“Hello Sunshine” says Norman Brooks and also “Hello success and all the good things that come with it.” For the young singer, who hit the jackpot with his first Zodiac recording is now on his way to the very top. Singing in a style that’s more Jolsonesque than Jolson used to have, the singer has been winning both young audiences, who are entranced by what to them is a new sound, and older audiences who revel in the nostalgia he creates. Zodiac Records, the vehicle for Brooks’ success, is owned by Mel Howard and Lee Erwin who are also the writers and publishers of “Hello Sunshine.”
The best way to describe the current interest in child singers is in Jimmy Durante’s celebrated phrase, “Everybody wants to get into the act."

Though it would have seemed highly unlikely only a few months ago, today almost every company is making a concerted search for possible kiddie stars.

Of course this is all a result of the successes of Jimmy Boyd.

Some companies such as Capitol, who had Molly Bee on its roster, were quickly prepared to meet the newly developed market. And the others wasted no time in signing up the available small fry talent. In the past months, the following kiddie singers have been put on labels: Pamela Reichele at Mercury; Jeannie Dell at Coral; Little Jo at Brunswick; Jerry Glenn and Sunshine Ruby at RCA Victor; Leslie “Uggams” Crane at MGM; and Andrew Wideman at Jubilee.

In this new development, record companies are suddenly finding themselves faced with problems that are completely different than those which they have with adults. In the first place contracts made with minors are closely supervised by the courts which can set conditions which may not apply to adults. For instance the courts have ruled that Columbia may not deduct the cost of a session from Jimmy Boyd’s royalties even though this is a procedure which is standard with adult artists.

Besides court supervision, record companies will also be faced with the problem of proper material for children, material which at once is suitable for the age group that is doing it and at the same time can appeal to enough adults to garner a large sale. Formerly when disk firms dealt with child artists, it was mostly for the children’s market so that this dual question was not involved.

Mostly though what record companies are going to have to be extremely careful about is the way these children are handled by their personal managers, parents and everyone else who comes into contact with them. Although the record firms do not have any direct responsibility for the conduct of their artists, no matter what age they may be, these firms are nevertheless investing a great deal of money and time in building their stars and any action which may cause a justified public reaction is a threat to that investment.

The question of the public’s relation to artists has always been a ticklish one. And everyone knows of present day stars who have fallen from public favor because of one action or another which the public as a whole considered wrong.

With child stars, this problem will be multiplied several times because there is so much that is considered wrong for children to do which adults can do with immunity.

For instance, there has already been public reaction to an announcement that Jimmy Boyd would play a Las Vegas night club.

Now knowing the entertainment field as we do, and the people involved in it, we are certain that there is no danger to Jimmy Boyd, his morals, or his future health in playing this club. As a matter of fact his future health may be considerably enhanced by the several thousands of dollars which he will have to spend on it after the engagement. But the fact remains that it is not people like us who are in the business who must be convinced of this, but the general public—and it is a very hard job to convince the public that a night club is the proper place for a 14 year old boy.

It is problems such as these—problems which never arise with adults—that the record companies are going to have to face and face wisely if they are to develop child stars.

Undoubtedly there is a large market among grown up audiences for children’s records. Jimmy Boyd proved that. But this market can easily be knocked off by a few thoughtless actions.

It is up to the record companies to take a firm hand in the management of the children on their label. And they must do this despite the fact that they have no legal obligation to do so. But they have a moral obligation and what’s more a responsibility to themselves and their firms to see that their investments are not jeopardized by unwise public relations.
ON THE RHYTHM-BLUES LIST (AND GOING POP)

The Du Droppers

"I WANTA KNOW"

b/w

"LAUGHING BLUES"

RCA Victor 20-47-5229

FOR THE BOXES

The Skylarks

"I HAD THE CRAZIEST DREAM"

b/w

"HOME IN PASADENA"

RCA Victor 20-47-5257

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WEEK OF APRIL 11TH

98 rpm 45 rpm

POPULAR

DON'T LET THE STARS GIT IN YOUR EYES — Liles

Perry Como

20-5064 (47-5064)

WILD HORSES — I Confess

Perry Como

20-5152 (47-5152)

HOT TODDY / SERENADE

Ralph Flanagan

20-5157 (47-5157)

HOW DO YOU SPEAK TO AN ANGEL / DOWNHEARTED

Ralph Flanagan

20-5144 (47-5144)

SWEET THING / WHY COME CRYING TO ME

Ralph Flanagan

20-5153 (47-5153)

APRIL IN PORTUGAL / PENNY WHISTLE BLUES

Fred Martin

20-5052 (47-5052)

A-L-B-U-M / T-U-R-N-O-U-S / MOON

Ralph Flanagan

20-5237 (47-5237)

I HAD THE CRAZIER DREAM / HOME IN PASADENA

The Skylarks

20-5237 (47-5237)

NOW THAT I'M IN LOVE / YANKEE DOODLE DANDY

Sears & Johnson

20-5248 (47-5248)

THE SONG FROM MOLLIINE ROUGE / STREET OF SHADOWS

Herm B. Morris

20-5246 (47-5246)

LULU HAD A BABY / THE BOYS IN THE BACK

Ralph Flanagan

20-5239 (47-5239)

I TELL YOU I'M GONNA LIVE FOREVER / HOW COUL YOU

Johnny Quest

20-5216 (47-5216)

Train, Train, Train / I CAN'T GET STARTED

Buddy Morrow

20-5212 (47-5212)

LITTLE RED MOON / ANNA

The Three Suns

20-5246 (47-5246)

CO-ID / DON'T BUILD YOUR DREAMS TOO HIGH

Young Menace

20-5236 (47-5236)

COUNTRY-WESTERN

MOONLIGHT AND ROSES / THE MISSOURI WALTZ

Eddie Arnold

20-5192 (47-5192)

YOU ALWAYS HUNT THE ONE YOU LOVE

Eddy Arnold

20-5193 (47-5193)

I'M GONNA LOCK MY HEART

Eddy Arnold

20-5194 (47-5194)

THE GLORY LAND MARCH / IN DADDY'S FOOTSTEPS

Hank Snow

20-5349 (47-5349)

DON'T LEAVE THE STARS GET IN YOUR EYEBALLS

UNHAPPY DAY

20-5141 (47-5141)

A FOOL SUCH AS I / THE GAL WHO INVENTED KISSING

Hank Snow

20-5053 (47-5053)

RHYTHM & BLUES 

I WANTA KNOW / LAUGHING BLUES

The Du Dropouts

20-5239 (47-5239)

SHE'S DYNAMITE / I'M GONNA TELL EVERYBODY

Piano Boogie

20-5234 (47-5234)

HE'S THE BEST IN THE BUSINESS / EVIL EYED WOMAN

Terry Timmons

20-5227 (47-5227)


tips from this week's release

THE SONG FROM MOLLIINE ROUGE

(Where Is Your Heart)

From the motion picture "Molliine Rouge"

STREET OF SHADOWS

From the motion picture "The Street of Shadows"

I MEET THE ONE THAT I LOVE IN

HIGH SCHOOL

IS IT ANY WONDER

Bob Whelan with Hugo Winterhalter and His Orch.

GRAB YOURSELF A PARTNER - PAPA

(For It's Time To Play The Game)

GEORGE'S TAYLOR BAND

With Vocalist: Ralph DeSoto

HE WHO HAS LOVE / MEXICAN JOE

The Fourteen Sisters

RHYTHM & BLUES

I JUST STOP... I'M WITH YOU

To Jesse Johnson

20-5262 (47-5262)

20-5064 (47-5064)

20-5152 (47-5152)

20-5157 (47-5157)

20-5144 (47-5144)

20-5153 (47-5153)

20-5052 (47-5052)

20-5237 (47-5237)

20-5237 (47-5237)

20-5248 (47-5248)

20-5246 (47-5246)

20-5239 (47-5239)

20-5216 (47-5216)

20-5212 (47-5212)

20-5246 (47-5246)

20-5053 (47-5053)

20-5239 (47-5239)

20-5234 (47-5234)

20-5227 (47-5227)

RCA VICTOR FIRST IN RECORDED MUSIC

"It's What's in THE CASH BOX That Counts"
A SUMMARY OF REPORTS RECEIVED FROM THE NATION’S DISK JOCKEYS

1. HOW MUCH IS THAT DOGGIE IN THE WINDOW
   Patti Page (Mercury)

2. I BELIEVE
   Frankie Laine (Columbia)

3. PRETEND
   Nat "King" Cole (Capitol)

4. SIDE BY SIDE
   Kay Starr (Capitol)

5. TILL I WALTZ AGAIN WITH YOU
   Teresa Brewer (Coral)

6. YOUR CHEATIN’ HEART
   Joni James (MGM)

7. WILD HORSES
   Perry Como (RCA Victor)

8. TELL ME YOU'RE MINE
   The Gaylords (Mercury)

9. TELL ME A STORY
   Laine-Boy (Columbia)

10. CARAVAN
    Ralph Marterie (Mercury)

Attention you record companies. A plea for aid has been received via the mails from Bill Balduzzi, Music Librarian (WTHI-Terre Haute, Indiana). A short circuit completely destroyed the WTHI control room and the pop disks were completely wiped out. Bill says “Our need for record replacements is very urgent. Won’t you please help.” Balduzzi can use 78’s. – Mitch Reed (WTHI-Baltimore, Md.) wants to go on record with the prediction that Tommy Prisco (King) is the hottest singer to come along on wax since Eddie Fisher. Mitch also goes overboard for Danny Winchell’s “Ohio” and Bob Manning’s “The Nearness Of You.” Happy (Stephen Wesley) Lion, hillbilly entertainer on WORZ-Orlando, Fla. has good reason to be “Happy” these days. He’s just been promoted to program director. This after just four short months. – Norm Green working like a beaver on his MGN disk “Suspicion.” Scarcely a week goes by that Norm hasn’t visited with dozens of jocks. Some of the latest were Bill Polk (WABY-Albany), Dick Lucas (WDB-Story), Danny Sullivan (WFB-Story) and Carlton Lord (WAGS-Story). – Hal Murray (WEAW-Akron, O.) was host to Florian Zabich and Vinnie DeCampa when they shot over from Cleveland where they were appearing at the Hotel Hollenden.

Pic of the week—Bill Randle (WRE-Cleveland, O.) is rumored as being one of the top choices in the race for Martin Block’s to be vacated post at WNEW. Another name being mentioned is that of Paul Brenner (WATW-Newark, N. J.) – Dean Thibetts (WFEA-Manchester, N. H.) points out that the annual summer vacation trips of music biz people and stars from New York to New Hampshire is already getting under way. Irving Fields and his Trio will spend the summer at the Grays Inn in Jackson, N. H. Vaughn Monroe’s folks live in Pennacook, N. H. and Vaughn always spends considerable time there. Jane Franksen spent a few weeks in N. B. last year and may return. – PFC Sid Kallner, on the way from Ft. Dix to New York this week picked up Bud Breis (WPEX-Philadelphia) then tuned to Jack Levy (WINE-New York) and got a big kick out of both using The Cash Box lists. Sid, a former Cash Box staffer, stopped into the C. B. offices to get some assistance in lining up a show for the G.I.’s at Dix.

Bill Bohack (WAPX-Newark, N. J.) daddy of a baby boy, Gary Michael. Bill met his wife Phyllis, a registered nurse, when she was attending his mother. – Lee Leonard (WLW-Norfolk, Va.) starts a new feature on his three hour show “The Star of the Week.” First star will be Buddy Morrow who will be interviewed via tape. Lee will give complete biographical data and answer all questions about the “starred” artists life. – Milt Grant (WLW-Washington, D. C.) doing five hours a day, seven days a week. – Lunched with Ray Carrol (WHOM-New York), Ray, who is the Bay half of Willie and Ray, one sincere guy who is in love with the rhythm and blues field and sees it as a business, like any other, that requires thought, study and work. – A prediction—Ray will go far in the radio field. – Tom Finn (WOR-Philadelphia) says he landed Bob Carrol’s “A Little Love” twice and received nearly 100 calls and letters. – WORZ-Orlando, Fla. goes up to 5000 watts on April 15. – Eddie Lambert (WEAT-Lake Worth, Fla.) leaving the business. Wants to say thanks to the many folks in the business who have helped him and his shows. – Chuck Theobald (WFO-Hattiesburg, Miss.) celebrated his 500th broadcast with Elmer, his trained bantam rooster. – Les & Lorraine (WINZ-Miami, Fla.) working with the world’s first dog disk jockey, Mr. Wiggles, who is getting to be quite a character in southern Florida.
**THE CASH BOX**

**DISK OF THE WEEK**

**“IS IT ANY WONDER”** (2:34) [Midway Music]
**“ALMOST ALWAYS”** (2:44) [Brandson Music]

**JONI JAMES**
- Joni James, who many thought was a one record flash, has firmly established herself as one of the top artists in the wax tribes with her new accepted style and individual sound. After three successful top selling hits, the thrust sends up another starred ballad dubbed “Is It Any Wonder?” that could be her biggest to date. Her velvety voice does wonders with this super lovely ballad and Lew Douglas backs Joni on all of her warmths stands out. Fip is a Latin item “Almost Always” Ops oughta get with this disk immediately.

**“WHEN THE RED, RED ROBIN COMES BOB, BOB, ROBIN ALONG”** (2:00) [Bourne Music]
**“BEAUTIFUL MUSIC TO LOVE BY”** (3:05) [E. H. Morris]

**DORIS DAY**
- The ever popular and versatile Doris Day gives new life to a great old novelty as she belts it out, in her peppy manner. “When The Red Red Robin Comes Back, Bob, Bob, Robin Along” is a new one tagged in “The Middle Of A Kiss” that has all the ingredients needed for a national smash. Her wonderful sound and accomplished manner of performance send her off with flying colors on this lovely ballad. “Can’t You See” is another terrific love song belted by her sparkling voice. We look for “Middle Of A Kiss” to cause a rage.

**BETTE McLAURIN**
- Bette McLauren has had local hits in “I May Hate Myself In The Morning” and “My Heart Belongs To Only You.” But now she has a new one tagged in “The Middle Of A Kiss” that has all the ingredients needed for a national smash. Her wonderful sound and accomplished manner of performance send her off with flying colors on this lovely ballad. “Can’t You See” is another terrific love song belted by her sparkling voice. We look for “Middle Of A Kiss” to cause a rage.

**THE CASH BOX**

**MORTON & ROCHESTER—POPS ORCH.**

**BONNIE LOU**
(King 1213; 45-1213)

**“DANCIN’ WITH SOMEONE”** [Mind Gund Music] A pretty waltz tempo ballad that seems to be bound for many. Gets an ultra low vocal treatment from the sweet heart-felt voice of Bonnie Lou. Chirp has a lovely sound and this side is a strong contender for top honors.

**ESCAPADE**
(2:49) By Alan Dale and Judy Lynn. They tune set to that same sentimental waltz beat is caressed by Bonnie Lou in her velvety manner. The tune and lyrics blend perfectly. A fine coupling for all boys.

**LEW DOUGLAS ORCH.** (MGM 11472; K-11472)

**“RUBY”** (3:02) [Miller Music] The tune from the “Ruby Gentry” film that looks like a smash to be in the wax circles is lustily presented by Lew Douglas’ orch. The lyrics are soft and easily chased through by the Halloran Choir in a smooth “Laura” manner.

**THE JAMES FLAMING HEART** (2:58) [Robbins Music] Lucille Reed takes gold on another movie treatment that one from “Small Town Girl.” The ballad is sort of heavy but tenderly off. [Val by the lead] The bouncer of the thrush. Lew Douglas sets the lovely mood.

**HELEN O’CONNELL & GLENN MACKENZIE** (Capitol 2404; F-2404)

**LIPSTICK - A POWDER - N’ PAINT** (1:58) [Christopher Music] Helen and Glole give a soak-er hitting to a curry novelty with a tubman assist and a rag time sound. Their impersonation of hillbilly contestants well on the program item.

**“LET IT WHILE YOU’RE YOUNG”** (2:20) [Tarkit Music] The sweet voiced thrashes put on that amusing country wtag and do some more of the same here with material. Dave Cavett backs with fine rhythm. Two pleasing cornball number. Should get a lot of use.

**ALAN DALE**
(Coral 60960; 9-60960)

**“ALEXANDER’S RAG TIME”** (2:50) [Her Mob Music] One of the greatest of all the standards is given a duet styling by Dave Dale and Judi Lyn as they sound good together on this happy bouncer that’s light and gay.

**WISH I HAD NEVER LEARNED”** (3:51) [Chappell & Co] Al does a vocal solo on this end with a lush backing by Ray Bloch’s orch on an attractive love song presented with a romantic mood.

**SAMMY KAYE ORCH.** (Columbia 39977; 4-39977)

**“SWEET SUE - JUST YOU”** [Shapiro - Bernstein Co.] For the first time in a long while Sammy Kaye forgets about swaying and sinks into the true jump version of an oldie with fine vocal setting by the Kaye. "Sue" really pulls out.

**COULDN’T KEEP FROM CRYING”** (2:40) [Auff Rose Pub] The Kaye do some smooth piping on a soft ballad with a country flavor wonderfully showcased by a steel guitar and a tender creaking by Sammy. Lead vocalist does well on offering.

**“WHEN THE RED, RED ROBIN COMES BOB, BOB, ROBIN ALONG”** (2:00) [Bourne Music]

**DON CORNELL**
- Don Cornell gets bold of some top drawer sound and well on the chart again it his in grade “A” manner to come up with a hit contender record. A strong introduction leads Don into a powerful ballad labelled “There’s No Escape” which he belts with spirit and meaning. It’s a juicy ac- quisition for his wax fans and a side that oughta get loads of spins in the boxes. The under portion “Many Are The Times, “ is a pretty lid with a watch tempo that adds to the lovely melody. Norman Leyden and his boys assist Don in perfect form. Keep an eye on the top half. It sounds terrific.

**“IN THE MIDDLE OF A KISS”**

**BRANDON MUSIC**

**DON CORNELL**
(Coral 60965; K-11470)

**“‘THERE’S NO ESCAPE”** (2:58) [Robert Mellin Music]

**“MANY ARE THE TIMES”** (2:24) [Weiss & Barry Music]

**DON CORNELL**
(Coral 60968; 9-60968)

**MORTON & ROCHESTER—POPS ORCH.**

**“BOX TANGO”** (2:40) [Broude Bros.] The imaginative mind of Morton Gould goes to work on a super arrangement of a vigorous tango full of lush strings and bells it out in a sultry manner. A stellar rendi- tion.

**“WEDDING DANCE”** (2:50) [Nieutra Music] It’s good to hear the exciting would ideas again as he picks up the tempo to a gay and lively frethe. It’s real lush and moves along at a terrific pace.

**CAMARATA**

**“RENDEZVOUS”** (2:50) [Mier- manian Music] Another fine sounding instrumental by Bernie Wayne, author of “Vanessa,” gets a top notch going over by the strings of Camarata’s orchestra. The feel is exciting and subtle up for a part like “Slaughter on Tenth Ave.” Real good.

**“JUKE BOX”** (2:46) [Gary- Scherver Music] The fine continued on another terrific job on a lively and tenderly off that oughta get spins for the record.

**DAMITA JO**

**“THE WIDOW WALK”** (2:42) [Ralphie Music] The fine voice of Damita Jo is doubled as she opens a pretty number with a fine sound. She sings out and joins up with the Rockets on a slow walk with a folk soundavoring. Sweet delivery.

**“LONDON PLAYS”** [Abbott Music] Damita takes off on a pleasing tune with an odd repetitve beat in the background. Her voice is terrific. Number bounces.

**GARY MARKS & THREE FLAMES**

**“THE SQUARING”** (3:30) [Arc Music] Fitting rhythm accompaniment backs Gary Marks as he voices a good sentiment ballad. He has a good voice and puts expression into the reading. Three Flames set up fine.

**“I LOVE THE WORK I’M DO-ING”** (2:30) [Arc Music] The boys work on a up tempo piece with a good set of words and a happy jump tune. Gary has a terrific voice and solid rhythm. The Flames add some fine harmony on a very cute number. Could catch.

**ANN HATHAWAY**

**“IT GOES LIKE THIS”** (2:54) [Lee Point] A very catchy and handclapping novelty is partly lifted by Ann Hathaway in a bouncing light hearted way that could have everyone singing it in no time. Luther Heiberg sets up one of the best. Backing by Henderson is fitting. Number is sad and dreary.
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Dot 1126

It's Sweet to Be Remembered
Are You Coming Back to Me
Dot 1102

I Still Write Your Name in
The Sand
Four Walls Around Me
Dot 1154

You're the Girl of My Dreams
I Wonder How the Old Folks
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"It's What's in THE CASH BOX That Counts"
THE CASH BOX, SLEEPER OF THE WEEK

THE MOULIN ROUGE THEME (2:59)
[Broadcast Music Inc.]

VOILA COLOMBIA (3:03)
[Peter Maurice]

MANTOVANI AND HIS ORCHESTRA
(London 1238; 45-1328)

- Mantovani, who was one of the most important factors in the public's trend toward the acceptance of lush higher level instrumentalists with his outstanding version of "Charmaine," comes up with an equally superb orcheting of the most lovely "Moulin Rouge Theme." The amazing sound he gets from the strings is something beyond description. It rings with beauty. It's the type of rendition that one could listen to over and over again without getting tired. "Vola Colomba" is the lower lid with a soft, lush romantic mood approach. The top portion takes all the chips.

BIG MAMOU (2:09)
[Peer International]

— A lively Cajun number with an exciting samba tempo and a rhythmic vocal by Pete Hanley that shapes up as a fine piece of wax for the boxes. Backed by a juicy Leyden Brothers orking, Pete leons into this number with every- thing he's got. The fullness of the chorus in the backdrp adds to the color of "Big Mamou." On the lower end Pete slows up and serves off a lifting lidah in his rhythmic vocal manner. Norman Leyden leads the backdrp in a slow jump tempo that comes off fine. "Mamou" is a poten- deck that all ops should give a listen to.

THE FOUR KNIGHTS
(Capitol 2403; F-2403)

ANNIVERSARY SONG (2:24)
[Moods Music] The Four Knights jump up the hit song from the "Johson Story" movie and treat it in their unique manner. Oscar Broadway carries the lead with his low voice and sends out a potent unusual stylly of a good number.

A FEW KIND WORDS (2:38)
[Fairway Music] The boys blend their warm voices once again to come up with another pretty piece that highlights the voices of Gene Alford. Wonderful harmony.

JOANN TOLLEY
(MGM 1147; K-11471)

YOU CAN LIVE WITH A TENDER HEART (2:38) [Dubbonet Music] A group creates an introduction for Jo Ann Tolley's lovely voice as she sends up a sentimental number in a hushed mood.

I'BD NEVER FORGET YOU (2:38) [Slate Enterprises] The thrust does another quality rendition of a warm love song in her heart felt manner. The tune, arrangement and presentation are good.

DALL CHERRY
(Decca 28635; 9-28635)

CALL ME BY MYSELF (2:15) [Irving Berlin Music] Backed by the pleasing sound of Grady Martin and his Slow Foot Five, Don Cherry vocals an appealing melody with a pretty mel- ody.

IF THEY SHOULD ASK ME (2:36) [Ridgeway Music] The artist creates through a tasteful ballad with a light backdrp by the Slow Foot Five that doesn't fit the mood of the song.

MR. GOON, MARTIN & BROWN
(Republic 7024; 45-7024)

MY BLUE HEAVEN (2:14)
[Fleet] A sparkling oldie gets a handclapping bounce treatment by the leading forces of Mr. Goon and the in- viting harmonics of Martin & Brown. The sound rhythm makes your feet tap.

YOU WERE MEANT FOR ME (2:13) [Robbins Music] The rhythmic aggregation runs through some more of the same type of mate- rial on another standard. The boys work well together.

JOHNNIE BOMBA ORCH.
(Doon 3110; 45-3110)

ANNIVERSARY POLKA (2:29) [W. H. Sajewski] Johhnie leads his crew of musicians through a lively and potent potka that really rocks. The piece is perfect for dancing. [Slate Enterprises] The boys glide over a slower polka and dinit it in a form that makes it a natural for the boxes on the right locations.

JUNE HUTTON &
AXEL STRODAHL ORCH.
(Capitol 2429; F-2429)

THE SONG FROM MOULIN ROUGE (2:39) [Broadcast Music, Inc.] Set to a slow waltz tempo, a pretty tune that's causing a bit of a stir in the wax field, is smoothly cov- ered by the warm voice of June Hutton and the fine ork of Axel Stordahl. A good teaming of two talents.

SAY YOU'RE MINE AGAIN (3:30) [Blue River Music] The Boys Next Door join the thriller on a litter with a lovely melody that resuits in a classy rendition. The setting and delivery are convincing.

THE CASH BOX, BEST BETS

- DANCING WITH SOMEONE & SCRAP OF PAPER
Bonnie Lou
King 1213; 45-1213

- RUBY
Lew Douglas Orch.
MGM 11472; K-11472

- SWEET SUE - JUST YOU
Sammie Kay Orch.
Columbia 39977; 4-39977

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

SARAH VAUGHAN
(Columbia 39963; 4-39963)

SAY IT WILL BE A LITTLE LATE THIS YEAR (2:40)
[Frank Music] A fine oldie with a most lovely melody is given a super treatment by the stellar voice of Sarah Vaughan with a pretty Percy Faith backing. Thrush has a terrific style.

A BLUES SERENADE (2:35)
[Southern Music] Lily Ann Carol's soft voice cases through tender ballad with a fine Sy Oliver backing. She has perfect control over her voice and sings the tune to a tee.

ROLLIN' ROLLIN' STONE
(2:40) [Sunbeam Music] Lily Ann follows the instruments with her voice and goes into a cute jumper that's pleasant on the ear. A group backs her nicely with chordal support.

AMES BROTHERS
(Coral 60976; 9-60976)

CANDY BAR BOOGEY (2:39)
[Myfair Music] The Ames Brothers harmonize on a "Rag Mop" type of number that jumps along at a good pace for dancing. Their harmony is sock.

RALPH FLANAGAN
(RCA Victor 20-5237; 47-5237)

ALBEQUERQUE (2:56) [Conchella Music] The sound of a train introduces a cute jump tine that's belted out by the Flanagan ork with a vocal solo by Ralph and his Singing Wife. The idea is cute and well pre- sented.

MOON (3:02) [American Academy of Music] Harry Prine and the Winds do the vocal chores on a soft ballad with Ralph and the boys enhancing the side with a Glenn Miller like backdor. The results are inviting.

BILLY TIGANI & JAGGI BROTHERS
(Citation 1108)

VOODOO (2:22) [Halsey Music] The voice of Billy Tigani teams up with the twin accordions of the Jaggi Brothers to beat through an eerie number with a steady tempo, Billy's voice is good.

PLEASE WRITE SOON MY SON (2:40) [Halsey Music] Bill sings a ballad on this half and puts feeling into it. The accordions don't seem to fit the number and in spots they drown out the lyrics.

The Cash Box
THE NEW STAR YOU MADE

with the record you've been waiting for...

BOB CARROLL

sings

A Little Love
(CAN GO A LONG LONG WAY)

b/w

Where Did You Go?

DERBY RECORD No. 821

with Jimmy Leyden Orchestra and Chorus

DERBY RECORDS
New York—Hollywood, California

Going Stronger Than Ever
BOB CARROLL'S "SAY IT WITH YOUR HEART"

Personal Management
VAL IRVING

Direction
WILLIAM MORRIS AGENCY
Bob Drews
WAAF—Chicago, Ill.
1. Your Chasin’ Heart (James)
2. My Baby’s Got the Blues (Howard)
3. How Much Is That Daggie In The Window (Page)
4. We'll Never Meet Again With You (Page)
5. How Much Is That Daggie In The Window (Page)
6. Hot Toddler (Ray Flanagan)
7. I Can’t Stand It (Page)
8. I'm Gonna Bring You (Page)
9. Your Chasin’ Heart (James)
10. Wild Horses (Perry Como)

Harvey Hudson
WLEE—Richmond, Va.
1. Your Chasin’ Heart (James)
2. Tell Me You’re Mine (Page)
3. Somebody Stole My Gal (Page)
4. Without My Baby (Page)
5. Giving Up (Page)
6. Dancin’ With You (Page)
7. How Much Is That Daggie In The Window (Descant)
8. I'm Gonna Bring You (Page)
9. Your Chasin’ Heart (James)
10. Wild Horses (Perry Como)

Art Pallan
WWWS—Pittsburgh, Pa.
1. Your Chasin’ Heart (James)
2. Side by Side (Page)
3. How Much Is That Daggie In The Window (Page)
4. How Much Is That Daggie In The Window (Page)
5. Hot Toddler (Ray Flanagan)
6. I Can’t Stand It (Page)
7. I'm Gonna Bring You (Page)
8. Your Chasin’ Heart (James)
9. Wild Horses (Perry Como)
10. Fool’s Paradise (Oh, Lousie)

Tom Stewart
WPAQ—Mount Airy, N. C.
1. In The Mood (Glennie Miller)
2. Pretend (Eldora Burton)
3. How Much Is That Daggie In The Window (Page)
4. Tell Me You’re Mine (Page)
5. Side by Side (Page)
6. How Much Is That Daggie In The Window (Page)
7. Seven Lonely Days (G. Gibb)
8. How Much Is That Daggie In The Window (Bernie Null)
9. I'm The King Of This Bar (Hugo Winterhalter)
10. The King Of This Bar (Hugo Winterhalter)

Bob Watson
WSB—Atlanta, Ga.
1. Anywhere I Wander (Les Ross)
2. Downhearted (Eddie Fisher)
3. Side By Side (Page)
4. Robbing John (Jim Crowel)
5. April In Portugal (L. Baxter)
6. Golden Tears (Eddy Howard)
7. How Do You Speak To An Angel (Eddy Howard)
8. Red Canary (Florian Zahn)
9. Blue Gardenia (Page)

Don Bell
KENT—Davenport, Iowa
1. How Much Is That Daggie In The Window (Page)
2. Tell Me A Story (Laine-Baxter)
3. I'll Tell You Again With You (Page)
4. Pretend (Page)
5. No Help Wanted (Caroll)
6. Hot Toddler (Ray Flanagan)
7. I Believe (Les Flanagan)
8. Tell Me You’re Mine (Page)
9. Yes Sir, That’s My Baby (Page)
10. Can’t I (Page)

Bill Randle
WERE—Cleveland, Ohio
1. Swedish Rhapsody (P. Faith)
2. Baby—Richard Norman
3. Big Mama (Peter Mayes)
4. Song From Moulin Rouge (Perry Faith)
5. Without Your Love (Steffany)
6. I’ll Be Morning Around (Russ Morgan)
7. Magic Touch (H. Winterhalter)
8. A Fool In Love (Perry Smith)
9. I Believe (Frankie Laine)
10. Your Chasin’ Heart (James)

Bud Wilson
WXKL—Concord, N. H.
1. How Much Is That Daggie In The Window (Page)
2. I'll Tell You Again With You (Page)
3. How Much Is That Daggie In The Window (Page)
4. Seven Lonely Days (Glennie Miller)
5. Wild Horses (Perry Como)
6. Tell Me You’re Mine (Page)
7. How Much Is That Daggie In The Window (Page)
8. How Much Is That Daggie In The Window (Page)
9. I Believe (Frankie Laine)
10. Your Chasin’ Heart (James)

Ira Cook
KECA & KMPC—Hollywood, Calif.
1. Song From Moulin Rouge (Page)
2. Tell Me You’re Mine (Page)
3. Pretend (Page)
4. Wild Horses (Perry Como)
5. I’ll Be Hanging Around (Page)
6. I Believe (Frankie Laine)
7. Twice As Much (Stafford)
8. Don’t Let The Stairs Get In Your Eyes (Page)
9. Wild Horses (Perry Como)
10. Your Chasin’ Heart (James)

Beau Bassoon
KFOX—Long Beach, Calif.
1. Side By Side (Kaye Starr)
2. Hold Me Kiss Me (Page)
3. Your Chasin’ Heart (James)
4. I Believe (Frankie Laine)
5. Tell Me You’re Mine (Page)
6. Your Chasin’ Heart (James)
7. How Much Is That Daggie In The Window (Page)
8. I'm The King Of This Bar (Hugo Winterhalter)
9. My Jealous Eyes (Page)
10. Your Heart Belongs To Only You (June Christy)

*It’s What’s IN THE CASH BOX That Counts*
NEW YORK:

There'll be big doings at Ben Maksik's in Brooklyn when Tony Bennett returns to the scene of his original triumph on April 23. ... Mac Weiss after five years in the booking business comes up with a lulu hit to pin RCA Victor's "Put That Sawdust Back On The Floor!" by Allan Small's orchestra. ... One of the five people killed in Queen's last week was Bill Braverman, son of Sam Braverman, record buyer of the Neisner Bros. chain of stores. Sam Braverman was formerly connected with Irving Berlin. ... Tenor Bob Whalen sounds like a winner on his first release for Victor. ... Dewey Bergman suffered a slight heart attack last week. ... Lee Erwin and Mel Howard, writers of "Hello Sunshine" got their first Gershwin nod after six years of trying, Gloria Wood's version of the song. ... Joe Costa playing the Boulevard for two weeks. ... Billy Eckstine's old recording of "Caesar" being revived on the strength of Ralph Marterie's disk. ... Roy Connolly, the well-known London publisher, left for London this week after 2 months in the U. S. where he successfully completed several deals involving an interchange of tune promotions between Hill and Range, Inc., and the Howie Richmond firms. ... Rainbow has signed Jane Lagana and Duke Anderson's All-Stars. ... Toni Arden preparing for her concert hit of Israel. ... "Seven Lonely Days" hit the rack this week.

... Joe Carleton, returned from a vacation in the Virgin Islands, found himself with a hit in Richard Fremantle's "Ruby." ... Lisa Kirsch and the Plaza's Persian Room. ... Harry Meyerston heads for Chicago April 7 and 8 to record Joni James before she opens at the Latin Casino in Philadelphia, April 9. ... A & R men Milt Gabler and Mitch Miller both on the count.

CHICAGO:

"Master" is a new all-Chi label. Part of Marvin Enterprises. (Reported backed by Marvin Kreenberg of hooslery clan.) Directed by Tony LoFranco and Vince Miekro. First disk: "Love Me Love Me" (published by Brandom Music). Original melody "La Española." (New (and very grand) lyrics by Bill Walker. Sung beautifully by Al Saber. All three names mentioned part of David LeWinter's famed Pump Room orch. Naturally, David LeWinter's orch background Al Saber's singing. Flip side is oldie: "What Is There To Say." Al Saber does just as beautiful a job on this side, too. ... Popular pair: Marty and Reba Hahn, living it up at the Pump Room. Tried to get Marty to make even exchange for that sensational Nash sports car. But, no go. Understand the little baby sells for over 6 grand. ... Like Howard Miller's "hour of charming" oldies over WCFL Satis nites. ... Thanx to Johnny Desmond for introducing us to a very terrific tailor—Martin. ... Lotsa top names at opening of Beau Nash room: Arthur Godfrey, J. C. Swayne, Louis Sobel, Ray Maloney, Mayor of Bath, England, many, many others.

Happy surprise to guy who used to stop at New York's Chatham, Bill Derig now resident mgy of Ambassador Hotels. ... Irv (Kup) Kupcinet looks terrific in a tax. (Why isn't he wear more often, Irv?) ... By the way, David LeWinter's boxers, "Geronimo," took 2nd at Int'l Dog Show here. ... Insetta talkin' disks, Jimmy Martin talkin' cigarette mixture. ... The days. ... They're his first love. ... Rosemary (you know who) opened with her own troupe at Chi Thitler. ... Georgeous Lena (Horn) on the Chex. A clickeroo. Last time she saw her was at the Fairmount, San Francisco. She was but makin' 'em in. ... Lovely Lola Ameche at the Black Orchid with Brook's Ebanian, Josephine Premice. ... Dick Prelis of WLS gives RCA-Victor's "Listen to Henri Rene" album but terrific sendoff. ... Chris Connors is the champ with Stan Kenton's croon at the Blue Note. ... Jilla Webb phones she's all excited about her latest release. Gal is just gone on gettin' one way over the top. ... Hollywood contingent on way to nite spots Gordon Macfarlane, Debbie Reynolds, Janie Powell, others.

LOS ANGELES:

The Harry James opening at the Palladium here last week brought out the biggest representation of trade personalities seen round these parts in a long time. New chimp with the band, Gene Stone, has caught on too and seems headed for a bright future for sure. ... Capitol Records will open April as Stan Kenton Month in tribute to the maestro's resourcefulness in promoting new labels in music these many years. We remember a night at the Hotel Commodore, New York, some years ago when the "wide" crowd said Stan couldn't last here. But we're happy to see that he has. ... Spade Cooley's orch continues to draw heavy crowds over at the Santa Monica Ballroom. ... We'd wager there's more jazz groups playing throughout this area than almost anywhere else; for example there's Kid Ory at the Western Cavern; the Lighthouse All-Stars out at Hermosa Beach; Wingy Mannone at the Elms; the Gerry Mulligan Quartet at the Haig; Hurricane Spanier in the Royal Room. ... Nice to meet up with Dick Rising, a top Los Angeles trade lad at Capitol's sales promotion desk today. ... The golden touch of Frankie Carle holding forth over at the Hotel Statler's Terrace Room. Surprise of the show is George Gobel, a lad with a ton of talent. ... We know an army of guys who are in love with that exquisite Cash Box photo of pert Teresa Brewer wherein she looks so similar to herself. ... Pretty personalization. ... Miss finished "come home to." And her Coral etching of "Dancin' With Someone" is still strong. ... We find Gordon Wolf's "Sunland" distrib firm a beehive of activity these days, with the Norman Brooks' Zolink etching of "Hello Sunshine" now in stores. ... Brooks has a sock future in store. ... And over at Harry Bloom's Mercury distributing organ, they're still hawing "Dagwood In Window" as fast as they come in. Patti hasn't missed on her last half dozen disks. ... Jimmy Boyd hooked into the Sands. ... Understand the majors no longer consider Southern California as an $6 per cents territory. ... How close the distributors and dj's can't get together and organize a platter party for kids alas Ohio? ... Credit Bob Stern for much of the local success of "Big Mamou" on Okeeh platters. Disk is really catching on with dj's and ope...
JOHNNY MADDOX
America's No. 1 Piano Stylist...

...has surrounded himself with the greatest selling catalog in the record industry

Crazy Bone Rag
St. Louis Tickle
1003 (45-1005)
Hula Blues
I Get the Blues
When It Rains
1612 (45-1012)
Memphis Blues
Alabama Jubilee
1023 (45-1023)
Sweet Georgia Brown
Dill Pickles
1957 (45-1057)
San Antonio Rose
Bully of the Town
15001 (45-15001)
Under the Double Eagle
My Mary
15004 (45-15004)
Star Dust
Piano Polka
15066 (45-15066)

Johnny Maddox Boogie
Near You
15008 (45-15008)
Why Worry?
Friday Night Stomp
15014 (45-15014)
Listen to the Mockin' Bird
Coconut Grove
Little Grass Shack
15020 (45-15020)
Suey City Sue
Johnny Maddox Special
15021 (45-15021)
In the Mood
By the Light of the Silvery Moon
15045 (45-15045)

currently riding high...
IN THE MOOD
and
BY THE LIGHT OF THE SILVERY MOON

and a brand new brand of Maddox...

ALICE BLUE GOWN
and TWILIGHT TIME

“The Nation's Best Selling Records”

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CHATTON DIST. CO.
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HIT RECORD DIST. CO.
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Denver, Colorado

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GRAMOPHONE ENTERPRISES
1011 North 9th St.

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INDIANA STATE DIST. CO.
305 East Washington St.
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MALLORY DIST.
400 East New Orleans, La.

MALVERN, NEW ENGLAND DIST.
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MANOLO DIST. CO.
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MURPHY, INC.
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MUSIC CITY RECORD DIST.
402 Lee Avenue

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MUSIC SERVICE CO.
304 S. 6th S.

MUSIC SUPPLIERS OF N. E.
260 E. 6th Avenue

MUSIC DELUXE RECORD DIST.

MUSICIAN DIST.
30 W. 4th Avenue

MUSICMAN DIST.
104 W. 4th Avenue

NEW ENGLAND DIST.
722 Washington St.

OREGON DIST.
104 E 5th Avenue

PARISH DIST.
2001 E. 5th Avenue

PENN DIST.
210 W. 5th Avenue

PHILADELPHIA DIST.
206 W. 5th Avenue

PITTSBURGH DIST.
409 Washington St.

RADIO DIST.
Bountiful, Ut.

ROBERTS RECORD DIST.
130 W. 5th Avenue

THOMAS DIST.
301 W. 5th Avenue

VALLEY DIST.
200 S. 6th Avenue

WV DIST.
104 W. 4th Avenue

WYoming DIST.
200 W. 4th Avenue
VAUGHN MONROE

NEW YORK — Vaughn Monroe, one of America's top bandleaders for over a decade, announced this week he is retiring from the business to become a successful performer. His final band date will be on May 2 at Fordham University in New York.

In this new phase of his career he will devote his time to night clubs, theatres, radio, television, records and motion pictures. His first engagement as a "single act" will be at the Sahara Hotel in Las Vegas on June 50. Also, his booking office, Willard Alexander, Inc., is negotiating with Bill Miller for a New York engagement at The Riviera in August.

The Monroe band was organized in 1940 and became one of the most successful musical organizations in the history of show business. In addition to being long prominent on radio, it was also one of the most widely traveled bands, averaging over 200 dance and concert engagements a year throughout the country. Its theme song, "Racing With The Moon," became a popular favorite.

Among the RCA Victor recordings by baritone Monroe and his band in the past 13 years have been such outstanding hits as "Ballerina," "Riders In The Sky" and "There's Been It Said Again." Following his final band date, Monroe will go to Hollywood to start work on his third film for Republic Pictures, a musical titled "The Professor And The Co-ed." A television show, emanating from New York, is being readyed for airing in the fall. He will continue to broadcast his weekly Canal Caravan radio program and will also continue recording for RCA Victor.

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**Toledo Visit**

TOLEDO, OHIO — Tom Finn of WSPD in Toledo on behalf of Karen Chandler during her recent visit to the city. Tom has three shows: Midnight Express, Express Top Ten, and Top Ten Extra. His own preference is for the modern trend of music but he has a good feeling for pops to please his audience.

*"It's What's In The Cash Box That Counts"*
Best Selling Records
FROM MORE THAN 15,000 RETAIL OUTLETS!

- These are listed below in order of their superiority based on a continuous weekly national survey of thousands of record dealers by Jack "One Stop" Telseik. Each listing includes name of the song, record number, artist, and time on the record chart.
- The number underneath the title indicates the actual sale per 1000 records made for the month of April 1955. It shows if it is A, B, or C. It means that for every 1000 records sold that week, 0.7 were of the B type indicated—a combination of all the records on which it was available.
- Indicates best selling record.

Best Selling Records
April 11, 1953

Joni James sings...Your Cheatin' Heart and I'll Be Waiting For You

Billy Eckstine sings...Coquette and A Fool in Love

Hank Williams in Your Cheatin' Heart

Song Premiere...CONDEMNED WITHOUT TRIAL

Lionel Hampton and His Orchestra...The Crickets...You're Mine

MGM's Records April Shows of Hits!

MGM 11429 78 RPM K-45 45 RPM

DANNY WINCHELL

JIMMY DAVIS

HANK WILLIAMS

BIG BEAT HITS

"It's What's in THE CASH BOX That Counts"
Jim Lennon Promoted At RCA Victor; His Policies Helped Build Op Dept.

NEW YORK — Jim Lennon, who has been heading the coin operator sales department of RCA Victor has been promoted to the regional operation department and will henceforth work out of Camden. His successor is Irvin Tarr, who had been in the advertising department of Victor and prior to that was with Decca.

Lennon’s stay in the operator sales department saw the development of basic policies which will be carried on by Tarr.

Those policies were based on the following thinking by Lennon:

The most important thing for an operator is to avoid, as far as possible, buying “dogs.” If in the course of a month an operator covers his boxes with two selections that make absolutely no money, it increases the record cost of the operator by about 15%. By avoiding such unnecessary expense in record cost, an operator can run a more profitable route and place boxes in more locations which naturally increases the overall potential for selling records to coin operators.

Therefore Lennon has used many means to inform operators as rapidly as possible of the new records that could be depended upon to be money-makers. And his percentage has been very high. The credit for two or three recommendations, about 85% to 90% have resulted in hits or near-hits and all of the records have been popular enough to make some money for the operator.

Also Lennon has refused to promote with the operators any records where any doubt was entertained as to their money-making ability, even in some cases where there was a big over-all promotion on the record. He has tried to build up confidence on the part of the operators in his recommendations to them. He didn’t advise them that every record was terrific, because obviously every record was not, and if he were to make that kind of statement indiscriminately, he believed operators would never rely on any of his recommendations.

He believes finally that the percentage of success in the records he has recommended to operators has strengthened their confidence in RCA Victor so that operators will be prepared to accept the fact when the company stands behind a record and recommends it as a money-maker.
Toronto Topics:

- RCA has network comics, Wayne (Johnny) and Shuster (Frank) now touring Japan and Korea. Accompanied by CBC producer and songwriter, Jackie Rae, who will produce their service shows, and Herb May who will announce, they will tape their regular weekly network "Wayne & Shuster Shows" which will be flown back to Canada until their return to the Toronto studios on May 15. Singer Terry Dole and dancer Zena Cheevers, who can compete with any pin-up girls, will supply the feminine glamour. Mervin Shiner (Decca) with his Trio doing big business on his quick repeat Toronto engagement. This time he is headlining at the Silver Stick and getting a lot of play on his "Peter Cotton Tail" Gavotte as his local deejays.

- Allan Dean (MGM Records) appearance last week at the Colonial was a money-maker for that jazz haven, and is followed this week by Mel Torme (Capitol). Allan's disking of the standard "High On A Windy Hill" benefited from the Britisher's canoe visit.

Montreal Memos:

- London's Records' Josh White doing big business at Ruby Foo's on the Strip. White, his Hey Day and his Brothers, along with Mary Lou, held over once again at the Diana. This town's premier rustic bistro will close for remodeling and enlargement later this month and reopen in May with a plush country decor. . . . John Anderson (Blitz Records) bringing his show into the Masonic Auditorium on the heels of his click discoing "Lord Alexander's Reel." Ad raise indicates that the show will top record-breaking figures that the Andrews' group established for the Masonry in February. . . . Smiling Eddie Mehler leaving on the Red Line from his Southern publishing firm on a quick road trip pushing Nat "King" Cole's Capitol record of "Can't I?" and Karen Chandler's Coral platter of "I've Love To Fall Asleep." . . . Phil Rose, Sales Manager of Canadian Coral, week-ended in Plattsburg, N. Y., with Clyde Bay of Moon BM of Canada. Seems that the Plattsburg station is going strong Canadian Listing . . . A new Canadian indie disc firm, Rodeo Records, getting underway. This new Montreal firm has signed Earl Mitton and his group (Radio Station CKCQ, Moncton, N. B.) for their first release list. . . . George Faith had his contract picked up and was given a new two-year contract. George's latest record of "Bamboozle" and "The Letter" beginning to catch on in the Maritime Provinces. . . . Radio folks still talking about the great backing job that Al McVey and his orchestra gave the hefty list of acts that was the floor show at the recent broadcasters' association annual banquet at the Montreal Royal Hotel. . . . RCA Victor's Recording Manager, Hugh Joseph, seems to have picked another winner for his company in Fernand Thibault. Hugh has been responsible for launching several recording stars who have broken into the international field, such as Hank Snow, Wilt Carter (Montana Slim in the U. S. A.), Lena Pine and Betty Cody and Dick Todd. . . . George Taylor predicting that Thibault will come through internationally for Victor. . . . Jim Magill's Northern Ramblers now released in England on an LP by U.K. Decca label, Canadian group cut their original square dances for London Records, whose Manzer, Fraser Jamieson, fed the masters to their parent in England to satisfy English demand for Canadian square dance material, which followed the recent Royal Tour of Canada.

Atlantic City:

- Mennie Shulman of Radio Station VOOC, Saint John's Newfoundland reports that the Hilly/James Jewells' Blitzor record of "I Love My Robot" still a top request as is Dee Williams' and the Border Riders' platter of "Roses Are Blooming." That's Old Chico, Neil's and the Quality label. Dee and Chico Wve, WVWA, Wheeling, West Virginia, and their annual Maritime tours, have been top favorites all through the Maritime Provinces. . . . Songwriter Radio Reader, New York, seems to have another tune break- ing for a hit. This time it's his song "If I Ever Get Rich, Mom," thanks to Hal Shapira and Good Times, and label labels are still clipping in on why some wide awake A & R men doesn't latch on to the Armande Chair which has been a network favorite so these many years? . . . Halfax fans report that West End's Cisco Hugill was back in Nashville with "Grand Ole Opry" will be playing dates in Upper Canada the last of this month.

West Coast Round-Up:

- Stu Hooker, sax top dog at CKXL, Calgary, has a sleeper in his Arakoda platter of his own tune "In Daddy's Footsteps." Song has been building and is now expected to break in the U. S. . . . Freddie Lang, folk fiddle champ, joining forthcoming Wilf Carter (Victor Records) tour in Central Canada. Intends to remain on the West Coast when the jaunt ends to again record for Victor. . . . Jimmy Morris of CKXW, New Westminster, B.C. recently "sung" Stg. Dobbin's "The War Song of the Redcoats" (Quinte label). Vic Siebert starts a 25-week series of coast-to-coast Saturday night shows for the CBC on May 2nd.

LONDON, ENGLAND — Mary Small who just finished an engagement at London's Palladium is given a high flying greeting by Johnnie Ray who followed her as the starring attraction. Both artists were received with outstanding enthusiasm by the London audiences.

Goodman-Armstrong Tour Debuts In New Haven On April 12

- NEW YORK — The Benny Goodman-Louis Armstrong tour debuts in New Haven, Connecticut on April 12. It will pay New York's Carnegie Hall on April 17 and then works its way out to the west coast.

Goodman's participation in the tour, inspired by the success of his recent albums, has reunited for the first time in many years his celebrated swing aggregation of the mid-thirties. Such jazz stalwarts as pianist Teddy Wilson, drummer Gene Krupa, trumpeter Ziggy Elman and saxist Georgie Auld will be joined by a new generation of top soloists, with vocalist Helen Ward in a forty city jaunt.

Louis Jordan, the jazz trumpeter par excellence, will be joined by James (Trummy) Young, Cozy Cole, Arvell Shaw, Barney Bigard and Joe Bushkin.

Gleason Disks Issued Singly

- HOLLYWOOD, CALIF. — Capitol Records Inc., this past week announced the release in singles of the increasingly popular Jackie Gleason album "Music For Lovers." The primary cause for this release is the demand on the part of music operators for these records. Cognizant of the constantly growing music op trade Capitol made the album available on both 45 and 78 rpm.

Request Names New Distsribs

NEW YORK — Request Records has just signed an agreement giving Gimbel Brothers, Inc. Baltimore distribution for the District of Columbia, Maryland, Virginia and part of Delaware. At the same time contracts were exchanged with Gordon V. Thompson in Toronto covering distribution and pressing agreements for Canada. Request has been forced to postpone their new release of two more instrumental recordings of "Tyrolan Tango" and "Caramba La Samba" for about two weeks, since the sales of "Typewriter Concerto," "Gypsy Blues," "Washington Waltz" and "The Bumble Bee At Carnegie" have been building steadily.

"It's What's IN THE CASH BOX That Counts!"
MUSIC OPS FEATURE MORE FOREIGN DISKS

Greater Selectivity of New Phonos Makes Possible Increased Use of Foreign Disks. Biggest Problem Is Still Obtaining 45’s, Ops Claim

CHICAGO—Ever since the series of articles which appeared in The Cash Box, suggesting that juke box operators program foreign disks because of the greater number of selections they were enjoying on the new phonos, reports have continued to arrive acclaiming this publication for its suggestion re: foreign recordings.

Complaints are still arriving regarding the fact that 45’s in foreign disks are difficult to obtain.

This, ops claim, is holding them back from increasing the number of foreign disks they would use.

In the city of Chicago there has been a sudden surge to Croatian as well as to Serbian tunes. “These are absolutely unobtainable on 45 rpm,” juke box ops claim.

At the same time, they report, it is practically impossible to use anything but the new phonos for correctly programming foreign disks because, in the new juke boxes, they have the title space whereas, in the older machines, they just haven’t the room to make a feature of the foreign disks.

The older phonos would be able to feature the 78’s, but, ops report, they would then be faced with loss of space for their regular pop and standard disks.

“Frankly,” as one operator here stated, “I’m using Swedish, German and also Latin American and Polish records. But,” he claims, “I have my hands full trying to get 45’s.”

As the trade knows the late model automatic phonos of the various manufacturers today range anywhere from 80 to 120 selections. AMI features 80 selections; Seeburg features 100 selections; Evans features 100 selections; Wurlitzer features 104 selections; Rock-Ola features 120 selections.

Correctly programming anywhere from 40 to 60 records, playing both side 1 & 2 of 80 to 120 selections, is quite a problem, ops claim.

“Therefore,” as one operator here said, “when The Cash Box’ suggested foreign records we investigated and we found that many of our locations would appreciate these.

“The fact remains,” he concludes, “that we have jumped collections on the locations where we placed foreign recordings.

“But now,” he concludes, “they are asking for various times and when we go to get them we find that they are practically unobtainable on 45 rpm.”

Most outstanding factor in the foreign disk field is that the locations want “authentic” foreign recordings. They don’t want the “pop” style disks made by modern foreign artists. This, too, creates somewhat of a problem, as have even record distribs here advised.

Readers of the foreign press know about these new foreign recordings from their home lands. They, in turn, ask the location owners to have them placed in the juke boxes. The operators try their best to follow through on these requests and, many times, simply run into a stone wall.

Furthermore, some ops report, they are, many times, sold foreign disks by distribs with the statement, “These are authentic.”

When they bring these to the location they are not only refused, but the operators (who, in most cases, do not know the language) are laughed at and told that the disks are “not at all authentic.”

The problems are many, music ops claim, but because they have found that their greater selective modern phonos have room to program the foreign disks and that, furthermore, the foreign disks are bringing in good returns, they are continuing doggedly ahead in the hopes that the record manufacturers will soon solve the problems.

In all fairness to the distribs, they are working hard to get these problems solved. Some are already setting up specialists in the field to work closely with the juke box ops so that the operators will have a better understanding of the disks as well as what “authentic” really means.

The hopes are that, very soon, the problem will resolve itself down to just catalogs and that the juke box ops will be able to get all the 45’s they request in the foreign disk field.

“It’s What’s in THE CASH BOX That Counts”
NEW YORK:

Seems the most talked about subject in r & b these days is the answer to the "hit" W to be first and what will be next? Have touched upon this so much in this column that we hesitate to delve any further, but the "answer" movement has gathered momentum and now publishers of the originals have become so concerned that several law suits are in the works. . . . Atlantic Records releases five new disks this week and distributor reaction to Enice Davis' "Go To Work Pretty Daddy" and "Let's Meet On 123rd Street" indicate another hit. Eniee is a new gal on the Atlantic label. . . . Johnny Hodges passes up several offers to take his aggregation to Europe. The tooter has had offers from three separate interests, each wanting him for a different part of the continent. His disks have made him a big name with European jazz fans. Hodges feels that his big job is to firmly establish his crew at home. With solid bookings that will take him around the nation a couple of times before next year, Johnny says his goal will be accomplished by that time, and then maybe off to the continent. . . . Ink Spot hassle still stalling. Attempt by Gale to obtain a temporary injunction against Charles Faqua's group was denied and both groups are now free to continue their battles.

Ben Webster

The gorgeous Lena (Horne, that is) opened this past week at the Chez Paree after an absence of 3 years. Last time we saw Lena was at the Fairmount San Francisco. She packed 'em in night after night. . . . Another Cash Box SCOOP: Weaks back this publication advised the industry of the trend of answering one disk with another. Now others seems to have awakened—all of a sudden. . . . "Bear Cat" by Butch Thomas, Jr., on the Sun label, starts off hot. . . . Willie Mae Thornton's Peacock disc "Hound Dog" going and going. . . . Bobby Prince heads for Louisville after Flamingo Club. Detroit's Alton Haddon's new Chesser, "I'm Mad" b/w "Night Latch," sold 30,000 copies the first week, according to Paul Chess. Tried to keep this now one quiet. So they could all fund their distributors' advance orders. But as soon as word leaked that "the new Mabon disk" was re-released orders just started to pour in. Consequently, Len Chess forced to rush to Buster Williams' pressing plant in Memphis, to personally supervise the pressing and help ship the orders. While in Memphis, Len also shipped Little Walter's "Off The Wall." Leon's like Little Walter has his third hit in as many releases. . . . Maurice Rocco the 88's at Chicago's Hitter for one week's stay as part of Rosemary's stage show. . . . Blue Note packed as avid fans congregate night after night to listen to Stan Kenton. . . . Buddy Morrow spinning round to prolifer spinnings with his latest for Victor. "Train, Train, Train." . . . Josephine Premice, Brooklyn's Haitian thro. who chants tunes with that Latin tempo, opens at Rush St.'s Black Orchid. Her first appearance here. Formerly toured with Josh White. And Mercury's Lola Ameche also in this Black Orchid show. . . . Harry Belafonte clogged big at this spot. "Blue Angel," another of Rush St.'s flourishing intimate nite spots, has extended Jimmy Payne's Afro-Cuban "Caygona Carnival" to 6 nights per week. . . . Seems like Chicago going big for the intimate style club featuring top name performers. . . . Derick just signed up another Lew Douglas find, vocalist Bea Gardner.

Los Angeles:

Big hoopla at the Pasadena Civic for Duke Ellington turns up as one of the highlights of the season. Drummer Louis Ballon joins the Duke for this set. Nice to sit back and watch the strides young Bob Weinstock of Prestige Records has made in so short a time. . . . Earl Bostic and his gang just closed at the Tiffany Club. . . . Hunter Hancock's Amateur shindig ever at the Club Alabam have turned up some mighty fine talent. . . . Lou Sowa joins John Dolphin's Recorded in Hollywood label as national sales manager. . . . Big hassel re who owns the publishing rights to "Hound Dog." . . . Irv Shorten's Allied Music Sales firm doing a whale of a job with those precious Savoy LP jazz sides. Wax features some of the finest men in the biz. . . . Little Willie Llightnin' of "Loving" making a ton of noise in town. . . . How come Art Sheridan left sunny Los Angeles sooo fast. We had unprinted phone calls from guys who wanted to see ya' Art. . . . Lee Magid, Savoy Records A & R chief decided to visit Los Angeles on a talent hunt. . . . And Bobby Shad, who made it a quickie in the past, is in L.A. not so long ago. One of the greatest pieces of wax we've had the pleasure of hearing in many a moon turns up as a 16" called 'The Honey Jump' by Oscar McLellie on Modern Records. Firm released the disk only a short week ago, and already they've been swamped with orders to the tune of more than 30,000. . . . Rejection from all distributors is unanimous— we learn—it's another "Honeydripper."

"It's What's in the Cash Box That Counts"

Jubilee Signs "Star Time" Youngster

NEW YORK—Andrew Wideman, 12 year old pina-blue singer featured on "Star Time" NBC-TV's top kid variety show, is all smiles as he watches Jerry Blaine, President of Jubilee Records sign him to a long-term recording contract on the Indie Label. Looking over young Wideman's shoulder is George Scheck, the "Star Time" TV producer who discovered Wideman and set up the disc deal. The singers first sides will be released April 19th.

Buddy Morrow

The Original Version of...

A Brace of Hits!

Fats Domino

"HARD TRIPS IN NEW ORLEANS"

"GOING TO THE RIVER"

Smiley Lewis

"BIG MAMOU"

"PLAYBILL"

Imperial Records

Willie Mae

(THE "MAMO"")

Thornton

Walter Records, Inc.

4104 Fourth

Nashville, Tenn.

Willie Mae: Series of Releases

Beware Of Imitations

Follow The Leader For Good Results

The Original Version of...

"Round The Nightmare"

Peacock 1612

Destined To Be Your

Best R & B Seller By...

EARL BOSTIC

The Original Version of...
Modern Acquires Class Records Hit

LOS ANGELES, CALIF. — Saul Bhari, president of Modern Records this city, jumped on the hit bandwagon via a disk release that reportedly has many of the nation’s distributors hierarchally begging for records.

Cause of the flurry is an etching tagged "The Honey Jump." Originally recorded on Class Records by the Oscar McLolli disk and released via veteran disk man Leon Re, Modern acquired the sides and is handling them through their distribution channels. Modern paid Re $5,000 for the masters and signed the McLolli group to an exclusive recording contract.

Comment in the trade is that not since "The Honeydripper" on Exclusive Records some years back has there been a recording alas the current McLolli disk. The Modern platterty has already increased its production capacity for this record, and has estimated 25,000 backlog in orders.

Rama Inks Artists

NEW YORK — George Goldner, A & R head of Tico Records Inc., has signed new artists for his rhythm and blues label, Rama Records. The groups were signed after they won in the finals of the Apollo Theatre’s amateur show. The groups first release is "Seven Lonely Days" and "No Help Wanted."

Strong on All Lists!

"MY KIND OF WOMAN"
Emmett Slay Trio

"I WANNA KNOW"
Dolly Cooper

with Hal Singer Orchestra

SAVOY RECORD CORP.
58 Market St., Newark N. J.

Hitting The Hit Charts!

ONE ROOM COUNTRY SHACK
by MERCY DEE

850B Sunset Blvd., Hollywood 46, Cal.

"It's What's in THE CASH BOX That Counts!"
**Sowa Joins R. I. H. As Sales Manager**

LOS ANGELES, CALIF. — John Dolphin, Recorded In Hollywood Records, this past week, announced the appointment of Lou Sowa as national sales manager of the firm.

Sowa formerly headed his own firm in Pittsburgh, Pa., as distributor of MGM Records and has many years experience in the field. He replaces Franklin Kort, who resigned his post this past week.

Kort announced plans shortly after his resignation, for the formation of his own recording company. Widely known among record distributors throughout the nation, Kort enters the disc biz on his own with a varied selection of masters acquired through the years. Disclosure of the firm name and schedule for first releases are to be made shortly.

**PRESTIGE RECORD CO.**

446 W. 50th St. • Cl 6-8487 • N.Y.

**HOT R & B SELLERS**

1. KING PLEASURE - Red Top - 821
2. ANNE BOSS - Farmer's Market - 899
3. JOE CARROLL - I Was In The Mood - 829
4. ANNE ROSS - Twisted - 794
5. MILES DAVIS - Paper Moon - 817
6. MILT JACKSON - La Ronde - 828
7. EDDIE DAVIS - Squatin' - 866
8. SONNY STIT - Jepper's Creepers - 826
9. JOE HOLLIDAY - Who's Doin' What - 815
10. JAMES MOODY - Stardust - 841

**WASSELL GRAY** - Bright Boy - 840

12. THELEMONS/MONK/THOSE FOOLISH THINGS - 838

13. BILLI TAYLOR - Man With A Horn - 822

14. MILES DAVIS - Dig - 777

15. SONNY STIT - Stitt's It - 787
"DEM DAYS" (2:40) [Marvin]
"BAD LITTLE GIRL." (2:30) [Fred Fisher]
THE ORIOLES
(Jubilee 6115)

"I WANNA KNOW" (2:41)
"I'D CLIMB THE HIGHEST MOUNTAIN" (2:39)
DOLLY COOPER
(Sony 891)

"ONE ROOM COUNTRY SHACK" (2:40) [Vonnie Music]
"MY WOMAN KNOWS THE SCORE" (2:06)
MERCY DEE
(Specialty 458)

"PLEASE BELIEVE ME" (2:39) [Andrea Music]
"OH, BABY" (2:41) [Andrea Music]
DORIS BROWN (Gothen 290)

THE ORIOLES

The OrIOLES have come through with one of their best recordings. A long time. Titled, "Dem Days", the boys had the backing quick beat to work with and they make the most of it. They chant with zest as they recall the good old days and the tempo increases to wildlife proportions with a spiritual feeling. The group blends smoothly for a fascinating performance and an exciting finishing effect. The reverse plate is a change of pace. A slow ditty, "Bad Little Girl", that brings out the tender side of the OrIOLES. The vocals meet in a rich blend as they colorfully paint a pretty picture. The Buddy Lucas ork backs the group in top flight fashion on both sides.

DOLLY COOPER

Dolly Cooper belts a fast moving novelty, "I Wanna Know", with a singing reading that really sells this tune. When she's in a tempo you can feel the anger. When she melts a bit and shades her inflections, her passions come through. She sings the lusty lyrics demanding to know where her boy friend goes and what he does. A side filled with fire and the bitteress of a woman scorned. This end has pace, left handling, and a story that your customers will want to hear. The under lid, "I'd Climb The Highest Mountain", is an emotional treatment of the tender oldie. Miss Cooper is aided by the potus chorus chanting of The Four Buddies and the resulting disk is a good one.

DOUG TAHAN

A "DIPPER PIN" (2:39) [Rockland Music]. That showman of the tenor sax gives a solid interpretive reading of a quick beat item. Guitar, piano, drums and bass support the master.

"AS I LIVE AND BOP" (2:41) [Rockland Music]. Another fast moving soul jazz piece showcases the Getz sax. The initiates will go for this deck.

JIMMY & WALTER
(Sue 160)

"BEFORE LONG" (2:37) [Delta Music]. This duo dishes up an exciting slow blues in top-flight manner. Vocalist half of the team is in good voice as he emotes with tenderness and warmth. Guitarist is haunting and adds much color to the dish. A very effective etching and one that could break out.

"EASY" (2:55) [Delta Music]. Flip is an instrumental slow blues item with a pretty melody. An ok disk that makes pleasurable listening.

THE FIVE KEYS
(Aladdin 3715)

"MAMA, YOUR DAUGHTER TOLD A LIE ON ME" (2:39) [Aladdin Music]. Another answer to one of the top tunes in the R & B field. The boys chant engagingly with the lead employing a gismick or two in its vocal. Rendition is a bit wild and the boys blend well for an exciting disk.

"THERE OUGHT TO BE A LAW" (2:41) [Shapiro-stein]. This then portion is a decided change of pace. A slow romantic bal-lad handled with a soft feeling. The boys handle this type of material best.

WYNONIE HARRIS
(King 4620)

"MAMA, YOUR DAUGHTER'S DONE LIE ON ME" (2:17) [Lois]. Answer to "Mama" which is different from the above reviewed version. The gruff voiced Wynonie treats the tune to a potent reading.

"I'M NOT THAT GOOD" (2:25) [Lois]. A quick tempo novelty that allows the mind to wander sig-gestively. There's a chuckle as Harris tells of how he likes to play games with her.

LITTLE ESTHER
(Federal 12116)

"HOUND DOG" (2:23) [Valle]. Little Esther's version of the nation's number two tune is a solid and exciting treatment that could cut itself a piece of pie in areas not already covered. Guitar gets a big play on this etching and does itself proud.

"LITTLE LIPS" (2:28) [Jay & Carl]. Flip is a change of pace item for the gal. Little Esther chants a tender and romantic ballad with warmth.

PAULA WATSON
(MGM 11466)

"I LOVE TO RIDE" (2:45) Paula Watson gives it everything and a bit with a fast beat rhythm item that has potential. Miss Watson injects life and fire into the etching for a fine side. A good one for the boxes.

"PUT A LITTLE BUG IN MY EAR" (2:37). The under portion is a subdued ditty that seems more fitted for the pop field. A quick beat love item with cute lyrics.

LEM JOHNSON
(MGM 11467)

"I GOT A LETTER" (2:37) Lem Johnson sings a slow blues with a romantic story. Chanters works with an easy approach and is backed solidly, with sax standout.

"YOU'LL NEVER KNOW" (2:50) [Bregman Veece Corp]. The lead side is given a pop treatment by the thrush. Handled smoothly and softly.

ILLINOIS JACQUET
(Mercury 89036)

"WHAT'S THE RIFF?" (2:52) [Tuxedo] Illinois Jacquet treats his fans to a quick beat wildie that should satisfy the most exacting. Jacquet's saxing is exciting and top drawer. Orking stays in the background and some interesting sounds from the organ.

BLUES IN THE NIGHT" (2:55) [Remick]. The slow beat standard, an early jazz classic, is the material and Illinois makes lovely sounds. The sax star is a treat to the ear and the disk is solid.

BUDDY JOHNSON
(Mercury 70116)

"HITTIN' ON ME" (3:00) [Sophisti-cates]. Buddy Johnson and his ork etch a pulsating slow tempo ditty with good effect. The orking is standart with a more than adequate vocal by Ella Johnson. Thrush sings infectious lines in which she emphatically chante she don't want a man who is hitting' on her and "the last man who hit her is dead since 43", Cute and should get reams of play.

"ECSTASY" (2:55) [Sophisti-cate]. Nelson Lewis does the vocal on the lower deck. The singer has that "Eckstine" sound and his treatment of the slow dramatic item is tender and smooth. A good bet for the pop market.

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THE CASH BOX

RHYTHM

BLUES

TOP TEN

1
HOUND DOG
Willie Mae Thornton
(Peacock 1612)

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

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

4
CRAWLIN'
The Clovers
(Atlantic 989)

5
BABY, DON'T DO IT
The "5" Royales
(Apollo 443)

6
DAUGHTER, (THAT'S YOUR RED WAGON)
Swinging Saxari
(United 115)

7
RED TOP
King Pleasure
(Prestige 821)

8
BEAR CAT
Rufus Thomas
(Sun 181)

9
WOKE UP THIS MORNING
B. B. King
(R. P. M. 380)

10
SHIRLEY, COME BACK TO ME
Shirley & Lee
(Aladdin 3173)

Brad Phillips To Hold First Record Hop

NEW YORK — Brad Phillips, one of New York's leading DJs who broadcast over radio station WINS, has set the date for his first "Record Hop" to be held at Our Lady of Grace Church Hall in Howard Beach, Queens, on Friday, April 17th.

Brad is trying to make a weekly affair out of these dances. He will operate out of hospitals, civic organizations and religious centers in all the five boroughs and Long Island on a non-profit level with all the proceeds from admission charges going to the respective organizations where the dances are held.

Kings County Hospital, Veteran's groups and many others who heard of Brad's idea responded with an eagerness to cooperate.

The disk jockey is counting on all the fans who listen to his "Singin' Battle Royal" to help make this as successful as his "Aquasounds" Night and "Smartly Pants" ventures which he held in the past.

"I don't know if New York has ever had a "Record Hop," says Brad, "but I sincerely hope that with the help of the wonderful people who make and buy records we may establish a pastime for something enjoyable and worthwhile at the same time."

Dave Greenman Promoted
At Times-Columbia

NEW YORK — David Greenman has been promoted to the sales department of Times-Columbia, the Columbia Recording distrib in New York. He will handle sales in the Queens and Brooklyn areas.

Greenman was formerly in sales promotion for Times-Columbia at which post he developed a great many friends in the record business through his direct and sincere approach. This sales move will undoubtedly round out his record knowledge for bigger potentials in the future.

Capitol Parties Garry Wells

CHICAGO — Cocktail party given by Capitol Records for their new vocalist, Garry Wells, at the Driftwood Restaurant, brought out several of Carly's top recording artists. These included Les Paul and Mary Ford, Stan Kenton, Ray Anthony and Nelson Riddle.

Among the disc jockeys present were Jim Lounsbury, WJJD; Bob Porter, WIND, Jim Lowe, WMAQ; Topper, WCFL; Mark Rogers, WJAK; Bill Wells, WWBM; Dick Courtney, WMAQ; Sazie Dowell, WGN; Bob Drews, WAAF; Jay Smith and Al O'Brien of WOPA.

Other guests included Fran Allin-son, Archie Levington, Peggy Taylor and Eddie Ballantine of the famed Breakfast Club.

At the conclusion of the affair, most of the guests went to the Aragon Ballroom to listen to the music of Ray Anthony.

Ruth Brown's "Mama" Brings Flood of Answers

NEW YORK, N. Y.—A rarity in the current succession of hit disks that underscored a new "find" with each release that catches the fancy of the rhythm and blues public, is the established star who maintains his or her hold on the buying and listening disk fans. There are several such standbys, but none with the shattering effect of Ruth Brown, Atlantic Records Queen, whose every release zooms to the top of the heap with lightening speed.

Miss Brown has sold an aggregate of several million records in the years she has been with Atlantic and, in this era of the fickle fan, this deed is a remarkable accomplishment. For two solid months the thrust has been astride the rhythm and blues Cash Box "Hot" charts with "Mama, He Treats Your Daughter Mean." An immediate sensation, the disk rose to the number one spot with the reaction of mercury to heat. It was an inevitable success. Given material, Ruth Brown can depend upon to inject every modicum of appeal, excitement, tenderness, sadness, fire and color demanded by the tune.

The irrepressible chantress was endowed with a vivid and sparkling personality that transcends the words. When the mood is tender, she is carousingly soft; when anger is called for, she is acrimonious, sassy and vitriolic; and when sex is called for, she is sultry, burning and tory.

In "Mama," the chantress sings a rhythmic quick beat in which she employs all her vocal magic with devastating impact.

In line with the inclination of R&B singers to jump on a "hit" etching, it was simply a matter of time before the "answers" began to flood the market.

Known answers at this writing include "Daughter, That's Your Red Wagon," by Gloria Irving on States Records; "Mama, Your Daughter's Done Lied On Me" by Wynonie Harris on King; "Papa" by Scat Man Crothers on Recorded In Hollywood; "Papa" by Bennie Brown on Gotham; and "Mama, Your Daughter Told A Lie On Me" by The Five Keys on Aladdin.

A unusual twist is the listing of a different publisher by each of these companies. Most of the answering initials feel that the slight changes in the lyrics and treatment makes their version an original. This question, must of necessity be determined, and according to Charles Lang, general manager of Fisher Music, publisher of "Mama," the matter has been turned over to Jack Pearl, attorney, for adjudication. All record companies and publishers involved have been notified and an accounting demanded.

The number has already spread into the pop field, with RCA Victor reissuing its version via Tamara Ham and The Rambler; and Decca via the Carpenter and His Orchestra.

Joe Martin Leaves RIAA

NEW YORK—Joe Martin has left his promotion post at the Record Industry Association of America. Martin had been hired for the Hartford Music Festival promotion which was sponsored by the RIAA and he remained with the organization until the present time because there was an excess of funds which had been appropriated for the event. From now on the RIAA will hire promotion men only for specific occasions.

Martin has not yet announced his future plans.

Another Great Spiritual

"IN SECRET PRAYER"
by
THE TRENTON SINGERS
Republic #7032

Republic Recording Co.
Nashville, Tenn.

BIGGEST SELLING MAMBO LINE IN THE COUNTRY
TICO RECORDS PRESENTS THE WORLD'S GREATEST LATIN SWING PIANIST JOE Loco and his QUINTET FROM THE JOE FERRER PIC "MOULIN ROUGE"

"THE SONG FROM MOULIN ROUGE" (WHERE IS YOUR HEART)
and
"CAN CAN MAMBO" (CAN CAN MUSIC FROM GAITE PARISIENNE)
TICO # 10-176

THE CASH BOX RECORDING CO.
143 W. 41st St., N. Y. (LA 4-0457)

"It's What's in THE CASH BOX That Counts!"
Al Saber Song Star of First “Master” Disk

CHICAGO—Newest label here is “Master,” intro’d to the field by Marvin Enterprises, headed by Marvin Krenenberg of the housey clan, and presents Al Saber, one of best liked vocalists here as its first song star. Al Saber is featured with David Le-Winter’s Pump Room ork. In addition to thumping the bass, he is noted for his vocalizing in this top spot.

The topside of the first “Master” disk is “Love Me, Love Me.” An adaptation of “La Espagnola” with new lyrics by Bill Walker. Tune is being published by Brandom Music here. Flipover is the oldie, “What Is There To Say,” and is very well sung by Al Saber.

This first disk features David Le-Winter’s Pump Room ork. It’s already receiving raves of many deejays and juke box ops here.

Tony LoFrano and Vince Mieko, who are both members of the LeWinter crew, are guiding sales of the new firm.

Al Saber’s vocalizing of both tunes, according to music men here, is sure to win plenty of followers about the nation. The firm is now enthusiastically starting its exploitation program to get the “Master” label on the way to top recognition.

The Original Hit! "MEXICAN JOE" JIM REEVEs on ABBOTT #116 ABBOTT RECORD CO. 1653 N. Argyle Avenue Hollywood 28, Calif.

"SCREWBALL" flip side "LAST NIGHT ON THE BACK PORCH"?

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

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Individual’s Name

“Screwball” flip side "Last Night on the Back Porch"

Success Story: "Mexican Joe" Sparks Diskery To Big Time

DALLAS, TEXAS — The young president of a young record company was in town this week with a big story about a big hit record.

The man is Pablor Robinson, president of Abbott Records. His big hit is a tune called "Mexican Joe" recorded by a fellow named Jim Reeves.

This is Robinson’s second release since he went on his own. The first was a tune called "What Were You Doing Last Night" backed up by "Wagon Load of Love" and sung by the same Jim Reeves. This tune didn’t do much.

Then Robinson ran into a tune called "Mexican Joe." Overnight he was able to get distributors all over the nation and sales on the number are skyrocketing. Predictions are that it will be the top tune in the country before long.

Robinson got his start as a Hollywood sound man; later he had his Abbott label distributed in conjunction with the well established distributors of Four Star.

He went out on his own, met Jim Reeves who was a disk jockey in Henderson, Texas and now he is all set with a hit record and an up and coming artist.

Pablor Robinson’s future career will be interesting to watch as well as the progress of "Mexican Joe."

Pubbery Expands

NEW YORK, N. Y. — The music publishing firm of Raymor-McCollister, well known in Wichita, Kansas is expanding its operations. Dorothy Miller, wife of the Disc-Jockey, Dave Miller will be in charge of all the activities for the firm in New York. Mrs. Miller is well known to the music business and she will handle the record and music promotion for the firm on the east coast. The firm has an extensive BMI catalogue. The companies affiliated with BMI are Raymor-McCollister, Music Publishers, Top O’ The World Music Publishers, Star Songs Music Publishers, and Raymor Record Company.

Pee Wee King To Receive Gold Record For "Slow Poke"

NEW YORK — RCA Victor reports this week that Pee Wee King will soon be given a gold record. The award is for his recording of "Slow Poke" which tabulations show has just passed the million mark. Pee Wee not only recorded the tune but was also co-author of it. The gold record award will be the first that Pee Wee has ever received.

Meeting Dates Of Music Operators’ Associations

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.

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

15—New York State Operators’ Guild Place: Palantine Hotel, Newburgh, N. Y.

19—Kansas Music Association Place: Lamar Hotel, Salina, Kansas.

20—Westchester Operators’ Guild Place: American Legion Hall, White Plains, N. Y.

27—Central States Music Guild, Inc. Place: 805 Main Street, Peoria, Ill.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Composer Wilson Takes Post With Knoxville Recording Firm

KNOXVILLE, TENN.—Floyd F. Wilson, has been signed as a music writer and talent scout by Valley Publishers, Inc., Knoxville's new music recording and publishing firm.

Wilson is the composer of several folk songs now on record by other companies. He is being featured by Jimmy Wakely and the Old Hickory Singers on coast-to-coast radio networks. Wilson, declined an offer by a New York firm before signing with Valley Publishers.

Eight new tunes written by East Tennesseans and recorded by Valley go on sale this week. Tunes are “We Named All The Stars” and “Shoot Again Mr. Cupid” by Joe Stuart; “Blue Memories” and “In The Valley By The Mountains” by Archie Campbell; “Gals Below The Mason-Dixon Line” and “You’re Just A Hony-Tonk Angel” by Lonnie Smith and “Just Be Sure” and “You Cheated Your Way Into My Heart” by Smokey White.

The Valley library now includes some 40 songs. Future releases will be on 45 as well as 78 rpm records.

American Legion Contest Judged by Disk Jockey

WASHINGTON, D. C.—The Washington high school student who represented the D. C. Department of the American Legion in the patriotic organization’s national oratorical contest was “some punkins.”

One of the judges in the elimination to select a Washington contestant was WWDC personality Fred Fiske who is usually heard on the air conducting hill-billy shows or as a commercial “pitchman” for various direct selling products in the Washington area.

Fiske, however, didn’t see anything incongruous in an orator with a hard driving hillbilly twang.

“If the winner is handled right, he’ll probably wind-up in Congress,” Fiske maintains.

The D. C. American Legion Oratorical Contest was held Friday, March 27th, at the Department of Commerce Auditorium.

Folk Stars

NASHVILLE, TENN.—Eddie Hill (left) is pictured with Eddy Arnold (center) and Webb Pierce as the folk stars appeared on the Eddie Hill show over WSM in Nashville.

Second “Hit Tune Party” To Be Held April 11

CLEVELAND, O.—The second Hit Tune Party sponsored by the Cleveland Phonograph Merchants’ Association and the Cleveland Press will be held on Saturday, April 11, 2:4 P.M., at the Cleveland Music Hall. Plans are under way to beam it to the entire Northwestern Ohio area via television. This is the first time that television will enable all to enjoy the unique promotion.

April’s Hit Tune Party breaks tradition in a second way too. So that as many teen-agers as possible can attend this affair, it will be held on a Saturday afternoon. Thus a record breaking crowd of about 5000 is expected.

Once again ten unreleased records will be spun from a juke box, stage center, and the teen-agers will applaud their favorite tune. This will be named “Hit Tune” for May. Leading recording artists will take the stage to perform and prizes will be awarded.

“SEVEN LONELY DAYS”

b/w

“OUT OF REACH”

King 1192

America's Newest Singing Sensation — Acclaimed Overnight

“SCRAP OF PAPER”

b/w

“DANCIN’ WITH SOMEONE”

King 1213

DISTRIBUTED BY

“Operators With Machines That Play Both Sides — Cleaning Up With These 4 Hits!”

King RECORDS INC.

1415 North High Street
Columbus 1, Ohio

“It’s What’s in THE CASH BOX That Counts”
BONNIE LOU
(King 12113)

"NAG, NAG, NAG" (2:44) [Les] Jimmie Osbourne warbles a spirited exit in which a very musical caller is given humorous detail. Strings support the catchy line manner.

"I'M SCARED TO GO HOME" (2:27) [Les] Osbourne has another quick beat novelty on the flip-end. He forgot his anniversary, spent his money in hokey toms and is afraid to go home.

TEXAS BILL STRENGTH
(Coral 64152)

"IF I DON'T COMPLAIN" [Ernest Tubb Music] Texas Bill Strength is lonely and blue as he has lost his job. Strength chants the romantic slow beat with a feeling of sadness.

"RAIN OR SHINE" (2:51) [Ernest Tubb Music] The lower lid is a middle tempo lilt chant with beat by Texas Bill. The chant performs smoothly and pleasingly as he tells of the train taking him back to his girl.

HAL "LONE" PINE AND BETTY CODY
(RCA Victor 20-5263)

"I'M TALKIN', START WALKIN'" (2:38) [Bill & Range] Hal and Betty chant a nasal coun-try beat with a cute and light approach. Hal promises all kinds of inducements to get Betty to come home. The Mountaineers back the duo in fine style. Interesting note is the injection of drums in the beats in spots. Simple but effective.

"JEALOUS LOVE" (2:30) [Tri-phon Publications] The lower lid is a romantic middle tempo with Betty handling the lead. A moving etching with a potent vocal job by the pair.

BILLY MONROE
(Decca 28608)

"YOU'RE DRIFTING AWAY" (2:31) [Bill Monroe Music] Bill Monroe sings a middle beat religious item in strirign yet soft fashion. Sub-dueed strings support Monroe.

HANK SNOW
(RCA Victor 20-5249)

"IN DADDY'S FOOTSTEPS" (2:47) [Empire Music] Hank Snow dishes up a semi-religious slow tempo tune that has the earmarks of a hit. Hank's velvety voice etches an emotion packed item in tender fashion. The Rainbow Ramblers back the artist in top-flight fashion.

SMILEY WILSON
(Reed 2701)

"I'VE FOUND MY OWN" (2:41) [Batt Music] Smiley Wilson and Kitty Carson blend a set dance tune that they chant a tender slow beat with soul lyrics.

"BARBYNADY BLUES" (2:38) [Batt Music] Flip is a middle beat swing, a lively vocal reading by Wilson. Treatment is r & b flavor and etching is a musical pick-me-up.

WESLEY TUTTLE
(Capitol 2408)

"FILL THE CUP TO OVER-FLOWING" (2:21) [Bregman Vocco and Conn] Wesley Tuttle spins a romantically gay ditty of boundless middle tempo. Tuttle's familiar yodel and his manner of presentation makes this a top-flight disk.

"I'VE GOT A ROUND TRIP TICKET" (2:28) [Riverside Music] Under portion is a rhythm quick beat story of the country boy going to town. The warblers polished chanting is supplemented with a chorus and strings. A good disk and one that excites.

"NO HOLE" (2:21) [Aranfl-Rose]

"LEAVE THAT LIAR ALONE" (2:04)

THE CARLISLES
(Mercury 70109)

The Carlisles bid fair to continue the success they attained with "No Help Wanted," presently one of the hottest folk and country tunes in the nation, with their latest release. The upper deck, "Knot-hole," is a quick beat novelty fetchingly belted by the accomplished crew. With play on the key line, "you can't see what I saw through the old knot-hole," the biss-cuit rides merrily along in gay manner. The Carlisles have another racing tempo ditty on the lower end titled, "Leave That Liar Alone," and they belt it with spirit. Lyrics are in the cute novelty vein and the group goes along with an exciting and pleasurable disk. Etching has that "spiritual" feel. Both sides could go.

"YOU ALWAYS HURT THE ONE YOU LOVE" (2:38) [Leeds Music]

"MOONLIGHT AND ROSES" (2:25) [Danieh Music]

EDDY ARNOLD
(RCA Victor 20-5193)

A pair of old lovelies etched by the master, Eddy Arnold, are taken from his current album "All Time Favorites" and released as a single. Both sides, former big hits, could be revived via this etching. The top deck, "You Always Hurt The One You Love," is the tender and warm item with powerful melody, is emotionally and expressively chanted by Arnold with a strong assist by his able guitar. The lower lid, "Moonlight and Roses," a perennial favorite, is one with a nostalgic hold on lovers of all ages is given a mellow reading by the soft and polished chords of the western artist. This is a two sided must for the box. Appeal is potent on both ends.
Little Jimmie Dickens and his Country Cousins have just completed a tour of West Coast dates for Marty Landau, West Coast promoter. Dickens did capacity business.

Roy Price and the original Drifting Cowboys, the former Hank Williams' band, recently did three dates in Missouri territory, showing to capacity houses. Price, now a clinch booking manager, is the erstwhile road manager who handled the late Hank Williams will keep this band intact and continue to feature them on his road appearances.

Chester Atkins (RCV) recently cut an album for Steve Shales in New York. Atkins also did a session with Homer & Jethro (RCV) of the WLS Breakfast Club Show.

Frankie Newton, Johnnie & Jack and the Tennessee Mountain Boys (RCV) and Kitty Wells (Decca), reports the act is set to open at the Royale Lounge, Detroit, second week in June. Group is currently touring California with Floyd Dixon and His Hitmen (Mercury), Strings Bean, Audrey Williams, and Aptyt Innman will combine talents for a matinee and evening performance at Orpheum, Sunday night, May 21st.

Don Gibson featured on WNOX's Mid-Day-Merry-Go-Round, Knoxville, Tennessee, was in Nashville recently for a session with Don Law. Other talent who did sessions in Nashville recently included Johnnie & Jack (RCV Victor), and June Carter.

Carl Smith just finished a week of dates in the Carolinas. Wells Pierce (Decca) just completed a tour of Oklahoma and New Mexico dates. Ron Marvin whose road appearances have been interrupted recently because of a foot injury is scheduled to return to road this month with first date coming up in Memphis, Tennessee!

Pee Wee King and his band are doing a string of night dates in the next slopping at the Palace Royal in South Bend, Ind. The Paldy in Sheboygan, Wis. and the Night-people Ballroom in Kaukauna, Wis. Pee Wee King and his group are to play their first date in this territory when he heads up to Green Bay, Wis. Following these dates the western band leaders will hit the Colorado territory, Denver, Pesho, and Manitos Springs. On May 27th the artist will lead his crew into the Waldorf Ballroom in Denver, Colorado, to make an advertising trip in connection with a change of channel and time for the Pee Wee King show. Pee Wee has just finished negotiations for a recording contract for Redd Stewart's brother Gene.

Ray Myers, the Armco Musician, is set for seven weeks of dates with Carl Story (Mercury) and his Rambling Mountainmen, WAYS, Charlotte, North Carolina. Ray (The Jack) Atkins, for 7 years a member of the Johnnie & Jack team is now doing a country dj show over WAYS, Charlotte, N. C. Atkins wants to hear from all his friends in the music business, and any acts stopping in Charlotte are invited to visit his show.

Tommy Jackson (Dot) and Eddie Lee, are the proud parents of an eight pound ninety-six-day boy when they have named him Michael.

Kentucky Slim, the veteran comedian and "Pork Chop Danceur" is now playing dates with Lester Lee and Earl Scruggs. Benny Martin (MGM) is also being featured with the group.

Joe Stewart (Valley) reports that Hack & Clyde Johnson and the Carolina Pile are now playing personal appearances in Carolinas and are heard over WPTF, Raleigh, N. C. Hal Stewart, CFPA, Ottawa, Ont. reports that Tommy Jackson's Dot recordings are to be pressed on Quality Label. Jackson's recordings have received very good acceptances Stewart added.

Dave Garrison, Vlary Velocity, of the newly organized Valley Publishers and Valley Records, Knoxville, Tennessee, reports that company's presy Jack Comer has spent several days in Nashville recently promoting company's first releases by Archie Campbell and Billy Edd Wheeler.

Joe Franklin, DJ WJNC, Morriston, N. C., reports that Bonnie Lou and Booker Morgan have joined with Roy Harris and his trick horse "Stardust" are scheduled to play Morganton this month.

Longo & Oscar (Decca) Join Red Foley (Decca) for a charity show in Texas, Sunday, April 15th. "Red" will host the event. In what has been called "There's Just One Love" backed with "It Takes All Kinds Of People To Make A World."

Jimmy Reeves and his Girl Friends a musical comedy team are finishing up at the Plantation Club, Nashville, Tennessee, and opening next at the Irigoinas Gardens, Louisville, Kentucky. Act consists of Miss Billie Marshall, Miss Jan Karon, Miss Shari Evans, Miss Leslie Scott. Act opens May 1st at the Town Casino, Buffalo, N. Y.

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THE TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

1. NO HELP WANTED - The Carlises (Mercury)
2. KAW-LIGA - Hank Williams (MGM)
3. YOUR CHEATIN' HEART - Hank Williams (MGM)
4. I'LL GO ON ALONE - Marty Robbins (Columbia)
5. GOIN' STEADY - Foron Young (Capitol)
6. TILL I WALTZ AGAIN WITH YOU - Tommy Seasey (Coral)
7. THAT'S ME WITHOUT YOU - The Carlises (Mercury)
8. BUMMING AROUND - T. Texas Tyler (Decca)
9. MEXICAN JOE - Jim Reeves (Abbott)
10. A FOOL SUCH AS I - Hank Snow (RCV Victor)

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BILLY "THE KID" STANLEY

WNOE—New Orleans, La.
1. Kaw-Liga (Hank Williams) (MGM)
2. No Help Wanted (Carlises) (Mercury)
3. Kaw-Liga (Hank Williams) (MGM)
4. A Fool Such As I (Hank Snow) (RCV Victor)
5. That's Me Without You (Hank Williams) (MGM)
6. Kaw-Liga (Hank Williams) (MGM)
7. The Last Waltz (Wells Pierce) (Decca)
8. Bein' That Kind Of Fool (Sonny & Cher) (Columbia)
9. Your Cheatin' Heart (Hank Williams) (MGM)
10. Let Me Know Where You Are (Hank Williams) (MGM)

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COUSIN JOHNNY

WNLW—Newark, N. J.
1. Kaw-Liga (Hank Williams) (MGM)
2. Your Cheatin' Heart (Hank Williams) (MGM)
3. Don't Let the Stars Get In Your Eyes (Steve McKinney) (MGM)
4. Going Steady (Faron Young) (Mercury)
5. Till I Waltz Again With You (Hank Williams) (MGM)
6. You Don't Have Love At All (Steve McKinney) (MGM)
7. That's Me Without You (Steve McKinney) (MGM)
8. I'll Go On Alone (Al Diehl) (MGM)
9. Secret Agent (Steve McKinney) (MGM)
10. Walking The Floor (B. Hill & E. Andrews) (Columbia)

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JOHN LEPPY

WHHM—Memphis, Tenn.
1. Your Cheatin' Heart (Hank Williams) (MGM)
2. Beneath A Noon Star In A Southern Town (Jack Webb) (MGM)
3. If I Ever Should Lose You (Healy & Graham) (MGM)
4. How Much Is That Doggie In The Window (Hank Williams) (MGM)
5. I'll Go On Alone (Al Diehl) (MGM)
6. Summertime (Steve McKinney) (MGM)
7. Last Waltz (Wells Pierce) (Decca)
8. A Fool Such As I (Hank Snow) (RCV Victor)
9. That's Me Without You (Steve McKinney) (MGM)
10. Walking The Floor (B. Hill & E. Andrews) (Columbia)

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JOE MILES

WKKD—Newberry, S. C.
1. Kaw-Liga (Hank Williams) (MGM)
2. No Help Wanted (Carlises) (Mercury)
3. Kaw-Liga (Hank Williams) (MGM)
4. A Fool Such As I (Hank Snow) (RCV Victor)
5. That's Me Without You (Steve McKinney) (MGM)
6. Kaw-Liga (Hank Williams) (MGM)
7. Your Cheatin' Heart (Hank Williams) (MGM)
8. Crying Steel Guitar Waltz (Don Edwards) (MGM)
9. I Ain't Got The Heart (Hank Williams) (MGM)
10. Walking The Floor (B. Hill & E. Andrews) (Columbia)

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SAL REZZO

WWEZ—New Orleans, La.
1. Kaw-Liga (Hank Williams) (MGM)
2. No Help Wanted (Carlises) (Mercury)
3. Kaw-Liga (Hank Williams) (MGM)
4. A Fool Such As I (Hank Snow) (RCV Victor)
5. That's Me Without You (Steve McKinney) (MGM)
6. Kaw-Liga (Hank Williams) (MGM)
7. Your Cheatin' Heart (Hank Williams) (MGM)
8. Crying Steel Guitar Waltz (Don Edwards) (MGM)
9. I Ain't Got The Heart (Hank Williams) (MGM)
10. Walking The Floor (B. Hill & E. Andrews) (Columbia)
Select-o-matic

100 SELECTIONS
AT THE PHONOGRAPH

100 SELECTIONS
ANYWHERE ON LOCATION

WORLD'S FIRST COMMERCIAL MECHANISM DESIGNED EXCLUSIVELY
FOR THE PLAYING OF 45 R.P.M. RECORDS

Select-o-matic

WORLD'S ONLY MECHANISM THAT PLAYS RECORDS IN THE VERTICAL
POSITION—NEVER DROPS A RECORD—NEVER TURNS ONE OVER
OMAHA, NEB.—In a letter from Howard N. Ellis, secretary and treasurer of the Music Guild of Nebraska, he states: "The fact of the matter is we don't take any other trade magazine but The Cash Box. . . . The Cash Box is the only publication that is doing all the fighting for the rights of the nation's juke box owners, as well as their livelihood. . . . I want you to know we as juke box operators certainly appreciate the fact that The Cash Box is fighting the McCarran Bill (McCarran Bill) openly." In a letter to the members of the Association, Ellis wrote: "You remember in the last letter I mentioned 'trade magazines.' I wish to retract that statement and say The Cash Box as they are the one who is fighting for the rights of the Juke box owners."

LONDON, ENGLAND—.22 calibre bullets, which have been rationed by law to arcade owners operating rafle ranges in this country, have now been decontrolled, and they can now be purchased in any quantity desired.

The only restriction now remaining for members of the coin machine industry here, is the embargo on imports of equipment. It is the idea of the men engaged in the coin machine business here that England's economic condition keeps improving so that equipment from the United States will be permitted to be imported.

PARIS, FRANCE—A cut of about 100% in France's imports from Western Europe and the sterling area will be made by this week-end. A government statement put out in this country, April 1, according to a front page story in The New York Times. This ruling, no doubt, will include coin operated equipment, as it is a general policy.

NEW YORK—The juke box was given a featured spot in the Milton Berle TV show on Tuesday night, March 31, when the Wurlitzer 1500 was used to spotlight the appearance of Eddie Fisher, RCA Victor recording artist. No matter what selection Berle made, out came a Fisher tune. Twist was when Fisher arose from in back of the piano to greet Berle, and sang several tunes. The conversation, many times, referred to the juke box. All in all a great publicity plug for the industry.

BERLIN, GERMANY—A perusal of the current issue of "Automaten Markt," Germany's coin machine trade magazine, indicates that the juke box is headed for great popularity. In addition to featuring the American made phonos, there are several being manufactured by the local factories. It was interesting to note, also, that these German manufacturers are turning out American-type pin tables for the first time.

Will The Public Pay 25c For Each Juke Box Tune?

No!! This is not an attempt to have juke box owners increase the cost to the public to play the records on their phonographs.

It is simply the most dramatic manner in which a most definite FACT can be presented to the nation's juke box owners.

AND THAT IS—should the ASCAP sponsored McCarran Bill (S.1106) (or the newly introduced Dirksen Bill, or any that might be introduced in the near future by any other Senators or Representatives) be voted into FEDERAL LAW—the nation's juke box owners may have to CHARGE 25c PER TUNE.

As every juke box owner in the nation realizes—THIS IS IMPOSSIBLE.

THIS WOULD ABSOLUTELY KILL THE JUKE BOX BUSINESS.

Why . . . and how . . . would this become necessary? Simply because there is absolutely nothing, no statement of any kind whatsoever, contained in the present McCarran Bill (S.1106), sponsored by ASCAP, wherein there is a LIMIT PLACED ON WHAT ASCAP CAN CHARGE AS ROYALTIES, THAT THE JUKE BOX OWNER MUST PAY THEM.

And to get some "idea" of what ASCAP would charge, all that any juke box owner has to do is check back on the Bryson-Kefauver Bill of 1952. In that bill ASCAP wanted 1¢ per side of each recording per week as royalty directly from the owners of the nation's juke boxes.

The fact that ASCAP's publishers already receive royalties indirectly from the nation's juke box owners, royalties that are directly paid to these very publishers by the record manufacturers, and the fact that the record manufacturers have placed this royalty charge on the price the juke box owner pays for the recordings he purchases, seems to mean nothing to these music publishers.

They claim that ASCAP, directly, gets nothing from the juke box owners. What they don't say is that ASCAP is their own collective collection agency for royalties to be paid to them (on some sort of a graduated scale) for their copyrighted music.

In short they want to be PAID TWICE FOR THE VERY SAME TUNE.

The ASCAP publishers want the record manufacturers to continue paying them directly, and they want the juke box owners to pay to ASCAP.

That means they will get royalties directly from the record manufacturers (actually royalties indirectly already paid them by the juke box owners because these royalties are added onto the price of each recording the juke box owner purchases) and then these same ASCAP music publishers will again get royalties for the very same tune (paid by the very same juke box owners) on their graduated scale from their collective collection agency—ASCAP.

And if that doesn't add up very easily to forcing every juke box owner to charge 25¢ per play per tune on his juke boxes to the public—then the juke box owners had better WAKE UP and WRITE TO THEIR CONGRESSMEN AND THEIR SENATORS (and get all their friends, location owners, civic leaders and everyone else they know and do business with) TO DO THE SAME.

TO CONTINUE IN BUSINESS THE NATION'S JUKE BOX OWNERS MUST STOP The McCarran Bill (S.1106) and The Dirksen Bill right where it now is—in The Committee On The Judiciary of the Senate of these United States.
Music Ops Agree On:

**REASONS FOR 10¢ PLAY**

Point To 150% Increase In Overhead Expense Plus Big Drop In Tavern Patronage

CHICAGO — In the midst of all the problems facing the juke box field, operators everywhere in the nation continue to switch to dime play, just as fast as they can gain the cooperation of others in their territories.

In almost every case music ops give as their prime reason the tremendous increases they are enduring in general overhead expense.

The average increase, according to what ops report, is better than 150% over the pre-war figures.

In addition to all this, they report, the sharp loss of business being suffered in their best locations, the taverns, has also had much to do with the desperate need for turning to dime play.

Operators claim that, when all is totaled, dime play at this time simply means the very same income they enjoyed on nickel play during the pre-war period.

They report that, to get any sort of decent return on their investment, the same sort of return they used to get during the pre-war years, they have to switch to dime play.

They also claim that if dime play will bring about even a 20% increase they are able to continue in business on the same very basis as they did during the pre-war years when photographs cost them far less than half what they cost them at this date.

In fact, they point out, almost every expense has much more than trebled. All that they can hope for is that dime play will, somehow, bring them an increase of at least 20% so that they can continue in business at this time.

Nat Cohen Introduces New Kiddie Ride

**SAM STERN**

CHICAGO, ILL. — Williams Manufacturing Company, this city, announced its newest game, “New Deluxe Baseball” game this week.

Samp Stern, vice president, stated: “Features include players that actual-ly run the bases in panoramic third dimension within the back light box. Playfield animation includes a push-button electric pitcher that throws the ball, whereas the player bats the ball for hits, outs, home runs, etc., with bases lighting up as players occupy first, second and third base.

“Deluxe Baseball” is adjustable to operate on one play for adime, three plays for a quarter; or nickel play, two for a dime and five for a quarter-play.

“The coin chute is a single entry, snug-proof, with a mechanism that accepts and records credits in any combination of coins.

“Additional operating advantages include a light box that hinges forward for easy access and hinged front door for easy servicing.

“Among others, according to Stern, the New Deluxe Baseball game has been thoroughly tested and proved for popularity that far surpasses any game of its type heretofore produced.”

As I See It

Lincoln Steffens once said: “The typical business man is a bad citizen; he is busy. He is the one that has no use and therefore no time for politics! When its neglect has permitted bad gov-ernment to go so far that he can be stirred to action, he is unhappy, and he looks around for a cure that shall be quick, so that he may hurry back to the shop.”

Visiting here in Miami, Florida brought this book to my mind. Here are a very large group of unorganized operators who over the years have been operating amid conditions, that smothered at high heaven. They have finally been stirred to action. The result of that action has been the forma-tion of the Amusement Machine Operators Association. The president Willie Blatt, while not a native, is now a resident with formidable coin machine interests. This Association is now probing the problems that should have ben tackled over the years; such as bonuses to location, jumping location, sales to locations, excessive taxation, and all the abuses that occur when opera-tors are not organized. Since the formation of AMOA it is apparent many im-provements have been made. Under the able leadership of Mr. Blatt and the cooperation of Jimmie Bonnie, business manager, corrective measures have been inaugurated. I hope that the operators will not return to their shops and go to sleep again. As I see it, it should be the duty of every operator to attend every meeting, to accept committee assignments, to work for the continual improve-ment of their conditions. If they do that, I am certain they will have a better and more prosperous business.

**ATTENTION: MEMBERS OF “20 YEAR CLUB”**

ATLANTIC HIGHLANDS, N. J. Have you written to Babe Kauf-mann at 40 Hooper Ave, this city, accepting her invitation to attend her house and lawn party on Sunday, June 21?

This will be quite a shindig, and Babe wants all you club members, no matter where you are, to be on hand. Be sure to drop Babe a note.

**AIRMAIL SUBSCRIPTION TO THE CASH BOX $30.**
Miami Music Ops Raise War Fund To Fight McCarran Bill
Also Discuss Changing To Dime Play

"Our members felt that we must take definite steps to stop the McCarran Bill right in committee," stated Willie Blatt, president of the association, "and the most practical and helpful manner in which we could cooperate is to raise a war fund and send it to George A. Miller, president of the Music Operators of America."

The members of the AMOA, in addition to its vote to assist in defeating the McCarran Bill, also discussed 10c. play. "We have been discussing dime play for several months" said Blatt. "and we even got a majority to vote on a motion to convert immediately, but I felt that unless we can get at least 75% of the members to change over, we are going to run into trouble when we have two locations side by side and one plays for a nickel and the other takes a dime to play the same identical record."

"We know that we eventually must go to 10c. play in order to survive, but some of our members seem to feel that we should try and hold out for as long as we can, and check some other parts of the country where they have already converted to 10c. play and learn by their experience."

AMOA members voted to call a special meeting on April 10 for the sole purpose of discussing the immediate conversion to 10c. play.

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

NEW

Location Landing Features
Play Stimulating Beauty
Compact Cabinet
Low Price

NEW STRAIGHT 45 RPM PLAY
Famous Wurlitzer 45-Selection mechanism in a more compact version is adopted in Model 1650 to all 45 RPM play through use of smaller Deep-Indented Trays. This phonograph is also available at Model 1600 featuring 78 or 45 RPM play.

NEW BUILT-IN VOLUME LEVEL CONTROL
Incorporated into Wurlitzer’s famous sound amplifier—a built-in, automatic volume level control assuring an even sound level for all records. No customer complaints because they can’t hear the music or because they can’t hear each other because of the music.

NEW TWIN TITLE STRIP HOLDERS WITH SINGLE BUTTON SELECTION
Fast, accurate selection from 48 tunes through twin title strip holders divided into four program classifications. Assembly includes scratch-proof coin slot and reject button.

FAMOUS ZENITH COBRA PICK-UPS
Still a Wurlitzer exclusive. Assures minimum surface noise, increased tonal brilliance, at least 1,000 more plays per record without impaired fidelity—many more thousand plays per stylus.

Wurlitzer 1500
Only phonograph in the world playing 104 selections on 45 and 78 RPM records intermixed. Absolutely tops for top locations—in play appeal and earnings.

48 Selections—Straight 45 RPM Play
Also available as Model 1600—78 or 45 RPM Play

See Your Wurlitzer Distributor

The Rudolph Wurlitzer Company • North Tonawanda, New York
An Appeal To
Senator Everett M. Dirksen
FROM ONE OF HIS ILLINOIS CONSTITUENTS

Dear Senator:

When Senator Pat McCarran of Nevada introduced Senate Bill 1106 to amend the "Copyright Act of 1909" on February 27, 1953 (this bill is now before the Senate Judiciary Committee) it was pointed out that this was simply a bill to obtain a tax on top of an already paid tax from the nation's juke box owners solely for the complete benefit of ASCAP by a law to be enacted by the elected legislators of all the peoples of these United States.

This bill (S.1106) is sponsored by the multi-million dollars collection agency ASCAP (American Society of Composers, Authors and Publishers) in an effort to make themselves more rich and more all powerful (by a tax on top of an already paid tax) and thereby add still more to the millions of dollars they obtain each year in royalty for the use of their copyrighted music.

The writer is from Illinois. One of your constituents. With the introduction of your bill to do the same thing, amend the "Copyright Act of 1909," your constituent appeals to you directly. Appeals to you to withdraw your bill. A bill which would mean presenting exclusively, solely and completely to this multi-millions of dollars collection agency, ASCAP, by the power of Federal Law, the law of all the free peoples of these great United States, A TAX ON TOP OF AN ALREADY PAID TAX. And for the sole and complete benefit of ASCAP, this one multi-million dollars collection agency, NOT FOR THE BENEFIT OF ALL THE PEOPLES OF THIS FREE NATION.

It would be even much more serious than that, Senator. In view of the fact that your bill contains no statement of any kind whatsoever as to—HOW MUCH AND HOW OFTEN—ASCAP is to receive THIS TWICE PAID TAX from the juke box owners, ASCAP could, OVERNIGHT, completely smash the business of many hundreds of your constituents, who are juke box owners, by a blazing, blistering royalty demand which would simply mean the end of livelihood for your juke box owner constituents, the end of livelihood for their families, and the smashing of hundreds on hundreds of small business in our great State of Illinois.

Here is the explanatory TRUTH of this tax on an already paid tax: Every time a juke box owner purchases a recording featuring an ASCAP copyrighted tune HE PAYS ROYALTY. This royalty is paid directly to the ASCAP publisher of that tune by the recording manufacturer. The publisher, in turn, pays the writer his royalty. BOTH OF THESE ROYALTIES ARE ADDED ONTO THE PRICE THE JUKE BOX OWNER PAYS FOR THAT VERY SAME RECORDING!

ASCAP, Senator, is only the COLLECTIVE COLLECTION AGENCY for ASCAP's publishers and writers. ASCAP's publishers and writers ARE ASCAP!! Therefore, your bill, Senator, would allow ASCAP to once again charge ROYALTY, this time DIRECTLY by ASCAP, as a collective collection agency, for this very same tune featured on this very same recording. ROYALTY would ONCE AGAIN go to the ASCAP publishers and writers who ARE ASCAP. In short, Senator, you are helping to bring about with your bill A TAX ON TOP OF AN ALREADY PAID TAX!!

But, Senator, this tragedy is but one phase of what happens to your many hundreds of small businessmen constituents in our State of Illinois—the owners of the juke boxes—who ply a livelihood for themselves, their children, and their families by the operation of their juke boxes.

The bigger, overall tragedy, Senator, is what happens to the millions of others of your constituents here in Illinois. The workingmen and workingwomen. The poor people. The little people who can only best afford the economical musical entertainment of the juke boxes located in drug stores, restaurants, taverns, and other of the "workingmen's clubs" they frequent. ASCAP could most completely destroy their musical entertainment. This, Senator, is ASCAP's way of CRUCIFYING THE MUSIC OF THE POOR ON A CROSS OF GOLD!

I appeal to you, Senator, because I'm certain you would never allow yourself, as the elected representative of the free peoples of our great State of Illinois to your honored and august legislative Senatorial office in the Congress of these United States, to have forced down upon the heads of the peoples of your State of Illinois a TAX ON TOP OF AN ALREADY PAID TAX by the power of Federal Law to benefit but one multi-million dollars corporation.

I again appeal to you, Senator, as one of your constituents from our own great State of Illinois, to reconsider, and to withdraw your request bill to amend the "Copyright Act of 1909," so as not to force this travesty on American justice upon our peoples.
ILLINOIS’ JUKE BOX OWNERS ARE THANKED FOR DONATIONS OF JUKE BOXES TO SCHOOLS, CHURCHES, HOSPITALS, PTA GROUPS, YOUTH CLUBS, TEEN CENTERS

Thanks From:

VERY REV. MONS. MULCAHEY
Mayville Academy, Des Plains, Ill.

“Maryland Academy is a home for 800 dependent children. Such a gift is greatly appreciated—and needed for their recreation.”

HINSDALE YOUTH CENTER
Chicago, Ill.

“You’re to be congratulated for the kindness and thought shown toward the young people in the Chicago area. The juke box that you were responsible for arrived at the Hinsdale Youth Center. The kids out that way are thrilled to death, as now their Center is complete.”

CITY OF CHICAGO
Commercial Playground, Chicago, Ill.

“To tell you we are grateful is putting it mildly. Every time that box plays music, which will be practically constantly, our kindest thoughts will be of you.”

HEGEWISCH COMMUNITY COMMITTEE
Chicago, Ill.

“The Hegewisch Community Committee indeed feels grateful to you for your efforts in behalf of giving us the opportunity to obtain a juke box. We deeply appreciate your interest in the youth of our community.”

YOUNG MEN’S JEWISH COUNCIL
Boys’ Brotherhood Republic, Chicago, Ill.

“. . . to thank you for enabling us to receive a wonderful juke box and records. You can be sure that they will be properly used in helping us to do a greater job within our community.”

GEORGE WASHINGTON CARVER SCHOOL
Board of Education, Chicago, Ill.

“Our school has 3,000 students in it and every one of them will be the recipients of endless pleasure as a result of your unselfishness and consideration.”

Similar Letters Expressing Gratitude Received From:

BOYS’ CLUBS OF AMERICA

Every one of

CHICAGO BOYS CLUBS

KERSHAW ELEMENTARY SCHOOL

Chicago, Ill.

FOREST PARK YOUTH ORGANIZATION

Forest Park, Ill.

THE HUMBOLDT BOULEVARD TEMPLE

Chicago, Ill.

FOREST RIVER COMMUNITY CLUB

Forest River, Ill.

ERIE NEIGHBORHOOD HOUSE

Chicago, Ill.

HAZEL CREST LIONS CLUB

Hazel Crest, Ill.

WINFIELD FOUNDATION

Winfield, Ill.

DAVID ADLER MEMORIAL PARK ASSN.

Libertyville, Ill.

ST. JOSEPH MISSION

Chicago, Ill.

ST. PATRICK’S CHURCH

LaSalle, Ill.

ST. IRENE PARISH

Warrenville, Ill.

CATHOLIC YOUTH CENTER

Warrenville, Ill.

FOX RIVER TUBERCULOSIS SANATARIUM

Batavia, Ill.

LINDOP SCHOOL MOTHERS CLUB

Broadview, Ill.

ASSOCIATION HOUSE OF CHICAGO

Chicago, Ill.

DEBORAH BOYS CLUB

Chicago, Ill.

I. T. J., INC. (Interested Teens)

Lombard, Ill.

U. S. VETERANS’ HOSPITAL

Downey, Ill.
Ralph Sheffield Enjoys Successful Southern Trip

by way of Nashville and Memphis, Tenn., to St. Louis, Mo. and back here to the factory.

He stated, "Everywhere I visited I received very fine reports on our 'Golden Nugget'. More and more 'Golden Nuggets' are being featured on outstanding locations everywhere in the southern territory.

"The operators, jobbers and distributors are very happy over the returns they are getting from our 'Golden Nugget'. They advised me that the game is proving itself one of the finest they have ever yet operated."

Regarding the general attitude of the coinmen with whom he visited, Sheffield said, "In almost every case I found the operators, jobbers and distributors very optimistic over the forthcoming summer season.

"Everyone believes," he reports, "that this summer of '53 is going to be one of the best in the history of the industry.

"The men are all busy and they are working hard getting ready for all play action they expect during this summer.

"All report that motor travel has stepped up and that roadside spots are turning out to be extremely profitable."

SAVE MONEY

SAVE MONEY on Service Calls, the Rock-Ola "Fireball" is
ACCLAIMED by all users operators as: "MECHANICALLY PERFECT—NO TROUBLE—SERVICE CALLS!" SAVE MONEY on "Fireballs"... get the BEST DEAL at WORLD WIDE! SAVE MONEY on Service Calls... the Rock-Ola "Fireball" CUTS DOWN OVERHEAD EXPENSES! Save you money a dozen ways! Call of WORLD WIDE for THE FACTS!

Rock-Ola 120 Selections

Leading operators say, "Best phonos available... let WORLD WIDE sell you why!"

Whiting, Ind. Tests 10¢ Play

Test Also Under Way In East Chicago, Ind.

"It's What's in THE CASH BOX That Counts"
3 Mfrs Service Schools Plus Open House Under Way At Lieberman Music

service schools being conducted by three of the nation's leading manufacturers at the same time.

The manufacturers are: AMI, Inc., Bally Manufacturing Co. and United Manufacturing Co.

Representing AMI, Inc. are Ed Raljak, Western Regional Director and engineer Al Mason.

From Bally Manufacturing Co., Jack Nelson, Salesmanager, and engineers, Paul Calanari and Henry Brown.

From United Manufacturing Co., Herb Oettinger and Bill DeSelm plus engineers, Henry Russ, Al Theelke and Ken Shelton.

Harold Lieberman reports, "This is one of the most outstanding parties ever held by our firm.

"The open house features lunches and snacks for all who attend and, at the same time," he says, "we have under way service schools of three of the country's leading manufacturing organizations so that everyone of the operation, from everywhere in our territory, are assured an extremely profitable, as well as a pleasant visit to our headquarters here."

This big affair is under way right now with a larger crowd present than was at first estimated.

Warming weather is reported as one reason plus the fact that with the Spring and Summer seasons getting under way operators in this north-central area are setting all locations.

WANTED

5-10-25c Coin Counting Machine
Seeberg 100 Selection Boxes and Baffle to Scoot Ball Gum Vendors
Supreme Distributors, Inc. 3700 W. 16th Avenue, Chicago, Illinois.

2 Mfrs Service Schools Plus Open House Under Way At Lieberman Music

Ready for Delivery America's Greatest Money-Makers

Special Bargains!

Spot Lite . . . . $284.00
Bright Lite . . . 210.00
Atlantic City . . . 449.50
Palm Beach . . . 459.50
Harvest Time . . . 87.50
Turf King . . . . 92.50

We are exclusive factory distributors for Bally and Rock-Ola.

United Starts Night Shift To Meet Orders For 'Cabana' And All Shuffle Games

CHICAGO—Orders which have piled into the United factory for the firm's new five-ball inline game, "Cabana," have necessitated the employment of a night shift in certain departments.

Bill DeSelm, salesmanager of United Mfg. Co., reported, "We never expected anything like this flood of orders which we have already received for our new game, 'Cabana."

"It just took us by storm," he continued, "with the result that we have been forced to place a night shift in certain departments to make it possible to meet orders.

At the same time, DeSelm also stated, the factory is working as fast as it possibly can producing their three new shuffle games: "Clever," "Cascade," and "Regulation Shuffle Alley."

Regarding their new inline game, "Cabana," DeSelm reports, "We have all the new features the operators want on this game.

"Select-a-spot feature, Choice of seven numbers. Advancing scores and four corners feature. Two super cards where three in line score four in line. Two triple spot rollerboxes.

"And in addition," he continued, "the famed United 'serviceability feature plus smooth, quiet operation.'"

"In fact," Bill DeSelm concludes, "our distributors agree that there never was a finer game than 'Cabana' presented to them."

Op Throws Location Owner Party

SWEET HOME, OREGON—Chet Berg, music machine operator of Sweet Home played host to a group of his AMI location owners at a recent banquet at the Sky Line Inn, Sweet Home.

Shown in the picture, standing, left to right, are: Elmo Mäser, Earl Garrett, Jim Van Rook, Chet Pitzwasser, Mac McConnell, Budge Wright, AMI distributor, Portland; Ernie Carter, Chet Berg, the host; Butch Neiman, Mac Kennedy and Stuffy McDaniels. Seated are: Ordel Devlin, Clyde Wardin, Marie Gantenbien, Madge Pitzer, Dutch Zueher, Virginia Langenberg, Mary Estep, Doris Neiman, Rose Carter, Francis Garrett and Gerty Zueher.

"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 these 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.

SEND IN YOUR DONATION TODAY—WHATEVER THE AMOUNT!

Make your check payable to the "Edgewater Heart Fund" and mail it to "The Cash Box" office nearest to you!

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**Chicago Coin's 10th FRAME DOUBLE-SCORE BOWLER**

No matter what score players have... the game is never over till the last puck!

HERE'S WHY...

A Player in the 10th Frame has the opportunity to Add up to 180 POINTS to his Total Score.

---

**Loblaw Stores In Canada Get Big Bally Shipment**

CHICAGO, ILL.—Truckload after truckload of Bally Kiddies-Rides leave the Bally plant daily, but Jack Nelson, Bally sales manager, made it a point to photograph the super-trailer shown below rolling away from the Bally plant with a full load of Bally "SpaceShip" and "The Champion" Kiddys-Rides, destined for installation in Loblaw Stores by Russ-Con Company, Montreal, Quebec, Canada. Nelson was quick to emphasize that this load was but one of many that have been going to Russ-Con in Canada, regularly.

---

**FOREIGN BUYERS!**

It's smart to do business with THE firm that does the most for YOU.

At International Amusement and Scott-Cross foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience. Know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. This is why we have satisfied customers everywhere.

Write for FREE Price List and Parts and Service Manual.

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA, PA. (Tel: 81-6-7712)
Runyon Sales And Central Distrib
Receive AMI Merit Award

GRAND RAPIDS, MICH. — AMI incorporated, this city, last week presented the Merit Award to Runyon Sales Company, New York and New Jersey, and to the Central Distributors, St. Louis, Mo. 

William E. Fitzgerald, advertising and sales promotion manager, when announcing the award, said: “This Merit Award is not merely light, but only after the approval of the field that they may retain their Merit Awards or qualify for them.” 

The upper pictures show Art Dad-dis, AMI field service engineer, presenting the awards to Jack Prigoft, assistant manager of the service department of the New York Runyon office, and to the serviceman of the Runyon Newark, New Jersey branch.

Albert Mason, AMI field service engineer is also shown making the awards to Charles Kargel and to C. W. Koupal of Central Distributors in St. Louis.

Roll Out Kiddie Rides As Weather Warms Up
Retailers Place Rides Outside Stores

CHICAGO — Kiddie ride ops report that they are looking forward to one of the very best seasons they’ve ever enjoyed this forthcoming summer.

One noted op here said, “I’ve got my location owners cooperating with me already. 

“As the weather got warmer, he promised the Kiddie ride out to the front of the store.

“Collections immediately went up.” Other ops about the country are reported to be just as enthusiastic over the forthcoming summer season for the very same reason.

Manufacturers here claim that the ones which they now place on the horses and other kinds of rides have helped operators everywhere to enjoy better returns.

The summer season of ’52 was one of the best for the Kiddie ride ops, according to all reports.

This summer season the operators believe that they will do even better business because the kiddies are so well acquainted with the various rides.

“At the same time,” as one operator claims, “the locations like to place the Kiddie ride out in front of their places.

“This helps them to keep their own place open, whereas they keep their doors open.

“At the same time,” he says, “they realize that the returns will be better all around.”

With the vacation season coming up later in the summer, operators again expect to enjoy a sharp rise in returns from their Kiddie rides.

Many are placing Kiddie rides out in highway spots for the summer traveling season.

Opportunity is generally everywhere for a grand summer business for Kiddie rides.

New Mills Appointments

Millis Industries, Incorporated, of Chicago, manufacturers of beverage coolers and dispensers, ice cream and custard equipment and related products, announces the appointment of Roy E. Anderson as quality control manager and Ernest J. Prisbe as supervisor of product development and research.

Anderson formerly was quality control engineer and Prisbe served as senior product engineer. The company also recently announced the promotion of Fred L. Mills, Jr., to vice president in charge of engineering and Walter F. Hermann to vice president in charge of manufacturing.
Isay Alpert of Twin Port Sales Company reports that he had a very nice vacation at Hot Springs, Ark., but he didn't have enough of it, only two short weeks for him and a quick little trip to the Panama Canal did not make a quick trip in to town to get a piece of equipment for location. Fred Smith of the Plum-Harvest Amusement Company, Lake Minneap., did not complete all his business in this town this month, insomuch as he stated that he wanted to have something to do so that he could take in the Sportsman Show happening at the Minneapolis Auditorium on April 4th. Dick Grant of Mound, Minn., reports that he is getting some of his summer spots lined up. Bob Weissel of the Automatic Games of St. Paul, Minn., always likes to keep in touch with the latest developments and thereby made a trip into Chicago last week and visited the various manufacturers to see what was in the making and what was new. Mrs. Gladys Porter of the Fairmont Novelty Company, Fairmont, Minn., made a trip in to the Twin Cities, shopped around and saw what was new in coin operated equipment so that she could get her route lined up for summer business. Al Jahn of the J & J Company, La Crosse, Wis., took some time off to make a trip in to the Twin Cities, shopped around and saw what was new in coin operated equipment so that he could see what was new in coin operated equipment.

An announcement has gone out to the operators in this area, the Lieberman Music Company announcing Service Schools to be conducted by Factory Men from AML Inc., Bally Manufacturing Company and United Manufacturing Company. The dates set for the Service Schools are Monday, Tuesday, and Wednesday, April 6th, 7th and 8th. John Galey of Mankato, Wis., Vanderhyde of Dodge Center, Minn., Jim Donnell of Spooner, Wis., Elgin McDaniel of Wadena, Minn., and Dick Henderson of Willmar, Minn., were seen at the various records distributors picking up records for their routes. Irv Gorson has set up shop in the S. L. London Company office of Minnesota and says he is able to take care of all the operators' needs in the record line. Jeff Keel of St. Cloud, Minn., Wesley Ryder of Mora, Minn., L. P. Wilbur of Duluth, Minn., Ben Janhke of Hutchinson, Minn., Jack Hult of Crosby, Minn., and Locking of Benson, Minn., and Henry Krueger of Fairfax, Minn., were seen at the various distributors offices in the Twin Cities. Mr. and Mrs. Russell Volding of Jackson, Minn., took time out from the activities of some minor repair work and also to see what was new in coin operated equipment.

**DALLAS DOINGS**

Recent rains in Texas have improved business conditions for operators and distributors alike. Commercial Music held a week's showing of the new Wurlitzer Model 1650 at their showrooms. Operators from out of town as well as from Dallas were enthusiastic about the new machines. Among those on hand for the open house were Fred Davis, Dallas; L. R. Borden, Fort Worth; W. D. Wiggins of McKinney; Johnny Caldwell of Paris; W. B. Moore; Vincent Lopez of Fort Worth; Bob De Priest, Horry Kindy, Chuck McKeel and Lenzie Cohen, all of Dallas; and Pete Zungza of Big Springs. Tommy Chatten says that the Wurlitzer Model 1650 is still a big seller.

The commercial music men are now well ahead of last year's volume over at Walbox Sales Company says that business is good for them. Phonographs and phonograph work sales is picking up. George Wrenn is on a trip to Wichita Falls and other points in West Texas. Jimmy Garrett of Dallas was in Dallas on a buying trip this week. He says that business is good for him. Wallbox Sales Company are seeing well over at their Dallas office this week.

The folks from Eaton Music in Henderson were in town buying records and phonographs. Also O. L. Lowery of Nacodoches. We hear talk about town that the coin machine operators are seeing well at the same time.

**MIAMI MURMURS**

The Willie Blatts (Mr. and Mrs.) run into Mr. and Mrs. Morris Ginsburg of Atlas Music Co., Chicago, and Mr. and Mrs. Bert Lanke at Wolfe's enjoying a late Saturday night in Miami. Seems that the business wasn't about coin-operated horses, but about those known as “gee-grees,” which have a certain amount of appeal for Miami visitors. Samuel Ginsburg, also of the Miami office, was visiting various parts of the Miami coast. We hear of some of the Square Amusement, Poughkeepsie, N.Y., spent several weeks relaxing here, but left this week for home. Al and Willie Blatt got together for reminiscing session. Seen at the Fights at the Miami Beach Hotel were Mr. Cohen, his daughter and a son of the well known and beloved Lou Cohen, owner of the King Cole Hotel, and at the Fights at the Famous Miami beach Hotel,” he said. Others at ringside were Ted Buck, Billy Leve, Willie Blatt, George Nishman and Herman Gross, Merv Davis, one of the old real-timers, visiting around. He recalled how he was able to take a route as a jockey for the “Electric Shockers” (Robbins, out of the biz for years, now in the financing biz).

**EVANS’ Saddle & Turf**

**SEVEN PLAYER SPIN TABLE**

* Sensationally new Replay AMUSEMENT MACHINE. Fast—colorful! Flashing lights and high speed action attract and hold players as well as spectators.

* High scores possible with single coin for top play incentive!

* As many as 7 players can deposit coins.

* LOCATION TESTED and OK’d for mechanical perfection and top earnings.

* Single coin drop with slug rejector, for $5 or 10¢ play. Available without coin drop.

SEE YOUR DISTRIBUTOR QUICK!

**H. C. EVANS & CO.**

OR CONTACT FACTORY DIRECT

1556 W. CARROLL AVE., CHICAGO 7, ILLINOIS

**COLORFUL CABINET OFFSETS VIBRANT SPIN TRAN ORDINARY PIN TABLE**

**EXCLUSIVE SEEBURG DISTRIBUTORS IN ILLINOIS AND IOWA**

**ATLAS MUSIC COMPANY**

2200 NORTH WESTERN AVE., CHICAGO 47, ILLINOIS

(Phone: AXKiteg 8-3051)

**Over 400 Attend Coven Wurlitzer Show**

CHICAGO — Totalling up the people who had called around to see the new Wurlitzer 1550, Ben Coven reported this past week that the total passed the 400 mark. He also said, "This was one of the busiest weeks we've ever enjoyed.

"The operators came from all over our territory to see the new Wurlitzers and," he continued, "in almost every case the opinions were extremely laudatory.

"We will also admit," he said, "that we had a marvelous business during this week and believe that we shall be busy for weeks to come supplying the equipment which we sold at this past week's showing."

In addition to operators, their mechanics and families who attended the showing, all the noted record firms sent representatives as well as the recording artists who were in this area.

Among these were Ralph Marterie and members of his orchestra, Joni James, Harry Belafonte, Hamish Menzies, and many others.

Coven described this week as, "One of the most successful weeks we have ever enjoyed in this industry. It was successful both from the standpoint of the acclaim the new Wurlitzer received and also from the business we did."

"It's What's in THE CASH BOX That Counts!"
A compilation of the members of the coin machine industry who have joined the "20 Year Club" was published in the January 24 issue of The Cash Box.

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

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

Out 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)

Music operators galore literally crushed the attendance roster over at the Paul Laymon Company this past week, with the new Wurlitzer Model 1650 phonograph playing host. The new phonograph, which will play 48 selections in 45 rpm speed, was generally conceded to be quite a marvel with operators agreeing that the phonos will meet a great many of their demands. Showing of the phonos had Mrs. Paul Laymon, with Mr. and Mrs. Ed Wilkes, Charley Daniels, Jimmy Wilkes and even Blaze on tap for the event.

... The firm continues to keep quite busy too via Bally's phenomenal "Beach Club." Judging from the comment we've heard about Beach Club, we'd say most ops agree that it is one of the most successful games the Bally people have ever presented. ... Joe DeCicca made the trek in from Santa Ana, Calif. to E. C. Marcus, Inc. during the recent summer season really upon us what with the Pacific Coast League baseball season off and running. Not being one to fool around with "kid stuff," we'll tag the Giants and Cleveland in.

The fantastic growth of Los Angeles and environs is thoroughly documented by the California State Chamber of Commerce in a brochure published this week. Of interest to operators of games and music are facts and figures showing the potential that still exists—all of which means more locations. ... Lyn Brown, Exhibit Supply a jack of all trades seems. Didn't think that Lyn knew beans about a coin chute mechanism, but he showed us how he repaired one in almost no time at all.

Lyn is all excited about the firm's new boat which is due out this way mighty soon. T'would be a natural for those resort and kiddie park locations. Local ops complaining to the high price of Spanish language records, and especially so when they can't be had in 45 rpm speed. Their trip to isn't any reason why Spanish language disks should be pegged at the old $1.05 retail list. ... Charlie Cahoon in from Long Beach to view the new Wurlitzer phonos over to at the Laymon's... ditto Joe Boll, from Bally's to Twenty-Nine Palms... Al Silberman, Bally Sales Co. just shrugged at the thought of the Giants copying the National League pennant. "It's the Dodgers in a breeze" sez Al. ... It continues emphasizing that he's gonna take a couple of pounds off around the middle, without the use of bar-bells, vitamins or lack of starch in his pants. We, like millions of others, just raving about the merits of Dinah Shore's latest recording. "Sweet Things" has taken hold. And major domo Sammy Ricklin agrees, "it's the best thing Dina's cut in a long while."

... Interesting discussion among music ops this past week over at Bill Leuenhagen's Record Bar re the McCarron Bill (S. 1106) avidly pointed out the latest attempt to force music operators to pay royalties for copyrighted music playing in their machines. There is no question but that music operators are cognizant of the amount of rework often required on this type of legislation will be a shadow of a doubt force the automatic music business to virtually close down tight. Music operators are now demanding that their law makers be notified to have their Senators and Congressman and make known their opinions concerning this bill. Don't delay—do it now! The concerted effort of all music operators everywhere is vitally needed to see that the legislation, which amounts to confiscatory taxation, goes the way of previously introduced legislation, namely out the window.

Jack Dolan, Dan Stewart Co. off on a quick road trip to San Diego and then back to the office to handle the ever increasing demand for Rock-Ola "Fireball" phonos. Jack's warm personality and ever-ready grin a welcome sight to operators along Pico. ... "We're still doing a whole of a job with those excellent Chicago Coin bowlers too" sez Jack. ... Philip Robinson, ChiCoin regional rep out this way, just returned from a week-end jaunt to Veracruz and worked his way to the expected arrival shortly of the firms' "Double-Score Bowler" and also with the lack of expense incurred at the Vegas trip. Managed to "make expenses" sez Phil. ... Charlie Koski in town this past week ... ditto Walt Henninger ... Bill Hopp, prez of Badger Sales, reports superb reception of Genco's "Golden Nugget." ... Ops like the fast action and the extra balls feature of this upright game. ... Bill, by the way notices the calendar more frequently these days, what with his planned European jaunt not too far off. ... Jack Simon, Simon Sales Co. exceptionally busy this past week with a hidden demand for many of the reconditioned games and arcade pieces the firm carries, while cohort Abe Chapman continues the wonderful work he's been doing in behalf of the Mt. Sinai Hospital. Understand that Abe is really devoting a lot of time and effort to the latter cause. ... Those "gold-dust" twins, Harlan and Ray Solle all excited 'n such about their trip to Las Vegas as guests of orchestra leader Russ Morgan. The gals can hardly hear it any more, but the whacky rendition of "Yes Sir, That's My Baby" is really proving to be a moneymaker for all music ops. And you can count on Mrs. Solle's lovable daugh-

"It's What's in THE CASH BOX That Counts!"
INDIANAPOLIS, IND. — "I do not consider myself an exceptional woman in any regard, and I do not believe that a woman has to be exceptional in any special way, to be successful in the coin machines industry," spoke Mrs. Lottie Berman of Sicking, Inc., this city.

Four years ago Mrs. Berman knew very little of this industry. She did know, of course, that her husband, Simon Berman, was engaged in this field as a distributor, in business with Sicking, Inc. of Cincinnati, O.

When Simon Berman suddenly passed away, four years ago, Mrs. Berman found herself with a family on her hands and a business of which she knew very little indeed.

But, courageously, Mrs. Berman stepped into the business. Took over where her late husband left off. And today is considered one of the more successful, as well as one of the most outstanding, women in the industry.

She says, "I just simply love this business. I love to deal with the people in this industry. They are respectful. They are kind. Their word is their bond.

"They are willing and even eager to take advice and they, in turn, give good advice. They work closely with a woman. In fact, I personally believe that they trust a woman even more than a man."

She also stated, "I look at most of the operators with whom I deal just as I would look upon my own sons. I try my best to help them with every ounce of energy and with all the ability I have. I want them to be successful."

Mrs. Lottie Berman is a grandmother of a seven year old girl and a six year old boy. She has two sons of her own. One now 36 years of age and the other 15 years of age in high school.

She maintains one of the most outstanding and beautiful homes in the Indianapolis area. She is well known for her charitable efforts, for her civic work, and for her pride in her community. She has done much to benefit the peoples of her community.

In the four years since the passing of her husband, when she stepped into his place in her present distributing headquarters, she has won acclaim and commendation from manufacturers and leaders throughout the entire industry, and, especially, from the people with whom she constantly deals.

She makes light of this by saying, "Any woman who likes people, who likes to accomplish things, who really wants to work, who feels she has some executive ability and who can think for herself, is certain to prove herself successful in this industry.

"The people in this field will treat her with the very greatest of respect. They will help her with all their problems.

"She will find that a woman gets more respect from location owners. That is, the ladies will work closely with her and will help her in every regard.

"I don't believe that it is anything sensational for a woman to be successful in this business. Our Industry has continued to progress and to develop. It has won much better understanding with every passing year. It is not at all surprising to me to see women becoming successful in the coin machines industry in greater numbers every year.

"Any woman," Mrs. Berman emphatically states, "who definitely wants to be successful, who likes people, who likes the thrill of seeing something grow from her own hard work and intelligent efforts, any such woman, even a grandmother like myself," she says, "can be successful in the coin machines business."

With a woman's mentality Mrs. Berman called attention to a little incident that had just happened to her the day this reporter interviewed her for The Cash Box.

She said, "Just a few minutes ago one of my boys (by the way all of her customers are "her boys" to Mrs. Berman) came into the store," she stated.

"He's one of the handsomest, cleanest cut looking fellows. A boy I wish were my own son," she stated, "to insist that I come outside the store with him to see something.

"I was so busy," Mrs. Berman continues, "but he literally dragged me out to the front of the store.

"And there," she says, "was a beautiful brand new convertible parked at the curb. His eyes just shined. He was so proud of it.

"He said to me," Mrs. Berman softly stated, "that this was his very first brand new car. The convertible he always dreamed he would perhaps own some day.

"And," Mrs. Berman reports he told her, "it was all made possible because I followed your good advice, Mrs. Berman, and I've been successful in my business because of your advice and encouragement."

In conclusion, Mrs. Berman asks, "Could any woman, in any business, anywhere in the world, ask for more than that?"
ROCK-OLA Manufacturing Corporation

Is Happy to Announce

the APPOINTMENT of

J. Rosenfeld

COMPANY

3220 OLIVE STREET
ST. LOUIS 3, MISSOURI

as EXCLUSIVE DISTRIBUTOR

for SOUTHERN ILLINOIS

and

EASTERN MISSOURI

OPEN HOUSE PARTY
SATURDAY and SUNDAY
APRIL 11 & 12
Come SEE HEAR THE NEW ROCK-OLA “Fireball” 120 Selection Phone BUFFET — REFRESHMENTS — and ENTERTAINMENT

WHEN THE COIN CLUTCH

EASTERN FLASHERS

Wholesalers report a pickup in sales, particularly in kiddie rides. Kiddie ride manufacturers in this area going full blast, they report, with demand that equipment be rescued and delivered immediately. Some manufacturers are reporting that outdoor loca-

tions and unusual events (such as fairs, carnivals, and circuses) are instrumental in boosting sales of kiddie rides.

Artie Daddis has been busy covering the AMI distribs throughout the south and east, presenting “Merit Award” plaques to service department personnel. The award presented to Jackie Prigoff, manager of Runyon's service department, is on the wall over the service and parts window. Runyon (Shirley) Segerman, head

man at Runyon's very proud of the award, stating “It has been the determined policy of our firm to extend the utmost in service to our operators at all times. . . . Nat Cohn, Conat Sales and Ritey Sales, confined to the limits of his office here, answering long distance phone calls from his district, whom, he states, keeps orders flowing in for his airplane and boat kiddie rides.

Dan Gould, formerly of Chicago, and now conducting his business in Los Angeles, a visitor on the street. Dan heads for Miami each for a vacation, then back to California. . . . Albert Simon, Inc. Of Miami Beach, is still testing Coin-Out for more and faster deliveries of its new shuffle game “Double Score Bowler.” Al also getting ready to break with a surprise for the ops. 

Two of the happiest men on coinrow are Joe Young and Abe Lipsky of Young Distributing. After a full week of showing the new Wurlitzer 1600 and 1650 phonos to local music ops, Young reports great enthusiasm for the 48 selection 45 rpm phonos. “Now to get sufficient deliveries in rapid order” smiles Joe. “I just can't even lose my floor space.” One of New Jersey operators keeps insisting that I let him take the machine immediately.”

Hymie Rosenberg, National Kiddie Rides, Inc., new kids on coinrow, leaves for an extended road trip and will be gone for several weeks. Charlie Katz remains at the office. . . . Jimmie Cogi and “Gil” Gilbert, union officials for the game, comes his turn, for the distributors for “Sugar” dinner and journal. . . . Max Hurvich, Birmingham Vending Co., Birmingham, Ala., leaving for a trip to Europe and Israel on April 8. 1953. Max decided New York the day before... Mike Munves, the “Arcade King,” keeps getting busier and busier with each succeeding day, if that’s possible. In addition to the usual run of arcade machines handled at the recent for shipment, Mike has the Exhibit Supply line of kiddie rides and guns, greatly in demand right now... . . . Meyer Parkoff and Harry Rosen, Atlantic New York Corp., very proud of the installa-

tion of the new Seeborg 240 record, non-coin operated “Liberty” at Crossgates famous vacation spot. The unit being used at present is at the ski skating rink, and the owner will be present for the opening. Installation was made at one of the foremost arcades located in greater New York.

Al Schlesinger, head of Square Amusement Co., Poughkeepsie, N. Y., finishes up his several weeks vacation at Miami Beach, Fla., and heads for home. Al had a few moments while changing transportation in New York and phoned us. Sounded peppy and full of five. He was all excited and hopes to make an im-

portant announcement very shortly. . . . Max Levine, Scientific Machine Corp., Brooklyn, N. Y., whose “Fun machine” baseball batting machine was such a sensation in Coney Island, N. Y. last year, getting ready for the new season.

. . . . Harry and Hymie Koepell, Koepell Distributing, who took over a ware-

house on W. 56th St. from Arthur, last week, is now open. . . . As usual, a few weeks ago, claiming one of the best moves they’ve ever made. “With the action increasing every week now” stated Harry, “we’d have been in quite a dilemma but with this added space, we’re in great shape.”

NEW ORLEANS NOTES

The new faces about town this week were Mr. Stokes and Mr. Camper, Fairhope, Ala. Been a long time since either was seen in town. . . . Lou and Joe Maciocca just moved into their new home and we hear it’s just out of this world. . . . Jennie Prestley has circled April 8 on her calendar. Jennie will wed on that day of days... . . . Visiting in town was Lloyd Bolly, of Victory Novelties, Co., Lake Arthur, La. . . . Our deepest sympathy to Francis Molaison of Hanson Distributing Co., Westwego, La. on the loss of his young wife and baby. Francis lost both of them when his wife had a miscarriage. . . . Treibel Music Store of Lafay-

tette, La. will open another outlet in Opelousas, La. Luck. . . . Bub to Jack Bernard, record man, who had his 60th birthday last week. Al. . . . Bally does its best and he was serenaded by one disk jockey who played the tender birthday greeting: “Too Old To Cut The Mustard.” . . . Bill Amann around with his “I Love Melon” story... The contest cast in the Sun-News is sponsoring the coming of Gene Hamann of W. J. M., Bill Elliott of W. N. O. E., and Harry Ngocicia of W. J. B. N.

Sure missed the sweet voice of Jackie Hirsthus at Taco Amusement last week. The gal was out with the flu. . . . Mr. & Mrs. John Elms returned last week from Hot Springs, Ark. where they spent 10 wonderful weeks. . . . A better known as Mr. Tac. . . . Sorry to hear of the passing of Tommy Roche’s father last week. Tommy, also of Tac, is married to Mr. Tac’s daughter, Joyce.

Johny Inzaghi of Specialty in town. John is national & his representa-

tive. . . . Fred of Teche Novelty Co., New Iberia, La., long distance for lots more records. . . . Mr. Lebowitz of Wallis Records in for a few days. . . . Mrs. Melba Sikes of Dew Music, Monroe, La. made several long distance calls last week to fill her stock of “hot” records. . . . Ditto Mrs. Hank of M & M Amuse-

ment in Bogalusa, La. . . . Lou Baer makes no bones about his business that a shipment of 200 Beach Clubs couldn’t take care of. . . . No use asking Tony Dalo, manager of the Sport Center what games are the best. Tony automatically says Bally or Gottlieb. He knows what side of Magazine Street his bread is buttered on.
ops throughout Chicagoland very much upset to learn that Senator Everett M. Dirksen (Rep., Ill.) introduced a bill into the Senate (which is now also being(|an attempt to amend the Copyright Act of 1909) which would simply put juke box ops up against one of the most hated foes they've ever faced. This is just a paragraph. And therein lies the danger. For this Dirksen Bill, like the Mc- Carren Bill, does not, in any fashion whatsoever, say HOW MUCH and HOW MANY. A YESTERDAY, the nation's jube box ops will have to pay royalties (on top of the royalties they are already paying everyone else!) to a record company. But part of Illinois's jube box owners preparing sincere appeal to Senator Dirksen to withdraw his bill. It's like one noted op says op, 'Looks to me like ASCAP wants to make us sit down on the bench and not just depend on their star player.' Mike Dale of Commercial Phone Service all upset over Dirksen Bill. Urges ops to write the Senator.

Great story about pinball investigations by newspapers in the 'Graphic' (pocket size magazine of Rockford, Ill.) proves what can happen when reporters out to do the story, get the story. Art Equip't & Coin Machine Owners Assn., of Illinois, advised Whiting, Ind., being tested on 10c play. Town has about 75 juke boxes. In the meantime one progressive op, on his own, is testing dime phone play on a spot in Indiana Harbor. What can foreign disks do to help boost take? Well, Ray Cullife sold a spot to Art Alps, New York, who knows the language and using the proper disks has doubled the intake. And this is happening everywhere. In this area Polish, Italian and Spanish records lead. Following these are: German, Swedish, Norwegian and French.... And some others.... Greater selectivity of modern phone makes possible programming of foreign disks for greater income. Ben Cowen's exact long of new Wurlitzer attracted about 400 people including the top disk stars who were in Chi.... James Martin advises that Sam Yaras now selling for him in the southwest. Jimmy all enthused over his new sales plan for ciger machine.

Jack Nelson with a great big wide smile watching 'em load a complete trailer, Bally jumble rides for Rose-Con Co. Montreal, Patty Cullin and Dave Russell going great on Bally's "Champion" horse and "Space Ship." Jimmy Savarese of Mishawaka, Ind., in town this past week. Hollering for more kind of the kind. Knox not so hot last week. Was taken over the coals in 'gin'. Joe Filitetti getting all worked up about forthcoming association golf tournament this July and wants the whole world to attend a new arena looking over more phones.... Busiest telephone guy remains Bally's Bill O'Donnell. And keeps himself so calm through it all. Bally's "Cahama." And everything else. Are thrilled to have Lucy (that's Mrs.) DeSelm back from the hospital. Thanks to Herb Jones for constructive criticism. Satty mornings made very interesting by J. Raymond Hbech Conklin. "Space Gun." "DeLuxe Baseball." Just on showings to distribute where called around. Orders already taken stepped up first production run for new high record.

Ralph Sheffield returns from long trip through South with some interesting observations. Thanks to Sam Genovese of Genco. Thanks to Ed Levin of ChiCoin for nice story he told us about what happened in Hotson rec. Each box in the display.... Is Bengal building a real arcade machine which will also fit into individual locations? While Nate summum running in sunny Miami Alvin Gottlieb trying to take care of all the phone calls for "Quintettes." Art Alps, "Rabbits"... Alvin, knowing the language and using the proper disks has doubled the intake. And this is happening everywhere. In this area Polish, Italian and Spanish records lead. Following these are: German, Swedish, Norwegian and French.... And some others.... Greater selectivity of modern phone makes possible programming of foreign disks for greater income.

Our WURLITZER 1100's are the finest reconditioned on the market—Look and work Like New

Only $294.50 EACH GUARANTEED

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

COVER 3181 Elston Chicago 18, Ill. Independence 3-2210

distributing company
WANT—Panoramas; Spot Lights; Lite-a-Longs; Plastics; Bright Spots; Bright Lights; MON-ARCH COIN MACHINE, INC., 2257 N. DICKSON AVE., CHICAGO 14, ILLINOIS. Tel.: Lincoln 9-3996.

WANT—Late Model Phonographs. Will pick up in a couple of miles, KOEPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

WANTED—Mills Phonograph—Write price, condition, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVEnue, SEATTLE 1, WASHINGTON.

WANT—Keeny 4 Player Conversions, for long board with return puck. Genie Scoreboards: Keeny 6 Player Shuffle-A-TRON UNIVERSITY COIN MACHINE EXCHANGE 854 NORTH HIGH STREET, COLUMBUS, OHIO. Tel.: University 6906.

WANT—Metal Tyles, Mutoscope Voice-O-Graphs, Chilo Basket, balls, and any other late arcade machines. Give price and condition in first letter. RACE MONOPOLY MACHINES, 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRYANT 9-6677.

WANT—Tubes: 2051; 7071; 6SN7; 756C7; 2A3; 5V4; 6L6; 6MK Marques; values, will phone or write. L. F. TEL., CHICAGO 12, ILL.

WANT—Two- or Four- or Six-Player Shuffle Bowling Games; Genie Shuffle Targets; Excel Premium National on Rockola Shuffle Board; Exhibit Pony Express; 100-Record Seeburg, Write stating condition, number, model, and prices. STANLEY AMUSEMENT CO., 225 SOUTH TACO WAY, TACOMA, WASHINGTON.

WANT—All types of arcade equipment, Seeburg Game, Star Machines, etc. Write for price and condition in first letter. COIN DISTRIBUTING CO., 3161 ELMSTON AVENUE, CHICAGO, I11. Tel.: Independence 3-2210.

WANT—All types of post-war flipper five ball games, in any quantity. Give name, condition they are in, prices, and payment method, also name of owner. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Latest model cigarette machines. Can also use Gale, Zzap, Vend and other drink dispensers, also hot coffee wares. Please give quantity, model numbers, condition and price wanted in later letter. Write detailed offer BOX No. 221, c/o THE CASHEX BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—Wurlitzer 1017, 1217; Seeburg SS-1; & S-50; Midway Wall and Wall Boxes Heavy Hitters, Rocky 1 Dollar, Bally B.P., Metal X, Slot Machines, condition, number, price, model, and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.


WANT—All types arcade equipment, Seeburg Game, Seeburg M100. Quoate lowest prices or will trade shuffleboard, bowling machines, etc. Send prices on request. Write, phone, or wire. C. A. ROBINSON CO., 2301 W. PICO BLVD., LONG BEACH, CALIF. Tel.: DUNKIRK 3-1810.

WANT—Used Rock-Olas—Models 1426; 1214; 1424, various. Also Seeburg Phonograph Model M 100 A and B. C & State quantity, condition and best price in first letter. COVEN DISTRIBUTING CO., 3181 ELSTON AVENUE, CHICAGO 18, I11. Tel.: Independence 3-2210.

WANT—Late Model 500, 1017, 1217; Seeburg, J. & J. 215; D. Bally 1 Dollar; Zzap. Will pay highest prices. Give full details in first letter. F. A. WIEDELL, 2440 N. ORCHARD ST., CHICAGO 14, ILL. Tel.: Davenport 8-3996.

WANT—For Sale—10 Scientific Pokermat. Two machines, field, in good condition, ready for location $75 each. Y & A AMUSEMENT, 36 PURCELL ST., STATE ISLAND 10, N.Y.

WANT—For Sale—Chicago Coin Horse Shoes $60; United Skeo Alley $45; Chicago Coin Shuffle Baseball $45; Chicago Coin 4 Player Derby $125; Williams Bowlers (as is—complete—nice appearance) $15. WANT—Used MACHINE DISTRIBUTING COMPANY, MERRICK, N. Y.

WANT—For Sale—Ready for location, C.C. King Pin $1250; Genie Hits and Runs $75; The Thing $45; Harvest Time $50; Bomber $70; Tahiti $62.50; Utah $50; Stop & Go $70; Star Series $49.50; Chicago Coin Pistol $55; Dale Gun $45. AMUSEMENT ARCADE CO., 419-9TH AVENUE, N.W., WASHINGTON, D.C.

WANT—For Sale—United; 6 Player Super $80; Super Juke $75; 6 Player Formica Large Pins $239.50; 5 Player Formica Large Pins $204.50; 4 Player Formica Large Pins $174.50. WANT—Parent Distributing Co., 20644 AMUSEMENT CO., 1505 CONEY ISLAND AVENUE, BROOKLYN 36, N. Y.

WANT—For Sale—1 United A B C $125; 1 United 5-4 $154.50; 1 Fairy $125; 1 Double Action $50; 2 Bally 1 Dollar—Outlaw and Kingpin. Will sell separately or for location; 12 Packard Wall Boxes clean $4.50 each. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA STREET, EVANSVILLE 10, INDIANA.

WANT—For Sale—Frolics—Ready for location—$495 ea.; Coney Island, Atlantic City, Bright Spot—Write; 40 pieces prewar music—F.D.I. Cleveland $1000. LAKE CITY AMUSEMENT CO., 2672 WARNER, 57 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel.: HENDERSON 1-5757.

WANT—For Sale—Had you some good equipment? We can use pinballs, bocwling machines, etc.—how would you like to trade some of your machines for sales? We offer "The Cash Box" price. What can you use? ED. W. OFFICE DISTRIBUTING SERVICE, BOX 400, DOUGLAS, WYO.

WANT—For Sale—United Alleys: 5 Player $215; 5 Player with Formica and large pins $275; 6 Player with Formica and large pins $300. Detroit Coin Stampers $350. CLEVELAND COIN MACHINE EXCHANGE, INC., 3267 W. CLEVELAND, CLEVELAND 15, OHIO. Tel: TO-VER 1-6715.

WANT—For Sale—Midget Machines—Late Model—Positively like new, only $190; complete with film and poster. If you operate Kiddie Rides in stores, etc., Midget Machines are a good investment quickly and create good will. Midget Machines will pay for itself in one season in arcades and summer spots, limited quantity—see new machine ready for location. N. W. AMUSEMENT, WASHINGTON 1100, 1015, 1250, 1400. REDD DISTRIBUTING CO., INC. 1000 WILLIAM STREET, ALSTON, MASS.

WANT—For Sale—Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are available only. We don't sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUE-MOUND RD., MILWAUKEE 13, WIS. Tel.: 60-45-84-01.

WANT—For Sale—New and used Seals. Send for our special price list on new Seals and bargain list on used wanted. A.A. PHANTOM SPECIALTY CO., SOPTERON, N. Y.

WANT—For Sale—Different—Saloon type coin operated 65 note piano player; has been in same store over 30 years; beautiful mahogany completely refurbished. All 80 some odd bellows recovered by professionals, bench refinished. Looks like new. A rare buy at $299.50. Hot for any location. 40 tunes included. WITIAM ENTERPRISES & ASSOCIATES, 26-22 CUNNINGHAM AVE., GLENS FALLS, N. Y. Tel.: 2-2519 and 2-6740.
Do you know any better reason why you should subscribe to The Cash Box today

"I consider The Cash Box the only trade paper that has the interest of the operator 100% at heart."

A. L. PTACEK, JR.
President, Kansas Music Association
Topeka, Kansas
According to Robert A. Whitney, president of the National Sales Executives, sales climb 35% to 50% when merchandise is moved from lower shelves and displayed at eye level.

All the really important merchandising factors that mean Plus Sales to operators are at eye level on the Model "D". Eye level top panel, eye level title strips, eye level selector buttons — all combine to capture even the most fleeting glance. Chock full of features that say PLAY to patrons, "D" is designed to sell more music on location to more people. See your nearby AMI Distributor soon. Look over "D's" new bright metal trim features, its new "picture-window" lettering, its gay new interior decoration. You'll agree that the Model "D" is the music machine that's sure to be seen!
### How To Use "The Confidential Price Lists"

[Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true retailer, "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" lists exactly the same as the market quotation board at the New York Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis. Because of the very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and departs from the subscriber to make average price adjustments to fit the peculiarities of his territory.

**METHOD:** "The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for the week; second price listed is highest price quoted.

---

### EXPLANATION

1. Prices UP
2. Prices DOWN
3. Machines Just Added
4. No change from Last Week

---

### LISTED ALPHABETICALLY

#### AIREON
- 4. Flies: 50.00
- 5.47 Hideaway: 119.50
- 4.98 Coroner: 64.50
- 4.19 Coroner 100: 125.00

#### AM I
- 4. WM Wall Box: 19.50
- 4. Model A '46: 235.00
- 4. Model B '48: 225.00
- 2. Model C: 395.00

#### BUCKLEY
- 4. Wall & Bar Box O.S.: 3.00
- 4. Wall & Bar Box N.S.: 6.00

#### MILLS
- 4. Panoram: 215.00
- 4. Thru of Machine: 25.00
- 4. Impress: 29.50
- 4. Panoram 1 Wall: 5.00
- 4. Panorama Peek (Con): 195.00
- 4. Conv. for Panoram Peek: 10.00
- 4. Constellation: 129.50

#### PACKARD
- 4. 4" Plus Moe Wall & Bar Box: 4.00
- 3. Manhattan: 79.50
- 4. Model 7: 69.50

#### ROCK-OLA
- 4. Player-Mate '46: 50.00
- 4. 4252 Player-Fine: 79.50
- 4. 1924 Phone (Hideaway): 99.50
- 4. 1426 Phone ('47): 115.00
- 4. 1342 (Rocket '51): 375.00
- 4. 1449 (Rocket '51): 595.00
- 4. 3000 Wall Box: 65.00
- 4. 1501 Wall Box: 3.00
- 4. 1506 Wall Box: 5.00
- 4. 1556 Wall Box: 8.50
- 4. 1525 Wall Box: 8.50
- 4. 1525 Wall Box: 12.50
- 4. 1536 Wall Box: 15.50
- 4. 1805 Organ Speaker: 24.50

---

### MISCELLANEOUS
- 4. ChiCoin Band Box: 125.00
- 4. Chicago Coin Hit: 45.00
- 4. Ristanto: 35.50
- 4. Williams Main Line: 65.00
- 4. Williams Evans: 350.00

---

### PINBALL GAMES

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Game Details</th>
<th>Price</th>
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<tbody>
<tr>
<td>Williams</td>
<td>(Wm. Williams)</td>
<td>140.00</td>
</tr>
<tr>
<td>Williams</td>
<td>(Wm. Williams)</td>
<td>95.00</td>
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</tbody>
</table>

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### COPYRIGHT 1953. REPRODUCTION NOT PERMITTED.
### Manufacturers New Equipment

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

#### HOT COFFEE

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andico Cafe Petit, 200 cups</td>
<td>$300.00</td>
</tr>
<tr>
<td>5x5,000 cups</td>
<td>$400.00</td>
</tr>
<tr>
<td>4. Bert Mills Coffee Bar, 200 cups</td>
<td>$175.00</td>
</tr>
<tr>
<td>5x5,000 cups</td>
<td>$225.00</td>
</tr>
<tr>
<td>4. Bert Mills Coffee Bar, 400 cups</td>
<td>$200.00</td>
</tr>
<tr>
<td>5x5,000 cups</td>
<td>$250.00</td>
</tr>
<tr>
<td>4. Chief-Way, Model 100, 1000 cups</td>
<td>$375.00</td>
</tr>
<tr>
<td>5x5,000 cups</td>
<td>$400.00</td>
</tr>
<tr>
<td>4. Hot-O-Mat Comb. Hot Coffee-Choc., 600 cups</td>
<td>$375.00</td>
</tr>
<tr>
<td>5x5,000 cups</td>
<td>$400.00</td>
</tr>
<tr>
<td>4. U-Select-I Hot Coffee, 600 cups</td>
<td>$375.00</td>
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#### CARBONATED DRINK

<table>
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<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>4. Drink-O-Mat, single flavor, 5x, 1000 cups $275.00</td>
<td>$350.00</td>
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<tr>
<td>4. Drink-O-Mat, 3 flavor, 5x, 1000 cups</td>
<td>$425.00</td>
</tr>
<tr>
<td>4. Drink-O-Mat, 4 flavor, 5x, 1000 cups</td>
<td>$500.00</td>
</tr>
<tr>
<td>4. Lyons # 1400, single flavor, 5x</td>
<td>$425.00</td>
</tr>
<tr>
<td>4. Lyons # 1400-2F</td>
<td>$475.00</td>
</tr>
<tr>
<td>4. Lyons Model 500, 5x</td>
<td>$225.00</td>
</tr>
<tr>
<td>4. Mills, Automatic Fountain, 5x, 1000 cups</td>
<td>$250.00</td>
</tr>
<tr>
<td>4. Mills Automatic Fountain, 600 cups, without changemaker</td>
<td>$175.00</td>
</tr>
<tr>
<td>6. Soda Shoppe</td>
<td>$975.00</td>
</tr>
<tr>
<td>6. Sparcab single, 5x, 1000 cups</td>
<td>$135.00</td>
</tr>
<tr>
<td>6. Sparcab 3 Unit 5x, 1000 cups</td>
<td>$400.00</td>
</tr>
<tr>
<td>6. Sparcab 4 Unit 5x, 1000 cups</td>
<td>$600.00</td>
</tr>
<tr>
<td>6. Super Vend 3 flavor, 600 cups</td>
<td>$275.00</td>
</tr>
<tr>
<td>6. Super Vend 3 flavor, 1000 cups A-2</td>
<td>$325.00</td>
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#### CARBONATED DRINK

<table>
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<tr>
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<th>Price</th>
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<tbody>
<tr>
<td>4. American Simplex, single flavor, 5x, 200 cups</td>
<td>$100.00</td>
</tr>
<tr>
<td>4. Refreshomat, 5x 10e, 300 cups</td>
<td>$240.00</td>
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#### CAN DRINK

<table>
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<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Juice-Bar, 6x, 600 cups</td>
<td>$325.00</td>
</tr>
<tr>
<td>4. Refresher, 3x 10e, can cap.</td>
<td>$550.00</td>
</tr>
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#### ICE CREAM VENDORS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Vendo &quot;Dairy-Vend,&quot; 203 Bar Capacity</td>
<td>$250.00</td>
</tr>
<tr>
<td>4. Rove &quot;Ice Cream Vendor&quot; (Ice Cream Sandwiches or &quot;Pop&quot;), 200 cap.</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

### METEOR MACHINE CORP.

- Meteor Flying Saucer                          $795.00
- Meteor Pony Boy                                $75.00
- Meteor PT-Boat                                 $40.00
- Meteor Rocket                                  $95.00

### ROCK-OLA MFG. CORP.

- "Fire-Ball" 120 Selection                      $1,065.00
- Model 1348, 5x-10e-25c Wall Box                $115.00
- Model 1538, 5x-10e-25c Wall Box                $59.50
- Model 1536, 5x Wall Box, 23 Wire               $39.50
- Model 1542 Playmaster                         $440.00

### NATE SCHINELLER, INC. (NASCO)

- Atomic Jet (Airplane Ride)                    $995.00
- Aqua Jet (Boat Ride)                          $995.00

### SCIENTIFIC MACHINE CORP.

- Scientific Space Ship                         $1295.00
- Scientific Ocean Liner                        $1295.00
- Scientific Pokiron                           $379.50
- Scientific 3-line                            $379.50
- Scientific Pitch Master                       $2000.00

### J. P. SEEBURG CORP.

- M106C (Select-O-Matic "100" photograph)        $610.00
- HM 100C (Select-O-Matic "100" R.C. Special)    $610.00
- 3W1 Wall-O-Matic "100"                        $610.00
- MRVC1 Master Remote Volume Control            $610.00
- CVS14-4" Wall Speaker Ivory (Teardrop)         $610.00
- CVS14-4" Reeded Speaker                       $610.00
- CVS11-12" Reeded Speaker                      $610.00
- P8E-I2 Power Supply                           $610.00
- ARAI-L6 Auxiliary Remote Amplifier            $610.00
- AYCI Automatic Volume Compenenator Unit       $610.00

### UNITED MFG. CO.

- Show Boat                                     $600.00
- Clover Shuffle Alley                           $650.00
- Cascade Shuffle Alley                          $650.00
- Regulation Shuffle Alley                       $650.00
- Cahana                                       $650.00

### WICO CORP.

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### WILLIAMS MFG. CO.

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- Model "100" Photograph                         $458.00
- Model "150" Photograph                         $458.00
- Model "1500" Photograph                        $458.00
- Model "1500" Photograph                        $458.00
- Model 4851 5x-10e-25c Wall Box (48 Selections) $250.00
- Model 5204 Wall Box 5x-10e-25c (104 Selections) $250.00
- Model 5100 8" Speaker                         $250.00
- Model 5110 12" DeLux Speaker                   $250.00

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NUMBER - STAR - CLOVER
(0-9) ★

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✓ 10TH FRAME FEATURE
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