Spring Time $85; Hit Him $165; Slug Fest $140; Whiz Kids $105; Hitz & Runz, Genco, $35; Canasta $25; Boston $35; 49 Majors $27.50; Jennie $25; Two-needle $52.50; St. Louis $3.25; Red Shoes $60; Tucson $22.50; Hit Parade $27.50; South Pacific $49.50; Shandy Town $62.50; Morrero $22.50; Bank-A-Ball $35; Marli Gras $27.50; Rainbow $22.50; Just 21 $15; Play Tune $30; Freshie $42.50; Monroe Coin Machine Exchange, Inc., 2423 Payne Ave., Cleveland, Ohio. Tel: Superior 1-4600.

FOR SALE—100 Record Seeburg 45 (write); 1250 Wurlitzer 45 $425; 600 Wurlitzer $50; Double Header $50; Skip Alley $75; Williams Super World Series $250; Exhibit Six Shooter $160; Dale Gun $90. V. Yontz Sales Co., Byesville, Ohio.

FOR SALE—The old reliable Massengill coin operated pool tables. Write for price list on used equipment. We will buy one balls, Bingo games, recent shuffle alleys. Darlington Music Company, Darlington, S. C. Tel: 506.

FOR SALE—Seeburg 147 899; Packard Manhattan 899; Shuffle Alley Express $29.50; Genco Target $39.50; Viking Popcorn Machine $79; Spares & Strikes $149; American Vending Co., 3359 Coney Island Avenue, Brooklyn, New York.

FOR SALE—Quarterette $160; Minstrel Man $90; Globe Trotters $135; Mermaid $95; KO's $45; Seeburg wall boxes $5; All in A1 shape. Stark Novelty Co., 2429-7th, N. W., Canton, Ohio.

FOR SALE—Bally Atlantic Cities; Palm Beaches; Frolics; and Beauties. Also, floor sample Chicago Coin Bowl-A-Ball and 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 8316.

MISCELLANEOUS

NOTICE—Mail list of more than 1,400 Active Coin Machine Operators and Distributors in the United States. Shows types of machines operated. $25 per copy. State listings le per name. L. W. Whipple, P.O. Box 125; Matthews, N. C.


NOTICE—Louisiana & Mississippi Operators—you authorized AMI phonograph distributor is Dixie Coin Mach. Co., 122 NO. Broad St., New Orleans, La. Tel: Magnolia 3931.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2610; The Cash Box Chicago, III., DEarborn 2-0045; The Cash Box, Los Angeles Calif., WEsther 1-1211.

As for The Cash Box, well, we just wouldn't even think of trying to get along without it. Haven't missed reading a copy in years.

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GILBERT MUSIC COMPANY
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26 West 47th Street, New York 19, N. Y.
Folks read with their fingers

Next time you have a chance, watch how people read. You'll note how many use a finger to keep their eyes in line with the printed message. The AMI juke box takes advantage of this reading habit, puts the selector button right where eye and finger meet. Fumbling and forgetting never delay the play on an AMI juke box, where every title strip is alongside its own single button.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

"It's What's in THE CASH BOX That Counts"
**Listed Alphabetically**

### AIREON
- 1. Fiesta
- 2. Atlantic City (B 5/52)
- 3. Baby Face (Un 1/49)
- 4. Band Leader
- 5. Bowl-A-Rama
- 6. Bright Light (B 5/52)
- 7. Bright Spot (B 5/51)

### SEEBURG
- 1. Hi-Tone 9000
- 2. Hi-Tone 9000 RC
- 3. Hi-Tone 8800 RC
- 4. Hi-Tone 8200
- 5. Hi-Tone 8200 RC
- 6. Hi-Top (Ex)
- 7. Hi-Way
- 8. Wurlitzer

### BUCKLEY
- 1. Hi-Tone 9000
- 2. Hi-Tone 9000 RC
- 3. Hi-Tone 8800 RC
- 4. Hi-Tone 8200
- 5. Hi-Tone 8200 RC
- 6. Hi-Tone (Ex)
- 7. Hi-Way
- 8. Wurlitzer

### MILLS
- 1. Panoram
- 2. Weigl
- 3. Wurlitzer

### PACKARD
- 1. Flis Mor Wall & Bar Box
- 2. Manhattan
- 3. Model 7 Flora

### ROCK-OLA
- 1. Playmaster '46
- 2. 1422 Phonie ('46)
- 3. 424 Phonie (Beadiey)
- 4. 1424 Phonie (Beadiey)
- 5. 1425 Phonie (Beadiey)
- 6. 1426 Phonie ('46)

### PHOTONOGRAPH
- 1. April
- 2. May
- 3. June
- 4. July
- 5. August
- 6. September
- 7. October
- 8. November
- 9. December

### MISCELLANEOUS
- 1. Chico Coin Band Box
- 2. Chicago Coin Parlor
- 3. Ritzemaer
- 4. Williams Music Mfg
- 5. Evans Constellation

**Manufacturers and date of game's release. Code: (B) Bally; (CC) Chicago Coin (Ex); (G) Gottlieb; (K) Keene; (U) United; (Wm) Williams.**

1. **1953**
   - 1. Football (CC 8/49)
   - 2. Four Corners (Got 9/50)
   - 3. Four Corners (Got 9/50)
   - 4. Four Corners (Got 9/50)
   - 5. Four Corners (Got 9/50)
   - 6. Four Corners (Got 9/50)
   - 7. Four Corners (Got 9/50)
   - 8. Four Corners (Got 9/50)

2. **1954**
   - 1. Blue Bird (Got 1/5)
   - 2. Blue Bird (Got 1/5)
   - 3. Blue Bird (Got 1/5)
   - 4. Blue Bird (Got 1/5)
   - 5. Blue Bird (Got 1/5)
   - 6. Blue Bird (Got 1/5)
   - 7. Blue Bird (Got 1/5)
   - 8. Blue Bird (Got 1/5)

3. **1955**
   - 1. Blue Bird (Got 1/5)
   - 2. Blue Bird (Got 1/5)
   - 3. Blue Bird (Got 1/5)
   - 4. Blue Bird (Got 1/5)
   - 5. Blue Bird (Got 1/5)
   - 6. Blue Bird (Got 1/5)
   - 7. Blue Bird (Got 1/5)
   - 8. Blue Bird (Got 1/5)

4. **1956**
   - 1. Blue Bird (Got 1/5)
   - 2. Blue Bird (Got 1/5)
   - 3. Blue Bird (Got 1/5)
   - 4. Blue Bird (Got 1/5)
   - 5. Blue Bird (Got 1/5)
   - 6. Blue Bird (Got 1/5)
   - 7. Blue Bird (Got 1/5)
   - 8. Blue Bird (Got 1/5)

5. **1957**
   - 1. Blue Bird (Got 1/5)
   - 2. Blue Bird (Got 1/5)
   - 3. Blue Bird (Got 1/5)
   - 4. Blue Bird (Got 1/5)
   - 5. Blue Bird (Got 1/5)
   - 6. Blue Bird (Got 1/5)
   - 7. Blue Bird (Got 1/5)
   - 8. Blue Bird (Got 1/5)

6. **1958**
   - 1. Blue Bird (Got 1/5)
   - 2. Blue Bird (Got 1/5)
   - 3. Blue Bird (Got 1/5)
   - 4. Blue Bird (Got 1/5)
   - 5. Blue Bird (Got 1/5)
   - 6. Blue Bird (Got 1/5)
   - 7. Blue Bird (Got 1/5)
   - 8. Blue Bird (Got 1/5)

7. **1959**
   - 1. Blue Bird (Got 1/5)
   - 2. Blue Bird (Got 1/5)
   - 3. Blue Bird (Got 1/5)
   - 4. Blue Bird (Got 1/5)
   - 5. Blue Bird (Got 1/5)
   - 6. Blue Bird (Got 1/5)
   - 7. Blue Bird (Got 1/5)
   - 8. Blue Bird (Got 1/5)
### Manufacturers New Equipment

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

#### A.B.T. MFG. CORP.
- Challenger (Counter Model Gun) $65.00
- Rifle Sport, 3 and more Guns, plus complete range of various types...

#### AMI, INC.
- Model D-40 Phonograph $795.00
- Model D-80 Phonograph 925.00
- Model BM-33M Hideaway 575.00
- 5c-10c Wall Box (10 Selections) 59.50
- 5c Wall Box (40 Selections) 53.50
- Amvox Speaker $75.00

#### AUTO-PHOTO CO.
- Auto-Photo $2,545.00

#### BALLY MFG. CO.
- Beach Club $665.00
- The Champion (Mech. Horse) 1,065.00
- Space Ship 1,165.00

#### CHICAGO COIN
- Bandbox (New Model) $229.50
- Bowl-A-Ball 695.00
- 6 Player Super Match Bowler 599.50
- 10th Frame Special Bowler 589.50
- Name Bowler 595.00
- Double Score Bowler 595.00

#### H. C. EVANS & CO.
- Century (Model 2045) $1,650.00
- Jubilee (Model 245) 925.00
- Jubilee (Model 278) 795.00

#### EXHIBIT SUPPLY
- Big Bronco $997.50
- Roy Rogers' Roy 1,047.50
- Rowdy the Red Nosed Reindeer 725.00
- Pete the Rabbit 725.00
- Rawhide
  - Complete Package of Three Bodies "Rowdy the Red Nosed Reindeer," "Pete the Rabbit," and "Rawhide" with One Base 1,195.00
  - Space Gun 375.00
  - Space Patrol 1,047.50
  - Stargazer 375.00
  - Silent Salesman (Card Vendor) 79.50
  - Super Twin Rotation 695.00

#### GENCO MFG. & SALES CO.
- Golden Nugget 495.00

#### D. GOTTLEIB & CO.
- Quinzette $349.50

#### INTERNATIONAL MUTO. CORP.
- Photomat '52 $1,900.00

#### J. H. KEENLEY & CO., INC.
- Electric Cigarette Vendor $284.50
- Coin Changer Model 304.50
- Team Bowler 645.00

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

#### METEOR MACHINE CORP.
- Meteor Flying Saucer 775.00
- Meteor Pony Boy 575.00
- Meteor PT-Boat 840.00
- Meteor Rocket 795.00

#### ROCK-O-OLA MFG. CORP.
- "Fire-Ball" 120 Selection, Model 1436 $1,065.00
- Model 1536, 5c-10c-25c Wall Box 59.50
- Model 1516, 5c Wall Box, 23 Wire 39.50
- Model 1242 Playmaster 440.00

#### NATE SCHNELLER, INC. (NASCO)
- Atomic Jet (Airplane Ride) 999.50
- Aqua Jet (Boat Ride)

#### SCIENTIFIC MACHINE CORP.
- Scientific Space Ship $1295.00
- Scientific Ocean Liner $1295.00
- Scientific Pokerino $379.50
- Scientific 5c-Line $379.50
- Scientific Pitch Master 2000.00

#### J. P. SEEBURG CORP.
- M100C (Select-O-Matic "100") phonograph
- IM 100C (Select-O-Matic "100") R.C. Special
- 3W1 Wall-O-Matic "100"

#### HRV-C1 Master Remote Volume Control
- CV-54-8" Wall Speaker Ivory (Teardrop)
- CV-56-8" Recessed Speaker
- CV-57-12" Recessed Speaker
- PSC-12 Power Supply
- ARA-16 Auxiliary Remote Amplifier
- AVC-1 Automatic Volume Compensator Unit

#### UNITED MFG. CO.
- Show Boat 690.00
- 10th Frame Super Shuffle Alley 605.00
- 10th Frame Super Shuffle Alley 590.00
- Lucky Shuffle Alley 625.00
- Cascade Shuffle Alley 605.00
- Regulation Shuffle Alley 695.00

#### WICO CORP.
- Major Leaguer (Automatic Baseball Pitcher) $1,295.00

#### WILLIAMS MFG. CO.
- Silver Slates $439.50

#### THE RUDOLPH WURLITZER CORP.
- Model "1400" Phonograph
- Model "1406" Phonograph
- Model 1500 Phonograph
- Model "1600" Phonograph
- Model "1650" Phonograph
- Model 4831 5c-10c-25c Wall Box (48 Selections)
- Model 5204 Wall Box 5c-10c-25c (104 Selections)
- Model 5100 8" Speaker
- Model 5101 12" Deluxe Speaker
NEW TYPE
EXTRA-BALLS FEATURE
Ball in 14 or 16 Pocket When Lit Releases Extra Ball
Ball in 16 Pocket When Lit Releases Extra Ball
Ball in 15 or 17 Pocket When Lit Releases Extra Ball
3 Extra Balls Maximum

NEW TYPE
EXTRA-CARDS FEATURE
EACH COIN LIGHTS ONE TO SIX CARDS
A Tremendous Extra-Play Attraction!

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★
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★ Variable speed controlled by pilot
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NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

RIDE THE CHAMPION
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Cash-box records prove that THE CHAMPION...the deluxe hobby-horse...is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in the CHAMPION class?

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